Mediterranean Journal of Social Sciences

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Law as a Social Regulator of Advertisement and Advertising Activity in the Modern Russian Information Space

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Abstract

The given article shows that law as a social regulator in the sphere of information relations becomes a new kind of information space regulation which carries new problems the solution of which depends on political and other purposes of the governmental authorities. The article lays stress on the statement that nowadays in the Russian Federation the democratic values are the priorities of constitutional state building. In the center of these values is a human, his rights and liberties, and the main social relations regulator are law and justice. A characteristic feature of the Russian advertisement is a contradiction between its evident and secret functions. It differs from foreign advertisement qualitatively, but it can also compete with it. At the same time the presence of fraudulent advertising which contains manipulation technologies causes the negative attitude towards it. Generally speaking, the influence of advertisement on the social activity of the population is controversial, because it not only stimulates the development of the economy and tertiary activity, but can also manipulate the public conscience and behavior. From this point of view the analysis of law as a social regulator of advertisement and advertising activity is of some interest for the given research.

Keywords: law, social regulator, advertisement, advertising activity, information space.

1. Introduction

The modern information space becomes an organized social system which requires the higher degree of legal regulation and legal defense of the information relations. The legal regulation of such relations has an influence on the governmental authority effectiveness and the citizens' realization of constitutional rights and liberties.

Currently the increased role of law as a regulator and source of management decisions is connected with its influence on different processes, including informational and communicational, which nowadays is not adequately investigated by sociology. It can be connected with the fact that historically the legal nihilism prevailed in the public conscience, but the transforming public relations and increased demand for legal regulation set a problem of using this resource in a bigger volume.

The social-information space of modern Russia is characterized by a weak controllability, a great number of subjects and a variety of information impact processes. The advertisement and advertising activity are among them. The appearance of multimedia technologies at the end of the XXth century set an aim of investigating law as a social regulator of advertisement and a kind of information which is caused by the features if its character, meaning, content, form and methods of spread. "Advertisement should be, - says A.N.Tolkachyov, - socially correct in relation to any individual and legal entity (including consumers and competitors), and also comparable goods, e.g. advertisement shouldn't mock or discredit the way of life, traditions, social status and basic cultural values of society" (Toshchenko, 2007). The prospects of development and use of modern information technologies allow to make a conclusion that this field will cover a bigger segment in the conception of national security of the Russian Federation. The increasing interest to advertisement and advertising activity is connected with the demand for using an interdisciplinary approach which includes philosophical,

legal and social knowledge.

The legal regulation of advertisement and advertising activity presents a special procedure of its regulation, which shows a particular combination of judicial tools and methods that provide the favorable (or unfavorable) conditions of legal environment. The legal support in advertising activity includes a complex of social relations which are fixed by the judicial norms and provided by the total of judicial and organizational means which aim to define the social order of an object on the one hand and the legal principles, forms and methods, rights and duties of the subjects on the other hand.

Frequently at the present time we face a situation when it's difficult to distinguish a commercial advertisement from a political one, a political advertisement from social. It creates presuppositions of forming deformations during the realization of right for it. The modern advertisement more and more becomes an instrument of influence on the public conscience and also a means of manipulation. The existence of society under the conditions of the corrupted informational and communicational space and also the problem of escaping from these conditions are the subject of the given research. Its aim is connected with the regulation of two mutually exclusive processes, on the one hand they are the maintenance of freedom of speech, press, access, use and information, and on the other hand they are the exception of unfair and apocryphal advertisement as factors of deformations in the sphere of advertisement and advertising activity.

The advertising market is one of the most dynamically developing markets in the whole world and it becomes a part of the Russian economical, political and informational space. Under such conditions the advertisement and the advertising activity need a perfection of the legal regulation which connects the entire complex of legal tools of its securing together. That is why the problem of creating of such legal environment which could provide the promotion of advertising production quality, its legitimacy; which could exclude unfair and improper advertisement which carries a risk for social instability, information security, economic interest, rights and liberties of man and citizen of the Russian Federation becomes very current.

2. Methodology

Building of a methodological construct of investigating the legal regulation of advertisement and advertising activity includes the analysis of social metaparadigms, which allow defining the system of principles, methods and ways of measuring the characteristics of the stated social institutions (Matuzov & Malko, 1996). As a system of socially approved rules, the methodological construct allows to compare the available paradigms, theories and scientific approaches towards the analyzable phenomena, which includes:
- using classical, neoclassical and postnonclassical metaparadigmes of the sociological research, which contain the basis of theoretical sociology;
- investigation of theories and scientific approaches for defining factors of interaction between social institutions of advertisement, advertising activity and law statically and dynamically;
- clarification of structure of legal regulation of advertisement and advertising activity in the public relations system.

The methodological construct of investigating law as a social regulator of advertisement and advertising activity in Russian information space is based upon:
- the structural-functional approach, which allows to single out the elements of social interaction of institutions of law, advertisement and advertising activity as complex social systems;
- the activity approach, which allows to analyze the correlation of institutions of law and advertisement in the information space through legal regulation of advertising activity;
- the complex and system-diagnostic approaches as the traditional fields of methodology of scientific knowledge.

During the solving of a given problem of analyzing law as a social regulator of advertisement and advertising activity in Russian information space such methods as analysis, synthesis, induction, deduction, analogy, formalization and comparative and legal were used.

The presence of law as a social regulator in the sphere of advertisement and advertising activity is a necessary condition of development of social, economical, cultural, informational and other aspects of vital activity. The works of a number of lawyers, sociologists, political scientists and psychologists are devoted to this question.

M. Veber investigated law from the point of view of its subjective sense in contrast to legal, which is based on its objectivity (Alekseev & Arkhipov, 2005). From the point of view of P. Bourdieu, law fulfils its function when it takes part in an objectivization of the social behavior, going from the external structures to the internal regulator (Wolves, 2010). E. Giddens treats law as a subject which has a particular practical sense in the function of asocial interaction algorithm (Golovleva, 2003).

A major contribution to the development of the investigation methodology of law as a social regulator made S.S. Alexeyev, who considered that the value of law is in its personification of social freedom and people's activity on the ground of well-ordered relations (Alekseev, 2011); Matuzov N.N. and Malko A.V., who defined the concept and specificity of legal order and legal regulation (Mishul, Khachaturian & Roslavlev, 2009).

In E.L. Golovlyova's works the concept, functions and specificity of advertisement are stated (Zhukov, 2013); A.N. Mudrov presented his view of these questions in his works (Pankratov, Bazhenov, Seregina & Sharuhin, 2001). Advertisement as a repeater of generally accepted values in the system of sociological knowledge is described in the L.N. Fedotova's research (Fedotov, 2007). Mishul G.M., Khachaturyan K.E., Roslavlyova M.V. study the history of regulation and experience of legal evaluation of advertisement and advertising activity and offer the ways of the advertising law perfection (Morozov, 2006). The questions of the legal regulation peculiarities are also reflected in the works of A.A. Morozov (Mudrov, 2005), S.G. Bogatskaya (Bourdieu, 2007). Moreover, we used our previous researches within a framework of the stated problem (Lubskoe, 2005).

In general, a particular theoretical basis for the further investigation of advertising activity regulation in the Russian information space is forming within a framework of legal regulation of advertising activity in Russia.

3. Results

The modern legal informational policy pushes its way in the form of historical necessity, including both progressive and regressive features. Social and political reconstruction, formation of market-based economy objectively caused a demand for essential changing of information relations between an individual, society and state, because information can be studied as an economical category which has its own value. "A concept of "informational capital" appeared for defining the social information wealth and is used in order to reflect the costs and profits, connected with production, storage, processing, transferring and receiving the informational resources as reserves and sources of information", fairly notes E.A. Zvereva (Karyagin, 2009).

Gradually in Russia began a process of growing of commodity and services market and consequently the advertisement became much more popular than before, and the appearance of new information technologies allowed the advertiser to evade the established prohibitions and restrictions. In this process "the advertisement actualizes its pragmatic goals, functioning in mass media under its laws: it gives information about the outside world, repeats values shared by the society, makes the landmarks of a sociopolitical action in such forms and signs of a cultural-sign paradigm which are usual for the given society" (Fedotov, 2007), which influences the formation of the information space.

Nowadays the essence of advertisement lies in the achievement of economical interest of producers, and its content lies in commercial propaganda of goods. On the one hand it stimulates the demand for new improved necessary goods and on the other hand it's a communicative tool between a commodity producer and consumers, which creates an advertising business, a qualitatively new form of legal relations. For its consumers advertisement creates the conditions for a free choice and allows to control the system of preferences, which is necessary under the conditions of saturation the market with goods and services, and also it "forms the demand for them, taking into account social and demographical features of separate groups of consumers; forming of the rational people's needs requires the use of advertisement" (Osipov & Moskvichev, 2008).

Advertisement can become manipulative because it has an influence on the consumer's subconsciousness making him make an unconscious choice. Such advertisement is not prohibited by law, but manipulations similar to this deform the consumer's inner world, influence the forming of stereotypes at the level of subconsciousness, structures the intentions, desires, etc. in the interest of the advertisement producers. Its content can provoke to do illegal actions if illusion and reality come into collision. In this case advertisement as a means of information extremism becomes as destructive as the extremist groups.

A lot of spheres of human activity which require the legal regulation almost always are connected with risks (Bogatskaya, 2007). Today there are no effective methods of evaluation risk in the advertising activity under the conditions of diversification of the national interests, which practically causes the unpredictable results under the conditions of values and priorities competition, and also leads to the growth of individualism, detachment of social strata which study their own interests. Risks in social activity should take into consideration the social heterogeneity of interests and possible environmental resistance in case risks are unreasonable and illegal. Therein lies the art of consensus-building between different groups of interests, which are determined by a level of development of the law system and legislation which take into consideration the conceptual approaches towards reasonable and unreasonable risks in advertisement and advertising activity.

That is why the so called "imposed" information should be under control of state and legal institutions, because it

influences the forming of values and ideals, legal conscience and culture, positive or negative image of society, etc., which in its turn has an influence on public relations. That is exactly why "the advertisement is denied if an essential part of information about the advertised product, about the purchase or use conditions is missed in it, if at that the sense of information is distorted and the advertisement consumers are misled, " as it is stated in item 7 of Art. 5 of the Federal law of 13, March 2006 №38 FL "Advertising" (Federal Act of 13 March 2006 № 38-FZ "On Advertising". Russian newspaper. 15 March 2006. № 51).

Within a framework of the state information legal policy the advertising activity is a mass medium, which influences the economical part of a state interest, forming of moral and aesthetical ideals, social partnership, respect for its state history, for society consolidation, etc. In the absence of doctrinal solution of a number of basic problems it is necessary to form a set of legal measures which will provide a system regulation of the advertising market in all its aspects.

The legal regulation of advertisement and advertising activity is a complex of public relations and within its framework forms a combination of legal, political and social mechanisms which regulate the multiplicity of its condition. It includes a system of state legal regulation and self-control in a form of dialog between the state institutions and self-controlling organizations.

The balance of contradictory interests between the subjects of advertising activity is achieved by a corresponding legal regulation, which should be focused on the protection against unfair competition and business reputation of these legal relations' participants. Law as a social regulator of advertisement and advertising activity is determined by the presence of restrictive measures, allowable level of its subjects' activity and the limit of their legal independence.

Advertisement as a kind of information can be limited only by state, if the necessity of such intervention is proved. The system of national information security calls upon the promotion of the quality of advertising production, its legitimacy, which excludes unfair and improper advertisement which carries a threat for social stability, information security, economic interest, rights and liberties citizens. The conception of rights and liberties is constantly developing because of naturally arising new generations of human rights, and particularly in the sphere of advertisement and advertising activity. Setting up a correspondence between the Russian legal system and the international standards in the sphere of human rights and liberties becomes an observance guarantee.

The inefficient legal regulation of advertisement and advertising activity leads to infringement of rights and legal interests of its consumers, difficulties with determination of guilty people and their bringing to account under the conditions of absence the unified law enforcement practice. "After a long development and legal registration advertisement turned into a bright and multifaceted phenomenon, it became part and parcel of life of the society; it got into all spheres. That is why the society sets a task to determine the legal framework of this institution's functioning, to form a mechanism of advertisement control" (Lubskoe, 2005).

The presence of public interest in advertizing doesn't always allow to divide it into commercial and social, that's why the substitution of its kinds may take place. It leads to the violation of the current legislation, but doesn't result in legal responsibility. Legal determination and clear differentiation of the advertisement types allow to avoid negative consequences and misuses. Within this framework it is necessary to improve the legal regulation of advertisement and advertising activity, revelation of gaps and contradictions in the current legal system, development of theoretical recommendations to eliminate them.

4. Discussion

Sociological analysis of law allows to determine its most important social function, which in everyday life manifests as a regulator of the specific behavior act. Law regulates the public relations, influences the society as a whole. The ultimate result of such influence creates a social order in it; the basis of which are law and order. "Stable law and order mean that changes which take place in social sphere and legal system on the one hand and the individuals' behavior on the other hand do not break the given type of relationships between the individuals and social sphere", as G.V. Osipov and L.N. Moskvichyov state. That is why lawful behavior of individuals and their groups is an important factor of a social order appearance, which correspond the legal instructions and the sense of laws.

As Z.T. Toshchenko considers, in a sociological aspect "a process of legal norms adoption, understanding, acceptance or rejection of them, attempt to follow or confront them, being guided by them or to avoid them while solving the problems of life rather than the process of creation, approbation and confirmation of them" is the sense of legal regulation. At that the law will act in case it's a moral norm and an inner regulator of a human behavior.

People's social activity and freedom are interconnected and regulated by law. If they are not regulated by law and justice, they may develop into arbitrariness. As N.I. Kareyev notes, the promotion of sociology in legal sphere was difficult and contradictory, because the dogmata of the legal techniques didn't allow the scientists and experts understand the

social nature of the accepted laws. The value of law in such case is directly determined by its social nature, it depends on a particular stage of social development, civilization, and also on a character of the government.

Law as a social regulator is an instrumental value, because it provides the functioning of other social institutions having the compulsion resource (Giddens, 1992). The value of law lies in personification of social freedom and people's activity on the basis of well-ordered relations. At the heart of these relations lie justice and necessity to coordinate the will and interests of different population strata and social groups.

Law as a social regulator of advertisement and advertising activity allows to choose the most efficient combination of legal measures to achieve the objectives and goals and also can create particular conditions of their fulfillment. Nowadays in Russia there are a legislative basis and executive bodies, which control the execution of the advertisement legislation. "The essence of a state regulation of advertisement , - as A.N. Mudrov notes, - can be determined in the following way: the government intervention into the advertising activity should be minimal, excluding the direct prohibition of separate types of tobacco and alcohol advertisement and the advertisement dissemination restriction which are focused on children and with their participation" (Pankratov, Bazhenov, Seregina & Sharuhin, 2001). It should be noted that strengthening of a state control of information-communicative activity is connected not only with the dynamics of public relations, but also with the appearance of new multimedia devices for information exchanging.

The author considers that the legal regulation of advertisement and advertising activity allows to provide a complex influence on its subjective and objective relations via regulative, conservatory, process-procedure measures, which combine together permissions and obligations, restrictions and prohibitions in order to achieve a desirable social effect. It's achieved by a normative legal base and is approved by the state, e.g. it has a power of general effect.

The structure of a legal regulation of advertising activity includes:
- the goals, which are aimed at the fulfillment of legal rights and interests of the advertising activity subjects;
- the codification of rights and obligations between the subjects of advertising activity;
- the system of advertising activity regulatory body, the order of their forming, functioning and interaction;
- the authorities of self-regulating public organizations on the sphere of legal regulation of advertisement and advertising activity;
- the normative regulation, supervision and control of advertising activity, which forms a basis of the legal support;
- the regulation of different kinds of activity in the sphere of advertisement and preventive and protection punishments.

Thus, the legal regulation of advertisement and advertising activity includes not only the system of a state legal regulation, but also the order of self-regulation which has a character of a dialog between the state institutions and self-regulating organizations under the condition of a high level of the legal culture of all the advertising market participants. Hence, the advertising activity has a system character and can undergo the analysis through its subjects and objects interaction, which function as a whole when the competence, forms and methods of interaction are clearly arranged.

In order to protect their activity from unfair competition the businessmen have to accept the necessity of a state intervention in case the legal, ethical and other norms, which regulate advertisement and advertising activity, are broken. It's necessary to agree with the S.S. Alexeyeva's opinion, that "the legal responsibility for breaching of law about advertisement is one of means of legal regulation and a kind of legal responsibility and has mutual for this legal phenomenon features…, according to which it is an established in a specific procedural order obligation of a subject who committed a tort to suffer the adequate deprivation of property or organizational character, stated by a sanction of the legal norm" (Andreev, 2011). That is why Federal Antimonopoly Service of the Russian Federation as an authorized body of the executive power exercises the functions of accepting regulatory acts, controlling and supervising the maintenance of law in the sphere of competition in commodity, job and services market, and also advertisement in the part established by law of antimonopoly body.

The growth of industrial production, appearance of new commodities and services promotes the development of advertisement and advertising business, which on the one hand increases its demand, and on the other hand the necessity of its legal regulation. In 2006 the enactment of laws about advertisement in Russia has not only a positive sense, but also several gaps, which lead to the uneven development of the whole legal system providing the advertisement regulation. "It goes without saying, that the law is static and the developing public relations are dynamic; the law is always doomed to lags and inaccurate, incomplete regulation of the sphere it was designed" (Morozov, 2006). The author believes that the given contradiction can be graded through reception by the advertisement legislation of norms of social regulation, including ethical, aesthetical, moral norms, axiological, cultural and other values, and also the experience of the international law. Hence, a complex investigation of the legal basis of advertisement both in Russia and abroad would allow to reveal the tendencies of development of the legal support of advertisement and advertising activity

in a system of national information security and also protection of rights of man and citizen.

In the author's view the criterion of succession in the legal support of advertising activity is a part of norms taken from the international law, which finds its place in the Russian legal system. The bigger this proportion is, the more evident is the succession. The observance of norms of the international law should be stated in the Russian law of advertisement, which defines it as a special kind of information focused on the consumer. At that the advertisement shouldn't be unfair or false; it shouldn't mislead or have inaccurate form.

"The problems of legal regulation of advertising activity are revealed and analyzed only in the scientific literature and the ways of solving them are offered very seldom. On the legislative level such questions are regulated rather weak, although the advertising relations are that kind of sphere which changes extremely fast and differently. And it demands as quick reaction of a lawmaker as possible" (Mudrov, 2005). The author believes that during the solving of this problem it's necessary to take into account the foreign experience, because it has a long history and would allow to adapt the Russian law and law enforcement practice to the demands of international law and global economy.

The history of international law in the sphere of advertisement and advertising activity, which is longer than the Russian one, "tends to unification of legal norms on the territories of different states, and for this reason the unified rules of advertisement regulation, functioning irrelative of states' boundaries, are developed" (Bourdieu, 2007). The global experience of defining law as a social regulator of advertisement and advertising activity shows that the majority of states tends to develop the unified legal norms and principles regulating advertisement, which should promote the improvement of its quality and perfection of mechanisms of controlling the law observance in this sphere. They not only accept the unified rules of advertisement regulation, but also establish mutual dispute resolution bodies, help each other in the preventive control and the enforcement of responsibility.

In countries with the developed market-driven economies the legal regulation of advertisement has a long history of development, combining legal regulation and self-regulation. "The aims of legal regulation of advertisement in developed countries are basically of preventive character, for this reason methods and measures of advertisement regulation are focused on the prevention of law infringement and conscious, voluntary observance of rules by the subjects of advertising market", notes Bogatskaya (Bourdieu, 2007). Unlike them the developing countries use this experience but taking into account their national, religious, economical and other features. For example, as E.L. Golovlyova states, "the strongest manifestation of Asian advertisement is not the continental, but its national uniqueness, based upon the cultural, historical and even philosophical traditions and principles. The most difficult problem to solve for the western advertisers id the barrier of language and moral-ethical variety of Asian countries" (Zhukov, 2013).

Rapid development of the Southern-Eastern region attracted the western advertisers, followed by the outstanding international network advertising groups, who had greatly influenced the development of national advertising markets in these countries. As a result, in this region a new style of advertisement, advertising activity and their legal support, combining the benefits of European advertisement and national cultural traditions of the East was developed. The dual character of its legal regulation includes the modern legal technique and the traditionalism of mentality of the eastern society, that is unfamiliar to the majority of European countries, in which the mutual and special demands to advertisement are fixed, the rights and obligations of the subjects of advertisement business are determined, the mechanisms of legal observance control and bringing the guilty people to legal responsibility work.

As S.G. Bogatskaya considers, "the practice of adjudgement by the European Court of Human Rights (the Strasbourg Court) proved that advertisement falls under the action of assurance of freedom of expression, but it has lower level of protection in comparison with noncommercial opinions. The advertisement restrictions, as the Strasbourg Court states, should be prescribed by law, correspond the legal goals and be necessary in a democratic society" (Bourdieu, 2007). The point is that the right of information is one of the guaranteed rights of man and citizen, accepted by national legal systems and international law, that is why advertisement as a type of information can be restricted only by the state in case the necessity of its intervention is proved.

The legal succession in the sphere of advertisement is manifested in the process of transferring from one legal system to another. This process takes place independently of particular economical, political, social and other conditions, which exist in different counties of the world. Nowadays in Russia the democratic values are the priorities of building a constitutional state. In the centre of these values stand a man, his rights and liberties, and the leading regulator of social relations are law and justice. It means the establishment of correlation between legal support of advertisement and advertising activity and values of a social state. In this case advertisement will satisfy the expectations of society and successfully implement its economical, social, communicative and marketing functions, orientations toward humaneness and legitimacy as the incontestable priorities of the democratic society.

5. Conclusions

In the basis of a state information policy should be taken rights and liberties of man and citizen, and also the national interest including the absence of censorship, proclamation of freedom of speech, pluralism in ideology, the right of mass media to advertise different political, cultural, national, ethno-confessional values and orientations, even those which do not coincide with the state policy and do not infringe the laws of the Russian Federation. The legal information policy lies in taking into account the interests and needs of both separate individuals and groups and also the whole society. Otherwise the establishment of total control in the sphere of information can lead to stagnation of public relations, acts of civil disobedience, extremism, terrorism, e.g. it can lead to all that carries a risk for the constitutional order of the Russian Federation.

Information and information technologies, which influence the mass consciousness, gradually become the core factors of the whole system development. That is why the advertising information, distributed via the mass media channels, can acquire a controllable or uncontrollable character, and the commercial interest of advertisers allows them to shut their eyes to the negative social consequences of such activity. The advertising market as one of the most dynamically developing markets all over the world is a part of society information system. Under such conditions advertisement and advertising activity are provided with the presence of a special legal regulation, which connects the whole complex of legal measures in accordance with the means of legal regulation, types and methods.

Law as a social regulator of advertisement and advertising activity shows a combination of complex of regulatory acts and measures, including permissions, prohibitions, enforcements, legal restrictions, stimulus, resolving procedure of regulations, etc. The degree of regulation by law is determined by the presence of restrictive measures, the allowable level of activity of advertisement and advertising activity subjects, the limits of their legal independence. Hence, it's possible to make a conclusion that the legal regulation of advertisement and advertising activity in Russia is established by the combination of legal acts, resolutions and social norms, which are included in the Code of professional activity in the sphere of marketing communications. Law as a type of social regulation gives the participants of the advertising relations the mutual rights, prohibitions, permissions, allowances, etc.

The global experience shows that the majority of states tends to develop the unified legal norms and principles which would regulate advertisement. They also should promote the improvement of its quality and perfection of mechanisms of controlling the law observance in this sphere. The majority of states not only accepts the unified rules of advertisement regulation, but also establishes mutual dispute resolution bodies, help each other in the preventive control and the enforcement of responsibility.

Law as a social regulator of advertisement and advertising activity should:
- combine the interests of citizens and state, cultural and historical traditions, norms of law and morality;
- take into account the communicative function of advertisement, the interests of all subjects of advertising market;
- promote the development of business contacts of experts in the sphere of advertisement, marketing and public relations both at national and international levels;
- initiate the development of new advertising technologies and corresponding legal support;
- establish the rules of gathering and dissemination of information about law infringement at advertising market;
- provide the protection of professional rights and interests of advertisers and creation a civilized advertising market;
- promote the advancement of norms of business intercourse into the sphere of advertisement;
- lobby the participation of subjects of advertising business in the construction and discussion of bills of its regulation;
- take into account the positive experience of social advertisement of protection of human rights and liberties.

Consequently, a legal environment can be created, which will promote of the quality of advertising production, its legitimacy, which excludes unfair and improper advertisement which carries a threat for social stability, information security, economic interest, rights and liberties citizens.

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Pedagogical Problems of Effective Training of Specialists in International Virtualization of Economic Industry

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Abstract

The article outlines the main problems of modern higher education in terms of international virtualization industry. The authors developed a technique of formation of information and professional competence of the economic profile, which presented its basic components, we consider a system of pedagogical conditions that affects the level of formation. The essence of the competence approaches to the preparation of information at the high school in the framework of academic mobility, it was given the theoretical and experimental study of the essence of information and professional competence and its significance depending on the scope of activities; it was developed and scientifically grounded information competence-based education technology students at the high school; criteria and indicators to measure the level of information and professional competence of specialists and effectiveness were developed in the study of the technology of formation of students of the high school. The authors believe that enhancing the innovative pedagogical training of specialists of economic profile can be achieved by allocating as an independent integrative learning objectives the formation of bachelors and masters of information and professional competence, which is manifested in all competencies related to information aspect of knowledge, information and intellectual skills and capacity for reflexive self-organization in addressing educational and professional tasks and problems through the involvement of information resources. A necessary condition to achieve this goal in an educational institution is the introduction into the educational process special information competence-oriented learning technologies.

Keywords: innovative training, undergraduate, academic mobility, professional competence.

1. Introduction

Dynamic socio-economic relations, changes in the world economy and industry and the increasing demand for new skills necessitated operational profiles reform of higher education in accordance with the social order and the virtualization of all spheres of public life (Kivlyuk, 2014). Despite the significant scale of the multidimensional training in higher education, it is still, according to experts, is not fully consistent with the social order. Potential employers of graduates are not satisfied with their level of competence in meeting the new challenges due to the nature of modern social development, however, vocational education institutions are not ready to move from "knowledge" to "competency-based" approach in the development and implementation of educational programs, learning technologies and systems for evaluating its quality (Stetsenko & Yaschuk, 2014). The transition to a new information society formation necessitated the integration of innovative technologies in educational process of preparation of socio-specialists.

Experimental study of the experience of formation of information competence of students in the areas of economics, also showed that: knowledge in the field of information technology are not considered by them as specific scientific, understanding of the scope of their application in professional work as a research base is very limited; because of the lack of methodologically sophisticated links between the course of computer science with other disciplines of professional educational standards are declining motivation of students to the serious study and the level of their information and professional literacy; bachelors often do not have the ability to quickly identify and analyze issues in connection with the aborted techniques of statistical analysis and generalization of professionally relevant information with the use of computer-based tools (Alehin, 2014). A significant proportion of employers recruiting young specialists of

economic profile, and the graduates, also note the lack of skills of the creative application of information and computer technologies to solve non-standard economic challenges.

The hypothesis of the study, the results of which are presented in this paper, is based on the assumption that enhancing the innovative pedagogical training of specialists of economic profile (Gaynutdinov, 2014) can be realized by:

- selection as an independent integrative learning objectives formation of their information and professional competence, which is manifested in all competencies related to information aspect of knowledge, information and intellectual skills and capacity for reflexive self-organization in addressing educational and professional tasks and problems through the involvement of information resources;
- use special information competence-oriented learning technologies;
- within the framework of the educational technology resource that integrates a large amount of structured information on educational and economic subjects in a single styling and a single set of services for convenient access to information resources and manage its contents.

Objectives of the study due to the intended purpose have the following structural-logical view:

a) analyze current requirements of employers to the level of professional training of specialists of economic profile and the existing standards of higher economic education (Robert, 2014 & Voytovich, 2014);
b) identify the key competencies of specialist economic profile and to reveal the nature of the informational compronent of their professional competence;
c) design and implement experimental approbation of the author's technology of formation of information and professional competence of a specialist economic profile in higher education;
d) conduct a pilot study of the effectiveness of using this technology in the educational process.

The study was conducted in three stages: the first stage - was studied modern state of the problem, we have analyzed the pedagogical, sociological and special literature, studied teaching experience, developed a scientific instrument, refined essence of key concepts, selected diagnostic techniques and conducted ascertaining experiment; in the second stage, the model was designed, key competencies demanded in the labor market specialist economic profile, developed technological model of formation of information and professional competence of the economic profile in the higher education system subject to the requirements of academic mobility, designed the methodology of the organization of experimental work and was carried out experimental testing technology (Bobkova, 2011).

In the third stage of analysis, systematization and generalization of the results, their interpretation, carried out the implementation of research results into practice.

Scientific novelty of the study, the results of which are presented in the paper is the following: the essence of the competence approach to the preparation of information at the high school, given the theoretical and experimental study of the essence of information and professional competence and its significance depending on the scope of activities (industry, trade organizations, organizations providing financial services, etc.); developed and scientifically grounded information competence-based education technology students at the University, ensuring the formation of their information and professional competence, including the target, the substantive, procedural, software, hardware and the controlling elements; and criteria and indicators to measure the level of information and professional competence of specialists and effectiveness developed in the study of the technology of formation of students of the high school.

Theoretical significance of the research consists in the following:

- in the categorical system of pedagogy of professional education introduced the concept of "information and the professional competence of an economic profile", "Informatization-innovative learning environment of high school, "information competence-based education technology" ;
- formulated a conceptual framework technology model of formation of information and professional competence of specialists of economic profile, based on the theory of competence-based, integrative and personalactive approaches;
- given the theoretical and experimental justification of the need and feasibility of providing profile orientation of the ICT training of students through interdisciplinary integration of subjects included in general education, general professional and special blocks educational standards, as well as through the creation of educational resource that integrates within the educational topics educational information;
- theory of evaluation of the quality of vocational education supplemented diagnostic indicators and tools examining the level of information and professional competence of students in the field of economic activities, as well as indicators of cognitive analysis of quality information technology of its formation.

2. Literature Review

The current research focuses on various aspects of informatization of education: philosophical, psychological, pedagogical, methodological (Kuznetsova, 2014). Problems of application of information technologies in the educational process of the education system are revealed in the works of many Russian and foreign authors (Kivlyuk, 2014; Bobkova, 2014; & Robert, 2014), however, analysis of the leading pedagogical practices in Russian and foreign universities suggests that to date, the process of using them is very slow (Voytovich, 2014).

The unresolved so far in the theory and methodology of professional education of all the abovementioned contradictions identified the relevance of the study of educational problems of effective training of specialists of economic profile in terms of international virtualization industry.

3. Methods and Materials

The complexity of the tasks of education requires special care of methodological tools appropriate to the nature of the studied objects. Theoretical and methodological basis of the study were: a systematic approach to the study of pedagogical phenomena; geological and historical approach to the design of the model of a specialist; student-activity, occupational, and competence-based approaches to the design objectives, content and learning technologies in the system of vocational education; psychological and pedagogical theories of developmental education, ideas relevant to the integration of the content of vocational education (Kuznetsova, 2014).

Research methods: analysis of documents and scientific literature, summarizing the experience, observation, survey methods (questionnaire, interview), ranking, scaling, modeling, summative and formative experiment, statistical treatment of data (Stetsenko & Yaschuk, 2014).

In the research process at different stages involved over 300 students, also 100 representatives of commercial organizations - potential employers of future specialists of economic profile were interviewed. Theoretical analysis of pedagogical ideas will allow you to make scientific generalizations on important issues of training and education, as well as find new patterns, where they are impossible to detect with the empirical methods of research.

4. Results and Discussions

Theoretical and experimental study of the social and didactic aspects of the implementation of competence-based approach to innovation in the training of specialists of economic profile in the higher education system consists of two fundamental aspects: social and didactic. The social aspect reflects the need and areas for improvement of this training based on identified during the pilot study of the requirements of employers to the level of professional competence of graduates in economics. The didactic aspect formed by the results of problem analysis of existing training of students at the leading universities of Russia and abroad.

Obviously formulated today in the standard and the software requirements for the individual and professional activities should reflect the deep essence of the profession, compared not only functional repertoire of a particular professional activity, but its socio-cultural and temporal conditionality, dominant values, historical periods, and values the development of the profession itself. This statement is the basis of geological and historical approach to the modeling a specialist and conditions of training. As a methodological basis, specifying the approach, can be considered professional graphic ("professiogram" as a model), student-activity (in the model highlights the complex personality traits, providing specialist high level of self-regulation of professional activity), ethical and humanistic (model personal qualities of expert to enable it to effectively solve challenges, differentiable on "objective" and "subjective" factors of effectiveness), competence (in the model reflected the different groups of competencies - personal and social, academic, economic, organizational, managerial, general, special, etc.)

Considerable attention in the professional standards currently given to the creation of pedagogical conditions for the formation of information culture of specialists of economic profile.

The main thrust of research related to information about culture specialist and focuses on its formation to the present time around three issues:
- theoretical understanding of the characteristics of information as a phenomenon of the world and as part of the educational process in which under the influence of information and cultural environment is the socialization of human rights and development profession (methodological aspect perspective);
- simulation of the activities of social institutions (schools, libraries, information centres, family, etc.) involved in the formation of information culture (institutional aspect);

- building technology of this formation, appropriate means and methods of influence on the person for the purpose of development of its information resources, skills, use of information in educational, professional purposes and for your own creative self-development (didactic aspect).

A study of the requirements of Russian and foreign potential employers to a specialist economic profile allows you to highlight in the model as a particularly significant for its successful operation, information and professional competence, which is manifested in the level of knowledge and skills from the field of information technologies, information and communication skills, the ability to implement integrative dialogue in a single information space (Mukhamedzhanov, et al., 2014).

Information and competent specialist is a community of information entity information carrier of knowledge, able to actualize them in the process of solving professional problems and in managing their own professional development. Information and professional competence performs several functions (Voytovich, 2014).

As "information culture" information competence performs in a person's life, certain functions - cognitive, communication, adaptive, regulatory, valuation, regulatory, etc. Cognitive function is related to the systematization of knowledge in the process of learning and self-discovery by man of the world and himself. Communicative functions are "paper and electronic media (intelligent tutoring system, hypermedia systems, ebooks, "microcosm", automated training systems, telecommunications). This function is to transfer the rational and emotional information through verbal and nonverbal means, in dialogue with the joint of professional activity.

Adaptive function allows you to adapt to the conditions of life and work in an information society. Regulatory function contains indicators of achievement and development, primarily as a system of norms and requirements in the information society and is subject to moral norms and legal norms of law, which must be guided in their professional activities in life. The essence of the evaluation function is the ability to navigate the flow of information, to identify and select the known and new, to assess significant and minor. All the functions of enlargement are presented in a developmental function that allows a subject not only to understand and follow a certain system of knowledge, norms, rules, act in the modern information society, but also to implement a proactive, independent and creative work that leads to its fulfillment.

The regulatory function connected with giving labor required processability due to the accounting information factor. Cognitive-epistemological function is to systematization of information flows and processes for effectively leveraging creative cognitive potential in the interests of the profession.

Analysis of these features allows you to highlight the structural components of information and professional competence - motivation and values, communicative, regulatory and reflexive.

The motivational value component represents the professional and personal self-determination of the expert to the use of knowledge and skills in the field of Informatics in the implementation of the work.

The factors affecting the level of formation of these motifs, followed by M. Chebykina, we believe it is possible to relate the condition of the learning environment, material and moral incentives, opportunities for personal growth and methodically correctly organized training activities (Chebykina & Bobkova, 2014).

Regulatory - associated with the direct application of knowledge in computer science to solve professional problems. Regulatory component as a backbone element of information and professional competence involves the enrichment specialist knowledge and skills from the field of Informatics and information and communication technologies, interactive dialogue in a single information space, the development of information and intellectual and communicative abilities.

Communication skills involve: the ability to understand relationships of people to perceive the situation of communication, to use the experience of others; the ability to understand the communication partners, their motives and goals; the ability to cooperate. They are manifested in the ability to consult, to discuss the project, plan, program, to participate in joint projects of reconstruction of production, to make a report, the report on the production meeting and scientific conference.

The reflective component is an assessment specialist for the level of information culture and design conditions improve. The reflective component is determined by the level of self-esteem, understanding of their responsibility for the performance of the organization, self-knowledge and self-realization in professional communication. In a number of research reflexivity is seen as one of the fundamental characteristics of professional activity and professional communication seen in the ability to consciously control the results of their activities and to assess the level of their own professional development and personal achievements in the initiative, the ability of foresight, forecasting the results of its activities and relationships.

The reflective component of the information and professional competence of students was studied by the nature of their analysis of situations involving the application of knowledge from the field of Informatics and computer technologies

in educational and professional goals. There are the following levels of reflective skills: situational (intuitive, emotional, sensual and reflective self-assessment of the success of attracting media to address professional (educational and professional) tasks), qualification (criterion analysis of success), prognostic (full reflexive self-organization in addressing information and professional tasks). The study of the reflexive component was carried out using a questionnaire survey of the students themselves and the method of "experts" (as the experts were the teachers of the disciplines of marketing and computer science). As shown by the summary of the results obtained using these methods at the stage of the experiment, 53% of students had situational reflective component level, 36% in qualifying and only 11% is predictive. At the same time, after conducting a formative experiment, predictive level was already diagnosed in 49% of the students.

The degree of formation of the named components of information and professional competence determines its level. Evaluation criteria this level can be divided into two groups - cognitive and creative.

Criteria cognitive group allow you to identify the consistency and completeness of professional knowledge of the future economist (volume internalized educational material, understanding of theoretical and practical material, ability to generalize and qualified material).

Within the criteria of creative group assesses the degree of awareness of the significance of information and professional competence in professional work, the satisfaction of needs in mastering computer knowledge, abilities and skills, the manifestation of sustained information and intellectual activity, the ability to consciously control the results of their activities and the level of personal achievements.

Developed in the framework of the research the concept of competence-based approach to the simulation of the conditions of innovative training marketers in the University, includes: characterizing the nature and structure of information and professional competence of the economic profile as an educational outcome; the justification of principles of competence-oriented training of specialists of economic profile and appropriate to these principles leading ideas that form the basis of development of technology empowering them with information and professional competence.

Information competence-based education technology specialists of economic profile has a number of key elements: trust, information-content, process, software, hardware and controlling. A special place in the given technology: information and educational resource (site); the special design of the educational content with regard to the principle of core integration; inclusion in the educational process of reflexive stage, by allowing the organization of reflection studying educational process built in information technology, strengthen its competence orientation.

Efficiency of the developed educational technology is inextricably linked with the concept of pedagogical site foundation seem.

The implementation of the principle of professional orientation in the concept of the site Foundation seem when shaping information and professional competence involves a spiral deployment and modeling the basic elements of the system of economic knowledge as well as designing special technology development, in particular, information.

The importance of information technology is due, on the one hand, to the logic of development of information and educational systems, considered as a complex including computing and communications hardware, software and system staff, providing support for dynamic (variable in time) of the information model of the education system to meet the information needs of individuals, society and the state, on the other hand, the impossibility of a direct transfer of the implemented concept for the site a weak school base formed of knowledge, skills and skills, most of the existing first-year students and not allowing to use them as a basis.

As the performance criteria was developed during the study of the conditions of formation of information and professional competence of specialists of economic profile was used: the quality of the information technology training; changes in the level of the informational culture in the formative experiment. The cognitive results of the analysis confirmed the optimality of the structural elements of the technology and allowed us to identify those that are key to shaping marketers.

Also, during the experiment examined the dynamics of indicators characterizing the motivational value, meaningful procedural and reflexive components of information and professional competence, namely: the level of motivation training and outreach activities, professional orientation and professional interests; the level of development of the system of specialized knowledge; the level of integration of professional knowledge and knowledge of information technology; proficiency in innovative technologies for the exercise of professional activity; level the use of technical means of collection and processing of information and communications; the level of reflexive self-organization in the process of solving training problems using information technology.

The results of the comparative analysis of data obtained at stages summative and formative experiments in control and experimental groups and their statistical analysis in the evaluation measures the materiality of the differences confirmed the effectiveness of the developed approach.

5. The Confirmation

The reliability and validity of the results and conclusions are provided: a diverse methodological and general pedagogical base; applying a systematic approach to solving the problem, application of research methods, which is adequate to its purposes and objectives, the representativeness of the sample; qualitative organization of experimental work and its long-term nature, the statistical significance of the results. There were presented the results of a survey of students and representatives of commercial organizations - potential employers of future specialists of economic profile (Galkina, 2014). The analysis of documents and scientific literature, summarizes the experience, applied statistical data processing.

6. Conclusions

Socio-economic changes underway in the global economy in the early twenty-first century has led to objectively existing qualitative changes in the structure of the social order for training of specialists of economic profile, able to independently and professionally to solve problems in their practice, to predict their possible consequences, to lead productive dialogue and improve their knowledge (Galkina et al, 2014). In terms of virtualization and globalization of economic processes in the Russian and foreign employers must meet new requirements to the specialists of economic profile.

In the context of the competence-based approach, the authors highlighted successful professional competence of a specialist economic profile, which is defined as a set of competencies:

–   information-analytical (ability to reflect the process of organizing professional activities activities and select the best options based on a creative approach to the use of computer technology);
–   design and research (ability to develop innovative projects based on multivariate study of the internal and external environment of an organization);
–   communicative value (ability to professional dialogue with representatives of different professional groups and different cultures in the implementation of the sales policy of the organization);
–   business (the ability to be self-motivated, independent and risky innovative activities to ensure competitiveness in the market).

The study showed that one of the significant problems of modernization of higher economic education is searching for approaches to information and training specialists, contributing to their success in the market conditions, the effective solution of problems of the marketing system, through the creative use of computer technology.

An analysis of research in which the identified content, technology training economic profile and their conformity to the social order, the needs of employers for qualified specialists, has allowed to establish special importance for the success of the specialist in the economics of their ability for automated analysis and processing, computer modeling and design, which confirmed the relevance of the chosen topic.

Based on the results of the research problems of improving the standard of vocational training specialists of economic profile in modern conditions in the context of competence-based approach, it is proved that its information professional competence lies in the ability to update information knowledge and skills in the process of solving professional problems in the economic sphere. The study identified didactic and organizational-pedagogical conditions of formation of this competence in the high school.

Pedagogical aspect of the problem of formation of information and professional competence of specialists of economic profile, is primarily concerned with ways of improving the educational process in the high school, namely, to strengthen the informational component in the content of training of specialists in marketing, development, and implementation of information technology to ensure the accelerated development of the above-mentioned components, the design of the special information and didactic information and creative environment in the school.

The results of the problem analysis of the quality of professional training of specialists of economic profile in modern conditions served as the basis for constructing the model of a successful economist, in which, on the basis of correlating the requirements of the standard training of economists and the results of expert evaluation by employers practical activity of the graduates were selected knowledge, skills, abilities and personal qualities that are most important for successful professional activity. In the model selected such personal qualities of a successful specialist economic profile: erudition, initiative, responsibility, initiative, information competence, creativity, social activity and interpersonal skills.

In experimental design conditions the formation of specialists of economic profile information and professional competence of the authors formulate the principles that determine its value-conceptual framework: the principle of professional orientation training, meaning the selection of the content and structuring on the basis of spiral deployment of

the basic elements necessary for the formation of professionally significant for the specialist competences; the principle of informatization of the educational process, providing efficient use of modern means of computer technology-oriented psycho-pedagogical learning objectives at the expense of professional and creative mastery of the information.

Leading ideas, clarifying, these principles are: the use of information technology learning both the computer science and a number of general professional and special disciplines of program blocks, that are specially organized reflection is built so the learning process to master the competencies associated with the information aspect of knowledge, to develop information and intellectual abilities and capabilities of self-organization in addressing educational and professional tasks involving information criteria and tools; profile integration of learning content based on the selection in the activity of specialists of economic profile characteristics, integrating professional and information competence, and providing for appropriate interdisciplinary synthesis of professional and general studies; creation of a special education resource that integrates a large amount of structured information within the scientific and educational subjects, which have the same styling and a single set of services for online access to information resources; involvement of students in the creation of innovative information the educational environment at the high school by attracting them to implement research projects related to this issue, as well as a special organization of practical training on the basis of the institution, providing for the participation in business projects.

It should be noted that the selection as a special integrative learning objectives of the formation of information and professional competence due to specific economic activities. This achievement was made possible thanks to the use of information competence-oriented learning technologies and the creation of a special education resource that integrates a large amount of structured information for research and educational topics with a single styling and a single set of services for convenient access to the information view and manage their content.

Thus, it is fair to consider the hypothesis of the study confirmed, and the purpose of the study was reached.

Among the problems that require further theoretical and experimental solutions can be identified as follows:

– the definition of a methodological framework for the development of continuing education programmes of specialists in the context of competence approach in the framework of academic mobility;

– development taking into account peculiarities of the phenomenon of "successful specialist" at new effective forms of interaction between universities and employers in the professional training of specialists;

– identify the dependences of the characteristics of the educational process in the high school from the state of the organization of Information and professional environment.

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The System of the Methodological Principles of Management of Enterprise Development

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Abstract

Currently, economic growth economic entities more and more dependent on enterprise adaptation to the changing needs of the market environment to the products manufactured by the company. In these circumstances, it is important to understand and determine what should be the methodology of construction of the control system based on an innovative approach. During the formation of the mechanism of management of the company needs to follow a number of methodological principles of management of development of the enterprise. The proposed conceptual methodological principles of formation of the system of management of development of the enterprise with the purpose of increase of efficiency of functioning and quality of production. System conceptual methodological principles of formation of the system of effective management of enterprise development, according to the authors, should be based on the following research approaches: integration, task, system, complex, situational, economic, synergistic. The synergetic approach to managing effective enterprise development based on the principles of self-organization and self-development systems, openness of the enterprise for innovation and transformation.

Keywords: business management, synergy, principles of management.

1. Introduction

The development of industry, as it is known, is closely related to scientific and technical progress and implementation of its results in production. The implementation of this installation is not possible without the improvement of the management system based on the innovative nature of its development (Olufemi, Caleb & Akinjare, 2012).

In Russia there is a formation of national and regional innovation systems. In the era of the "knowledge economy" innovation has become a major factor in improving the efficiency of industrial enterprises. The solution of large-scale objectives requires a comprehensive critical analysis and review their approaches, establishing the theoretical foundations for the effective development of industrial enterprises.

Today, the economic growth of businesses, as you know, more and more dependent on enterprise adaptation to the changing needs of the market environment to the products manufactured by the company. In these circumstances, it is important to understand and determine what should be the methodology of construction of the control system based on an innovative approach. It is no accident in the scientific literature the development of the methodology to improve the efficiency of management pays great attention from both foreign and domestic scientists.

However, for the majority of works are characterized by the absence of a systematic approach, sufficient to link the development of industrial enterprises with the requirements of the market economic system.

Overcoming the economic crisis in the industry of Russia should be considered as an additional incentive for industry to realize the potential of development and economic growth through the introduction of innovative technologies in the sphere of production and management, allowing you to increase the intensity of use of limited resources and, thus, to successfully solve the basic problem of economic development of enterprises and the region in which they are located (Lefter & Brătianu, 2001).

The main characteristic of any socio-economic system, be it a company, region, state overall, at the present time is

determined through the development, i.e. significant, necessary move, change anything in time (Barmouth, K. A., 2010). This notion characterizes qualitative changes of objects, the emergence of new forms of being, the transformation of their internal and external relations.

Development as a separate process has the following stages: the first involves the preparation prerequisites for the formation of this process, it is basically the movement; the second is the transition to internal movement; the third is the formation, transformation of the new process conditions from which it arose; the fourth is the actual development, sustainable existence on its basis; the fth is the destruction process.

Development is about empowerment, capacity and has no limitations. In this sense, the development is effective redistribution of resources, primarily investment in areas that provide the highest possible competitive for the longest period, improvement of goods and services, including, and on the basis of the existing organizational structure, improving the structure and management systems, the result of which is the increased demand for the company's products and its broader economic activity. Thus, the development of both qualitative change of the object can take different forms: the transformation, the origin, formation, destruction, formation of the new form or structure, the transformation of the content, relationships and dependencies, etc.

With the development of market relations in Russia, it becomes clear that in order to achieve efficient operation, while remaining under the previous system of enterprise management is impossible. The specificity of the market economy, mentality and cultural differences between Russia do not allow to use Western methods of enterprise management. For this reason requires the development and application of modern approaches to management, more appropriate to the economic situation in Russia. Management in market conditions means, above all, the orientation of the enterprise on demand and market demand, constant desire to improve production efficiency, the search for new opportunities to obtain the best results at the lowest cost.

2. The System of the Methodological Principles of Management of Enterprise Development

One of the main objectives of industrial development is the formation mechanism of managerial decision-making at the enterprise level to improve the functioning and quality of production. The problem of ensuring the effective development of enterprises due to the General financial-economic problems of the economy, the interaction of market participants, the organization of industrial relations in the activity of enterprises.

The formation mechanism for the effective management of enterprise development requires justification, and follow certain methodological principles. To make the process of managing the development of industrial enterprises logical completeness, structure and required performance, it is necessary to follow a number of methodological principles of management of development of the enterprise.

Nonlinear, non-equilibrium, irreversible nature of economic processes in the medium and the historical time scale was marked by some economists scientific schools in the nineteenth century. In today's business world, traditional management science less corresponds to the practical interests of managers, because it focuses on the analysis, prediction and management. The experience of the last 20 years has shown that in the new situation, using well-known principles leads to disaster. In a rapidly changing markets, the desire for the quantitative description of social phenomena (quantification) to work, labour, the separation of planning from execution, isolation of workers from each other creates such an organizational structure, which is difficult in a short time to adapt to the ongoing changes.

System conceptual methodological principles of management of development of the enterprise should be based on the following research approaches: integration, task, system, complex, situational, economic, synergistic (added by authors) (Fig. 1).
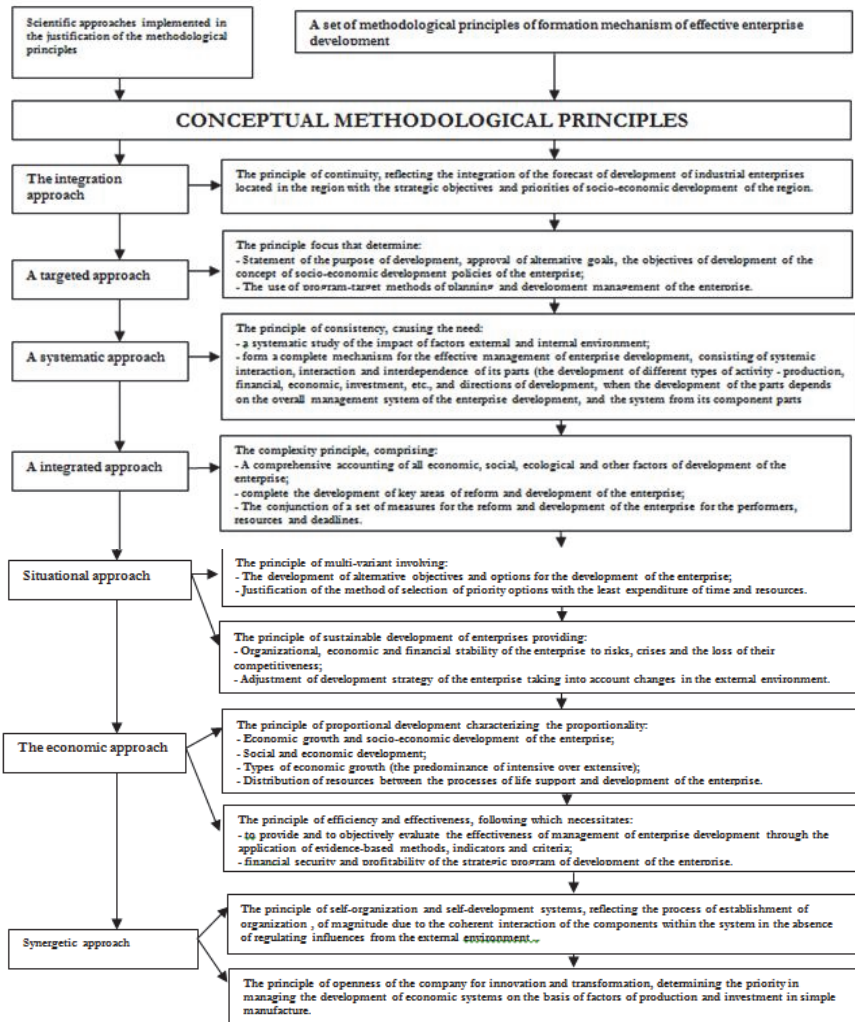
Figure 1. The system of the methodological principles of management of enterprise development

Accordingly allocated approaches have inherent principles of management of enterprise development: an integration approach - the principle of continuity, the target is the principle focus of the system - the principle of consistency, the complex - the principle of a complex, situation - principles of multi-variant and sustainable development of the enterprise, economic - principles of proportional development, efficiency and effectiveness, synergy - the principles of self-organization and self-development systems and openness of the enterprise for innovation and transformation.

Following the principles in practice will lead to successful structuring processes of development management of the company and to implement them effectively.

3. The Essence of a Synergistic Approach

Development is a phase, structural, vector transformation in space and time, resulting in the formation of a new paradigm in economic theory based on the theory of self-organization and synergetic. Spend rationale for selection of the authors of the study synergistic approach.

Synergetic management is regarded as a technology development management at different levels of economic systems from a global, sectorial, and corporate, regional to nano (the level of the individual and the household). The need for synergy management is critical due to the ambiguity of the processes that occur in the economy and economic theory in Russia.

Synergetic management focuses on accelerated development, break through the formation in systems of synergy effects, the creation of new products, new markets, new economic environment.

The ability to form and implement synergies considered in the synergetic management as a core competence required of the Manager of the XXI century.

The term "synergy" was introduced into science in the nineteenth century, the English physiologist Charles S. Operators to describe the cooperative action of the muscular system, controlled by the brain. Later this term was widely used in physiology to denote the joint behavior. In the last time "synergetic" became known as the theory of joint action, based on the General laws of self-organization in nonlinear dynamical systems of different nature.

The essence of self-organization is that the space with an infinite number of measurements produces a relatively small number of simple entities. In the basis of the theory of self-organization is the principle of development. The Foundation concepts of self-organization are today synergetic and the theory of change. Synergetic (by Herman Haken) is a heuristic study of open self-organizing systems, subject to the cooperative effect which is accompanied by the formation of spatial, temporal or functional structures, i.e. the processes of self-organization of systems of different nature. Theory of change (Brussels school, her representative - Prigogine I. R.) is a heuristic methodology and appropriate conceptual framework for studying the processes of movement systems, particularly phase "jump".

Developed management system of enterprise development is most effective when it has absorbed the entire previous experience of the many different currents and scientifically advanced. The new control system has the deep roots that originated in the early twentieth century. Therefore, at the present stage of development in the management activities required in-depth knowledge of the laws governing the evolution of the world, goals, motives of human development, and, more importantly, the mechanism of realization of these goals.

Control theory can and should use the latest results of the natural and social Sciences that are associated with the effects of self-organization and enrich your system theory with new concepts: dynamic chaos, operational closure, samariterstrasse, contingently (Bogomolov, N. In., 2007).

The strategic and tactical issues in the enterprise today include effective management of the development. The main task of the modern leader is to learn how to create opportunities and not be limited to solving problems.

An essential feature of the management process is the processing of information, establishing feedback. This control can be accomplished in two ways spontaneously and consciously. The first impact is the result of interaction of subjects (synergetic management). The second is the result of systematic exposure of the object (hierarchy of control). Thus, we can conclude that management is the process of taking the system to a new level as a result of the impact of energy on matter in a certain space of existence during the realization of the goal.

Existing and evolving management system enterprise development is designed to improve the efficiency of their operations and to create conditions for solving the tasks. This is possible by introducing investigated innovative management technologies, which are based on universal laws of system relationships, developed new educational programs that reveal the ability and initiative of the individual in finding innovative solutions in the system of collective, public and international co-creation of people (Kazantsev, A. K., 2008). In modern management is not an automatism, and autonomy, identity, and difference, not the elements and relations between them, not balance and instability, not Genesis, and permanent formation.

Considering the industrial enterprise as complex, living organism, it is possible to assert the following: the main objectives of the existence of the enterprises survival and development; the main structural principles are self-similarity and self-organization; information is one of the most important elements in the creation, existence and development of enterprises. Complex systems cannot be imposed on their development, and the need to ensure self-development, properly organizing effects in space, time and scale.

Changes in technology, public institutions and values are the main driving forces of the revolution. The result is a completely new society, new ways of organization and disorganization of labor. Well-organized and privately owned human brain outweighs traditional means of production: raw materials, heavy labor and capital.

If we consider the enterprise as an object consisting of many interrelated elements, it is characterized by some specific system property, which is no part of it at any way of partitioning. The enterprise as a system has an input (multiple inputs) through which the external environment impacts on the enterprise, and the output (multiple outputs) through which the company affects the environment. Based on the dependence of output to input, the enterprise can be classified as a complex system whose output is ambiguous functional dependence of the entrance. The enterprise as a

complex system has a special, phenomenal properties:

- For complex systems no arbitrarily detailed understanding of the structure (morphology) is not sufficient to determine the effects of inlet to outlet, and, conversely, no, whatever detailed knowledge of the mode of exposure input to output does not allow to reveal the morphology;
- Complex systems are self-contained (internal) time scale than astronomical. All processes occur in the Autonomous time-scale; from the perspective of an external observer, they may seem too fast or too slow. Offline, the time scale can be changed;
- Complex systems have their own Autonomous system of units in which they can be quantitatively described. Unit's Autonomous systems are interconnected and linked to physical units using conversion factors;
- Complex systems have a standalone metric, which may differ significantly from the metric of the external environment. Metric difference imposes significant restrictions on the interaction with the environment, but favors the preservation of the system when conditions change. Sometimes Autonomous metric determines the mode of existence of the system (i.e. the system property);
- Synergistic complex systems, the processes of self-organization and self-development. They are in disequilibrium and irreversible. Thanks to the synergy they have high stability and resistance to external influences. However in complex systems (under certain conditions) may be the processes of autonomization of individual structures;
- Development of complex systems can occur through either capacity or complications (if self-preservation and sustainability), or to divide the system into parts (parts Department). Each part is to further develop itself, independently of the other or cooperative;
- complex systems, as a rule, experience periods of "inception", "childhood", "youth", "maturity", "aging", "death". Unlimited stagnating system.

The program conduct business as a system formed either genetically (passed), or synergistic (through self-organization). Genetic program can generate synergistic processes, eliminates or fixed genome, and synergistic processes can create a genetic program that will be fixed and will be able to generate the corresponding synergy. Synergistic programs quite often, but the effect is relatively short. The sequence of synergic programs (due to the influence of the background) is more or less close to the guiding functions (if there is no cataclysms). In principle, synergistic programs can be created by external influences - in interaction systems. Genetic program evolutionizing under the influence of the environment or its own synergy. This is a very slow process. But they can almost instantly mutate, significantly changing, it is very rare, even rarer mutations are fixed.

The most obvious feature of biological systems, as it is known, is that they are capable of self-organization, i.e. spontaneous formation and development of complex ordered structures. For the occurrence of the effects of self-organization requires a flow of energy coming into the system from an external source and dissipated it. Thanks to this thread becomes active, that is, acquires the ability to Autonomous formation of structures.

Since the main distinctive characteristic of these learning environments are proceeding in which the processes of self-organization, synergy can also be seen as a General theory of self-organization in environments of different nature.

Self-organization in General - the process of establishment of organization, of magnitude due to the coherent interaction of the components within the system in the absence of regulating influences from the external environment. Infinite alternating stages of adaptation - evolution and rebirth - revolution, which brings the system to new levels of excellence, and is, in essence, self-organization. For managers self-organization is an endless alternation of phases of "good" management, organizational work, adapting existing facilities to changes in the environment, and creative ideas, innovative solutions, inventions and "revolutionary" reorganizations, leading the system to a completely new level of perfection. These stages are the head, has found an ingenious solution, practically implements the various options for a possible future state of a particular system.

4. Conclusions

Thus, for a successful structuring of processes for management of enterprise development should follow a number of principles for the management of enterprise development based on integration, targeted, systematic, integrated, case-based and economic approach. Also added the principle of synergetic approach to managing effective enterprise development, which is inherent in the principles of self-organization and self-development systems, openness of the enterprise for innovation and transformation.

The main objective when managing effective enterprise development becomes the task of determining the causes and drivers of change, rather than to the essence and components of the existing system as it was previously accepted.

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History as Ideology

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Abstract

The article considers the question of re-ideologization in modern Russia and in the world. The author understands the ideology as the universal enforcing to joint being. Ideology as a universal refers to the same universals as law, art, science, religion, regulating social discourses according to historical era. The peculiarities of ideology in modern Russia are followings: ideology is the product of a cynical mind where the words do not correspond to reality, the truth of the ideology is impossible - it is pure co-communication without references; The ideology of modern Russia "steals" the story in order to manipulate the community, creates a "historical narrative" of such concepts as a great power, Empire, patriotism and glorification of military history, and so on; in ideology clearly differ suggestion (obsession with idea) and logos as an ideological construct, which is the operator of the emotional sphere of common life. The author notes similar processes of re-ideologization in the Western world - Europe, America. Ideologies have to justify the Foundation of the joint being in the presence of different regions, which is the Western world, Russian world American world and others, today the situation unfolds in a situation of dispute and even strife, when each of the parties comes from a different understanding of justice. There is a contradiction of studies: American atlantism based on the priority of human rights and the European mentality, committed to the Hegelian priority of law. In Russia the law, both domestic and international, guaranteed by the Sovereign is more important than the subjective right of man and citizen. Therefore, there are different ideologies that create conflicts.

Keywords: re-ideologizing, ideology, Mimesis, Logos, modern Russia.

1. Introduction

Reasoning about ideology should immediately be premised to a few points, which clearly and unambiguously will indicate the novelty of discourse, because dogmatism and formalism of critique of ideology as a potentially false consciousness, characteristic of the era of confrontation between capitalism and communism do not let to consider ideology as one of the universals of the human community, along with the right, art, science and etc.

1. Thesis: there is no society without ideology means that in it weaker or stronger feels the deficiency that allows the society to be together. As soon as the joint existence is under threat, immediately in a society appears vague feeling that something is wrong, something is not, by itself, i.e., a call to justify the community appears. Ideology is the perfect compulsion to compability of existence.
2. The ideology, the essence of the logos and mimesis. The mimesis as an experience of compability of existence, "being-with" allows a certain obsession (nationalism, patriotism, religiosity, etc.), while the logos is in cold prudence in the choice of some idea - American antlantism, German Fatherland, Moscow - the third Rome, etc.
3. Compability of existence as presence is in need of representation, exposedness from each other in different regions of everything: the West against the East, the Anglo-Saxon imperialism against Eurocentrism and other. Ideology is a mirror of one's social existence to another.

As ideology joins regions of the different things, speech is required, language, text, visuals for addressing and reception of messages. The dialogue between these different regions of the things does not stop even war, on the contrary, when the violence of the addresser and the addressee increase, this leads to the fact that the "flight of meaning" is shortened due to stereotypes, prohibitions on certain types of discourses, minimizing of critic and etc. The chain of signifiers is shortened, which in itself testifies to the intervention ideology.

2.   Literature Review

This article uses ideas of Slavoy Zizek from the book "the Sublime object of ideology" in particular establishment of request of the modern world to re-ideologization. Returned subject of ideology is characterized by such properties as cynicism, the tendency to manipulate public consciousness, based on information resources, disregard for reality.

Franklin Ankersmit introduced in the philosophy of history, the concept of the ideal narrative, which proved to be very productive for our study. Historical narrative is assembled from the events of history, which give the existential, moral, ideological value, making it suitable for impact on social subjects. Substantial assistance in the development of the concept "ideology of the modern military of Russia" was provided by the f Walter Benjamin's work "On the concept of history". The German thinker believed that in historical event, there are voids, unfinished project of leaders and participants, i.e., because the event remains incomplete in its past, this leads to the repetition of that event once again. However, the story gets back not as factionist, but in the form of text, sayings, messages, etc., i.e. in ideological format.

3.   Methods and Materials

Ideology is the universal, the general concept that organizes the discourse. For example, the concepts of "democracy" or "communism" are clamps or ties of all other signifiers, which are valid in this co-society:: if you say democracy, in the economy this means the extraction of surplus value, in the organization of power - elections, in politics - about women-feminism, in relation to the nature - environmental movement and so on, if you say communism, in politics it is the dictatorship of the proletariat, in relation with women - the right to work, equal with men, in relationships with nature - the work on phase, etc. The core ideology or "weighted," meaning exists for organization of discourses with the aim to stop free flying of signifiers.

In Marxist ideology both, "fair" or naive consciousness are the legacy of the Enlightenment. In Marxist ideology, the one who was its carrier, sincerely believed that communism is the future of mankind - from Karl Marx to Louis Althusser and Jean-Luc Nancy.

For example, assessing the political processes of the 30-ies of XX century in Russia the researchers have noted the coincidence of personal truth and the good of the revolution (Zizek, 2008). Bukharin believed in the idea of revolution, considered himself a Communist, but that's why when he was offered a deal: to incriminate himself for the revolution, he muttered on the court the recognition in espionage. Modern liberal ideology does not pose the question of truth, of honor or duty someone confesses one or another ideology. Moreover, liberalite is such consciousness, which is characterized by a certain fault, fissure, non-recognition of himself and non-recognition ... of something in itself, namely belonging to ... ideology. The question is not to see events and things as they exist by themselves, without the "curve" mirror ideology, but in understanding why joint Genesis needs in ideological processing.

The place of sincere subject of ideology took the cynical subject. In modern societies, whether democratic or totalitarian cynicism is part of the accepted rules of the game. The dominant ideology does not imply a literal attitude. It is possible that of the greatest danger are those who literally follows the ideology that is expressed in such sentiments as Islamic fanaticism, obsession. In the destruction of the shrines of Christianity they act consistently, because the prohibition of the image is included in the Islamic Canon. A new subject of ideology is cynical subject. Characteristic of cynical subject is not the belonging to a certain things, not the expression of any substance belonging to a nation as an "ethnographic things, but the exchange of messages not related to the referent. The President as an entity is the guarantor of the joint being of the people, nation, and as a subject of ironic message – the source of peacekeeping wars.

The words broke away from things. R. Bart, describing the modern era, argued that the real is a myth, and expression, display of things that are not existing, is solely a communication system.

Louis Althusser, speaking about ideology, wrote that it was struggling for Words. As the reality of the class struggle presents ideas that are represented by words, ideology is a representation of representation. Words are explosives, tranquilizers, poisons (Althusser, 1976; & Barthes, 1989). Modern political philosopher Slavoy Zizek, determining the cynical subject of ideology articulates his position in a speech this way: you know that I tell a lie, I know this too, but nevertheless, I say it. (Zizek, 1989).

Ideology has ceased to be what Marx called false consciousness, it is possible to expose, de-constract, subjected to reduction, to expose in such way, that no one will take it into consideration. Exposing of the lie - Marxist or bourgeois, created career of politicians, journalists or hurled them because the word refers to things, they meant something. When ideology has become the Kingdom of "empty words", a cynical place of the subject? There is no simple answer. I will only note that the meeting of the first Congress of people's deputies of the USSR is fully aired on TV, it was decided by the delegates. I remember this immersion in cleansing atmosphere of liberation from totalitarianism, we were captured.

Appreciating the fact whether it was the mimesis true or false, will give a historical distance, the distance. The participant in this Congress Roy Medvedev today recognizes that each speaker spoke in front of the whole country, many were not ready to speak at this Congress. (Medvedev, www.gorbi.ru/userfiles/20_let_pervogo_sezda_narodnyh_deputatov, 2009). It means there was conscience, responsibility, understanding of the scope of the event.

Due to the cynical subject it is impossible to keep it simple metaphors - picking of masks, flushing of the skin. Peter Sloterdayk in the "Critique of cynical reason" argues that the dominant contemporary ideology became cynical modus.They know perfectly well what they are doing, but nevertheless continue to do so" (Sloterdayk, 1988). A cynical mind is no more naive, it paradoxically is enlightened by "false" consciousness: conscious understanding of falsehood, fully aware that for ideological universals hidden private interests, he's not going to abandon these universals freedom, human rights, equality is used as a tool of coercion to consistency "With the war in Iraq, Libya is evident America's desire to control the country's rich oil and ideological cover is to protect the rights of people to life in a democratic state".

Today, even the creators of ideologies do not assume that it will be taken seriously, it had manipulatively completely external and instrumental status. However, things became more complicated : really, on what is betting ideology is to act as upright as possible, more formal. The more coarser is the lie, the better it is recognized as such within the main goal, but reaches the result through the bypass path. The ideological effect is a byproduct of the goal. For example, through the Internet is send a message about the purpose of the level of pensions by gender principle, the intention to calculate the rate depending on the number of years lived after retirement, and because women live longer, they and the pension amount should be set lower. The Internet community expresses bewilderment, indignation, etc., but in general, the ideological effect should be considered the preparedness of public opinion to change of pension legislation that something can be reviewed, but not to that extent..."... On the main message is placed a ban, but a side effect is with agreement to consistency, further Genesis..., is legitimised, the authority may continue to rely on compromise. One could argue that this message is not related to the sphere of ideology, but rather deals with the specific policies of the government in times of crisis. It is important on a simple example to analyze the reception: displacement of goals and returning the parts of replaced in the form of after-effect. Another example is to give militiamen of Donbas the ability to protect their home, family, mine. A side effect was the growth of anti-Kiev moods, whereas in the beginning of the conflict their Russianness, their specific in the attitude of Ukrainians understand a small number of the population DND.

An ideological effect through the "workaround" contributes the replace of "hard" meaning that uniquely prestigieuses to his other meaning (anti-communism, anti-Americanism and others) on "floating" meaning of democracy, freedom, reliance on the law and other quite mantric spells of modernity. Metaphorical redundancy of ideology is based on "floating signifiers, when none of the parties, their uses, does not possess the "true meaning", hence the phrase "genuine democracy", "formal democracy" and other. However, the "floating signifiers" is needed to keep in communication field, because, although no single actor can show them the truth still remains the same articulation. The West, the USA, Russia and others talk about rights, the rule of law, democracy and so on, that allows to draw on a shared horizon of meaning. In a floating signifier is included not description of hegemony, but the description of dialogue. "We are for peace" is a General descriptive value without regard to the fact that each of the speakers means world - peace-war, pacifism, or Jihad. Hence, two options are possible-the offset into the private sphere of values, for example, in my opinion: peace is the absence of a major war or an endless exchange of discourses - the opinion of the President, foreign Minister, defense Minister, deputies, etc., in order to clarify concepts. In the modern world the essence of educational and hermeneutic competence is immensely increasing (Kononova & Yakimova, 2013).

Authentic singleness is a community of singularities, a community without a common, individual beyond freedom and determination, in Russian, self-will (Deleuze & Guattari, 2004). In this case, the individual shows himself as an example, a case in which, as is well known, and therefore is the case because is unique, inimitable, this is just the sample itself. Giorgio Agamben, contemporary Catholic philosopher, defines the future of the community as habitat idle samples of themselves (Agamben, 1993). If we correctly understood, we will try to explain on the example of cartoons of the prophet Mohammed, published in the magazine "Sharlee...". An unbiased view leads to the conclusion: cartoons are of obscene content and primitive form, we have had many complaints to their artistic taste. But cartoonist loves not the contents but caricature as the sample itself. Not for the sake of criticism of something in Islam, not in order to think about split French community, he does it for self-expression, cartoonist loves himself... in the cartoon. For the sake of manners of himself, as an idle pattern itself, without purpose, and meaning for the sake of supporting their own narcissistic illusions he places himself in the place of universal liberty, rights, but this is a place that he can't take. The phenomenon of this unnecessary, not needed, idle, inactive essence of being is the event of the society without relying on universal: be on your own style to be and nothing more, this is the task that puts ethics abolition of the universal, in the end, the expense of ignorance and cynicism. To glide from one way of being to another is to move from idiocy to another: provocation, similar to the "Sharlee" -Paris in a month was repeated in Copenhagen. If Sartov's existence was sovereign, had a

support freedom and responsibility, and Heideger's critique of das Man warned existence from falling into anonymity is non-parted "being-with-others", in modern society singularities both strategies were defeated: no mass, but no personality. The singularity is lost in the estimation of reality, for it remains as a system of signs of Other (government, media, authority), which as Another terrorist (insisting on his own way to be exclusively their own way, for every singularity is Another figure of violence) should be eliminated. Moderate, balanced view results in the following: generally human compatibility is arranged so that one remains "average" presence, neutralized, "being-with-others." The devaluation of Genesis as the only is inevitable, that does not preclude the fight for the truth with compatibility (Kirsanova & Korotina, 2014).

In the case of reliance on a single specific statements we sometimes face the threat of loss of universals, one of which is the ideology. The absence may not quite true, often of irrational "categorical imperative" in the form of ideology provides the minimum homeostasis society and man. Moral obligation in the form of the Kantian categorical imperative: act as it should, because debt is debt, debt is above all, the ideology replaces the Aristotelian measure, a compromise between mimesis and logos. Ideology allows mimesis in the form of recklessness: to act, not recognizing the inevitable, to act against the need to refuse races-to read, to weigh the "pros" and "cons", the common name of this is obsession. But you can also use the properties of the logos, to retreat due to unavoidable to take into account the strength of the enemy, to respect the enemy, not to indulge in total hysteria, let's call it courage logos.

What forms, in addition to ideology, does Genesis possess? According to J.-L. Nancy, at the beginning of human history a great place in the Constitution of communism occupied Greek theatre. Social is putted forward being (Nancy, 2000). Spectacular social presents not knowledge of something (gnosis), but himself as scenographic practice presents in fact, in the body. The idea of "we" is not a representational thought (idea, concept), but praxis and ethos. (Nancy, 2000). The difference of social and ideological consists not in the absence of staginess, necessary to put compatibility, they are identical in it, but in that mass social neglects the logos. If the determination of the location of the logos in ideology is significant, what kind of logo are we talking about, about consciousness, thinking, reflection as the properties of the individual or of the Logos in the form common to all practices - circuses, sporting events, public executions, trials, military parades, taking the oath, the oath of the President, etc. From the point of view of a French Marxist Louis Althusser, ideology is a way of identifying stakeholders, aiming to take their assigned positions in the social formation. Ideology exists only in ritualized practices, which, in turn, exist within the apparatus. (Althusser, 1976). Ideological apparatuses exist in the form of social institutions such as family, media, Church, education, political parties, trade unions, the entertainment industry. During the Paris spring 1968 J.-P. Sartre argued that "structures do not come out into the streets", giving priority to human existence. The revolution was defeated, sovereign existence did not become a pillar of the new joint existence, based on freedom. The essence of the disagreement of Sartre and Althusser was to prioritize between existential philosophy and social philosophy. Social, according to Althusser is the structure or format, as we would say today, and the position of the individual is the flicker of existence inside the structure. Flickering means that the subject is going in the way or is issued as a figure of speech, regardless of desire or effort of a particular person, only an imaginary or real migration, drift inside the structure (I - a Communist, and Communists - special people, and not Vice versa: I'm a good person, and - Communist). I am referring to the film Y. Raysman "Communist" (1957), which presents suggestive ideological image with a predominance of mimesis above logos. To get in the format of discussions, interviews, role, etc. does not imply the existence of their own way, rather, it is the opportunity to become a message for Another, and therefore for himself. Interpellation is the ability to call, "the Lord, "Abraham !" - "Here I am" means that the entity already exists in the mode of understanding (faith of Abraham is absolute), own speech only grows to values that are already formed by structure. The subject gains a voice that called drop words in "being-together", and thereby loses its transparency of Genesis as their own, "says not what he wants". And who is the customer of that, "what" says in addition to the subject? Ideology, being completely external to the subject, even absurd machine cast to speech based on the automaticity meaning that the individual subject is not able to overcome. In the assessment of their present living in Russia can be carefully noted that the discourse of liberation of consciousness from "totalitarianism" has not been universal. Ideologies tend to have a certain structure and functioning, which makes it a non-historical reality, that is all historical. These functions of ideology are immutable and cash, i.e. universals. Logos of ideology can be subjected to procedures of rationality: a query about the Genesis, rationale, evidence, verification, etc., that is, the mastery of what Marx called the weapon of criticism. Proof of the truth of" ideology convince the mind, while its suggestion is based on the imitation of samples, adherence to custom and tradition, the experience of the archetypes and the collective unconscious, etc.

Are there images, of fatally suggestion? Eternal samples do not happen, but in ancient times and currently ideology can be found its justification in nature and history. The nature of things - the environment, the landscape also has signs of suggestion. Nature creates the myths about mythology forests, steppes reasoned Russian historians and

philosophers Karamzin, Klyuchevskiy, Kostomarov, Berdyaev, the Russian film industry has also actively appropriated "nature" as an actor, brought it as a character in the picture (Dovzhenko's "Earth", Tarkovsky's "Andrei Rublev", Zvyagintsev's "Leviathan" and others). However, the elements of the forest, desert, sea, mountains have no signs of something prepared, they in a literal sense is natural, and there is a kind of maturity in a prepared things, thus causes and effects are causal in nature: we have made our history, this is our history (Heidegger, 1996). Thus rather vague meaning of the concept "nature" cannot be used as an ideology with absolute precision, although in the mythpoesis it can be applied as an ideological sign. (For example, nature is" fragile ice lake" is a helper for Russian soldiers and is an enemy of the Teutons in the film S. Eisenstein's "Alexander Nevsky). However, it can be argued that in order to be used as an ideological symbol, the concept of "nature" must be substantially transformed, thus made in the history of the people, the nation learned from fyuzis.

Why history often becomes a hostage to ideology, why it has been managed by different actors who have the opposite goal (Prince Vladimir is an iconic figure for both Russians and Ukrainians, but it performs a different ideological function). The history contains in itself the ontological contradiction: on the one hand, it is a kind of continuous duration of events (the story never stops), and on the other - co-beingness (this is historical fact, which is given a meaning (Barthes, 1970). Duration as an objective list of facts, as chronology has for a long time been an object of interest of historians, for example, guided by the need to have reliable information Thucydides paid informants of both sides as the Persians and the Greeks. Greco-Persian war lasted for about 40 years, evidence about whether it was a victory or defeat, each party would interpret differently (Barthes, 1970). Tyrants or politicians are interested not in history, but in originality, moreover, each historical age writes the history at own discretion (Ankersmit, 1988). The Russians wrote the history of the great Patriotic war as winners, and the Germans as a defeated and guilty of the genocide of the peoples. The historical epoch is changing, there is a new balance of political forces: Germany today is the most developed and richest country in Europe that supports the desire to rewrite history again "In particular, to present to Russia the violence inflicted on German women by Russian" (J. Habermas). The question whether it had happened in really is a problem for historians. The ideology is that in place of the thesis "devil take the hindmost" takes place the substitution of the idea of historical justice. Germany wants to rewrite the story from the point of view of the winner. Accusations of trying to "rewrite history again" are heard from both Russia and Germany "It is adjoined by the Baltic States, Ukraine, Poland and others". Obviously, this involvement is political and ideological. It's a debate of ideologies, not historians.

Let's try to isolate the empirical perceptions, which today have circulation in the Russian consciousness: statehood, nationhood, patriotism, the compilation of a list of victories - from Alexander Nevsky to the heroes of space - Gagarin and other. The complexity of the problem consists in the choice of facts and historical figures: the ideology can not rely on ambiguous assessments, so it is forced to simplify the historical Genesis, present it in the form of uniqueness, in order to achieve predictable reaction of the recipient. On what really ideology makes a bet is to act as upright as possible: pull facts from historical context and to give them a certain interpretation. C. Benjmin, having the experience of living in the atmosphere of Nazi propaganda, wrote the following: "the will to power in the interpretation is the right of the winner from his point of view to write history" (Benjmin, 1939). Empty homogeneous time of history (historical continuum time) becomes filled, constantly interrupting event. In the historical co-existence remain voids, because the ideology watchman rejects that what refers to the history itself, prevents attempts to grasp the meaning of factionist as such. The objectivity of historical hermeneutics decreases in process of time approaching to the present moment. History has value for ideology because it allows to build "an empirical muscles": to cut pictures for ideological format. The cause of the ideologization of the history is abuse of the "will to interpretation", but it is only its subjective causality.

The objective reason of the possible misunderstanding is that when the event occurs "The collapse of the USSR", the agents are not able to understand its true meaning, its traumatic pattern is recognized only when it is repeated. The first split is a traumatic accident, repeating of events (leaving of Ukraine to Europe) constitutes the inevitability of the break. Possible unions of Russia and Ukraine in the future are not excluded, but are different than the USSR. Hermeneutic interpretation never gets to the point of present: either the subject put off the interpretation, delays the judgment (the incident has happened, and the events not yet), or the subject of their reasoning runs forward such haste make a person prone to hysteria in politics, ideology, history. When becomes the "right" moment of interpretation "The transformation of causality in the eventfulness" it will be difficult to determine, this is the art of politics. It can be referred to the political sensitivity of Lenin in the definition of "the right moment" of the October revolution "October night of the year 1917", while Stalin made a mistake in assessing the time of the beginning of the great Patriotic war.

4. Concluding Remarks

It is permissible to include following in the objective nature of the ideologization of history: there are events in the past,

which has not been completed, they had to be different and not such as they remained in their incompleteness. It is known that "the Versailles peace" secured vengeful stance of winners over Germany, has defined it place, not in accordance with its disposition as middle European countries "Germanyis Central Europe, and it took the place of the outcast", that gave rise to the German revenge in 30-40 years of the XX century. Unfinished eventfulness encourages subjects to return to the previous history: only this intervention can make the past the way it always was. The humiliation of the Russians in the 90-ies, depressive social background, barely covered by hysteria of Westerners, in the form of compensatory restoration prompted us to catch "the return of the Crimea". "The body loses organs", the folk essentialism suffers damage that causes the desire of historical actors to restore everything as it was". Historic injustice, resentment make the past an easy prey to the ideology.

The repetition of the past, the return of the "expelled" is due to the synchronism of the present and the past (the ideology in this case only performs the role of an agent), the result of this process transforms the co-existence of a closed monad, in total ideology (Domanska, 1998).

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Comparative Cognitive Corporate Culture Modeling of the Kabardino-Balkaria Republic's Enterprises Recreational Sphere

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Abstract

In this article are considered questions of modelling innovation potential of the corporate culture of the enterprises recreational sphere of Kabardino-Balkaria Republic based on factors of influence in the context of structural decomposition of its basic elements, taking into account aspects of Russian mentality and specificity of internal and external mechanisms of corporate development. In modelling process used method of consecutive expansion of field extension by creation of cognitive maps for three models with factors-concepts identification reflecting the specifics of the industry direction (tourist sector), the national aspect (Kabardino-Balkaria) and strategic direction of the analysis. The comparative analysis in this article shows cognitive cognitive-evolutionary aspect of the formation of the innovative capacity of a corporate culture based on the boundaries of time and space (the innovative capacity of the organization), allows you to get a better idea about the design of the system (a set of concepts, factors) to achieve the goal of innovative development.

Keywords: innovation potential, corporate culture, recreational sphere, cognitive modelling.

1. Introduction

The constancy of the innovative changes in the Russian economy becomes a priority process of market development of economic systems and promotes the creation of the competitive mechanism of the innovation activity. The degree of readiness of the problem is expressed in the field of farming and managing of the innovation potential of corporate culture economic practice advances the economic theory. In particular, managerial models of transition to market type of functioning of the innovation sphere are insufficiently developed, the principles of management of the innovation potential of the corporate culture of the enterprises of the recreational sphere of Kabardino-Balkaria Republic is poorly studied.

Market reforms have extended new factor forming and functioning innovation potential of the corporation as a cooperative culture. The variety of approaches to research of the innovation potential, is explained by that the majority of works on this perspective have functional and industry character, remaining within the developed economic specialization of strategic and financial management, business planning, engineering, marketing, logistics, etc. Within these directions the sufficient analytical tools for assessment of the innovation opportunities of cooperation in different fields of activity are saved up; at the same time, the complex character of the innovation potential of the corporate culture of the enterprises of the recreation sector of Kabardino-Balkaria Republic demands system approach, special development of methodical aspects of measurement and forming of the innovation potential.

Implementation of the innovation potential gives to the organization competitive advantages is the basis of forming of increase in the income, profits and in, whole, its successful development. However, the problem is one-time (single) manifestation of this essence. Some companies can show prompt take-off due to the innovation only once and then slowly die away, become averages, live at the expense of the purchased development impulse once. Achievement of permanent generation and implementation of innovations in the work of the organization is the main goal of the innovative

enterprise in knowledge of the oriented economy.

Source of preserving, forming and stable growth of potential is a development of the innovation, corporate culture of the organization which gives direct impulses for innovations, does not allow to stiffen in the development. Successfully developing a corporate culture becomes the self-amplifying ecological environment, peculiar internal infrastructure of innovations which in total increases the potential for productive innovation changes in all spheres of the organization. At the same time, the low culture can become an obstacle for innovations since will not create incentives, desires, and motivations for changes, will keep the existing behavior, procedures, and precisians.

The concept of organization, corporate culture was created and has gained the development in the works of the American scientists (E. Shan, P. Druker, T. Dial, A. Kennedy, R. Kilmann, etc.). Contrary to the American concept of organization, corporate culture, supporters of cross-cultural approach (D. Chayld, N. Adler, G. Hofsted, P. Lewis) to maintaining corporate entrepreneurship proclaims cultural determinism which defines the importance of the cultural differences in the micro institutional level setting value system, regulations, views and types of organizational behavior.In domestic economic science the corporate culture was investigated in the works of I.A. Miloslavova, L.M. Rostova, A.P. Rastigeev, L.L. Shpak, V.A. Spivak's, etc. (Reason, 2002).

The corporate culture acts as the difficult organizational phenomenon combining production, economic and social sides of corporate entrepreneurship, as well as the strategic implementation of the innovation capacity of this corporation reflecting the motivational mechanism.

The corporate innovation culture differs from the traditional culture of the companies, has the characteristic distinctive signs. So, most of the heads of the companies fear structural transformations, do not take the risk of new solutions that can lead to replacement of business from the market and potentially to bankrupty. The innovation conceiving leader, on the contrary, aims at permanent changes, is inclined to entrepreneurial risk, forms round himself team of the conceiving, initiative professionals, creates the special environment promoting the innovation activity, the implementation of the creative potential of workers.

The established aspiration to the innovative development of corporate culture gives, really, boundless benefits of development, is a perennial spring of competitive activity of the company. Therefore, conscious forming of the innovation vector of development of corporate culture is paramount task which decision provides achievement, not only leader positions of the enterprise in the market, but also promotes achievement of satisfaction and stimulation of the personnel.

Appears super complex challenge of management of development of semi-structured complex system what the corporate culture is. The method of cognitive modelling is the most acceptable for the solution of such tasks (Tselikh, 2000).

For the purpose of formations of the innovation model of corporate culture identification of the factors, characteristics capable is necessary influence of the specific (characteristic) features corresponding to conditions of forming of culture at the level of separately taken organization, the industry (sector) of economy, the region of organization activity on dominant factors of its development is essential to influence necessary cultural shifts and promoting development of its innovation potential, and also.

The purpose of this work consists in, that on the basis of application of methodology of systems analysis and methods of comparative cognitive modeling to investigate essence and specifics of sale of the controlling mechanism the innovation capacity of corporation within its such objective organizational institute as "corporate culture" of the enterprises of the recreational sphere of Kabardino-Balkaria Republic.

This research is directed at the problem resolution of creation of tools of decision support for the purpose of implementation of policy and coordination of efforts on forming of the innovation potential of corporate culture on macro - and micro-level based on interactions between cultures of the enterprises of regional recreational system.

This research is directed to the problem resolution of creation of tools for decision support for the purpose of implementation of policy and coordination of efforts on forming of the innovation potential of corporate culture on macro - and micro level on the basis of interactions between cultures of the enterprises of the regional recreational system.

The novelty of the approach consists in synthesizing of a context of the innovation capacity of the organization, the innovation potential of corporate culture and national components (environments) of Kabardino-Balkaria Republic when developing models with the use of economic-mathematical tools of the methods of the comparative cognitive analysis of sales processes of the innovation potential of the corporate culture of the enterprises of the recreational sphere.

In the course of justification were used theoretical provisions, conclusions and recommendation tools of cognitive, economic-mathematical method, structurally functional, subject and object, economical and statistical, sociological and empirical methods of knowledge.

2. Modelling of Innovative Potential's Corporate Culture in Recreational Sector

In order to identify a distinctive feature of the innovation potential of corporate culture were explained in three models:
- – I model: innovative potential of the corporate culture of the tourism sector (excluding any special features);
- – II model: innovative potential of the corporate culture of the tourism sector taking into account national environmental factors of KBR (national specifics);
- – III model: innovative capacity of the organization recreational sphere.

In shaping patterns were accepted following assumptions:
1) Market environment;
2) Optional decision making about the choice of factor models
3) In one model is considered one target implementation
4) Concepts interact definitely among themselves (positively, negatively, does not interact);
5) Power of interaction between two concepts varies on the set scale

For creation of indistinct cognitive models (Maximov, 2001) the list of the concepts defining, forming and development of corporate culture (on the example of tourist sector of KBR) on the basis of 2000-2014 of scientific researches spent in the Russian Federation for the period in the field of corporate culture, and also foreign researches devoted to the analysis of interference and interrelation of corporate culture and the innovation capacity of the region, the industry, complex of the companies including small has been created.

The analysis and selection of factors considered such elements of corporate culture which are closely connected with steady innovation in development: the innovation mission and vision of the reporting, democratic communication, safe space, flexibility, cooperation, communications, motivation and leadership (Dombrowski & et al., 2007; & Ismail & Abdmajid, 2007). Distinctive, positively connected with the capability to innovations in the small and medium enterprises, properties have noted such parties of corporate culture: collectivism and capability to innovations; expansion of the rights and opportunities for the personnel (Çakar & Ertürk, 2010; & Githii, www.iosrjournals.org, 2014). For the purpose of maintenance of the innovation potential the organizations need to pay attention to the factors characterizing knowledge management processes, the innovation and efficiency work having an essential impact on business development, survival, creation of competitive advantage (Janiunaite & Petraite, 2010). Important aspects of culture of innovations are the tolerance for mistakes, support of the management, open communication, unity and recognition of work (Godoy & Peçanha, 2009). The interrelation of organization culture and innovations from the point of view of the management theory demands a higher level of coordination between the purposes of management and the purposes of the organization, as a social system (Büschgens, Bausch & Balkin, 2013). The efficiency of the innovation policy aimed at the development of "culture of steady innovations" in the basis depends on dynamic equilibrium of the history and culture of the region and continuous interaction with the external environment (Prud'homme van Reine Creating cultures of sustainable innovation, 2013) that predetermines need for the creation of a model taking into account factors national cultural region components.

Subject to the foregoing, 72 concepts, factors of the innovation potential of corporate culture grouped in blocks (table 1) are defined:
- – declaration of mission, purpose, responsibility;
- – corporate philosophy;
- – leadership style and leadership;
- – corporate management;
- – corporate ethics;
- – labor ethics and motivation;
- – corporate image and reputation;
- – culture of quality;
- – characteristics of innovation of the system.

The systematic group of concepts was made also on the basis of the chosen model.

Table 1 - Concepts of model of corporate culture

Concepts of model of corporate culture		№ model*	
№	Name of concepts	II	III
1	Development purposes of corporate culture		
2	Declaring of social responsibility of the company: level		
3	Organization mission: innovation directivity		
4	Philosophy of social recognition of labor: the level of		
5	Public mentality: the willingness to innovate, innovative thinking		
6	Internationally recognized guidelines: non-discrimination, human rights, and equality		
7	Social and psychological climate in the organization (playtime: sense of humor, a smile in communication between employees)		
8	Consumerism		
9	Co-ordination corporate purposes with development region objectives		
10	The innovation environment - informal knowledge transfer: opportunity, space		
11	Broadcast of response to difficult situations, crisis, conflict situations		
12	Entrepreneurial leadership style: readiness in experimenting, risk		
13	Innovative directions, priorities established leader in the distribution of resources		
14	The manager used innovative direction of criteria to distribute rewards and status, strengthening of desirable behavior		
15	Willingness to cooperate: the acceptability of "foreign" solutions		
16	Team working principles		
17	Transparency of decision-making at different levels (the principle of argumentation)		
18	Democracy management system (collective participation in the governing bodies)		
19	Development strategy: the innovation orientation		
20	Morale: the level of conflict		
21	Corporate communication standards		
22	Adoption (preference) of new (creative) decisions earlier admitted to the organizations		
23	Organization of knowledge transfer (presentation of the current and new projects)		
24	Innovative communication basics: discussion platforms		
25	The system of healthy competition: a sense of competition		
26	Ethnic organization	▼	
27	Ethnic collectivism: activity, initiative	▼	
28	Socialization of the personnel		
29	Tolerance to other nationalities: friendliness inherent in representatives of traditional societies	▼	
30	Ethical standards, characteristic of inhabitants of traditional societies: high moral values	▼	
31	Ethnic motivation	▼	
32	Level of self-esteem, general self-assessment	▼	
33	Influence of factor of the gender factor (role of the woman, attitude towards women, in general)	▼	
34	Multiethnic identity: communication in two languages - Russian and native	▼	
35	Special hospitality	▼	
36	Local culture and installations of the past	▼	
37	The celebration of national holidays	▼	
38	Ethnic and national features: communicativeness and sociability	▼	
39	Family traditions	▼	
40	Related relationships and their impact on the promotion of the career ladder	▼	
41	Confidence in the leadership		
42	Personal culture		
43	System of non-material stimulation (gratitude for well-done work, personal awards, etc.)		
44	Innovative system of employee motivation		
45	Policy staff selection system: conformism		
46	Policy staff selection system: non-conformism		
47	The principles of personnel selection: reliance on professionalism		
48	The principles of personnel selection: reliance on loyalty, without professional competencies		
49	Support system of innovation and invention: the level of development		
50	Personnel policy focused on achieving the goals of social responsibility		
51	Educations of the personnel: specialized in the tourism area		
52	Awareness of the importance of own knowledge of the personnel for the organization		
53	The system of coaching for young employees		
54	The company's participation in the programs of social responsibility		
55	Corporate symbolic		
56	Long, stable, friendly relations with customers		
57	Susceptibility of the system Kaizen costing and target costing: the adoption of the philosophy		

Concepts of model of corporate culture		№ model*	
№	Name of concepts	II	III
58	Susceptibility of system of the general quality: adoption of philosophy		
59	The acceptability, condemnation of colleagues for low-quality work		
60	Ethnic discipline		
61	Susceptibility of the personnel to innovations		
62	Innovative activity of staff: level		
63	Resistance to changes		
64	learning environment		
65	Rejection, non-acceptance of innovation management		
66	Visualization of corporate culture: websites, social networks		
67	The level of innovation for competitive advantage		▼
68	Level of innovative development of new products		▼
69	Quality level of services (speed of customer service, relationship with the supplier and buyer)		▼
70	Scientific and technical potential		▼
71	Level of development of the open model of work culture		▼
72	Level of demand for soft employee competencies		▼

* – concepts introduced further in II and III models, respectively

As the innovation potential on the basis is represented the accumulated knowledge expressed in new technologies, products, goods, services, respectively, its main carrier is the human capital, i.e. the personnel of the organization. Then it is possible to consider that such indicators as the level of the innovation activity and susceptibility of the personnel to innovations are the main (target) indicators of the innovation potential of corporate culture. All other factors promote their forming and growth / decrease.

We have defined the following standard lines of factors:

- obligation/desirability;
- direct/indirect influence;
- demand / does not demand the certain conditions, operating at the same time factors (catalysts);
- the target / managing.

For example, we will consider indicator "The level of formation / development of the innovation environment". Certainly, this factor is necessary and forms base (basis) of forming of the innovation capital. Its task - to promote, help development of the innovation activity of workers, to create for this purpose necessary infrastructure, favorable, friendly space for the emergence of ideas and implementation of innovations. However, if there is high innovation activity of the personnel, even without an availability of the environment, the innovation potential can form. Of course, its forming will take place in more difficult conditions and not such rates as could be, but, nevertheless, absence/availability of this factor is not obligatory. Such factor is desirable but is not obligatory.

Let's show a bit different approach to reasoning's in relation to another factor - "The principles of selection of the personnel: with support for professionalism". This factor is also not directly connected with forming of the innovation potential. At the implementation of such HR policy the group of professionally trained, well knowing the work, competent specialists is provided. But to tell that it will provide the innovation development, it would be incorrect as some more traits of character of the person, at least, availability of the creative beginning, initiative, etc. for this purpose are required. The collective from lacking initiative, not creative people is not capable to create the innovation product. Availability of this factor, unlike considered above, cannot be ignored since the carrier of the innovation capital are people, and providing collective with certain key data is necessary for the achievement of the innovation purposes. Therefore, this factor is obligatory, but not direct and demanding the supporting efforts, factors catalysts.

Similar reasoning's have formed the basis of the establishment of communications between factors. Forming of the relations between factors concepts of indistinct cognitive map is made with the use of the method of paired comparison. Values of indistinct cognitive matrix (in this case 51x51, 66x66, 72x72) and sign of the relations were defined by expert method. The choice of values was made by experts on the basis of triangular indistinct numbers (Table. 2).

Table 2 - Values of the intensity of relations between concepts

Interpretation of intensity of influence of concept of ei on ej			Interval of values
Linguistic description of extent of influence	Vector of influence	Description of intensity of influence and related triangular indistinct numbers	
Minimum	Strengthens	influences weak positively	[0, 0,2, 0,4]
	Weakens	influences poorly in negative key:	[-0,4, -0,2, 0]
Poor	Strengthens	influences weak moderately positively:	[0,2, 0,4, 0,6]
	Weakens	influences poorly in negative key	[-0,4, -0,2, 0]
Conservative	Strengthens	influences moderately positively	[0,4, 0,6, 0,8]
	Weakens	influences weak moderately negatively	[-0,6, -0,4, -0,2]
Powerful	Strengthens	influences moderate strongly in positive side	[0,6, 0,8, 1]
	Weakens	influences moderate strongly in negative key	[-1, -0,8, -0,6]
Maximum	Strengthens	influences strongly in positive side	[0,8, 1, 1]
	Weakens	influences strongly in negative key	[-1, -1, 0]
None		does not influence all	[-0,2, 0, 0,2]

Constructed cognitive models have the form of a weighted directed graph, whose vertices correspond to the factors (the set E), and the arcs represent causal relationships between factors (the set of W). Weighted directed graph reflects average (according to expert analysis) communication concepts and values of the model influence the innovative capacity of the corporate culture. Relationship of cause and effect relationships are expressed in cognitive matrix is the adjacency matrix (the set of W). Mathematical treatment of cognitive maps produced using the software DSS "needle" (Decision Support System), developed by the research team of the Department "Computer Science and Software" Bryansk State Technical University under the guidance of D.A. Korostelyova.

Statement of the problem. The generated models allow for a consistent analysis of the cognitive factors of corporate culture of innovation potential of the tourism sector of the Kabardino-Balkaria Republic.

Background:

1. Objectives of cognitive analysis:
    -   To establish the most important factors of corporate culture in the tourism sector (in terms of the application of control action), creating its innovative potential (without specific features);
    -   Assess the impact of national environmental factors (national characteristics) on the innovative potential of the corporate culture of the tourism sector of the CBD;
    -   To establish the most important factors of corporate culture, influencing the innovation potential of the tourism sector of the CBD;
    -   A comparative analysis of vector effects.
2. The object of study: enterprises of recreational sphere of the CBD.
3. When solving the tasks, methods of system analysis, theory of cognitive modeling, graph theory, fuzzy logic, simulation, computer-aided graphic design, analytical groups, and expert analysis.
4. Assumptions:
    -   Evaluation of reliability of the findings in the model is carried out using the mechanism for calculating cognitive consonance / dissonance, taking into account the net result of all bonds, provided that other causes are small.

3. Conclusion

Analyzing the initial conditions for the occurrence of innovative potential of corporate culture enterprises of recreational sphere of Kabardino - Balkaria Republic on the basis of comparative cognitive modeling can draw the following conclusions:

1. Market innovation potential of enterprises in the tourism sector of the Kabardino - Balkaria Republic depends on three economic vectors - the market of internal institutional framework of the Tourism Organization (model № I), market organization external institutional framework of corporate microeconomics (model № II) and market organization of corporate macroeconomics (model № III). With this market principles of organization and functioning of innovative potential corporation it can detect the maximum effectiveness of their investment, industrial, technological and economic opportunities.
2. Presentation models №№ - I, II, III shows the development of the corporation in three capacities: as an object

of organizational and institutional impact - model № I (since it takes over the corporate culture of previous generations), as a subject of management culture - a model № II (r. to. be included in the process of establishing corporate standards), and as an institutional carrier of corporate culture - the model № III.

Thus, the comparative analysis shows cognitive cognitive-evolutionary aspect of the formation of the innovative capacity of a corporate culture based on the boundaries of time and space (the innovative capacity of the organization), allows you to get a better idea about the design of the system (a set of concepts, factors) to achieve the goal of innovative development.

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The Influence of Religious Values on the Development and Functioning of Economic Institutions

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Abstract

The article devoted to the analysis of interaction and interference of socio-economic institutes and Christianity. In the article is considered historical and sociological tradition of learning religion and economy (M. Weber and others). Based on works of Russian speculators (N.A. Berdyaev, S.N. Bulgakov, V.I. Ilyin, V.C. Soloviev and others) are considered problems of labor, property, assignment, specificity of economic activities in the light of the official doctrines of the Christian churches. Concludes that the introduction of the Christian principles of management dictated by the course of the global development of a modern economy. Moreover, then the artificial nature created by the person becomes for the Universe a foreign matter and as the foreign matter is eliminated together with his local creators. To leave this deadly position, S. N. Bulgakov writes, the humanity should realize, at last, that the world is dual: it is spiritual and material at the same time. Production, as well as all the activity, society has to merge both with spiritual, and with material structure and evolution of the world.

Keywords: social institute, economics, religion, Christianity, labor, property.

1. Introduction

As is known, that the main key the methodological-theoretic principle of modern sociology allows disclosing the features of development of religion and its influence on society is the theory of social institutes, developed in the context of the structurally functional analysis and neo-institutionalism. The American structural functionalism on behalf of T. Parsons and R. Merton (Parsons, 2000, became a crucial stage of the history of functionalistic representations in the sociology of religion & Merton, 2006). In modern conditions of search of new models of social and economic development, the problem of specifics of the interaction of institute of religion and economic, social institutes is updated. On this question turned the attention to classics of social philosophy and sociology (M. Weber, V.L. Brentano, V. Zombart, etc.). Among foreign concepts of a ratio of religion and economy, we will stop at M. Weber's works, devoted to the cultural value of capitalism. Work "Protestant ethics and spirit of capitalism" (Weber, 1990) in two parts and (Weber, 1994) articles collected in "Economic ethics of world religions" together with the corresponding chapter in "Economy and Society" were integrated by I. Winkelman under the general heading "Religion Sociology".

The main attention of M. Weber in "Protestant ethics" and other works on economic ethics was directed at studying of cultural value of modern capitalism that he was interested in capitalism not as an economic system or result of class interests of the bourgeoisie, and capitalism as daily practice, as methodical and rational behavior. According to M. Weber, industrial practice as a line of the cultural life of society testifies to value and impact of religion on its development and forming. Protestant ethics, especially its ascetic version, made a considerable contribution to a cultural basis of modern capitalism. Its lines played the unique role as an ideal of professional work and "inner-asceticism" (an opposite "out of -asceticism", for example, Buddhist monks), that is the obligation of a modest way of life in combination with vigorous activity in the world and tireless work. Thus, the individual bore responsibility only for himself and the belief. A consequence of these properties of ascetic Protestantism, or Puritanism, was that all life, and not just its religious and church sphere was based on ethical behavior. The person became "the profitable car of God", and work turned into an end in itself. Evolved from Protestant ethics not only modern entrepreneurship with its capitalist calculation, but also the operation of workers for belief and indifference to poverty that as was considered, was the result of an own fault.

The incentives originating in the religion continued to exist even after religious impulses disappeared. The belief disappeared, and the methodical and rational form of behavior remained. M. Weber considered modern to him capitalism not as based on religion at all and saw in it more likely "an empty shell" which without spiritual filling was close to a

mechanical petrifaction. M. Weber's instructions are remarkable that Jews could not lay the foundation of that religious and cultural position that became initial for modern capitalism, and even were opposite it like in the field of economy they are the speculator, but not the rational specialist.

In "Economic ethics of world religions" M. Weber investigated the impact of religions on practical behavior, first of all economic behavior; thus, also communications between religious ideas and social groups were considered. Religious was for it "out of - the everyday"; at least, former cults and religious beliefs consciously and intentionally are located out of a daily context of life. However, if they extend and cover a large number of believers, become 'churches' or sects, they to a certain degree should become more secular again.

2. Investigations and Methodologies

Great world religions as a rule were developed from the magic and ritual beginnings in "rational" doctrines and system of the church. However, sometimes process proceeded on the contrary: from spiritualistic-intellectual ideas to mass magic and ritual cults (Buddhism). If the Judaism, Islam (which Weber does not consider), Puritanism and Confucianism can be considered as religions suitable for worldly life, for the Buddhism, Jainism, a Lamaism and early Christianity typically negative relation to the world. Only Puritanism could break stereotypes and the traditional relation which were inherent to religions in their relation to economic and practical life and even to influence them updating.

M. Weber investigated a question, what layers originally were carriers of great world religions. So, peasants were never carriers not - magic cults, but also predecessors of "bourgeoisie", merchant and trade layers, also always had an addiction to "sidedness" religions with pronounced magic lines. A particular case is Confucianism, as "religion of officials" as officials, as a rule, do not belong to the leading religious groups. The nobility was also rare the carrier of religious ideas, except as in connection with its role in the formation of a community or religious wars (Islam, Sikhs, Buddhist monks-soldiers, crusaders). The Christianity typical religion of handicraftsmen and the city phenomenon was more ancient that is the consanguinity and clans did not play an important role. Thus, if the rural handicraftsmen remaining within some (for example, in India) had a tendency to magic and ritual religiousness, city handicraftsmen were carriers of rational religiousness. The difference consists also that religions of high layers in general legitimated the existing life device while religions of the lower class promised the best lot in the world terrestrial or the world other, rescue, and sometimes and vengeance in the next world.

The designated historical and sociological tradition of analysis of relationship between economy and religion was continued in works of domestic religious thinkers (L.P. Karsavin, N. A. Berdyaev, S. N. Bulgakov, V. I. Ilyin, V. S. Solovyov, etc.) at research of such concepts as "progress", "benefit", "work", when studying influence of religion on relations of production in society. The main ideas of the Russian religious thinkers about the influence of Christianity on the development of social and economic institutes formed "The basis of the social concept of Russian Orthodox Church".

The progress of society is saturated with contradictions. In moral aspect in it two poles – the good and evil are continuous. All history of a civilization is the history of the fight of classes, the people, and the states. In this battle, that sometimes hidden or open, overcomes the evil in a result. Such course of history was inevitable, both bourgeois economists, and founders of the scientific communism claim. So hundreds of millions people for the millennia were sacrificed progress, in the victim to that "bright future" which tempting contours for centuries soared in the inflamed imagination of progressive secular thinkers which ideal design and remained the ghost departure for the historical horizon. Therefore, instead of fantastic El Dorado from a flame of civil and international wars came up only societies with new forms of operation and social oppression. So public progress performed due to disasters of a people at large naturally generated fascism – ideology and practice of enslavement of the people the nations standing on the advanced boundaries of scientific and technical progress.

The Christianity opposed to the economic concept of secular society the economic theory. Its essence makes not progress (scientific and technical, economic, any other), and the benefit, good. The benefit is the growth of spiritual and material wealth of each person, each class, each nation, improvement of quality of life of all people, and not just stood apart from the people of social elite. Achievement of the benefit, undoubtedly, assumes growth of intelligence, improvement of a method of production, but not as end in itself, and as an instrument for ensuring of a universal peace and well-being, general prosperity and happiness. It is a priority for the benefit – not intelligence, but ethics. Ethics space, social and personal.

Having left primitive society in which communistic regulations of life dictated living conditions, the humankind created a perfect economy based on labor division and began the fast accumulation of riches. The distinction of people on intelligence and a kind of activity, managerial and primarily work executive should not have given division of work into work, on Christian canons, to property stratification of people. Had to use the benefits of progress all. Virtue blessed

Augustine wrote, "Does not dress up in purple togas, does not shine with luxury, and wears a raincoat of the beggar". Material welfare, freedom and equality of people irrespective of the fact, which they take a place in production hierarchy, would provide true honor to leaders of the people, the maximum labor activity of each person, outstanding cost efficiency of a social production. However, religious virtues were roughly trampled by the breeding top, which stood apart from the people. There was a stratification of society into antagonistic classes. In addition, it started being shaken antagonism. Slaves were not interested in the development of economy, broke instruments of labor, and sometimes rose. Massive forces and means were distracted from socially useful work, thrown for implementation, not of the creative purposes. Feudal and capitalist societies only increased scales and sharpness of antagonism. In the wars replacing each other the most productive labor power perished, enormous material values were exterminated. Not for the purpose of creation and for the purpose of destruction also the best achievements of scientific and technical progress were often used.

This radical defect is inherent also in modern society. Significant growth in material wealth was followed in the XX century by the growth of cruelty, crime, debauchery, in spirituality unknown earlier. Life once again confirmed the validity of words of the apostle Pavel: "Wisdom of this world is madness before God" (1 Box. 3: 19). N. A. Berdyaev wrote: "The terrestrial spirit of the mankind which went on the way of a serpent hypnotized the person tempting idea of progress and the earthly paradise approaching at the end of growth, and the person that did not notice madness of the service to development and the subordination of lucky individuals of the future paradise was so seduced. Progress blossoms on a cemetery and all culture of the improved mankind are poisoned with ptomaine" (Berdyaev, 1989, p. 123). Modern production, "Bases of the social concept of Russian Orthodox Church" state, "promotes the improvement of material living conditions of the person. However, seduction by achievements of a civilization deletes people from the Creator, conducts to the imaginary celebration of mind aiming to equip terrestrial life without God. Implementation of similar aspirations in the history of humanity always ended tragically.

In the Scripture (Bible) it is told that Cain's descendants were the first builders of a terrestrial civilization: Lamech and his children invented and made the first tools from copper and iron, figurative tents, and different musical instruments, they were ancestors of many crafts and arts (Genesis. 4: 20-22). However, they together with other people did not avoid temptations. "Any flesh perverted the way on the earth" (Genesis. 6: 12), and therefore at the will of the Creator the civilization of Kainite's is completed by a flood".

Work as the benefit, as a virtue has, according to the social doctrine of Christianity, three main aspects.

Work first is urged to be an essential part of space evolution. "From the Christian point of view, - emphasize Bases of the social concept of the Russian Orthodox Church (ROC), – work in itself is not unconditional value. It becomes blessed when is co-working to the Lord and promotes the execution of his intention to the world and the person". Work that makes society richer, but destroys nature - this is the cosmic evil. Therefore conducts humanity to death. Also dreams of a blissful life without effort, about the fantastic earth where the dairy rivers in a land of milk and honey, about paradise in which boundless idleness reigns flow, are so harmful. Space trade does not suffer "parasitism", it eliminates useless from the foreordained evolution of the Universe. Real meaning of the life of the person noted I.A Ilyin, that consists "In work over creation of the God's Kingdom", in work in which the person comprehends all greatness and beauty of the world and starts feeling the tool of the highest forces" (Ilyin, 1993, p. 317, 320). Such religious concept of work is inherently incompatible with the bourgeois concept of the civil society, which turned the person into the center of the universe, and his egoism - in a basis of all social and economic system.

The person rejected this celestial concept of work. Instead of the creativity to enter objective evolution of the nature, it began its "conquest" and injurious consumption. The business case of consumer society with its market regulator extended by the West worldwide. Only having replaced model of the economy based on uncontrollably growing consumption of natural factors with the essentially new model, has been included it in "universal fabric", the humanity will provide the future.

Work secondly is urged to become a basis of truly humane society. Reminding this common truth, the church emphasizes: interaction of people in the course of work has to be based not on egoism and mercantilism, as now, and on virtue, on care of the general benefit and disinterested mutual assistance. The religion estimates each person, each class, each nation in social aspect not so much of their contribution to creation of real wealth, how many on, whether they not in words, and in practice provide an achievement of peace and a consent, the society, material prosperity, safety and confidence in the future to each person. The abundance of goods at the poverty of considerable part of the population and subjects is more at its extinction, there is not a benefit, but the evil. Neither self-interest nor national egoism, but sincere goodwill and mutual assistance has to dominate the international scene. Church learns that merge of interests of the nations cannot occur on purely economic basis – it demands their preliminary moral, world outlook, religious consolidation.

The statement of public virtue has the second side – fight against the evil,   initiative, competent and consecutive.

The egoism and mercantilism deprived of moral bases inevitably generate corruption, organized crime, the aspiration to eliminate the competitor for what any methods are sometimes used, up to custom-made murder. Nonresistance to the evil is justified only in the field of private life, learns church. In society, it would mean de facto clearing of an area for an evil celebration. It is necessary to remember also that in the economy, as well as in other areas of public life, angrily, as a rule, it puts on make-up under good. "Round lust of a profit, round self-sufficing love to money, – N. A. Berdyaev notes, – one of the most phantasmagoric is created (i.e. elusive – a bus) the worlds, that are torn most off from the world of reality from life. Such phantasmagoric world is the world of capitalism, the world of banks, the exchanges, paper money, checks and bills of exchange, advertising, the competition and a pursuit of easy money. This fantastic world lives under the law and did not interested in to know the Scripture, is creation of human lust, egocentric passions in which the person loses freedom and the God's image" (Berdyaev, 1993, p. 162). The huge octopus who accepted the global sizes closed by a trade secret serves only those who has the capital; that is a small minority of the population.

In dialectics of the good and evil, the church allocates one more aspect. "Against God, – N. A. Berdyaev writes, – Rebelled doesn't only the evil, but also kindly, incapable to conciliate with the fact of the existence of the evil. The atheism has the roots not only in the evil, but also in good" (Berdyaev, 1993, p. 37-38). When life becomes intolerable, at large people often rises and starts destroying agents of the social evil. However, private interests still are predetermined by the behavior of each person; a victory oppressed over oppressors of anything in principle does not change. Social poles are only interchanged the position. The paradox is that the oppressed will never prevail because, in the moment of victory, they become oppressors. "Moreover, therefore no external revolutions in the provision of people correspond to the radicalism of the revolution announced by the Gospel … The morals of the God's Kingdom are not similar to morals of the world fallen, being on each side of the good and evil" (Berdyaev, 1993, p.105).

Work thirdly is urged to become a basis for forming of the new person. The person who consciously joined in space evolution as its creative element. The person is capable to create real free and happy society.

The social qualities, we will remind, the person acquires knowledge by social inheritance. "… In private life all its valid contents turns out through the public environment and anyhow is caused by this state, – V. S. Solovyov wrote. – In this sense, it is possible to tell that society is the added or expanded personality, and the personality – squeezed or concentrated, society" (Solovyov, 1988, p. 285-286). So the society which wallowed in defects created everyone entering into it since the birth just like the. Moreover, the person who is brought up sinful established and strengthened, in turn, vicious society.

To get out of this deadly circle, the religion learns, the person has to join qualitatively higher – church community – in which it will find examples of other behavior, samples of a brotherhood, love and virtue. To the society founded on Avidity and lust, the person has to oppose the moderate consumer asceticism, which is lit up by the growing spiritual wealth. In each person, huge energy is concentrated. Placed at service to individual, class and national egoism, it eventually conducts to death and the person, and all society. Voluntary placed at service to people and objectively included in the evolution of the world, it provides the original progress of humanity, happiness, safety and immortality of the personality. One of these ways the person chooses himself.

Such is a basis of the religious concept of work. Secular society rejected it. Therefore, it was implemented, in that measure in what it was possible to be made, in religious, economic communities.

Relations of production are; I will remind, the relations that objectively develop between people in the course of joint work. In their structure, the science usually allocates as the primary relations of property, the relation of an exchange of activity and the distribution relations. What their religious interpretation and what impact the church has on their forming and evolution?

The property is free (fixed in the state right) ownership, use and the order of spiritual and material production factors. Property, V. S. Solovyov notes, is concluded in the being of the human person. It includes first of all me: my thoughts and emotions that I can transmit or not give another; my body of which without my voluntary consent nobody has the right to dispose. The Christianity initially opposed the transformation of the person into the property of other person, resolutely condemned slavery. Complete the happiness will be possible only in that life, Augustine wrote, "Where anybody will not be a slave any more". Nobelium of the slaveholding Roman Empire, the business considering murder of the slave natural and legal, the Christianity declared: do not kill, because the slave – the same image and God's similarity, as well as you. Also do not exhaust him with back-breaking toil: "Six days work and do any your things, and day of the seventh – Saturday – to the Lord, your God: do not do it any things neither you, nor your son, neither your daughter, nor your slave, neither your slave, nor your cattle, the newcomer, which in your dwellings: because in six days the Lord created the sky and the earth, the sea and everything that in them, and in day of the seventh rested." (Exodus 20: 9-11).

Proclaiming at the beginning of our era divine right of every person to liberty, the Church sought to introduce it

everywhere in life. Moreover, sometimes made enough significant progress. The Russian Orthodox Church in the X-XIII centuries made in the Russian society "such resolute change which one was enough to make for church room among the main forces creating our society". The church, first, entered into the customs regulation of the charitable release of slaves according to the will. The church, secondly, established three cases of obligatory issue of the slave (lackey) on freedom: 1) The slave, begot children from own master, to his death he was surely released together with the begot children. 2) The free person who made violence over others uniform thereby did him free. 3) Slave or Servant who has suffered injury through the fault of their master became free.

The property of the person on the body and intelligence finds the natural continuation of its things, in property of the person on the tools which are switched on in its work, raw materials, materials and other means. The modern social concept of Russian Orthodox Church says: "The Church recognizes the existence of diverse patterns of ownership. The state, public, corporate, private and mixed patterns of ownership in the different countries received different rooting during historical development. The church does not give preference of any of these forms". The social doctrine of Catholicism accepted on the Second Vatican cathedral, provides: "The property and other forms of a personal authority over the external benefits promote expression of the personality, giving it the chance to show the responsibility in society and economy … The private property or some power over the external benefits provides everyone the sphere of a necessary personal and family autonomy. They should be considered as manifestation of human freedom … Forms of such power or property are nowadays different, and their variety does not cease to extend …" (Casanova, 1973, p. 330). Vatican recognizes that "the state can have property on tools and means of production if they are a source economic power that is inadmissible to transmit to private hands, without risking to endanger general welfare" (Grigulevich, 2003, p. 328). Thus notes that any pattern of ownership has to bring the economic goods to all people. The same understanding of property is inherent in other world religions.

Outstanding representatives of the Russian Orthodox philosophy allocate in property some more essential properties.

They, first, proclaimed priority in property not its material, but its spiritual party. "A problem of a private property, – I.A. Ilyin emphasizes, – is brought together to such understanding to a question, whether it befits to have to this creative spiritual center on the earth the certain strong, material nest provided to it and provided behind it - a nest of his life, his love, a child-bearing, work and a free initiative?" (Priests & Shmelyov, 1991, p. 274). The possibility of creation of such material "nest" for the manifestation of human love and virtue it has to be provided to everyone and the state has to preserve it strictly. Such "nest" can expand both in collective, and in the national economy, and all this economic system has to have reliable protection.

They state, secondly, that work and property are continuous that "work, them making" is recognized as the basis of property (Solovyov, 1988, p. 433). V. S. Solovyov proclaimed illegal the property received by military capture, nationalization, privatization and other unearned, unjust way. In this divine world order, he wrote, there is only one exception - the right of hereditary property. It is necessary for preserving of a succession of the management of production as an essential condition of economic development. However, the law of succession should not generate the social group conducting a mainly parasitic way of life due to the inherited wealth.

The Russian religious philosophers, thirdly, focus attention that a source of the property is not so much work, how much material from which the consumer goods are made. That only use of the objective laws inherent in an object of the labor allows the person to make its transformations successfully. The property has to enrich, but not impoverish the surrounding nature. In addition, the creation of each new subject, as well as all the second, artificial life, has to bring the benefit of space and social environment, in God's trade.

The relations of an exchange of activity are the relations generated by public labor division. The secular political economy allocates in this sphere of economy an exchange of activities for "vertical" – between work managerial and work executive (work intellectual and physical) and on "horizontal" – between different producers of products. The religion considers such division reasonable, however not complete. In the field of an exchange of activity, it allocates as its primary ontological, transcendental aspect. The world develops according to the program set by the Creator. A task of the person to comprehend the logic of its development and to occupy the corresponding niche in space labor division. In the Universe one Subject of Management - God. Its "Constitution" has direct action. All people, whatever place they took in the system of a social production, have to follow his Pleasure first of all. All economic regulations that are not corresponding to the foreordained logic of the development of the world have to be brought into accord with it at all levels and on all links of a social production. This requirement was trampled by people on ignorance or sinfulness. They until now try to subordinate evolution of the world to the carnal, egotistical interests.

The relations of an exchange of activity include, secondly, an exchange of activity between managerial (intellectual) and executive (physical) work in society. Department of mental work from the physical was essential

premises of economic and all social progress. It led to the creation of large-scale irrigational constructions, to sharp raising of the standard of farming, craft, trade, to the transformation of tribes to nationalities, to blossoming of arts and forming of science. The management of production objectively passed from society to theirs most prepared elite. Under laws of God public elite have to use the power in the world and happiness of all people, for the benefit of each person. However, the managerial tribe violated the Scripture and created antagonistic exploiter society.

It would be however wrong to blame for it only ruling classes, theologians learn. After Adam and Eve's fall, Blessed Augustine wrote, all people appeared in slavery at the lust, all of them the passion to wealth, the power and pleasures seized. Moreover, while all people, with rare exception, were that, individual and group egoism was the main incentive for the development of the public economy. Replacement of people at fed the authorities of nothing the moneychanger: one group of egoists and ambitious only changed on the captain's bridge of the public ship on, in fact, it another. Therefore, Christ also said the well-known: "To God – Gods, to the Caesar – Caesarian". Also bequeathed to the people not to revolt, not to arrange senseless bloodsheds, and to master management science, spiritually to tower over the level of the dominating elite before to raise the claim to the power. Because, He spoke oppressed and operated, "if your righteousness does not exceed a righteousness of scribes and Pharisees, you will not enter the Kingdom of Heaven" (Mf. 5: 20).

Alienation from the people of functions of the management and property perverted the nature of work. It became for the person, neither pleasure nor the highest manifestation of its creative power, but the damnation extinguishing his creative talents. As a result, the person began to feel free only at the accomplishment of the animal functions, only at food, drink, sexual intercourse. At best being located at itself in the dwelling, decorating itself (K. Marx).

The religion purpose in economic area – return to the mass of capability to the management of production, systematic recovery of the former unity of the subject and object of management. This process has to begin with a primary cage of production - the enterprise. Its labor collective has to be not only object, but also subject of management. "… Production, - V. S. Solovyov wrote, - should not be made to the account of human dignity of producers, and any of them should not become only an instrument of production" (Solovyov, 1988, p. 71). It is necessary to fix the union of the capital and work; it is emphasized in documents of the Second cathedral of Vatican. "… It is necessary keeping the necessary unity of management and organize in the best way the active participation of all in the management of the enterprises" (Casanova, 1973, p. 330).

In the last decades, the Christian concept of relations of production everything was implemented into the production of the countries that left in leaders of world economic development more widely. In the mid-eighties "in Germany in all large companies, workers possess a half of places in Boards of Directors. In the USA … The law on the enterprises adopted in the summer of 1990 provides that a half of members of Boards of Directors of the enterprises is elected directly from labor collective, and another half – from shareholders" (Priests & Shmelyov, 1991, p. 18-19). The American experience of the last years shows that the companies that are in joint property of workers are economically more productive. "Experience of the similar enterprises convinces nearly 1000 American campaigns annually to change the structure of ownership of capital stock and to pass to the property of workers" (Simmons & Merce, 1993, p. 285).

This positive tendency in the economy, its approach to Christian ideals, was noticed and supported by Vatican. In September, 1981 the father John Paul II called the states and businessmen for expansion of participation of workers in the management of the enterprises as to a basis of a new public consent between workers, managers and owners. "Each person, - he declared, - has the right to consider itself as the co-owner of a workbench behind whom it works together with others." It has to "share responsibility and creatively participate" in the management of economy (Simmons & Merce 1993, p. 259).

Implementation of the Christian principles of an exchange of activity in the field of production is dictated by the course of global development of the modern economy. Their violation is fraught with very substantial adverse effects.

3. Discussion and Conclusion Remarks

The relations of distribution characterize methods of the order by the made products. They include distribution of subjects of both productions and private consumption. The church recognizes that a source of personal wealth there has to be work. However, since the formation of slaveholding society the property became the primary source of the richness of ruling classes. It generated the shouting luxury of the dominating minority on one social pole and poverty – on other. For the elimination of this worldly defect, it is necessary to lift a priority and payment of live work. The salary of each working has to provide it material prosperity and possibility of all-round cultural development. The majority of churches resolutely rejects the myth about inborn laziness and carelessness of the person. The religion reminds - the person forms a society. As the image and God's similarity, it allocated with abundant creative talents. Moreover, if these talents were not opened

or suppressed, first of all society is guilty. The church long since is the defender poor and oppressed is engaged in multidimensional charity.

The economic doctrine of Christianity remains, however, not demanded by civil society. The economy of a modern society is in the positions of materialism and rationalism occupied in the XVIII century. Methodologically its lag is entirely explainable. In difference, we will put, from the quantum theory with its geometrical field and virtual particles the economic science relies on mainly material experimental resources. It does not get into information, the ideal basis of the universe. To it, S. N. Bulgakov notes, the terrestrial pragmatism is inherent.

The economist operates with physical items and processes. It fills the production plan with real people, means and objects of the labor, predicts, plans, adjusts their interaction for the purpose of obtaining maximum economic, i.e. besides material efficiency. The narrow pragmatism is inherent in the field of the economy in both the scientist, both the entrepreneur, and the simple worker. "Between scanty knowledge of the expert owner and scientific experience there is a huge quantitative difference thanks to distinction in methods, extensiveness, orderliness of experience, but the qualitative, essential difference is not present" (Bulgakov, 1990, p. 138). The Economist does not have business before that many invisible threads with all Universe, with its objective evolution, connect each subject of the nature, each atom. The creator of its concepts does not have a place. This view is quite understandable and perfectly harmless in the past, in the era of modern scientific and technological revolution is becoming a more significant impediment to economic and social progress of all.

The person, realizing it or not, the business activities joins in the objective evolution of the world. He creates the second nature in which realizes the programs, implements the interests. These programs can be in a conflict with the development program of the Universe, with her Logos. Moreover, then the artificial nature created by the person becomes for the Universe a foreign matter and as the foreign matter is eliminated together with his local creators. To leave this deadly position, S. N. Bulgakov writes, the humanity should realize, at last, that the world is dual: it is spiritual and material at the same time. Production, as well as all the activity, society has to merge both with spiritual, and with material structure and evolution of the world.

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Dialogue in a Globalizing World: The Philosophical Understanding

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Abstract

A global world brings important global novations into the problem of a dialogue. A dialogue as a process of uniting traditions and novations is a dominating factor of a development of the society. In this dialogue social-cultural changes and novations mixing with a tradition generate a new specification of dialogue in the globalizing world. A dialogue turning takes place in the world and its main themes are the humanization of dialogue of cultures and the elimination of controversial potentials on the basis of principles of tolerance and humanism and also the principle of tolerant strategies of global dialoguing. Consequently, in this article a philosophical understanding of the approaches to the notion of globalization is given. These approaches on the one hand study the globalization as an establishment of the global communicative space and on the other hand, they reflect the modern world as a self-organized system where the processes of communication, generation of order from chaos, transformation and appearance of new bifurcation points as the new points of development take place.

Keywords: dialogue, globalization, dialogue turning, management.

1. Introduction

The terms "globalization", "globalization era", "globalizing world" are more and more strongly coming into the everyday and scientific language. "Globalization is a close rapprochement and interaction of different parts of the entire world which have different cultural sets and staying on different stages of development" (Nazarchuk, 2002, p. 281).

During the globalization era a qualitative change of world takes place. Its essence cannot be studied separately from the processes of mass media and communication development. Due to relevancy and importance of informational and communicational processes in the society the investigators' attention to the phenomenon of communication and dialogue in conditions of globalization has increased. Despite the lively discussion of different globalization processes which takes place in literature, globalization as a problem has relatively recently arisen, that is why in publicism some independent and original globalization conceptions have appeared. Nevertheless their philosophical understanding in the context of communicational interactions and dialogue as their variety is not enough.

2. The Globalization Conceptual Analysis

Ulrich Beck in his work "What is globalization?" gives a definition to the globalization which in the most proper way reflects the essence of the world changes. First of all "the globality reflects the fact that henceforth all that takes place on our planet cannot lead to one locally limited event; that all inventions, victories and catastrophes concern the whole world and that we must put our life and our actions, our organizations and institutions to reorientation and reorganization according to the idea of "local-global" (Beck, 2001, c. 89).

Ulrich Beck distinguishes the notions of "globalism", "globality", and "globalization". He writes: "Globalism is the understanding of the fact that the world market replaces or substitutes political activity, for me it's the ideology of world market supremacy, the ideology of neoliberalism". "Globality reflects the fact that that henceforth all that takes place on our planet cannot lead to one locally limited event; that all inventions, victories and catastrophes concern the whole world and that we must put our life and our actions, our organizations and institutions to reorientation and reorganization according to the idea of "local-global". Globalization according to U. Beck is "a dialectical process which creates transnational social connections and spaces depreciates local cultures and promotes the appearance of third cultures"

(Beck, 2001, p. 134).

The conception of globalization of the American thinker M. Castells characterizes the process of globalization by the expansion in space; stability in time; thickness of transnational networks of communication, connections and television flows and singles out the following reasons of globalization nonremovability: the global interweaving of the financial market, the increasing power of transnational concerns; information and communicational and technological revolution; the principle of democracy; the descriptive flows of industry of culture which enveloped the whole world; the polycentric world politics (concerns, nongovernmental organizations, United Nations Organization); the global poverty; the global destruction of environment; transcultural local conflicts.

The powerful globalization processes change the whole world. They cross the national and state borders which determines "the lack of attachment to a particular place" of the capital and communication's labor; the power of transnational actors, institutions and agreements; the absence of a world state and world government. M. Castells sees in this situation the expansion of the global disorganized capitalism. It should be mentioned that in literature the most widespread tendencies of understanding the globalization are the tendencies of intensification of interaction and interdependence of the human societies' life.

3. Defining the Problem of Dialogue

A great number of definitions and works on globalization doesn't give us the relevant philosophical understanding of globalization, all its problems, aspects and contexts. On the one hand, globalization owes its appearance the formation of the global communicational space which took place by the beginning of the XXI century due to the development of the scientific and technological progress, which generated the latest technological opportunities of the implementation of communications and spreading the information.

On the other hand, the modern world acquires new features which find their reflection on the globalization processes. In such self-organizing systems as the modern society it produces the permanent processes of communication, transformation, the appearance of new bifurcation points in the social reality as a specific way of resolution of positive and negative globalization processes which produce the situation of communicational surpluses, conflicts, the situations of global risks, etc. A new communicative situation generates in the society; its key moment on the one hand is the increase of the role of communication and on the other hand is the appearance of new communication and dialogue problems and questions under the conditions of the modern world globalization.

The changing situation of the modern world is characterized by the globalization and renovation. At the turn of these historical moments the intellectual thought will have to seriously analyze a lot of topics, problem turnings; it will have to realize the nontraditional questions in order to understand the modern world panorama. All of them are essential and very relevant; one of these questions is a global dialogue. On the agenda is a paradigmatic "dialogue turning". Having built a picture of the universe and fastened it by the supports which are the categories, the science unveiled a new global world where the dominant role belongs to the interaction, communication and dialogue.

4. The Problematics of Dialogue

The problematics of dialogue despite it becomes an urgent question of modernity in the context of a global dialogue of the mankind has its own traditions and novations. A tradition as a "transfer", way and form of social inheritance which all are saved in the societies for a relatively long time has a rich history. The traditionalistic concepts of dialogue and the philosophy of dialogue are widely known. The classical scientific grounds and the cognitive tooling correspond to them. Such a traditional idea of a dialogue was an incitement for the revolutionary ideas in the modern natural science. It turned out to be that the historic forms of science development don't destroy themselves but quietly coexist in the form of dialogue. A dialogue with nature and a dialogue between natural and liberal cultures are the characteristic topics of dialogue in science. The dialogical sense is represented in classical and postnonclassical interpretations as linear and nonlinear dialogues. Being armed with a novation synergetic approach and tooling, the modern science changes the idea of a dialogue.

Nevertheless the global world brings much more essential global novations into the problematics of dialogue. First of all, a dialogue has heretofore reflected about some separate questions and problems concerning the particular events which corresponded to the ontological aspect of understanding of our world and set aside no less important gnoseological aspect of approach to the world investigation problems.

Secondly, the review of the global problems through the prism of a dialogue requires the inclusiveness of scientific reflection. The world as a problem becomes a problematic field. Scientific reflection of such problem needs a new

understanding of dialogue, revealing novations in it which includes a combination of two aspects, scientific reflection of the modern world understanding and methods of handling in the defining of a problem.

It should be mentioned that such defining of a problem is a characteristic feature both of science and culture which was not limited by the traditional forms, but brought the external influence, nontraditional forms marked as novations and innovations. "A novation is a new, unknown and not characteristic item for the given tradition of culture. An innovation is a modified (changed, renovated), familiar or recognizable form" (Great Encyclopedic Dictionary, 2002).

The dominating factor of the society development is a dialogue as a process of combining tradition and novations. "The history of any culture demonstrates us the dynamics of social-cultural changes in which novations connecting with traditions generate the new cultural formations" (Great Encyclopedic Dictionary, 2002).

The civilizational approach of A. Toynbee conceives every historical challenge as a challenge to the traditionalism, motion to the innovation changes. In this case a global world opens a new novational page of dialogue, that is the dialogue of civilizations, dialogue of cultures, dialogue of states, etc.

Let us call the civilizations and cultures the world systems and then speak about the dialogue of world systems. The "world systemic" conception of I. Wallerstein is widely known in the historical science. This conception was developed in the 1980s. "The very appeal of a historian to the notion of "system" for defining the entire existence of the mankind, interconnection of all its national and state parts and then mastering the synergetic ideas of I. Progozhin by western and Russian philosophers and culture experts during the transfer from the analysis of construction and functioning of social and cultural systems to the explanation of their development processes" (Kagan, 2002).

5. The Dialogue of Systems

A phenomenon of globalization plays an important role in the dialogue of the world systems. The investigation of a globalization phenomenon is represented in works of foreign and Russian scientists. They note the fundamental transformation in the logic development of the world community at the end of the XX century. This transformation is connected with the globalization processes. The phenomenon of globalization is a complex and controversial process determining the appeal of philosophy to its understanding which in its turn is controversial and finds its reflection in the controversial conceptions. The understanding of the globalization phenomenon is represented by different points of view (Aron, Bauman, Delyagin, Giddens, Panarin, Dugin, Walzer and others). The process of globalization has seriously changed all the world phenomena and consequently brought up some specific problems which were not heretofore present in philosophy. The change of communication between the world systems brings up a problem of transformation, perception, reception of cultural and civilizational phenomena. It gets another global character and little depends on the previous intrasystemic communications. Here arises a problem of spontaneous dangers and conflicts towards such system forms which cannot be solved in the framework of the traditional communications.

Some new communicative practices of mankind appear in the era of globalization. A dialogue of the world systems is among them. It is known that the idea of understanding of "I and You" lies in a dialogue. In the capacity of "I and You" can be "Another and Another civilization", "Another and Another culture", East and West, religion and sciences, faith and sense. If during the interpersonal communication a human is realized as a person, then in the communication of the world systems the human nature is realized. The modern dialogue should be tended to establish the mutual understanding.

Consequently, our investigation focuses on the dialogue in the era of globalization as the most important problem which defines the future of the whole mankind. The globalization has not destroyed the historical problems of the world systems interconnections, such as the problem of war and peace, ecological problems, intercultural and international disagreements, interreligious conflicts and conflicts similar to them. "The globalization has not implemented the integration process of the mankind's attempts to solve the global problems; vice versa it gave an unpredictable status to these problems" (Akhmetzhanov, 2010, p. 21).

And there is a question, whether the understanding of the necessity of dialogue in the modern world is enough and whether the mankind is in the mood to solve the fundamental problems of its inharmonious existence and development? Are there any reasons for the dialogue? Why does the dialogue seem a panacea for all disasters?

The answer is, the dialogue "unveiled" the critical situation in the world, it marked out the essence not only of the peaceful mutual understanding, but also the misunderstanding which leads to conflicts. It discovered "the motivation to dramatic changes: the danger crept over the most valuable things – over the human, his freedom, life, its principles, sense, stimulus and motivations, over its value foundations" (Akhmetzhanov, 2010).

6. The Fundamental Turning in the Understanding of Dialogue in the Globalization ERA

A realization of the necessity of a fundamental turning in the understanding of dialogue in the globalization era takes place at the moment. The strategies of solving the civilizational, liberal and economical problems of the modern society are implemented through the dialogue, communication and understanding.

The following items became the central themes of searching for the answers to the dialogue turning challenges. The attempts to implement the projects of the global dialogue and the global integration led "the world community" to the problem of "incoordination", contradictions that occur with the world systems, environment and human; such contradictions make it impossible to achieve the single understanding of aims and results of the dialogue projects. This is the central contradiction of the globalization era. The neglect of the abovementioned problems leads to the strengthening of tension, uncertainty, fear for the mankind's future. How can we eliminate it?

The analysis shows that there are a lot of strategies of the dialogue of cultures which are represented in different models of "intercultural integration", "alliance of civilizations", "multicultural dialogue", "communicative rationalities", "mutual understanding philosophy", "interfaith agreement", "dialogue of civilizations", "traditions and novations in the dialogue of cultures" and others, but such cultural pluralism does not promote the consensus and mutual understanding establishment. We need the humanization of the dialogue of cultures.

The world systems dialogue transforms fundamentally during the process of globalization, and the result of it is the appearance of potentials which correspond with the humanistic needs and ideas and also potentials which release not the order, but the chaos of the intersystem interaction. The elimination of such potential is possible on the basis of principles of tolerance, humanism and tolerant strategies of the global dialoging which is implemented in the polyethnic, multicultural space of the modern world.

Globalization on the one hand intensifies the intercultural integration , on the other hand it leads to a break of the historic traditional cultural connections; and the removal of value paradigms of the traditional culture leads to the neglect of historic successive connections, loss of moral guide and to the global mancurtism (historical unconsciousness). The ideas of patriotism, national mentality and the creation of the world outlook basis for the people's consciousness can help to withstand the mancurtism (Toshchenko, 2012).

7. The Problem Field of the Modern Dialogue

Now it's time for realizing the problem field of dialogue, time for the philosophical understanding of dialogue in comparison with traditionalistic and novational approaches. Dialogue is necessary as an "approach that is relevant to the communicative interaction of nations, civilizations, world system, world community and their institutes with a human" (Kochetov, http://www.allrus.info/main.php?ID=652370&ar3=508). We need the latest world intellectual platforms of the intellectual level on the world problem field of dialogue.

From the point of view of globalization the problem field of the modern dialogue lies in the following. We need a working out of dialogical communicative strategies which do not criticize the world situations and do not overestimate the dominant paradigm, but develop the alternative approaches to the understanding of social and cultural facts, create theoretical conceptions which allow to see the essence of controversial sets which were formed in the scientific practice and investigating the modern world in different aspects and contexts. The pathos of the given thesis is proved by the words of Y. Habermas "…the truth is spread over the many universes of discourses, they are no longer fallen under the hierarchization, but in each of these discourses we are looking hard for the insights which could persuade everyone" (Habermas, 1995, p. 81).

The process of globalization eliminates the domination of the single "Logos", it offers the set on the radical pluralism which leads to the loss of cultural identity and sovereign by nations. In this connection some strategies of the world systems dialogue become actual. They are the strategies that are aimed to save the identity both of the world system and the identity of an individual in it, and also to save in it the sovereigns of different levels, such as cultural, religious and individual.

It is necessary to consider a world systems dialog in the globalization era as an open process in the understanding of modern rationality, which is open, flexible and synergetic. The openness of dialogue aims the absence of the ideological rules and limits, procedurality of the common to all mankind values and also subordination of the fundamental world outlook paradigm. The dialogical paradigm acts as such fundamental world outlook paradigm.

A dialogue of cultures and dialogical thinking in the modern era are the only things that lead to the world systems mutual understanding and also to the understanding of a human in the culture of Another. "A dialogue of cultures is the only human's opportunity to implement in himself the cognitive and creative possibilities, to overcome the stereotyped

prejudices which prevent from the fundamental communication in the world of cultural variety, to establish himself in the culture existence and to promote the understanding of Another and Another culture"» (Akhmetzhanov, 2010, p. 23).

The abovementioned arguments about the "dialogue turning" in the modern philosophy allow to understand why in the XX century the idea of dialogue became a part of the problem field of the philosophical thinking and is steadily expanding its sphere of influence in the context of the world globalization. The history of the philosophy of dialogue begins in the 1920s with the understanding of a dialogue in the works of M. Buber and M.M. Bakhtin. M. Buber defined a human existence as a "dialogical life", the strategies and comprehension of which we are studying in our investigation. The M.M. Bakhtin's follower, V.S. Bibler, defined the laws of thinking as a "dialogics". At the moment there are many interconnected notions: "an internal dialogue" as a process which happens in our consciousness and "a dialogical human nature", a notion introduced by M.S. Kagan and considering a dialog as an optimum form of spiritual people's communication in real life, in the imagination's activity, in the perception of art, a "dialogical thinking", etc. (Kagan, 2002).

8. Control as a Form of Communicative Practice

Today the problem of searching for the optimum ways of solving conflicts of the social and political shocks and the "overcoming the politics by morality" becomes very relevant. In this connection it is expedient to study a cultural and civilizational dialogue as a method of solving problems in the modern world.

At the heart of such study lies the idea of a global world as a system without control. The control like a dialogue is one of the forms of the communicative practices. The difference between them lies in the fact that control is a unidirectional process directed on the object of control and a dialogue is an equal two-directional process. Control is "a process of influence of a subjects towards an object which is aimed to the ordering, saving, destroying and changing the system of an object in accordance with the goal" (Globalistics, 2006, p. 769).

If in the separate states the social processes are controlled and regulated, then in the world community they are only regulated. The "regulation is a spontaneous process or the intentional actions aimed to provide the optimum functioning one or another system within the corresponding limits given by natural or artificial way" (Chumakov, 2013).

Nevertheless from the middle of the XX century the world communicative situation has been fundamentally changing in the connection with the world processes globalization and the whole world and mankind becomes a world system which has neither obvious, nor latent control. Regulation as a spontaneous process cannot be an effective regulator of the world system.

The process of controlling the world systems under the conditions of globalization is complex. It includes not only the question about the uncontrollability of this phenomenon, but also the opposition between the globalists and antiglobalists, between the phenomenon of the "global mancurtism" and even "global mancrutisation" of the mankind. Only a dialogue and a dialogical strategy of the modern culture can be put up against such understanding of the situation.

The development of the modern world can be studied from the pessimistic and optimistic points of view. Let us on the one hand study the pessimistic point of view towards the development of the modern world. Our global future seems as a united society with a homogeneous culture. The development of communications and communicative culture lies in the elimination of the diversity of cultures and creation of the cultural identity. In this case it's necessary to choose the elimination of barriers which separate the cultures and the creation the cultural identity as a strategy of development. Some western sociologists see the cause of social conflicts between the world systems and the reason for the power which prevent the mankind from uniting right in the cultural diversity.

F. Fukuyama links the cultural leveling of the mankind with the formation of the unified mankind after which the "end" of the history comes. S. Huntington who in a realistic way estimates the impossibility of making the world culture and the system of values universal, points at its impossibility which creates a reason of the inevitable collapse of civilizations.

On the other hand, the optimistic point of view towards the fates of the world systems lies in the dialogue of the global world systems and primarily the cultures. Many politicians and philosophers think of it as of the "only possible and real communicative practice of the mankind. The idea of understanding of Another and Another culture, East and West, religion and sciences, faith and sense lies in the dialogue of cultures. A human actualizes himself in a dialogue, and in a dialogue of cultures the actualization of a human nature takes place. A modern dialogue of cultures is a dialogue out of dictate, a dialogue which has a presumption of the establishment of understanding" (Akhmetzhanov, 2010, p. 21).

9. Conclusion

Consequently, in this article a philosophical understanding of the approaches to the notion of globalization is given. These approaches on the one hand study the globalization as an establishment of the global communicative space and on the other hand, they reflect the modern world as a self-organized system where the processes of communication, generation of order from chaos, transformation and appearance of new bifurcation points as the new points of development take place.

It is revealed that the dominant factor of the society development is a dialogue as a process of combining traditions and novations, in which the social and cultural changes and novations combining with a tradition generate a new specification of dialogue in the globalizing world.

The central themes of searching for the answers to the dialogue turning challenges are determined. They are the humanization of the dialogue of cultures and the elimination of controversial potentials on the basis of principles of tolerance and humanism and also the principle of tolerant strategies of global dialoguing.

It is stated that the globalization on the one hand intensifies the intercultural integration, on the other hand it leads to a break of the historic traditional cultural connections and to the global mancurtism (historical unconsciousness). The ideas of patriotism, national mentality and the creation of the world outlook basis for the people's consciousness can help to withstand the mancurtism.

It is understood that the development of the modern world can be studied from the pessimistic and optimistic points of view: the strategies of the elimination of the diversity of cultures as a cause of social conflicts between the world systems and the dialogue of cultures as the actualization of the human nature.

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Revisiting the Architectural Message as Social Communication

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Abstract

The identity of the people is an unfinished process, the content of which is changing, is being revised in the era of. A special role in the justification of the identity of the people belongs to myths- poiesis, i.e. the forms of the collective unconscious, derived from the sphere of no-conceived, from not reflexive experience of ethnicity, nation. In modern times the semantic tension tests the identity of the Slavic peoples - Ukrainians, Russians, and the decor of strife leads almost to the rupture of their historical unity. The author raises the question of whether the idea of self-grounding of the people as the ethical, political, ideological goals-societies (West, Russia, Ukraine, etc.) will be saved in today's globalized world. The role of policy of states that change their principles - freedom, equality rights, the observance of the principles of international law and replaced it with the rhetoric of the struggle for power should be noted. In view of the principle of irresponsibility of the state that citizens take responsibility for the future of the people, choosing at the same time not rational foundation of a stability of society, and mythological elements (language, history, tradition, ritual).

Keywords: Group entity situation, Identity of the people, collective unconscious, myth, poiesis.

1. Introduction

Today, all attempts to speak, to write, to think about Ukraine, somehow affect Russia. This affectness only means that Russia and Ukraine are the same, just a little bit different. Everything seems to be the same thing: history, language, songs, myths, but a little bit different. Here is an analogy: famous Indian parable about the impossibility of "between nirvana and our world to detect even a very small difference". Difference of the different from the same occurs in moments of worried presence, when certain thing - people, wondered about what it is, how it is what it is. At first that difference within the same remains subtle, this the same seems almost inaudible, it is difficult to understand as experienced (affects of identity exist precisely as affects - anger, hatred, suspicion, but not as something meaningful), reflection at all turned to be deferred. The essence of this original elusive offset is in affectness, in the movement to things of existence as a whole, in the direction to the whole as such, which is called the people (Riker, P.1985).

The aim of the study is the attempt to distinguish the mimesis of the people and its logo. The objective contradiction is that the content of mimesis is the emotional experience of the history of the nation, it includes mifos and biopoesis, and the logo is focused on the interaction of rational structures of consciousness - thinking, its ability for abstraction and idealization, the formulation of the universal in the form of ideas, concepts. The author argues that mythopoesis creates a form of horizontal self-grounding of joint being, while the logo builds a hierarchy of those who speak in its name - the state, the law, politics, elites.

Objectives of the study: to specify the contradiction between mythopoesis and logo of the people on the example of mass protest events, Maidan, for example.

- To analyze existing in philosophical and political literature theoretical concepts of the national spirit. Mythopoesis constitutes centrifugal tendencies of identification of the people, leads to chaos in the political and public life, logo regulates and hierarchytypes the Genesis of universal in forms of outlook and ideology.
- To evaluate existing in modern philosophy trends: the German-speaking authors (Habermas, J. 2006) prefer to discuss the idea of the universal, that "the arche", which is the people in the context of the classical notion of the spirit of the people. French-speaking authors prefer to discuss the problems of "rhizome" community, where interactions are reduced to random intersection of anonymous to each other actors, indifferent singularities (Deleuze, G., Guattari, F. 2004).
- To substantiate the author's position regarding the necessity to preserve the notion of "national spirit" as intelligible concept of social philosophy, philosophical anthropology, political philosophy.
- To show that joint being as horizontal universality, based on the forms of suggestion - the myth, the poetics of

myths, the ritual undergoes through several phases in its self-justification - chaos of protest consciousness; the rationale of people's life as an area of the country; the restriction of self-existent nation from external forms of identification methods of contiguity or rejection.

2. Literature Review

Rationale and self-grounding of the people as some kind of "arche" social has a long historical and philosophical tradition. Martin Heidegger in the article "the Rationale of the German University" in 1931, taking the position of the rector suggested to consider the University as universal as that which gives justification to the German people (Bourdieu, P. 1991). He defined the Germans as a "nation of knowledge", labour and war.

"Community" of singularities is a society without-common. Jean-Luc Nancy in the work of "Being singular plural" considered the modern society as a community of singularities as determinate being (Nancy, J-L. 2000). Community of performance, exposing of joint existence as present, foreseeable, forms a surface of social without the possibility of secrecy, human uniqueness, etc.

Invaluable assistance in understanding the crisis of identity of the people had a work of modern Western thinkers, because Western society much earlier faced a society without-common, strife, war of "all against all".

Italian philosopher and theologian G. Agamben in his book "Homo Sacer.Sovereign power and bare life" diagnosed the appearance in the Western European world of some communities, which cannot claim to be a political being, their fate is to remain unity of "zoe", i.e. a simple biological mass (immigrants, prisoners, etc.) (Agamben, G. 1985). The author used the difference of the people as a political being and as a form of "zoe" in order to analyze the risks of people neglecting self-identification or putted in a situation of a ban on identity.

German philosopher J. Habermas in the political works of recent years regarded the situation of the Western world as the split of the West, as the field of the conflict of interaction of the nations, where mutual claims against each other can not be satisfied in a society of tolerance, but continue to exist as hidden, suppressed motives and desires of the peoples spirit. In detail he focused on the analysis the conflict of Germany and Poland (Habermas, J. 2006).

Important methodological quality is the view of Paul Riker on the fate of peoples, nations, ethnic groups, societies. He argues that the history of the people exists in the form of a story, the characteristic is the title of his book in two volumes: "Time and narrative". In the history remain peoples of Words and Books (Riker, P. 1985). From that follows that the peoples of epics, legends, and literature have a chance to justify and preserve their identity.

Ken Wilber wrote about the forms of the collective unconscious in its function of extension of self-conscious spirit. The psychologist claims that mythopoesis gives epic scope to the individual life, and the connection to the transpersonal energies saves a person from anxiety and fear. It should be noted that mythopoesis does not only increase the excitement, but also provokes obsession (Wilber, K. 1980).

Slovenian philosopher S. Zizek has thematize the problem of joint being by returning of the concept of ideology.He considred the re-ideologization of the Western world through the prism of "cynical" subject of ideology, which replaced the ethical subject of ideology. Zizek regards ideological positions of Stalin and Bukharin as the difference of cynical and conscientious subjects (Zizek, S. 2008). Outlook, mythopoesis, beliefs, ritualism as subjective forms of life are the elements of ideology, but they relate to its mimesis, not the logo.

To solve these tasks, the author relied on the methodology of structuralism and postructuralism. Structuralistic methodology allowed to identify in mythopoesis the mental units of analytics and their functions in the context of that whole which is called the people's spirit. The analyst does not copy the actual process of self-identification of joint life, but gives him a mental picture. Understanding of structural units of mythopoesis and its functions allowed to formulate the conclusion of the gathering of the people in the plane of the horizontal interactions from the center to the periphery. The periphery of the people is everywhere, but there is no center.

Poststructuralist methodology allowed to identify several points of identification, from which the actors are talking, i.e. the right to speech belongs to a variety of stakeholders - students, youth, politicians, military, radicals, women, pensioners, etc. The subjects of the speech dismember "clean" structure analysts, blur the research field, because their speaking is in the nature of "strife", a bitter dispute, but not dialogue.

3. Results and Discussions

In a normal world, this movement to matter in general remains inconspicuous, not empirically perceived, mentally not reproducible as concepts, ideas. Due to the automaticity of everyday life, which includes ways to organize the household, hospitality, language, landscape, communication and so on., people don't think about what is the people, because it

already exists as something that somehow is present. In moments of crisis, the source of which can be the change of religion (paganism-Christianity), change of place of location of people (truncation or an increase in the borders), the inclusion of a whole of the people, and foreign elements (pressure immigration factors), ideological totality (Nazism, for example), the radicalization of relations "us" - "them", the formation of the image of "the enemy", etc. People have always exist, but it needs to find himself, it needs to define itself through the soil, blood, language, mythopoesis (Maffesoli, M. 1991). People "lack" itself as determinate being, as the content of everything that it can present itself as self-grounding in the forms of determinate being, to sit comfortably in it. The people is the source of identity, but from time to time it is necessary to it to constitute itself. At the point of crisis is implemented the strategy formulation "under the question" considereing the affestness by that matter, which is the people. Asking about the general that is the people means the failing in Genesis, in non-reasoning, which ontically is experienced as "something out of sorts", as a not-own Genesis, as anxiety and fear. A special place in attempts to self-determination of the people belongs to what is called "being-together-with". Joint Genesis can be forced in the form of a law (Declaration of the rights...), States (USSR, for example), ideology (Islamic state) or voluntary co-participation, the Commonwealth of free men (the beginning of the Maidan and was such an attempt, which caused the sympathy of many Nations). A special place in attempts of self-determination of the people belongs to what is called "Genesis-together-with". Joint Genesis can be forced in the form of a law (Declaration of the rights...), States (USSR, for example), ideology (Islamic state) or voluntary co-participation, the Commonwealth of free men (the beginning of the Maidan was such an attempt, which caused the sympathy of many nations). The transition from forced universality, the violence of which is compounded by the co-existence within the same national borders with other-commonalities with other sources of identification, to free and voluntary universality (like any strategy of liberation) in inevitable connection of risk factors. If in forced co-existence man is not attached to the universal in the form of freedom, it means he does not have a cut in that general, does not have business, fitness, does not belong to the substance of that case, which the state is (according to Rousseau, is not involved in the "Social contract"), does not determine his own destiny, so the people can easily forgiven with the state, law, and goes from vertical to horizontal dispensation of itself (direct arming of the people). Therefore clear is that indiscretion and even frivolity with which Ukraine gave up with its statehood, law, law in General, with any legitimacy. Originally freedom exists in the form of nothingness, emptiness seduces with the opportunity to write on it what you want-meanings. That is why in Ukraine made their ways a variety of commentators of meanings from the extreme right (radical sector) to the extreme left (anarchism in the form of a slogan: "supermarkets without sellers"). When some randomness exists, contingency in joint existence, the people needs knowledge of that, on the basis on which individual actors can participate in the new forms of universality. The people in the form of zoe, "naked life" must become the people of the policy or policies (Agamben, 1985).

The same, but a bit different we are experiencing in Russia: we are not in the way to a new(?) identity, do not put under the"question" being of that whole that we are - the Russian people. That is why we are balanced, calm and peaceful on the background of the anti-sanctions of America and the West, the fall of the ruble exchange rate to the dollar, increasing obsession of "Ukrainians", etc. We have not suffered the "storm and stress "of unfinished identity, which calls into question the very existence of the Ukrainian nation, which was formed as "the gift", or as violence. The stay "in the storm", on draughts of history is very risky. Weather something great (world Ukraine, European Ukraine) or a random, empty, unfounded will born from attempts of self-grounding? This is the choice that Ukraine are to make, and it is not alone, this applies to Poland, Germany, Hungary, Serbia and many from among the "Western" Nations (change in self-identity: Eastern Europe became Euro-West because of membership in the European Union, concluded the risks of Serbs, Slovenes, poles, etc., Germany still bears the scars of a special "middle way" in relations with Europe (Habermas, J. 1983).

At existence of any problems with the self-grounding of the people, it makes sense to turn to history. If the birthplace of Western Nations is Greece, logical is the passage to the sources of self-identity of the inhabitants of the Greek city-polises. It is known that the Athenian freedom is determined not by the ability to work, the formation of things from nature ("the Cup from clay - famous system of 4 reasons according to Aristotle), not the amount of owned land or wealth, but the number of leisure. Plato, like Aristotle, believed the work being not worthy of a free man. Leisure, idleness, and nothing doing the Athenians put higher the labor for ontological reasons. Firstly, because any activity on the treatment of nature and turning it into a thing to share, sales, profit and so on. generates errors or defects of the incarnation. (Heidegger, M. 1996). According to Plato the real thing and its eidos are never the same, even at the essential mimesis: the ugly bowl differs from beautiful one in essence, their existence in both cases remains defective, but the only in measure of possible coincidence. The thing squeezes to eidos either constitutively or at random, but any fall in the facticity of present being remains defective. Labor as any product produces essential things (skills), and some ugly things. Ontically it is experienced as frustration – by freedom, democracy, arbitrariness, etc. Second ontological imperfection lies in the very structure of being preoccupied: the willingness to otherness, the ability to be different marks a

man as a "being - all - possibilities", pushing of themselves beyond any factual. Goal-setting as that, for what exists in the mode of waiting for a possible future, that faces the facticity of the life-world, and therefore never can be implemented that ontically is experienced as stress of assumed otherwise-existence (the freedom of other is released from the worries of being, from which arise under the authority of these other, violence and manipulation) or escape from the institution of the new government (frustration, impotence).

If "self-care" was refined technique of life of the privileged strata of the Athenian aristocracy, the meaning of life for the elite to spiritual guidance (Plato believed that government must be ruled by the philosophers), from the Pythagoreans to the Stoics, the pleasure from oneself, narcissism, transpersonal extension of the well known forms of national, grass-roots culture, such as the festivals, carnivals, processions, mass rituals, etc. Thus, the changing of ethical characters, the reproach of power, the production of "last" (bottom) at the place of "first" is not some sort of "dislocation", the defect of transpersonal experience (areal, "Maidan" of residence), but the action according to the merits of this event (trans-personal expands the boundaries of its subject by connecting mythological energies), and therefore it is necessary and natural (Wilber, K. 1980). To demolish the monuments of the former government (to destroy the monument to Lenin, for example) and lay flowers to others, reviled before - Stepan Bender, it only marks the turning "top" and "bottom", which marked all the nascent beginnings of a new identity of the people. J. Ranciere noticed that at horizontal identity the "arche" (the people) speaks on behalf of tradition, custom, myth (Ranciere, J. 1995). The mythology of the holiday and idleness reactivates in the collective unconscious some of the "ethnographic" nostalgic "slices of life", about which always dream of the people, lured by "overeated", "fat" elites (poetic expression of this sentiment is the tale of A. Tolstoy "Three fat men"). The ritual - who do not jump is the "Moskal", unconsciously "crowded" (a word of Pavel Florensky) from shamanism "includes" the experience of mythological, poetic, beautiful. Identification with a wonderful (keenness on miracle: the transformation of Ukraine into Europe) restores communication with myths-poiesis from "Evenings on a farm near Dikanka" (humanistic myth) to Viy (terrorist myth: the inability to properly read and speak is in danger of death). From the point of view of mythopoesis, Yatsenyuk, who studied English at Dianetics - Americans - the right guy, and Donetsk miners who do not wish to learn Ukrainian - must be killed. Zaporizhian Sich (the naming of the Ukrainian Parliament, the Rada refers to the dispensation of the Cossack world) is given a mythological function: there is a possibility of a different hierarchy of power relations- the change of the power from vertical to its horizontal. The Maidan is the model of power in which the periphery is everywhere, and the center is nowhere, i.e. the distribution of power relations is carried out according to the centrifugal principle. This should be attached with recovery of mythological image of "Kievan Rus", a romantic glorification of acts of Princess Olga, all the shards of the myths that were thrown into discussion in the field of the Maidan.

Without reliance on the myth can not be any mass movement (mystic of "soil and blood" was the basis of self-grounding of the German people, the correct reading of the Torah is the bond of the Jewish people, etc.).

From the point of view of estethica, interesting is the speech of M. Heidegger, "the self-assertion of the German University", spoken in Freiburg on 27 may 1933. Its content goes beyond the themes of self-grounding of German University, it is about much larger and important: Heidegger argues that the German nation is a nation of knowledge, the essence of which is mated with will to knowledge, employment stress and the ability to withstand this force in terms of "strife" - defense and war. German thinker argues that self-grounding of the German people is not complete: "the Greatness of the beginning is not yet come. The beginning is still existing. It is not behind us as a once happening, but appears to us." Therefore, under the questioning is all the contents of the General-historical existence of the German people: "nature, history, language, people, custom, state; poetic saying, thinking, believing, sickness, madness, death, law, economy, technology" (Bourdieu, P. 1991). Universal, so is the "unknown" being that creates the world of deepest and extreme danger. "Because the spirit of the people is not just empty words game, not the content of not associated imagination, not boundless race of rational preparation and, especially, not the world-mind, but the determination of the will and expertise in mastering the universal essence" (Bourdieu, P. 1991). Heidegger, trying to save people from unbearable anxiety (!) to be abandoned in nothing, from the "failure in Genesis" proposes to rely on some knowledge, as if it exists, and is not coming, that the people could submit and surrender itself. On what can one relay? The myth of soil and blood, in other words, origin and birth, one should to expose onerself to a certain anamnesis of his past as possible away from standing from the present that should be presented to oneself. How to deconstruct, how to rewrite, to reinterpret their past?

Impulse, passion and even stiffness that is the content of the concept, introduced by Heidegger - determination. "Everything great is in tempest" - Heidegger finishes his rectorial speech with a quote from Plato. If the call to "distribution" (Storm?) was only result of individual temperament, things would be much (Motroschilowa, N. 1991). Personal obsession with something (ancient Germanic spirit) or someone (Fuhrer) does not have such historical proportions, which it acquires when connecting myths-poetic energies of the collective unconscious. Further, the fate of

the German people was defined as joint fate, co-thrownness, realization of community. Rector (chief, leader, providing the path to slave) turns to be the person who are moving by the force of the shocks of his(!) Daseina. At this point, it is necessary to distinguish existentioning as a fact of personal choice, and joining to the collective unconscious, which minimizes the personality. From this it follows that a significant difference of personal leading from anyone who is a gun or a conductor of the transpersonal. Heidegger certainly belongs to those who staying in existential anxiety, leads - directs, points the way, because of this anxiety, and even despair, and has the courage to withstand (Heidegger's Nazism lead impenitence). There is another "leading" cynical manipulation of "mass", where the leader do not differ from any in the parameters of the mind or conscience

As in the ancient tradition, and in German intelligence, there are, at least, the possibility of two strategies of the identification of the people. One of them is based on collective identity or mystical type (soil, blood, origin, the birth of the "third Reich") or in the form of a plebiscite, when to commonness come through participation in voting, culminating in the creation of community, of being-together in the form of the polis as the policy ("the social contract", "universal trading state" I. Fichte, "European world" I. Kant etc.) Unlike collective, individual identity means that eksistentioning individual on bases of his solitary solutions (based on "my own" world) takes responsibility for what he is - the Greek, Roman, German, Russian, etc.

Collective and individual identity are heterogeneous, sometimes, disparate entities. The nation as a concrete universal is necessary in order to seal a mixed identity in whole, to ensure such picking up of past that proves its resolve in the future to be in a certain way. Namely through the spirit the people settles in place, thereby abides in the area. The territory can not be the bond of the people. What is the point of keeping boundaries when national spirit is weakened, and conversely the power of the people is attracting others, that's why territorial expansion takes the form of organic growth.

Mythopoesis of Maidan – strangely acceptable world that blends everything: from reliance on warlords, who are engaged in the war, and agriculture - to the Ukrainian feminists. Zaporizhian Sich is a horizontal agricultural settlement of the ethnic group that serves the purposes of defence, carrying out raids on neighbors for the purpose of enrichment, as well as the distribution of land for processing and cattle, ruled by elected atamans etc. Myths-poiesis includes shamanic ritual in the form of hours of "bobbing" for the purpose of maintaining emotional intensity of the action. A special word should be said about the Ukrainian feminist, mentioning the radical wing of this movement - the group "Femen". Namely they noted a "bare" attack on Putin, trying to oppose bare existence, life as zoe, to the society of the spectacle, staging and manipulation (Nancy, J-L. 2000). Mythopoesis is kept by the energy of dissipation, first, because it relies on being-in-pieces", into fragments of different myths, and therefore nothing could gather, its strength lies in the periphery, the capture of a large number of friends and foes. Namely at this moment the percept "global Ukraine" was spread among protestants. Confirmation of the absence of a center of mythopoesis we find in the figures-the simulators - from aglossate Klitschko to dull Yatsenyuk. Secondly, any myth aspires to be universal: in the beginning of independence Ukraine was willing to be the Worldwide Ukraine to reveal to all the peoples the sample of radical freedom, taking from the origins of consumer communism ("to each according to his needs" - in stores without sellers) to the restoration of Kievan Rus, where Russia will be part of Ukraine. It should be noted that immediately followed upon the elections of the Rada the transformation of the universal myth, its collapse was found in the way of naming the neoformation of thebstate - Euroukrain, narrowing of the mythopoetic horizon of the identification evidences of the greater adequacy of the elites (the decision of the Parliament), rather than the masses.

The energy of mythopoesis, although is saving from anxiety and fear, so that outputs beyond the determinate being and every factuality (at this point with the threat of winter, rising prices and so on can be neglected) that is ontically experienced as euphoria and obsession, but being a dispersion cannot hold universally in the form of duration. Maidan quickly ended. The initial openness of the Maidan has exhausted itself, its orientation to the future in the form of the utopia project (Ukraine is an independent nation state, where all three concepts belong to the sphere of imagination, which is defined by Heidegger as the modus of the "presence of absence") demanded the self-isolation of that concrete universal, how feel themselves Ukrainian residents. Self-isolation is the core of the centering of the space, but not time, commonness on the basis of soil, blood, language. Centripetal tendencies prevailed over centrifugal. The bet was made on the Ukrainian language, the rejection of bilingualism. Attempts were made to make Ukraine a certain ethnographic "thing" : a closed in space boundaries, locked in one language, focusing on defense and war ("the nation state is a rather shaky temporary balance between the status of some ethnic Stuff - patriotism, nationalism, and so on are the universal function of the market" (Zizek, S. 2008). The consciousness of timing, being-to-end is not only the fate of the individual, but also of the Nations, the peoples, the space provides stability, reduces anxiety and fear, so it makes sense to create and maintain the Empire (Rome, Moscow). Mythologically safe House and the surrounding domesticity was always preferable Path (a metaphor for the time), forthcoming path-the road is always a cause for concern. This is confirmed by specialists psychiastrist: defect of spatial orientation is more severe neurosis than disorientation in time, which confirms,

for example, the psychoanalyst Medard Boss (Heidegger, M. 2006). Time creates anxiety, a space free from the trouble that provides stability. The oblivion of the past, the lack of history affects people less than when the body loses organs" - change of boundaries: it is such a painful reaction of Ukrainians to the possible rejection of the Crimea.

Many today in Ukraine think ("seemity", as known consoles, but is cheating) that from ethnic folk forms of spirit-land, kinship language as from graft will born something whole-Ukrainian, that the desired joint being-with-others, which was the purpose of the Maidan. Mythopoesis of "dispersion" and spreading is rapidly exhausted, the reality has come into its own, which is subordinated to the need to build a national state, which causes a lot of difficulties. An anxiety before "tinity" is increasing: ahead are looming threat of loss of access to hydrocarbons, inflation, life "in debt", the domestic political struggle of elites, the awakening of the West and so on.

Let's try to understand whose interests in the West, is contradicted the elected by Ukraine's self-identification based on "ethnographic thing". It is known that M. Heidegger believed that the thing, understood according to Aristotle, true, essential mimesis, protection from anxiety before tinity. The thing is something produced, hand made, derived to being by a master, and therefore understandable and expensive, the near future, which involves all global communication - nature and the cosmos, the gods and mortals. The manufacture of things means the situation that it (a thing) one way or another affects everyone, obviously applies to everyone in the nation, this is what can be broadcast to argue. "Ethnographic" thing as not some self-isolated specialness (Ukraine as a national state) involves placing in the politics of the West, formed on the basis of a particular identity, on what is called the universal appeal of capital and information. Capital and information transcendent across the borders of nation sates, fuses their population in a single community of consumers of the same. Transnational corporations require universal openness of borders, and therefore, their policy is to prevent any kind of close contact and self-madeness, any people is not allowed to do something in their own way, neither the Scots nor the Catalans, neither Basque nor the Greeks. Cultural analogue of the universality of capital and information is multiculturalism - cultural exchange of rarities, useefficiency remnants of ethnicities, nationalities and the peoples (Zizek, S. 2008).

So, the new alarm and danger ahead for Ukraine: "ethnographic thing" as a pattern for the allocation of people based on nationalism, patriotism, the only language and so on., still being formed, is already an anachronism. Any national state, in which there is real ethnic tradition, prevents global circulation of capital. Today's Euro-America is the hegemony of the global market, multiculturalists tolerance, loyalty to claims such as: "equality-freedom-democracy". Contemporary philosopher S. Zizek, of Slovenian origin, affected by the pain of losing national identity, writes: "Global capitalism as cuts the umbilical cord connecting it with his mother-nation, and refers to their country of origin to another territory, that need to colonize" (Zizek, S. 2008). Edward Said warned that the external and internal colonization should be distinguished (Said, E. W. 1978). The USA Department of state - this is not America, it is rather a monster, cut off from "all" roots (from the Declaration of the rights...) and identities in favor of the Ministry of globalization and multiculturalism. The Department of state as monstrous formation together with multinational companies and international banks colonized his people, as all the others. It also successfully performs the external colonization organizes the "color" revolutions, Ukraine got the color orange, slips and even physically destroys the leaders of nation states (Guatemala, Panama, Iraq, Syria, Lebanon,etc.), distributes and supports until very unstable lifestyles and community (a variety of "man-made" group of Westerners, feminists, gays, paramilitary, fascist groups, etc.) in order to multiplex the generality of the people, to calm them down into smaller groups and to oppose each other. Multiculturalism is clearing space of concrete universality, frees people from the emotional and moral attachment to the nation as its man-made cause, creates "empty" space of the universal, in which inscribes its own meanings. Ukraine doesn't say that the West talks about Ukraine in their own language, making clear to themselves the events that occur on the Eastern edge of Europe. The right to speech in their own name withheld based on mythopoeia of people - tradition, tradition, tales, epics, etc. To give your text into the hands of "unknown" kind of interpreters means to lose power over past and future of the people (Derrida, J. 1978).

The whole of nation is divided: many Ukrainians are convinced that capitalism is the best form of life, I wish that it was saved, at least as their own imaginary. Elites and upper middle class hope to have time to take advantage of Western rights and freedoms (visa-free entry, education, work, etc.). They despise the "simple" people "europes" (Ukrainian patriots) called the "quilted jackets" (residents of Donbas) for that they are supposedly not able to break away from his community and language (Russian) identity. The struggle between these "two" peoples: on the one hand, part of those who are focused on the Western vector of development and those who wish to be defined through language, kinship, territory, will continue, and the degree of hardening increases because as the argument of the right side began to use tanks.

Coming danger and a surge of anxiety and fear are expected due to the fact that multiculturalists tolerance does not extend to the recognition of Ukraine as a special "ethnographic things." The centration of this kind of identity is based on the relevance, soil, kinship, language, nationalism and militarism, which inevitably leads to self-isolation. On the other

hand, Ukraine signed the "colonization", the life of the debt, the rearmament of the army for NATO, the introduction of a foreign government Ministers, thereby de facto already refused national identity.

4. Conclusion

Self-grounding of the people (Ukrainian, Russian, Polish, German, etc.) cannot be completed because in history there are crises of identity caused by the split of the social totality - war political and ideological conflicts, it makes the public opinion leaders, ideologues, politicians to return to the search of items of "arche".

Particular importance in shaping the identity of the people belongs to the forms of the collective unconscious, to archetypes, they have to be taken from mythopoesis - myths, epics, tales, historical tales, to give them a new modern interpretation. The work of philosophical reflection is in that in the past of people will be possible once to see the forms of life of the people in the present (Maidan, Bolotnaya, etc).

Self-grounding of the people allows it to move from a forced co-existence, when the coercion is exercised by "externated" entity (state ideology) to the free and voluntary forms of community.

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Sociocultural Bases of State - Legal Development Coding

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Abstract

The article exposes to a holistic consideration the socio-cultural foundations of the state - legal development, discusses traditions and innovations in the study of the latter, and is formulated and argued the author's theoretical and methodological reconstruction program of data bases. The authors prove that the sociocultural foundations legitimize specific historical functioning of public government institutions and their further transformation through the creation of special socio-political state of society - political metanarrative. It is shown that socio-cultural bases are always paired with a dominant socio-political and legal intellectual work of the society, its possibilities and limits, are a set of trends and vectors of public government transformation. In the context of the article a model of analysis of socio-cultural implications of state-legal development that has several levels are provided: a) archetypal (moral-cognitive intuition, archetypal codes, images, symbols, basic scripts and forms of political activity); b) "quasiisometries" of archetypal structures; c) empirical - everyday (usual) socio-political interaction and its emotional and psychological component; d) institutional (political institutions, institutional and regulatory activity and other public legal practice); e) doctrinal and ideological-conceptual; f) "quasiisometries" of institutionally-organized public-legal society, consisting of positive (socioculturaly approved) and negative (harmful, dangerous) political and legal phenomena and processes; g) the level of socio-political integrity.

Keywords: legal archetype, state-legal development, political process, socio-cultural conditionality, legal doctrines.

1. Introduction

In modern research, to analyze the socio-cultural foundations of coding state - legal development, apply a package systemic approach This approach is the possibility of adequate study of depth cultural attitudes, their influence on the development of forms of power-legal organization, motives and subjects (typed) of legal and social interaction, reproduction style of legal thinking, cognitive attitudes that determine the perception and assessment of legal institutions and legal activities (Mouffe Ch., 2000).

It is no coincidence that in the context of legal anthropology the research work is aimed at the reconstruction, first of all, everyday social and legal interaction in the system of personality - society - state, the specifics of which reveals regularities and features of the legal existence of the society. It is known that at the level of legal and institutional organization of many geopolitical and geolegal spaces are similar, typologically homogeneous. However, at analyzing of a legal existence, everyday interaction and mass style understanding of legal phenomena and processes they, respectively, are significantly different (Rouland, 1988).

Actually, strictly speaking, there is no state - legal space matching on the specifics of everyday legal residences. Even taking into account the similarity of the vector of political and legal development of most European countries, there are significant differences in everyday legal life and in the specific of mass and the political and legal reality perception. On the contrary, it should be assumed that the heterogeneity in the legal life is characteristic of not only of the individual (sovereign, civilizational) legal-political spaces, but also manifests itself (heterogeneity) in the context of a single social system. So, for example, E. A. Lukashev indicates that "the heterogeneity of socio-normative regulators in any European society, the existence of subcultural groups with different orientations, the desire of migrants from different civilizations, to impose their values result in a conflict of cultures" (Lukashev, 2006, p. 254).

Moreover, the actual legal and political practice has shown that the draft of legal standardization of the development of social systems leads to chaos and "sedition" in the functioning of not only internal protoculture space, but also external international legal cooperation. The illusory nature of this project is obvious, as standardization and

unification of the legal development of heterogeneous cultural spaces is impossible.

In this respect, the reconstruction of social and cultural foundations of the state and legal development of a society, the understanding of the process of succession, dominants and factors affecting the stability and orderliness of social interaction, archetypal levels of conditionality legal culture of a society is of not so much theoretical, but practical interest. Such researches are relevant and useful because they involve formation of an adequate legal policy, areas of institutional reform, the formulation of clear principles and priorities of legislative activity, as well as contribute to, in the strategic plan, ensuring the national security of Russia.

Indeed, for an adequate understanding of the national legal reality, the mechanisms of its development and functioning, continuity and transformation of logic and style of legal reasoning, evaluation of existing political and legal institutions and structures it is necessary, first of all:

- first, to recognize the inferiority and narrowness of rational methods of research in law, because the legal life is much more varied and difficult, and the perception and knowledge of legal and related phenomena is not limited by rationalized techniques;
- secondly, the reorientation of legal issues with the study of logical and methodological problems, often divorced from the immediate process of cultural evolution of law and state, legal life of the nation, the real (current, typed in society) practices of everyday social and legal interaction, the study of life, the philosophical foundations of legal life;
- third, to recognize the crisis of Western rational type of legal consciousness, "inculcation" which in other moral spaces causes legal nihilism and political anomie, and guide the intellectual efforts to find out of the crisis through the return on the position of axiological rationality and protoculture conditionality;
- fourthly, the creation and justification of new models of legal society, an adequate moral-ideological and socio-cultural environment, the development of legal and political thought and practice on the basis of their own civilization dominat and development opportunities;
- fifthly, the denial of objective truth and beliefs to produce hypotheses of scientific knowledge, since in this interpretation other forms of perception and cognition of reality, as well as other kinds of knowledge - religious, everyday, etc. lose the status of "objectivity".

For example, P. Berger and T. Luckmann in his most famous work, has repeatedly stressed that the logic is not peculiar to institutions as such, and not their external functionality, but the "way of reflecting on them". In other words, the reflexive consciousness transfers the property of logic (or, in this context style worldview, perception and evaluation of the existing reality - ed.) at the institutional order" (Berger & Luckmann, 1966, p. 108). In the same context, well known sociologist R. Merton notes, that the logic of functioning and functional competence of institutions and structures is mediated by the social environment. In its turn, the institutions not meeting the logic of the development of the sociocultural environment (imported or abstractly constructed or lost its social significance, etc.) cause dysfunction in the institutional development of society, lead it to a crisis, an unstable fuctioning. Therefore, "functional deficiencies of the formal structures generate alternative (unofficial) for more effectively satisfaction of the existing needs" (Merton, 1957, p. 198).

2. Literature Review

In modern literature it is possible to allocate a sufficient number of projects aimed at the reconstruction of the cultural foundations of certain phenomena of political-legal, socio-economic and spiritual life of the society (Mordovtsev, 2002). As a rule, in the field of scientific reflection is actualized the search of sociogenic matrix corresponding to a particular society, group, social stratum, which characterizes the differences in attitudes, behavioral orientations, interests and needs, value world and worldview (Mostovaya, 1995, p. 72).

In General, the tradition of the study of the foundations of the state and legal development can be grouped into four main areas.

First, that is the group of researchers who analyze the political and legal development in structural and functional terms, these include works by such authors as G. Almond, K. Deutsch, E. Durkheim, D. Easton, G. Kelsen, K. Marx, R. Merton, T. Parsons, P. Sorokin and others (Merton, 1957).

Secondly, this concept version, focusing the aqttention on the institutional and regulatory encoding state-legal development issued from pen of such authors as H. Arendt, M. I. Baytin, I. N. Homer, A. F. Maliy, D. Nort, J. Wallace, V. E. Chirkin, etc. (Political culture…, 2007)

Thirdly, it is a political, sociological and state doctrine, focusing on the understanding of the state and legal development as complicated and dynamic system of public government relations (Duby, 1991 & Rouland, 1988). This

approach to the interpretation is presented in the works of N. N. Alekseev, P. Blau, Y. V. Vereshchagin, N. Luhmann, G. V. Maltseva, L. S. Mamut, V. Podorog, O. Kharkhordin, E. Jünger, etc.

Finally, in the fourth tradition the political and legal development can either be specified by a certain type (Ovchinnikov, Mamichev, Manastirniy. & Tyurin, 2009) of political rationality (J. Agamben, M. Weber, P. Bourdieu, K. Crouch, M. Foucault, etc.), or as a socio-psychological attitudes (B. de Jouvenel, I. A. Ilin, M. N. Korkunov, L. I. Petrazycki, I. L. Solonevich, etc.), or mass political image of the state and legal reality (real or virtual), by dominant views, simulares, archetypal predispositions of society, etc. (J. Baudrillard, D. V. Ivanov, I. A. Isaev, Y. Evola, M. Eliade, J. Ellul, etc.), organizing socio-political intellectual work of the actors and processes of institutionalization of the state space (Mostovaya & Skorik, 1995).

In addition, a number of modern studies have recently been devoted to state and legal evolution, the development of various forms of political and legal organizations, a number of governmental institutions and practices within a particular socio-cultural environment (Muouffe, 2000). However, these fundamental developments, theoretical and methodological innovations, formulated trends of development of public government relations rarely are subjected to analysis of existing state and legal systems and the prospects for their transformation based on socio-cultural coding of their evolution (Berger & Luckmann 1966). All of this requires a comprehensive study of the bases of the state and legal development based on socio-cultural factors and its transformation (Lukasheva, 2006.). In this article the theoretical, methodological and structural components of such a research program are formed.

3. Methods and Materials

At the moment there are no heuristically adjusted research methods of socio-cultural encoding of state and legal development. Although, for the compilation of General methodological context, it is nessesary to consider the following theoretical and methodological orientations:

1. Religious worldview and its role in the life of a particular people;
2. Relations "Aliens" and "Own";
3. Relations "Own" and "Alien".
4. The value of the family (clan) and it interests.
5. Traditional attitudes towards government and other authorities ("distance of power ");
6. Relation to work and to the property.
7. Relationship to applicable law (the"Law"-"Custom"-"Traditions").

We believe that these points will let to come most closer to understanding of the socio-cultural foundations of the state and legal evolution of a particular society, the main vectors of development.

As a methodological principles can be distinguished the followings:

1) the principle of supplemented in the understanding of the behavior of individuals and groups in the legal and political spheres, when, on the one hand, the legal and political institutions, structures and mechanisms largely determine human activity, its nature and direction, and on the other, the efficiency and stability of the legal and political components of the national statehood is determined by "human factor";
2) the principle of "understanding interpretation", i.e. the concept is structured by methods of understanding and explanation, which generally corresponds to the heuristic settings of postnonclassical (understanding) science. This approach allowed us to consider the scope of legal and political everyday life, peculiarities of their political and legal activity, to identify the factors of sustainable development of the state and institutions of civil society, to assess the criteria for determining the effectiveness of the law in its socio-cultural dimension;
3) ethno-cultural conventionality, means that existing in the society of value-normative systems have specific historical and socio-communicative nature. Thus the knowledge of the latter is due to socio-cultural and historical context, any legal phenomenon or process theoretically and philosophically is loaded and conditioned by socio-cultural factors and dominantes;
4) integrity - is a methodological principle of systemic and organic unity, interaction and interconditionality of all elements of the socio-legal society;
5) objectivity - as a methodological principle of the present study involves the orientation of the reconstruction of existing concepts and characteristics, legal ideology, independent of the will and consciousness of;
6) instrumental-legal realism, means the knowledge of social and cultural factors and dominants necessary not only for understanding law and legal world views, but also for the management of real socio-legal and political processes.

4. Results and Discussions

Central to contemporary research of socio-cultural implications of state power and power relations is the reconstruction of social and cultural codes (archetypes, dominants) contributing to the development of the political system and culture of the society, as well as levels of conditionality. However, the levels, the content and forms of socio-cultural implications of the political process are one of the controversial problems (Kirsanova & Korotina, 2014).

The complexity and ambiguity of such research is, on the one hand, in excess of the "psychologization" of this research project that does not always meet the objectives of the analysis; and on the other, in some "restraint", "caution" with whom the researcher refers to deep socio-cultural structures and political right culture, due to the lack in the theory of sufficiently clear and authoritative position on the national study of the bases of power, politics, law, and other legal and political phenomena (Political culture, 2007).

However, it is clear that the formation of political and socio-legal aspects of behavior, patterns, images and conventions of perception of political and legal phenomena and processes of contemporary reality are largely determined by the memories "about the events, beliefs, feelings stored for centuries. All of this is the common heritage of the majority. Even if it is not realized, even if to abandon it, it remains the basis, the Foundation of the nation -- and some invisible influence on our opinions and actions" (Moscovici, 1998, p. 173).

This methodological turn in the study of political and legal cultures of the society and state legal process is based on the system analysis of all factors and patterns of development of specific socio-cultural environment. Thus central to these studies is the analysis of behavioral patterns (cultural models) and clichés and stereotypes of thinking, characteristic for members of a particular culture. In this context, fair is position of the Sapir, announced at the Congress of the British Association of anthropologists, according to which culture on the socio-psychological level imposes certain styles of political thinking and behavior, including the typical political rituals and symbols, even the postures and gestures (MFA, Moscow, 1988, p. 49-50).

Therefore, without understanding of the socio-cultural implications it is impossible to adequately analyze patterns and randomness in the development of institutional power-the legal system of a society, the national political process, the system of practices of public - legal interaction in the system of personality - society – state, to carry out political modeling of modern development of society, as well as to adequately identify the roles and tasks of legal policy of the state.

It seems to us, based on the foregoing theoretical and methodological principles, it is appropriate to emphasize the structure of the archetypal conditionality of the state and state-legal development. As already noted above, the recurrent political and legal experience forms certain unconscious (sustainable, collective) factors and dominant interactions that become archetypal structures or socio-cultural codes (archetypes) for the development of the political life of. At the same time, these archetypal patterns affect our perceptions and experiences, trying to organize them in accordance with the existing. Socio-political archetypal patterns and models, according to our definition, represent a crystallization of state - legal experience of the nation, fixing the baseline script of legal - political thinking, regime interaction between the individual, society and the state, shaping trends in institutional - power and socio-legal organization of society.

1. The archetypal level of society is a primary, basic level of formation of political and legal culture of the society, in fact, representing the. It is a carrier of social and cultural reinforcement, which determines specificity of the institutionalization of certain phenomena and processes legal activity and forms a "congruent semantic and pragmatist perspective" (M. Mead, D. Clachon, etc.). Some researchers propose to call such a primary level, a particular layer of culture, which is formed mainly at the level of mass unconsciousness manifesting itself when moving from private life to the socio-cultural psycho local human community and back. At the same time, the particular culture exists as a phenomenon of individual unconsciousness, reflecting the General trends of private life and in many ways causing the formation of personality and its social roles, and the nature of interaction with other individuals" (Mostovaya & Skoryk, 1995, p. 70). Meaningfuly characterizing this level, we can distinguish the following components: moral and cognitive intuitions; overrational values (archetypal codes); archetypal images and ideas; archetypal prelegal primary noms (Ovchinnikov, Mamychev, Manastirniy & Tyurin, 2009).

2. Quasiisometries of archetypal structures is a socio-cultural space, where are rooted and are acting main socio-political and legal archetypes of the local community (ethnos, ethnic minorities, ethnic groups, etc.)
   Namely, at this micro level is taking part continuous, slow formation of social and cultural dominants, reproducing the specificity and uniqueness of the state legal culture of a particular society and its special power-law interaction.
   Therefore, this dimension reflects the so-called "derivatives" "societaria" factors and sources. In other words,

derivativeness means that the socio-political codes and factors contributing to national political reality, are expressed in the customs, traditions, style perception for political and legal phenomena and processes, moral and spiritual landmarks and the patterns of interaction in the system of personality - society – state, in other national and religious artifacts, which determines the features of political culture, forms and practical schemes of satisfaction the spiritual and material needs, their accompanying rituals.

The ratio between the archetype and its derivatives is not informative, and energy-motivational. For example, K. Jung himself has stressed that the archetypal basis of society does not apply to inherited notions, but to internal dispositions that produce the same representation. The first level determines the content and form of streamlining legal-cultural life of society. True is written in this context of I. V. Mostovaya and A. P. Skorik that this level initiates the formation of the primary domestic relations, rituals, primary social norms, values and evaluations. In short, it forms "partly anreflexive everyday world of social interactions - with its established traditions, special (for internal use only) social symbolism, special language, which almost is intuitively understood by "owns"" (Mostovaya & Skorik, 1995).

3. The empirical level of the state-legal society is a common legal and political interaction in the context of which is carried out daily (practical) behavior of subjects on the basis of established and successively reproducing forms and typed models of socio-authority interaction, achievement of subjective interests and needs Essential on this level is, of course, not only the behavioral tradition", but also "oral tradition", and also formed on the previous levels moral-cognitive readiness and installation in the existing perception of reality, legal emotions and attitudes (emotional-psychological component of everyday political interaction). Namely practical (usually daily) behavior reflects real, unlike, for example, from authorized (officially recognized) customs, the specificity of the socio-political life of the nation, ethnic groups, specific.

    In its turn, the emotional and psychological side reflects the inner component of everyday socio-political interaction, which is based on the emotional and psychological experience of individuals.

4. Doctrinal (theoretical) level of state-legal society is deepest, essential (conceptual, ethical, symbolic) features of political and legal phenomena, processes and is linked to their performance and rating in political thinking. This level is integrative, unifying the existing cultural content with basic, hypotrichosis installations, the dominant socio-political development, etc. It includes the following elements that characterize this level from the perspective of archetypal conditionality: axiological (normative values), conceptual (political and legal theory, doctrine, categories and concepts) and symbolic (the existing state legal symbols and rituals) components.

5. The institutional level of the state-legal society respectively embodies historical patterns of specific socio-environment, institutionalizes established, typed forms and models of positive interaction in the system of personality - society – state. P. Berger and T. Luckmann rightly belived that, "the institutionalization takes place wherever is a reciprocal typification of customary action figures of various kinds. "In other words, any such typification is the Institute", in its turn, "the logic of institutional development - ed.) tend not to institutions and their external functionality, but the method of reflection. In other words, the reflexive consciousness transfers the property of the logic to the institutional order." Therefore, the researchers conclude, "institutions always have a history, a product of which they are, it is impossible to adequately understand the Institute, without understanding the historical process in which it was created" (Berger & Luckmann, 1966, p. 97).

    Right is Professor A. Y. Mordovtsev indicating the effect of the regularities in the development of legal and institutional organization: "on the one hand, existing state and legal institutions (in particular, elements of the legal system) inevitably determine, regulate, direct and even evaluate the behavior of an individual as lawful or unlawful, and on the other, the efficient functioning of these institutions, the direction of their development, specific activities, role and importance in society and the state always depend on a subjective or "personal" factor, i.e. there is a mutual addition, a balance of subjective and objective in the legal sector regulation of social relations" (Mordovtsev , 2002, p. 53-54).

    So this level, in addition to existing state - legal institutions and structures, reflecting the essentially static element of institutional level, also includes dynamic elements such as institutional and regulatory activity (legislative, law enforcement, judicial and other legal and political practice), as well as the institutional and regulatory activity of the citizens and various public institutions and structures (Kononova, Yakimova, 2013).

6. Quasiisometries of state-legal society is a level, reflecting the positive (with sociopolitical approval) and negative (harmful, dangerous) political and legal phenomena and processes. At this level the interaction of the existing institutional, government and legal organizations with real behavioral practices, refraction of existing institutions in the national political thinking take place.

In addition, it should be assumed that the political - legal space is a particular area of social life, in which the interaction of social actors about the organization and the exercise of political power, the implementation of specific interests and needs, the direct management of public affairs and the organization of political and legal order of interaction of individuals, their social communities, organizations, institutions, etc. is carried out (Andreev & Bordyugov, 2004, p. 7). Thus, political-legal space includes institutional structure, its political, legal, cultural and moral framework that provides a specific state - legal regime. In the public consciousness forms certain conceptions of the individuals social space, thereby predetermining political - legal organization of the last, and the political interaction of actors within this space defines the true meaning and importance of political and legal institutions, institutions in the existing conditions of place and space.

7. The level of socio-political integrity characterizes the culture of a particular society as a holistic phenomenon, reflects its specificity and adaptive capacity to face the challenges of modernity. It expresses three main elements that characterize the specificity of a political and legal cultures, institutional development perspectives, the possibilities of adaptation to external borrowings of certain institutions, to import any ideas and doctrines, and also sustainable forms and ways of perception and evaluation of the phenomena of political and legal reality, socio-cultural standards and models of interaction in the system of personality - society - state. These elements should include follwings:

   a) the dominating type of socio-political and legal thinking, reflecting, respectively, the condition (linguistic, communicative, historical) that reveals and updates the state legal existence for the subject as a special "background", the context of the existence of real political - legal phenomena;

   b) socially significant and legitimate standards and models of socio-political and legal interaction, reflecting the current level of institutional organization and in everyday political activities sustainable models of interaction in the system of personality - society – state, as well as established and adopted by a majority system of perception and assessments (national cognitive matrix), occurring inside the society and outside political - legal phenomena and processes. This component reflects the highest form of human activity that have a collective origin (E. Durkheim), as well as acting in the society dominant political and legal ideology;

   c) socio-legal and political psychology of the nation, reflecting in integrative form of socio-political sensitivity and socio-political stereotypes of imperious interaction. Moreover, this political sensitivity, cognitive set and readyness (which define the style, story line and moral predispositions) are reflected in the prevailing patterns of behavior, moral norms, mass estimates and judgments concerning various political and legal phenomena and processes. For example, a representative of the school of annals J. Duby said that "systems of images, ideas, that are in different groups or countries are social formation, are combined in different ways, but always underlie human ideas about the world and about their place in the world and, therefore, determine the actions and behavior of people" (Duby, 1991).

5. Concluding Remarks

In the context of the analysis of state-legal development it should be spoken of a single political - legal order, which is based on political, legal norms, ideas, values and ideals of the institutional organization of society, ensuring the orderliness of social relations and reflecting the peculiarities and regularities of development of socio-cultural system.

Important for understanding of the state-legal development trends is the analysis of socio-cultural implications of public government and socio-legal relations, as well as the reconstruction of the socio-cultural codes (archetypes, dominants). Socio-cultural conditionality of state-legal development of the modern political process is associated with the crystallization of the political and legal experience of the nation, fixing the baseline legal and political thinking activity, modiness of interaction between the individual, society and the state, shaping trends in the institutional power of social organization.

To describe the socio-cultural integrity of the state - legal development, a separate political and legal phenomena and processes in the work was developed the following multilevel model:

1) archetypal level (moral-cognitive intuition, overrational values, archetypal images and symbols, socio-cultural personally public interaction;

2) quasiisometries of archetypal structures (socio-legal and political codes and dominants, which are expressed in political and juridical customs, traditions, style perception for political and legal phenomena, moral and spiritual landmarks and the patterns of interaction in the system of personality - society - state);

3) empirical level of the state-legal society ("behavioral tradition" and "oral tradition", socio-political and legal

emotions, settings);

4) doctrinal level - axiological (normative-value), conceptual (political and legal theory, doctrine, categories and concepts) and symbolic (the existing state - legal symbols and rituals) components;

5) institutional level - the existing political institutions and structures (static measurement), the institutional and regulatory activity of the state (legislative, law enforcement, judicial and other public-government activity), institutional and regulatory activity of the citizens and various public institutions and structures (dynamic elements);

6) quasiisometries of state-legal life of society - positive (with sociopolitical approval) and negative (harmful, dangerous) political and legal phenomena and processes;

7) the level of socio-political integrity is the dominant type of socio-political thinking activity, socially significant, legitimate standards and models of socio-political interaction, as well as established and adopted by a majority system of perception and assessments (national cognitive matrix), socio-political psychology of the nation.

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Sound Codes in Advertising

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Abstract

The article is dedicated to research into the effect of a sound and musical accompaniment in a TV commercial. But for verbal components of advertisement intended to affect a person by means of words non-verbal components serve the same purpose. It is important to notice that non-verbal part of advertisement does not only form the background for the text but makes its own message involving the consumer into the non-verbal communication process. As long as a commercial contains minimum two messages (verbal and non-verbal) it has a real impact on the consumer provided these messages do not counteract but harmoniously complete each other. An experiment on a commercial perception with no video series has been conducted. The objective is to demonstrate effectiveness of a sound accompaniment in commercials. The issue is of paramount importance today because of lack of information in this sphere, its low level of scrutiny and a small amount of research.

Keywords: *advertising, sound code, music line, informational orientation, audio branding.*

1. Introduction

Advertising appears to be one of the most highly demanded aspects of business today since no commercial enterprise becomes successful without a firm positioning at the labour-market. Advertising is brief fancy information about a product or service aimed at potential buyers and focused on catching their attention and influencing their purchasing behaviour. "Unfolding" an advertisement copy, one can observe that it comprises more than just an appeal for buying a product. Commercial together with a product offers to grow familiar with a new world by means of "magic by analogy". It forms consumer's principles and lifestyle through figurative thinking, thus making the process even more successful since a person hardly realizes it, supposes S. Grachyova (Grachyova, 1997).

The issue of attracting a consumer's attention to commercial seems to be acute indeed. Apart from verbal components that influence a consumer through words, non-verbal elements are aimed at exactly the same effect. In an advertisement copy these components serve as one semantic and functional ensemble, producing an integrated impact on a recipient (Pishcherskaya, 2011).

A non-verbal part of a commercial not only provides a background for the text but also forms its own message, thus involving a consumer in the process of non-verbal communication.

Today specialists pay heed to a video component more than that of a musical one (Batra & Aaker, 1999; Pocheptsov, 2000 & Feofanov, 2000). At the same time a sound is one of the most primal instruments of inviting a consumer's attention to commercial. Music (and a sound as such) has a huge effect on the conscious and the subconscious, on a human's behavioral patterns and through this even on some definite social processes. It is no coincidence that such notion as "audio branding" has gained popularity recently.

In business audio branding is used as a harmonious addition to a product's image with the help of sounds, which, according to Goncharov P. A. and Basov D. D. (Goncharov & Basov), allows to tackle the following issues:

- creating essential associations with a brand
- creating a definite emotional perception of a brand
- correction of purchasing behaviour
- boosting brand's notability
- perfecting the procedure of interaction with brand's products

Audio features set a consumer in the right mood and excite certain emotions practically right away. A sound impact on purchasing behaviour has become an object for a number of research studies, which testifies to effectiveness and importance of audio branding:

- music and its rhythm can affect the speed at which a consumer moves around while buying something (slow music incites people to stay at a restaurant longer and spend more money on spirits) (Feofanov, 1993);

- loud music fosters ordering drinks at the bar (Areni & Kim, 1993);
- music can stimulate an increase in a brand's value and its perceived quality (for instance, when liquor store owners turn up classical music, consumers purchase wine that is more expensive) (Guéguen & Jacob, 2010);
- the more visitors enjoy music in a cafe, the better they think of this place on the whole (Guéguen & Jacob, (2001);
- the tempo of music influences time perception and its flow (if a consumer hears quick-paced music while waiting for a telephone operator, it seems that he or she has spent less time waiting and vice versa for slow music) (Milliman, 1986);
- a music genre and the time it is turned on can affect alcohol consumption (one of the studies specified that when classical music is turned on, a number of visitors ordering three and more drinks is higher than when jazz or pop music is turned on) (North, 1996);
- geographical and cultural music characteristics can also have an influence on a person's choice (for example, sailor songs induce consumers to buy seafood; in the French and German wine collection room German wine is preferred if German music is turned on and vice versa) (North, Hargreaves & McKendrick, 1999);
- if music coincides with the consumption context (its purpose and mood which set an urge towards a product), clients spend more time and money (sale studies at flower-shops indicated that if romantic music is turned on in the pavilion, visitors linger around and the check average is higher) (Wilson, 2003).

Music affects a consumer subconsciously, which is why both a customer and an author of a music style should realize what exactly a recipient will hear in this or that situation - a style, a genre, music characteristics, lyrics etc.

A sound initially lies in the concept of advertising; not a low sound but quite an intrusive one: advertising (reklamo) is translated from Latin as "cry out". It is not without purpose since a sound makes a commercial highly effective. The secret lies in following elementary musical and sound principles.

Sound accompaniment is widely resorted to in all kinds of advertising (Prangishvili, 2014).

In TV commercials music can be used as:

- a background for a good mood;
- commentaries to a plot;
- a song with an advertisement text;
- a sound trademark;
- a factor that attract attention to a commercial (Advertising agency website Pasternak, http://www.pasternak-reklama.ru/know/effectadd/).

A research objective is to determine effectiveness of a sound accompaniment in commercials, including its influence on a consumer.

2. Data for Study and Research Techniques and a Course of Experiment

The data for study were the TV commercials by Christian Dior, Louis Vuitton, Lacoste, Evian, Spontex, Durex, MTV Erotic:

TV commercial	Sound codes	Meaning
Christian Dior (Secret Garden Versailles 2012)	Depeche Mode "Enjoy The Silence"	"All I ever wanted, all I ever needed is here in my arms…" – runs the chorus of the song with a pompous recognizable and mysterious melody. Jacques Séguéla, one of the producers of the Dior TV commercial, links splendor and grandeur of Versailles and its gardens to sumptuous clothes and accessories under promotion presented by magnificent models.
L'Invitation Au Voyage - The Louis Vuitton	John Myrphy – "Don Abandons Alice"	A mysterious melody without words as though invites you to make a romantic journey. Louis Vuitton shows itself as a discreet and elegant brand. A one-minute impressionist TV commercial tells a story about an enigmatic girl as well as comprises a vivid marvelous picture collection of Paris: the halls of the Louvre, a mysterious key in the girl's hands, a stranger and a red air balloon.
Lacoste 'The Big Leap' – Life is a beautiful sport	Disclosure – "You and me" "You and I"	Meaning of the song – "you and I". It is all about feelings, a woman-man relationship. The melody is full of inner energy. The "Lacoste" brand compares life with sport. A new BETC TV commercial demonstrates that a date with a final kiss can be as extreme as a jump into the abyss.
The Amazing Spider Man 2 - Evian Baby & me 2 - 2014	Yuksek – "Here comes the hot stepper"; sounds of the city, a spider's web, a police car	In a new TV commercial named "The Amazing Baby & me – 2", Spider Man unexpectedly sees a small version of himself in the window reflection. The beginning of the video is marked by heroic music usually heard in American films about the world rescue. Then the audience hears the sounds of a spider's web and the city: car horns, building work so that they realize the setting is a huge metropolis. But then quite a recognizable melody is turned on, an "Evian" trademark sign. It is so lively, gay, youthful and prompting to move since the brand slogan runs "Live young".

TV commercial	Sound codes	Meaning
Spontex Cleaning Sponges	Sounds: rustling, rubbing	A high-quality cleaning sponge has to have a thick pile and rub off dirt with ease. The sound does not tell us what exactly it is but we definitely realize this thing is good at rubbing. It is so good that even a hedgehog is fond of it. 22 August 1999 is marked by a rise of a new TV star – Ernie the hedgehog. A true seducer is at the crossroads while opting for a new partner: either a rectangular cleaning sponge or a "Spontex" sponge. He is in two minds but then goes for the latter but not only because of its colour and beauty but also because it is better at rubbing. The show comes to an end with Ernie's rolling to the song "Put your hand on my shoulder" by Paul Anka.
Durex	Sounds: rubbing, creaking, squeaking, shuffling, striking	What else is it supposed to be heard in a contraceptive TV commercial, if not rubbing and creaking? The Durex video made the most of this consumer stereotype.
MTV Erotic, 2001	Imitative sounds of women's sexual behaviour	It turned out that a well thought-out TV commercial can do without an appealing picture. Sometimes a sound is more than enough. Unexpectedly the majority of the audience considered a video with only white words against a black background, groans and sighs to be the best out of all. The creators' terrific sense of humour together with their life experience definitely made a hit with the public.

All the TV commercials were subdivided into 2 groups:
- a commercial with a song accompaniment;
- a commercial with imitative words, natural sounds of the environment and the city.

A focus group consisting of 40 people from two age groups: the younger generation (17-30 years old) and middle-aged people (30-50 years old) were invited to participate in the experiment. The objective of conducting an experiment on the focus group is to determine effectiveness of a sound accompaniment in commercials. A research technique is an opinion poll.

The crux of the experiment lies in presenting a TV commercial without a video but with a sound accompaniment.

The testing consisted of 2 questions:
- What is being advertised?
- What emotions do you get from listening to the sound accompaniment?

3. Results

The experiment gave the following results:

Christian Dior. 45% of interviewees considered the topic of the commercial to be a fashion show; that is to say the majority succeeded in grasping the topic of the video via sound. 25% gave the result close to the first group, saying it had to do with fashionable clothes. 15% of the people questioned deduced that the video was all about high-end cars because of a pompous well-known song. 10% came to a conclusion that a travel agency was advertised, and only 5% gathered that the crux of the commercial was a foreign film. 90% of the group took a positive view on the accompaniment since they heard the song more than once. 10% held the melody neutral.
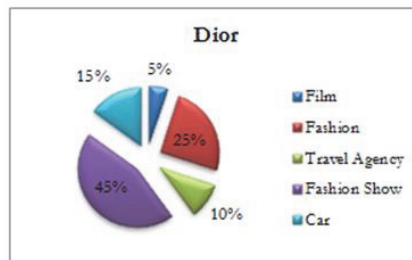
Figure. 1. Poll Results Advertising of Dior

Listening to the second commercial (Louis Vuitton) revealed that 40% of the group considered it to be a video about a journey. 25% answered that it had to do with theater. In equal parts, 15% each, the group concluded the video displayed a circus or antique jewellery commercial. 5% only voted for a quest game. According to the results, no one could say exactly what was advertised in the video. But the majority caught the philosophy and main point of the commercial the brand's slogan is "an invitation to a journey". 45% of the audience enjoyed the music, stating it was pleasant. And 45% said the melody appealed to the ear.
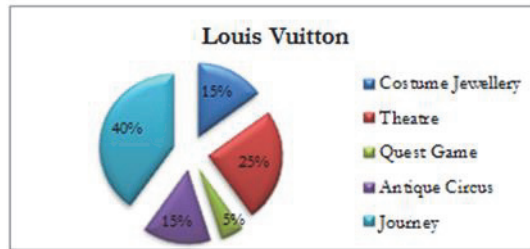
Figure. 2. Poll Results Advertising of Louis Vuitton

By results of the Lacoste commercial showing it is apparent that the majority put two and two together. 45% of the group supposed the video to be a clothes commercial. 35% concluded that it was a dancing school video, justifying that by a swift lively melody. Finally, 20% of the people stated that was an underwear commercial. The video's accompaniment appealed to 95% of the target group. Only 5% treated it indifferently.
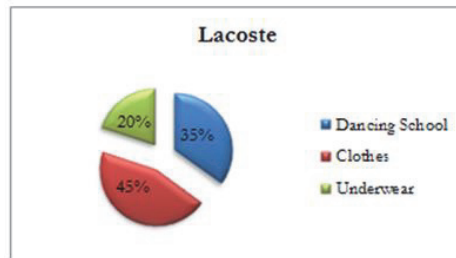
Figure. 3. The results of the survey on advertising of Lacoste

Judging by the sounds in the Evian commercial 45% of the focus group drew a conclusion that the video presented a film. 35% guessed right that it was a water commercial due to a familiar melody. 15% decided that various hand tools were advertised because of the city sounds and road traffic noise. 5% defined it as a Chinese food commercial. 90% of all the interwiewees had already heard the music, which resulted in positive attitude to it. 10% only held it neutral.
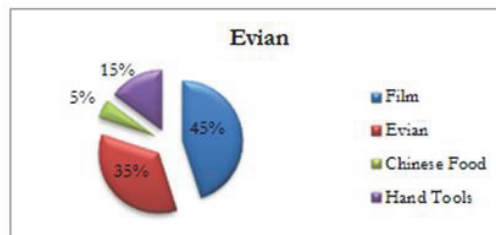
Figure. 4. The results of the survey on advertising of Evian

Spontex. Judging by the melody in this commercial 85% of the group deduced it was all about junk food due to it being abundant in rustling sounds. 15% considered it to be a video about stationery. Listening to the sound alone, without any video series, didn't hint at the product under promotion. 50% got annoyed with the sounds, 45% said that the sounds were unpleasant and only 5% of the group treated them indifferently.

Figure 5. The results of the survey on advertising of Spontex

Durex. Half of the group defined the product under promotion. 25% came to a conclusion that an event agency was advertised due to balloon sounds, 15% of the targer audience supposed it to be a rubber commercial because of rubbing sounds. 85% were made to laugh by the video and 15% of the group regarded the melody as ear-catching.
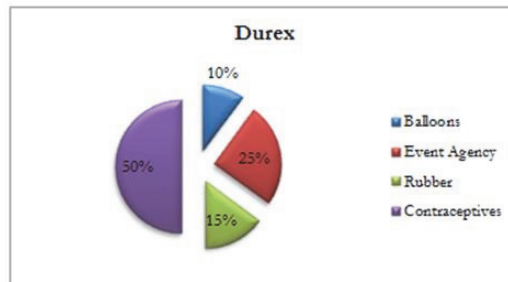
Figure 6. Poll Results Advertising of Durex

MTV Erotic. Judging by the sounds in the commercial it was not that difficult to guess the product. 80% truly stated that the adult TV channel was presented. 15% answered quite closely that the video had to do with phone sex. Only 5% of the group supposed it to be a creative food commercial. 65% admitted that the video drew an audience and 35% got embarrassed by the sounds.
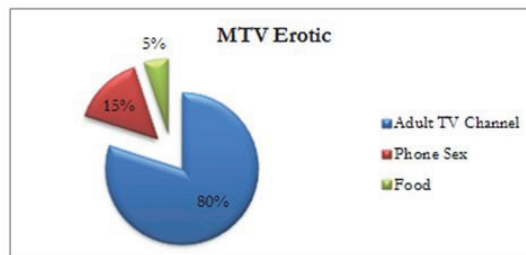
Figure 7. Poll Results Advertising MTV Erotic

4. Discussion of the Results

It is on the face of it that sounds in commercials are of paramount importance. Their influence on viewers and their emotions is definitely huge. A sound, together with a video series, delivers necessary information and complements a picture. As appears from the experiment, the majority managed to grasp what was being advertised with the help of sounds or were very close in their guesses.

The sound code brought the necessary information in 6 videos out of 7.

The sound in the "Spontex" commercial didn't get across to the audience. Subsequently it is difficult to perceive it by ear only which means that this commercial is effective with both visual and sound backing.

53% of the group managed to catch the main idea in all the 7 videos.

47% didn't catch the main point of the commercials.

88% displayed a positive attitude to the music accompaniment in the videos.

12% held the videos neutral.
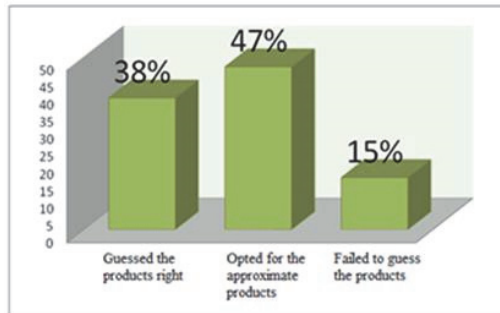
Figure 8. Awareness promotional product without visuals

Based on the results of the experiment, 38% of the respondents guessed the product under promotion right without resorting to watching a commercial, 47% named the products approximated to the ones presented in the videos.
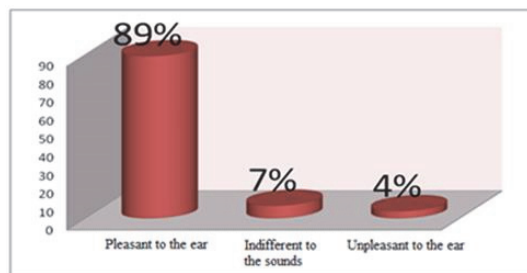
Figure 9. Evaluation scale

In 89% of cases the sounds left pleasant impressions; a number of negative reactions is close to zero.

Today people necessitate amusements all the time so it gets harder and harder to lure them by a picture only. Special effects do not hold the viewers spellbound any more, which is why specialists attempt to introduce more sounds in commercials. This marketing tool has not been used to the fullest yet which implies more opportunities and consequently more new clients.

5. Conclusion

Sound codes in advertising are a relatively new but at the same time highly significant trend, which can't be overlooked in advertising communication. A sound helps to convey the meaning, idea and philosophy of advertising. It triggers emotions that can't be aroused by a video series only.

The experiment demonstrated that an appropriate well-assorted music line in advertisement draws attention of its recipient, fosters notability and creates a positive attitude towards a product under promotion.

On the other hand, a noise accompaniment appears to be a potent expressive means that evokes the worldly sounds in music. Vividness and expressiveness together with a competent choice of noises build a more vibrant and appealing image of a product.

Collating commercial influence with a song and noise accompaniment, it is noteworthy that the former produces a stronger aesthetic impact on a person urging an emotional experience and due to this ensures a product's notability and a willing to purchase it. The latter more often creates an effect of involvement, gives a comic tinge but works better with a video series.

In view of the above-mentioned, the sound accompaniment in advertising can exert influence on the target audience effectively being sometimes even more important than a video series. The issue has a practical significance for advertisers and PR managers.

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State: Typological Analysis of Evolutionary Forms

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Abstract

In this article, the authors propose a new approach to the concept and content of the typology of the state. In particular, draws attention to the fact that the historical-typological approach to the state assumes the need for genetic analysis, the learning of the state in a dynamic position, namely the permanent transition to the most advanced forms. It is known that Siberia initially had been inhabited by Russian immigrants from North districts of European part of Moscow Rus – from Novgorod, Arckhagelsk, Vologda, Vyatka regions from Perm the Great. The Russian government also has an interesting and complex history in terms of formation and typology. (Karabulatova, Sayfulina, Ahmetova, 2013: 139). Organized settlement was followed by unauthorized inhabitation. Peasants went to Siberia not only forced by "pribor", order but independently secretly. This could not but affect the character of the evolution of statehood in Russia. Statehood in Russia is closely related to evolutionary processes in the personality of the Russians. As rightly emphasizes I.S. Karabulatova, "we see that the complexity of the process of cultural texts (which is most characteristic of the culture of the European type) has the character of entropy at observed primitivization forms, the abundance of a variety of" remakes ", typing motifs and images. Virtualization consciousness, provoking introvertiveness character development of the world, contributes to the design of new virtual cultural spaces with its internal logic and perception system para-reality, specific cultural codes and identification codes, their history and mythology" [Karabulatova, 2013: 794].

Keywords: state, historical type, form of state, socioeconomic structure, essence of state.

1. Introduction

The variety of states of different peoples and at different times implies similarity and repeatability of some traits they possess. Their generalization allows to combine considered social phenomenon in a single structure - type. On the other hand, the diversity of states determines also the presence of their specific characteristics, due to which they can be classified into different types. For example researchers of Russian-Kazakhstan near-border territories note that native speakers of Russian dialects of this zone retain the features of mother language and culture (Karabulatova, Sayfulina & Ahmetova, 2013: 137).

The term "typology", introduced to the scientific by French scientist Blainville in 1816 (Gorodtsov, 1927, p. 3.), is widely used today in various fields of human knowledge: sociology, history, literature, linguistics, archaeology, jurisprudence, etc.

Historical-typological approach to the state captures our attention to its relatively stable intrinsic properties in a developed state. This implies the need for a genetic approach to the state, its knowledge in a dynamic state of origin, transition to the advanced forms, the death of this specific historical type of state and its replacement with other state of historical type.

In cognitive terms, the concept of historical type of state is the logical basis for the release of his General theory to the theory of certain types of state and to enter these theories in a General theory of the state as its elements. The typological approach to the state has the effect of his the learning types in the state of embeddedness in a broader comprehensive holistic education - culture, deterministic variety of internal and external factors: the improvement of technology, population growth, diminishing resources, etc.

2. Literature Review

In science there are different approaches to the typology of the society and the state and the forms of their historical development. So, G. Jellinek bases the classification of states on their organization and functions, as well as from the nature of the relationship between the individual and the state. Guided by these features, Jellinek relates Oriental, Greek and Roman states to three different types of states (Jellinek, 1903, p. 22). In addition to these types, he highlights the medieval and the modern state (Jellinek, 1903, p. 186).

A similar classification of types of state gives Russian historian N. I. Karyev. He identifies six types of states: the state-city, Oriental despotism, manor, class monarchy, Western European absolute monarchy and a constitutional state (Karyev, 1905, p. 71).

Significant place in the typology of the state takes the theory of two main types of statehood: democracy and autocracy. For example, Gans Helsen believes that typification of the modern states must be based on the "ideas of political freedom" (Helsen, 1946, p. 284).

French author Raymond Aron also distinguishes between two main types of modern state system in whichever the governor is whether a multi-party or single-party system (Aron R., 1965, p. 234).

American Professor Maciver, in his turn, divides the state into two types: a) dynastic where the General will (the state) does not express the will of the majority of citizens, and b) democratic, in which the common will reflect the will of the whole society or the majority of it (Maciver, 1964, p. 342-343).

The most common criterion of typology of states, which is widely used in the framework of theory of state and other sciences, until recently was considered a socio-economic formation. It is a historical type of society based on a particular mode of production and acting as a critical stage in the progressive development of mankind.

Each socio-economic formation is characterized by a certain type of production relations. Each of them has, along with world history, their very own laws of occurrence and development. Over the economic basis of each socio-economic formation rises corresponding add-ons as a set of ideas, theories, beliefs, ideas, institutions, and agencies, and systems emerging relations between them. Each social class formation corresponds to a specific historical type of state. Changing from one socio-historical formations of the other marks the changing system of industrial relations - the economic base, emerging on the bases of add-ons, along with the appropriate type of state.

One of the most popular classifications of political forms belongs to the American researcher Elmano Servis. He first noted that presented by Oberg structural types, at the same time represent successive evolutionary stages. Servis has identified four historical types: local groups; tribe; chiefdom; early state. Already in an early state the central authority receives a monopoly on legitimate use of force. Namely here appears writing, civilization, cities. This scheme during the last three decades has repeatedly supplemented and specified.

Richard Adams, using a typology of Servis, looked at the evolution of forms of power as a sequential increase of control over the energy of society. He also proposed a global design that includes six levels of social integration: local groups; chiefdoms or province; state or Kingdom; national; international and world levels. An important addition was the splitting of these levels into two parallel flows - centralized and coordinated unit. So, on the third level in the category of centralized units are included the city-state and Kingdom, and in the group agreed units - alliances, religious associations, and the formation of the (Adams, 1975).

Equally important for the development of the theory of politogenesis was a discussion about the origin and nature of the state. In it active participated M. Fried and E. Servis. Fried, by the way, offered a different from Servis' typology: "egalitarian society - ranked society - stratified society - state" (Fried, 1967). Fried believed that the state arises as a result of conflict resolution in a stratified society. Servis insisted on that the formation of the state is connected with the necessity of integration, because it is complicating. Discussion on these issues is not ended, and its continuation is observed in the Russian science. Important is the inclusion in the national science of neoevolutionism theories "of chiefdoms and early states". It may include the concept of "power-property", developed by L.S. Vasiliev (Lubashic, Mordovtsev & Mamishev, 2013).

It should be noted that recently in works on the theory of states there is a tendency to withdraw from the consideration of the historical types, for the reason that the basis of the typology is the Marxist doctrine of social-economic formations. However, as rightly noted by V. A. Rjevskiy, it is well known that in the process of historical development of society has never been a state at all, were only a particular state of a particular type (Rjevskiy, 1992, p. 13; & Lubashic, Mordovcev & Mamichev, 2010).

3. Methods and Materials

The present study is based on a multidimensional, complex analysis at considering the evolution of the state and the allocation of specific, concrete historical types of the state. The typological approach to the state has the effect of learning of its types in the condition of embeddedness in a broader comprehensive holistic education - culture, deterministic variety of internal and external factors: the improvement of technology, population growth, diminishing resources, etc.

To classify the evolutionary form of the state is possible only on the basis of a number of theoretical and methodological principles. These include as a priority the principle of substantiality, taking into account the main characteristics that determine the quality of social regimes that specifies, in their turn, the specifics of the political and legal regimes.

The development of the concept of "mode ("human mode"), which is actively operated by Dutch scientists Y. Goudsblom and F. Speer, was continued by the Russian philosopher and political scientist N. Rozov, who identified four types of human modes corresponding to the four ontological spheres:

- eco-technological regimes (material aspects of human interaction with nature; demographic processes);
- mental modes (regular processes of the psyche and communication of individuals, groups, communities);
- social modes (regular military, political, economic, moral, legal and other interactions).

These theoretical and methodological foundations and principles appears as required in the analysis of the types and evolution of states.

4. Results and Discussions

On the background of the new quest of global socio-philosophical thought became apparent extremes and unilateralism of formational structure of society. These extremes become apparent: first, in the absolute economic basis of the structure of society; secondly, in the systemic underestimation of the value of the intangible economic factors, social structures, such as political, cultural, ethnic, etc.; thirdly, in the stiffness of information of the structural relationships, their weak variance with regard to specific circumstances and stages of development of historical periods, regions, countries; fourthly, in the tendency to "superimposition" of formational patterns on the characteristics of any given society, the adjustment of its features under formational scheme; fifthly, in excess, contrasting structural patterns as "correct" other models in the structure of society as idealistic and misguided (Gurevic, 1990).

As rightly noted by M.N. Marchenko, based on this criterion, it should not be absolutized and only the right should be considered, as a kind of "universal" criterion of typing of states. For, firstly, besides him, as it is known, there are other, albeit less General, criteria for the typing of the state, the integrated use of which helps to make a better, strictly a reasonable classification of the phenomena in question. And secondly, the criterion according to which the state is determined only by the material to a particular socio-economic structure, needs serious clarification. Because the world has always existed and there are many other so-called transition countries and legal systems that "do not fit" in the framework of one or another formation (General theory, 2001, p. 181).

There are numerous definitions of historical type of state, which are found in the scientific literature, especially political-legal, differ little from each other. "The type of state as approved in edition 1980, is called being under development and is ultimately founded in the nature of the economic system class society complex essential features, in which the state differs from the other states" (Theory of state and law, 1980, p. 78).

Similar definitions are characteristic of other publications (Theory of state and law, 1977), as well as monographs (Petrov, 1967, p. 21). "The type of state and law refers to a logical extent in the development of state and legal systems that exist within the same socio-economic structure, characterized by the unity of the economic base, class entity and external forms of existence" (Theory of state and law, 1987, p. 142). In relatively recent publications on the General theory of state and law the historical type of state is seen as a set of basic traits that are typical of states and legal systems of a certain socio-economic structure that expresses their class nature, content and social class assignment (General theory of state and law, 1996; Theory of state and law, 2000; & Theory of state and law, 2007).

In addition, many definitions historical type of state is regarded as a number of characteristic features and peculiarities of the state. To determine and assign a state to a particular historical type, it is necessary to know its features and properties, however, the analysis of these traits in determining historical type turns them into self-sufficient magnitude, since they are detached from the phenomena, i.e. the state itself. Thus the historical type of state is deprived of the historical reality, as a separate structural integrity of education.

It should be noted that in the interpretation of historical type of state should be proceeded from the following: first, to recognize the importance and the necessity of determining the type of state; secondly, to recognize that the type is not

of any separately existing state, and the scientific category, generalized existing on this historical period states and legal systems; thirdly, this category is not speculative, and is the sum of the most important, common to all these states and legal systems of signs and features and, fourthly, in the process of determining the type of state as based should be taken no formal legal but, above all, essential and substantial characteristics and traits.

The transition from one historical type of state to another is both revolutionary and evolutionary, in the process of transition changes the social purpose, and hence the essence of the state.

The formation of a new type of state occurs by the separation of individual states from the old type and attach them to a new, there is a single process of the struggle of the new with the old, gradually replacing the old with the new.

Today in the academic environment does not receive a distribution analysis of the evolution of society from the point of view of "progress". The review of the issues from the position of a qualitative reorganization of the company into another state in a neutral context complications of cultural forms is updated. In the theory of politogenesis certain popular possesses theoretical paradigm of neoevolutionism. A prominent spokesman is Julian Steward. He adhered to the theory of multi-linear evolution and on this basis showed a functional relationship between the environment that determines the evolutionary diversity of forms, and the level of technology and socio-political organization. The society, according to Steward passes successively eight stages - from hunting and gathering to an industrial society.

Ethnologist, Kalervo Oberg in 1955 proposed a typology of cultural forms based on differences of political structures. Obergovs' typology can be applied to cultures not only in South and Central America, but to other parts of the world. The typology was the following: 1) homogeneous tribes; 2) segmented tribes; 3) politically organized chiefdoms; 4) feudal state; 5) city-States; 6) a theocratic Empire (Oberg, 1955, p. 472-487).

We believe that belonging to state - organized society to a particular historical type should be determined on the basis of the analysis of its modes, aspects and elements of these modes.

Let's refer to the criteria, wearing integrative nature that will help to classify the evolutionary forms of the state. The parameters, variables, reflecting the complex characteristics with obvious "levels" can be selected. This will be the parameters or characteristics, certain changes of which make up the class or type of explained phenomena (dependent variables).

A set of dependent or explained variables at one stage of historical development sets its peculiar trend structure. If the variables are crossing the limits allotted to them, the previous trend-structure "ceases to be oneself" i.e. a phase transition or rise to a qualitatively different stage of development is taking place.

Classification of States according to historical types implies, in our opinion, subject to the following aspects (variables) of basic social modes:

- level of political evolution (the development of political structures and institutions);
- organization and scale of military force, the level of development of communication, such as transport, communication, monitoring tools;
- the level of development of self-production of weapons;
- the ability to create and maintain alliances (the level of development diplomacy) and to provide internal and external legitimization;
- the level of accumulation and development of knowledge and practices (Kononova & Yakimova, 2013);
- the level of development of ways to meet the spiritual needs;
- the development of ways of acculturation (Kirsanova& Korotina, 2014);
- the development of ways of reproduction (nature provide new cycles and new stages of production);
- the development of ways of redistribution and exchange (the order of meeting the needs in terms of economic and geographical diversity);
- the level of development of equipment and technology for peaceful area (Rozov, 2001).

Historical type of state can be formulated on the basis of characteristics at a paired basic parameters of social regimes (political-legal, economic and cultural).

Thus the historical type of state has a certain unity of basic social modes, including compulsory general political power, the mode of exchange and distribution of goods and services.

Ten of the above parameters, just set an ideal historical type of state. Each state corresponds to a certain degree of maturity on all ten parameters.

However, we highlight the level of political development as a universal significance. It can serve as the main criterion or factor for the fixation of transition from one historical type of state to another.

In other words, this criterion allows us to trace the evolutionary series in sequence from less developed and simple to the more complex and developed forms of political organization. In determining evolutionary row in the categories of increasing complexity we are aware that the process of change from simple to complex is not the essence of the cultural

and political evolution. In this case, it is difficult to explain cyclical development and those cases where at different stages of evolution again appear similar political structures. Here it is useful to refer to the concept of structural changes. Evolution will be understood as "the process of structural reorganization in time, as a result of which occurs the form or structure which is qualitatively different from previous forms". (Voget, 1975, p. 862).

As an example, here is a table from the study of A.V. Korotaeva on the relationship between the type of economy and the level of political integration (Korotaeva, 1991, p. 141).

Table 1. The types of farming and the level of political development

Index of statehood	A	B	C	Total
0	49	10	9	68
1-4	13	24	18	50
5-7	0	4	26	30
Total	62	38	53	153

A – appropriated economy, B – early agriculture, C – well developed agriculture;
0 - 7 «index of statehood» by George. Murdock, where in general: 0 – simple communities,
1 - 4 – society with well-developed internal structure and chiefdom, 5 - 7 – state formations of varying difficulty.

It is clearly seen that there is a positive relationship between the complexity of systems management and the growth of political centralization.

Obviously, the historical development of states went in different ways, but at the same time, it is, as rightly pointed out by Jonathan Haas, has "such important common features, as the nascent bureaucracy, the ruling elite, the state religion, the standing army and a centralized economy. These common features, expressing the essence of the state organization, occur in cultures that provide an answer to such similar forces, as population pressure, decreasing resources and increasing complexity of society" (Hass, 1995, p. 22).

A certain level of political evolution defines the boundary separating state formations of the same type from public entities of another type. The important point is to identify signs of determination through which the crossing of the border is carried out. So, A.V. Korotayeva determines the level of political evolution or the level of statehood by two parameters: the number nadobny of hierarchical levels and their development, as well as the specialization of the apparatus of coercion (Korotaeva, 1991, p. 136-191).

Carneiro calls the state the social structure with a government that can force people to work and war. Here we see two operational parameters: the presence/absence of the government and the ability/inability of the government to force people to work and war. Under this definition, the "presence/absence of government" will be the parameter or attribute, the change of which will make up the class or type explain phenomena (level political evolution).

Another researcher T. Skocpol determined basic transformation of the state through the implementation of class-based revolts from below, thereby highlighting three main parameters: the speed of transformation, its base or non-base character and the presence/absence of class-based revolts from below. Skocpol used as a dependent variable two of the three parameters - the second and third. In other words, the transformation of state structures and the presence of uprisings from below are the dependent variable for the re-interpretation of historical type of state.

Here is another example of determining the state belonging to Alf Ross. He believes that state action can speak intelligently in two cases: "when the action is the realization of a state authority or official powers of coercion" and "when the action is the execution of a certain work, paid from the state Treasury" (Ross Alf., 1960, p. 123-124). Ross leads the state's actions (the actions of man, as if they are proceeded from the state) by four points: this person wields power as holding a public office; his powers include the power to order others; these powers are not carried out for its own interests and in the interests of legal institutions for the common good; when these powers are intertwined with others, in the money making system of power (government). Here, as in the case of Carneiro, the most important parameter (dependent variable) is the presence of state power (apparatus of coercion), which is lawfully established for the public good (the second parameter).

Researchers differently determine the phase state of development of society (politogenesis) and properly interpret evolutionary forms (historical types) of state. We identify three such historical types:
- traditional state;
- feudal state;
- modern state.

The chiefdom represents a type of socio-political organization, which creates the preconditions for the transition

from communal autonomy to the state. Therefore, the chiefdom we will also explore as independent historical type. In the Marxist-Leninist historiography not "chiefdom" but "military democracy" was seen as a form of social organization period of decomposition of the tribal system and the transition to the state.

In the same vein, on the basis of common economic base, a single class entity and uniform principles of organization and activity stood out of the state of classical types (slave, feudal, capitalist). Within these historical types statehood is stood out so-called subtypes. In the slave - Patriarchal-slave (statehood countries of the Ancient East) and antique (statehood Ancient Greece and Rome). In feudal feudal, caste, absolutist. In the bourgeois - industrial and imperialist.

All this means that the problem of the typology of the state is complex and not amenable to a single interpretation. Historical types of States and their political level can be expressed by the following examples.

Traditional state in its typological interpretation is characterized by the presence of petty despots, kingdoms, kingdoms, principalities ... By I. M. Dyakonov this type includes the State of Yin in China and all that preceded the Qin Empire until the III century BC; in Japan - all renegotation era until the Nara period (III-VI centuries BC); in Europe - Creto-Mycenaean civilization of the second Millennium BC (and in the first Millennium BC - Etruscan); early States of the North and East, the Anglo-Saxon to the IX century ad; the Scandinavian and Slavic to XII century.; in Africa to the type of early ancient societies can be attributed to the state Malinke, Songhay VII-XV CC. BC, the state of the Hausa people with the X - XI centuries BC and the state of the Congo, of bunyoro and Buganda (XVIII century), etc. (Diakonov, 1994, p. 38).

In this state there is a centralized institution with official positions, which is not limited to kinship and military elite, and which is able to force people to work and war. There are also structures of power with a monopoly on legitimate violence in the territory. This type may have anti-state form, but nevertheless it is able to perform the basic functions of the state (the organization of military force, maintaining its legitimacy). Society of early statehood may be equal to each other.

The feudal state as a historical type of state includes various territorial Empire, the Principality and the Kingdom of the feudal structure, protocapitalist city-States. Examples of state entities of this type can serve as the Chinese Empire since the Han from the first century ad; the Empire in Japan XII-XVI centuries; the Mauryan state (IV-II century BC); The Byzantine Empire; the Achaemenid Empire of the Persians; the Empire of Charlemagne; the Mongolian nomadic Empire; Ottoman Empire; Muscovy XIV-XVI centuries; the colonial empires of Portugal and Spain, etc.

In the feudal state was systemized management of large territories. The Central bureaucracy was carried out by a variety of functional activities, concentrated in their hands the military, tribute, customs, judicial, partly ecclesiastical matters. However, dispersion or the dualism of political power: the power in the center and the individual power of the feudal lords, their estates and seniors is observed. On the local level, the power belonged to the rulers, bearing different names (king Basileus, Prince, Han, Lord, Baron, Mandarin, Bai, etc.), but performing essentially the same governmental functions.

The Code of General laws is formed, but local laws of the provinces and cities continued to play an important role.

The concept of the feudal state is associated primarily with the dominant forms of social and political organization of the European middle ages, with specific dependency relationships (Liege/vassal) based on the existence of fief - supports this relationship.

The modern state typologically originates in the Netherlands since the end of XVI century, in England from the late XVII century, in France, Prussia in different measurement from the middle of XVIII - early XIX centuries., in most countries of Western Europe - where at the beginning, where since the mid XIX century., in Russia in different aspects from the beginning of the XVIII - beginning of XX centuries, Turkey, Japan since the late XIX century, in China, India, Brazil, most countries rest of the world since the mid- XX century the United States, Australia, Canada and others are modern States from the XVIII century. Today to this belong the vast numbers of states. Such state is also called national government.

Thanks to the principle of territorial organization of political power, centralization and institutionalization of political authority and monopoly on the legitimate use of force within the national society, the state was able to maintain the population and control the law and order, to build up their military capabilities and to conquer new territory, to support the civil loyalty and use advantages of the market economy.

5. Conclusions

The type is a scientific category, a collective image of the actually existing on this historical period states and legal systems. This category is the sum of the most important, common to all these states and legal systems of signs and features and in the process of determining the type of state as a basis should be taken not formal legal but, above all,

essential and substantial characteristics and traits.

The transition from one historical type of state to another is both revolutionary and evolutionary, in the process of transition changes the social purpose, and hence the essence of the state. The formation of a new type of state occurs by the separation of individual states from the old type and attaching them to a new, there is a single process of the struggle of the new with the old, gradually replacing the old with the new.

Historical type of state can be formulated on the basis of characteristics of paired basic parameters of social regimes (political-legal, economic and cultural). Such signs include: the level of political evolution (the development of political structures and institutions); the level of organization and scale of military force, the level of development of communication, such as transport, communication, monitoring tools; the level of development of self-production of weapons; the ability to create and maintain alliances (the level of development diplomacy) and to provide internal and external legitimacy; the level of accumulation and development of knowledge and practices; the level of development of ways to meet the spiritual needs; development of methods of acculturation; the level of development of methods of reproduction (nature provide new cycles and new stages of production); the level of development of methods of redistribution and exchange (the order of meeting the needs in terms of economic and geographic diversity); the level of development of equipment and technology for peaceful area.

Clearly identified such phase state of development of society (politogenesis) and evolutionary forms (historical types) of states as: traditional state; the feudal state; the modern state.

There are four innovative stages in the legal institutionalization of modern political domination: civil state, the rule of law, democratic state of law and social state.

During the existence of legal, philosophical, and political science dozens of different theories and doctrines were created, so many attempts of evolutionary typology of forms of the state were made. Made Hundreds, if not thousands of contradictory assumptions were declared. However, arguments about the nature of the state, its essence and the conditions of occurrence continue to the present day. Theoretical difficulties were associated with the complexity and ambiguity of concrete historical processes of formation and development of the state.

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Features of the Modern System of Management of Development of Enterprises

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Abstract

Entering the era of the "knowledge economy", where the main sources of well-being and leading factors of production are innovation and creativity (intellectual) the achievements of people led to survival in modern conditions only those businesses that are flexible in responding to market demands, create and organize the production of competitive products provide an efficient restructuring of internal control, that is developing. In modern conditions, innovation has become a major factor in improving the efficiency of industrial enterprises, making it impossible to use the old management approaches. Industrial enterprise can be considered innovative and promising to develop, if the trends of this development are due to the comprehensive implementation of all types of innovation: product and process. The increase of complexity management in its development should precede the development of production, only then it can be effective. Improving the system of management of the effective development of industrial enterprises is one of the main problems of Russian economic development. Central to the effective management of industrial enterprises becomes the adequacy of the used instrumentation control conditions in the socio-economic system in which social production functions. This will provide an improved process for the management of the enterprise to achieve its effective development. On the basis of generalization of the results of theoretical research and practice the basic problems of management of modern industrial enterprises, highlighted the assumptions of the new market-based management concept, identified the characteristics of the new managerial paradigm inherent to Russian enterprises and adequate to the new economy.

Keywords: management development, innovation, management paradigm.

1. Introduction

The specificity of the market economy, the variability of external and internal environment to determine every company need not only to make decisions independently, but also be fully accountable for their results. In the process of implementing the activities of the industrial enterprise, it is advisable to consider the factors of effective development to ensure that there was the ability to adequately and timely respond to changes in the external or internal environment. To industrial enterprise has reached the effective development, it is necessary to improve the process of business management (Aspridis, Kazantzi & Kyriakou, 2013).

Undoubtedly, the development must be managed, i.e. to a greater extent be adjusted towards managerial impact. The institutional concept of control as the term denoting the means of achieving the object of the desired results, it is applicable to the process of enterprise development. The essence of development management is to achieve the planned level of development results at a particular time. Market fluctuations and the closely related activities of the economic entity can lead to slower development, as well as to the processes of stagnation or even destruction of the organization. Influence of management is intended to mitigate the possible negative impact of such fluctuations.

2. Management Problems of Modern Industrial Enterprises

Content analysis of existing theories of organization development leads to the conclusion that they are complementary, as focus on specific aspects of: neoclassical - on production process, institutional - formal and informal interactions between people and organizations, evolutionary - on the reasons for the changes, entrepreneurial - on innovation. Thus, the management of enterprise development should be based on integrated approaches.

The main distinguishing feature of Russian companies is that they operate in a constantly changing economic

environment. In fact, management is faced with the problem of control under conditions of uncertainty (Dimitrios, 2012).

The company has a number of features inherent in economic production systems:

- Biggest challenge, due to the presence of multiple and strong material and information links between elements;
- A continuous, dynamic and non-recurring development;
- Continuous influence of natural factors and society, and these effects are in large part are largely stochastic in nature, which determines the need to operate and make decisions in conditions of uncertainty.

Therefore, the enterprise management system must meet current market conditions, namely:

- possess a high flexibility from the standpoint of production, ensures a timely response to market demands products. This is because the product life cycle becomes shorter, and the variety of products.

To be adequate complex production technologies those require an entirely new form of control, organization and division of labor;

- Consider serious competition on the market of goods (services), radically changed the attitude towards the quality of products requiring organize after-sales service and additional corporate services;
- Take into account the requirements to the level of quality of customer service and run-time contracts, which have become too high for traditional production systems and mechanisms for management decision making;
- To take into account changes in the structure of production costs;
- Take into account the necessity of accounting for the uncertainty of the external environment.

This is not a complete list of problems faced by enterprises. For their solution there is an objective need for research, the analysis of the existing situation.

In the current environment to effectively manage the company primarily means to determine the direction of the company, to develop its strategy and objectives, to plan the types and amounts of products, organize sales activities to meet consumer demand, and, in addition, with maximum efficiency to adapt the organizational structure of the enterprise to changing conditions of its functioning to achieve these goals (Altukhov & Mitsuk, 2006).

Decisions within these areas should be based on the principle of economic efficiency, that is, the basis should be based on the desire to obtain the greatest economic results with the lowest possible cost of all necessary resources.

With the increasing role of innovation in the development of enterprises at the present time, it becomes impossible to use the old management approaches. The reason is that the company can be innovative and promising to develop, if the trends of this development is due to the comprehensive implementation of all types of innovation: product and process. In favor of these arguments in the work of N. Afanasyeva In. notes: "...the development of production should occur in parallel with the development of forms and methods of management. At the beginning of economic growth can be monoprice and relatively simple methods of management. The increase of complexity management in its development should precede the development of production and only then it can be effective. All this entails a complication in functional, organizational, motivational, informational relations and further complete reorganization of the management and the managed subsystems" (Afanasev & Rogozhin, 2003).

With the development of market relations in Russia is becoming more evident that it is impossible to achieve sustained business success, while remaining under the previous system of enterprise management. Features of the transition economy, the particular mentality and cultural background of Russia do not allow full use of waste in stable conditions of the Western economy methods of enterprise management. Improving the competitiveness of enterprises, a way out of this difficult economic environment requires the development and application of new approaches to management, more adequate to the current economic situation in Russia. Management in market conditions means, above all, the orientation of the enterprise on demand and market demand, constant desire to improve production efficiency, the search for new opportunities to obtain the best results at the lowest cost.

The economic condition of the enterprise as a whole is driven by three main factors: the level of engineering and technology; the quality of the workforce and the widespread use of labor motivation; management (management). The third of these factors has a strategic character. As shown by special studies, management status affects the level of engineering and technology, and the quality of the workforce. Modern management is a distinct sphere of economic relations that have their own logic of development. It is a separate type of professional activity aimed at achieving in the course of any business activity of enterprise in market conditions, certain of the targets through the rational use of material and labor resources with the application of the principles, functions and management practices.

3. The Development of Management Science

Management practice has been a rather long and deep evolution. In the early stages of capitalist production the

entrepreneur-owner, as a rule, he ran the company, guided by experience and intuition. But the development of production at the turn of XIX-XX centuries in a new way raised the issue of governance. The development of technology and new technologies, increase production dramatically complicate the operation, has made it a special field of activities, requiring special knowledge. The need to solve problems has led to the generalization of the experience to the search for effective methods of production management and labor.

Arose the science of management. Technical progress, the development of production, socio-economic and political conditions put before the theory and practice of management of all new problems. Experts in the field of management at every stage of found solutions to these problems. The evolution of the theory and practice of management is reflected in the diverse manifestations. At first the plan was put forward one, then the other problems. In 50-60-ies in the spotlight was a management and organizational structure. In 60-70-ies occurs strategic planning. the 80s were marked by the transition leading foreign companies from strategic planning to strategic management.

In the course of evolution in the science of management has allocated different directions, it happened merge with other close to her science. The watershed year in the development of management was the consolidation of control theory and theory of marketing that gave rise to the concept of market management. The basic assumptions of the new concept are as follows:

- the emphasis is on man's self-fulfilling (unlike human economic human and social);
- the company is considered as a living organism, consisting of people, unite joint values as "the clan";
- the company should be in constant update, powered by internal desire and seek to adjust to external factors, the main of which is the consumer.

A new paradigm of management-based system, the situational approach. Enterprise open system. The main factors in its success depends not only inside but also outside of it. Success is associated with how well the firm fits into the external environment (economic, scientific, technical, socio-political) and adapts to it. That is the main criterion for the effectiveness of the management system consists of the following: whether the company time to recognize the threat to their activities, whether it is robust to changes in the market, do not miss the opportunities that arise in the external environment, will be able to derive maximum benefit from these opportunities.

4. The Characteristic Features of the New Managerial Paradigm

At the beginning of the transformation period the external environment had a fairly substantial effect on domestic enterprises, and they, in turn, were chosen as priorities in the management of internal variables strategy in organizational improvement. Currently the external environment has become more dynamic, rapidly changing. In this situation, the priorities should be given to the management system based on flexible decisions in conditions of uncertainty information.

However, the functioning of the enterprise in the marketplace is not simply a response to external stimuli, and a movable inner balance, which can be achieved only as a result of adaptation to uncertain external influences due to the exchange of information with the external environment. This requires the analysis of external factors as well as industry analysts have raised production efficiency while improving its elements based on the change in the influence of external factors.

The embodiment of the new approach is strategic management, which involves the addition of capacity planning enterprise planning his strategy on the basis of the future state of the environment. The change in the situation causes a change in the opportunities and change strategy. Special provision is made to reduce the resistance to change. The new operating concept requires new facilities to the staff, new management culture (the desire for radical change, risk tolerance, etc.). Experts rightly consider that there is no single, ideal model of governance, as every business is unique. It must find its own model. Among the factors that determine the choice of the management model are the following: size of the enterprise; product description; the nature of the environment in which it operates.

From the point of view of the nature of the environment in which the company operates, identify the following management model (Trenev, 2006):

- rational model of corporate governance in a peaceful external environment;
- management model in a fairly dynamic and diverse market;
- management model in terms of dynamic scientific and technological progress;
- model fit to spontaneously and unexpectedly arise under the influence of the external environment of the enterprise problems.

Enterprises are in continuous search for your model management. It is a continuous process, for changing the enterprise itself and its environment. Therefore, to ensure that management meets the needs of the enterprise, it needs to grow with the company and its external environment. For example, most American companies carry out separate

organizational changes at least once a year, and a major restructuring exercise carried out every 4-5 years.

The General direction of evolution - the transition from the model of management in the conditions of mass production and relatively low level of competition to the model of governance in terms largely of individual production and heightened competition.

The modern system of management of enterprise development should be simple and flexible. Its main criterion is to ensure the efficiency and competitiveness of the enterprise.

Control theory considers the enterprise as a set of interconnected and properly arranged components that have the integrity and form a unity with the environment. The key point is a structure that is relatively stable relationships which exist between the elements of the company, design company, which is controlled by the company. This design includes the channels of authority and communication between the various units, as well as information that flows through these channels.

Ensuring the effectiveness of the management process is largely determined by the rational distribution of power in decision making between different levels of government, i.e. the ratio of centralization and decentralization in the management. The optimal balance of centralization and decentralization provides efficiency and realism of management decisions. Decisions must be made quickly and near the source of information you need to fully comprehend. Organizational management structure should ensure the maneuverability of production, the need for which may be attributed to the changing level of demand or competition: lower prices, the decrease in the share of firms in the market, the unexpected success of a new product.

Organizational principles of the enterprise are determined by its goals and strategy. Once identified goals, and develop guidelines for the actions and policies of the enterprise. The main objective of this policy is to clearly define strategic concepts by which decisions are made, appropriate short-and long-term goals of the enterprise. The objective of the enterprise depends on three main factors: the chosen strategy, organizational structure and how this structure operates. The task of the company is to achieve the goals for which it was created.

However, under the influence of rapid changes in the external environment, the nature of the goals and ways of achieving them can change. Therefore, the control system must be flexible. For this the company needs to have information about the internal state of Affairs and about competitors, clearly and quickly to solve various issues. Quick response to changing internal and external conditions is ensured by the transfer of the right of decision on the place of action.

Flexibility is required in matters of strategy. In cases of obsolescence, changes in technology, changes in social and legal restrictions, the company needs to quickly and accurately respond-to improve the range, change the market, etc. In this regard, at the forefront of this function of management as planning (current, strategic), whose goal is the elimination of the negative effect of uncertainty and variability of the environment of the enterprise, focus on core tasks, achieving cost-efficient operation and easy control.

The modern enterprise is a complex socio-economic and industrial system operating in a rapidly changing environment, which is a constant source of new opportunities and threats, creating a complex, heterogeneous and difficult to predict the situation. Namely, in such circumstances cease to work for an established, well-proven in the past the rules, methods and technologies, and there is a need for new approaches and theories.

In this regard, the effective management of enterprise development has been and remains a serious problem for the country's economic development. The global economic crisis, a sharp decline in industrial production has led many companies to crisis and bankruptcy, and to develop a comprehensive and effective methodology for the management of such enterprises still failed. In these circumstances, many businesses were unable to clearly define the main goals, priorities, formulate functional tasks. Generated and implemented marketing and competitive manufacturing strategy for many enterprises do not cover all of the issues they need to resolve.

Thus, the organization and management of effective enterprise development as a complex socio-economic system is one of the key problems of economic stabilization.

The modern enterprise management is today one of the most difficult tasks of managers of different branches. Traditional economy is retreating under the onslaught of the new, which imposes new requirements on businesses: changing relationships between enterprises, change the organizational structure of the enterprises themselves and standards management. The new economy requires new knowledge and new people, this knowledge is able to produce and use.

In the new economy expands and the composition of traditional factors of production (labor, land and capital) due to the inclusion of information and knowledge. Knowledge, creative work is beginning to play a significant role in the socio-economic development. The challenge facing Russian companies in these circumstances, to take into account the new realities of the knowledge economy and to develop appropriate principles for a new management paradigm to adopt

modern domestic organization to succeed in global markets with new forms of competition and information technology.

Attribute management in social production is focused in the conduct and management of, and manufacturing processes. In this regard, it is important to develop the concept of management of the effective development of industrial enterprises, defined as making decisions on the use of resources and methodological tool that provides the most effective alternatives when making management decisions. It follows from this Central requirement for effective control - the adequacy of the used instrumentation control conditions in the socio-economic system in which social production functions. However, the factors and tools management decisions, being interconnected in the socio-economic system, developing according to the laws of evolution of its institutions, which leads to a certain level of mutual inadequacy, to overcome which need external purposeful action. To identify this inadequacy and to determine the nature of impacts to eliminate possible only within the boundaries of the managerial paradigm, this raises the problem of identifying managerial paradigm inherent in the specific socio-economic system of the functioning of social production.

A management paradigm is subjective, unique nature, which is determined by the socio-economic system. It changes due to the development of social production and its methods of control. The nature of managerial paradigm leads to the existence of significant non-formal and ideological factors in its structure. Informal factors can have both a historical nature, that is to be actually existing, but not yet to get scientific, ideological or any other generalizations and subjective nature actually apply the concepts and methods of management, but not declared to prevent formal identification conflict with officially declared the purposes and concepts of the government's strategy and goals of social production. The last case does not exclude a situation of de facto support of informal institutions management paradigm of official state and production management structures as reducing the degree of influence of the problems arising in the process of achieving formal and informal goals of the state, enterprises and individual managers.

On the basis of generalization of the results of theoretical research and practice can distinguish the characteristic features of the control system inherent to domestic enterprises and adequate to the new economy (table. 1).

Table 1. The characteristic features of existing and new management paradigm (compiled by authors)

The main characteristics of the managerial paradigm	The content of the existing management paradigm	The contents of the new management paradigm
The goal of the enterprise	To maximize profits, increase market value of shares	Priority in the interests of customers, shareholders and staff, meeting the requirements of a particular consumer
The main management that sustains the competitiveness of enterprises	Senior management	Average and lower links management
The principle activities of the organization	Rational organization and functional specialization, allowing you to respond quickly to customer needs	Basing on the knowledge and information that allows you to respond quickly to the demands of customers and employees
Footage of the enterprise	Object management	The subject of management, the media core competencies of the company
Motivation of managers	The achievement of this goal, limited achieved an average success	The vision of the staff of the business objectives, providing for its long-term survival in a changing environment and competition
Approach to competition	A structural approach based on the structural positioning of the enterprise in relation to the external environment, competitors	Resource-based approach, based on identifying and developing core competencies of the company
Response to environmental change	Reactive	Strategic, active use of the internal potential of the enterprise in order to change the external environment
Style of management	Authoritarian, democratic elements	Democratic conducive to the disclosure by employees of their abilities, the formation of a team of like-minded people
Information	Strictly metered	Management by "open book"

The main objectives of the enterprise in modern conditions must become the interests of customers, shareholders and staff, meeting the requirements of a particular consumer. Knowledge and information should be sufficient to react flexibly to changing requirements of customers and employees.

Average and lower links be the main management for competitive enterprise, because it is at these levels of management responsible for the operational decisions and orders, and the speed and accuracy of their adoption depends largely on the implementation of innovation in the enterprise.

The specificity of the innovation process as an object of management determines the specific character of the labor managers in this field and the demands placed on them. Since the main object of labor Manager is a scientific, technical and managerial information, dramatically increase its competence in the field of specialization of the company, communication and knowledge in the field of theory and skills in the area of management practice.

Footage of the enterprise become the subject of management, the carrier core competencies of the company. The vision of the staff of the business objectives, providing for its long-term survival in a changing environment and competition are motivational factor activity managers. The predominance of democratic leadership style contributes to the disclosure by employees of their abilities, the formation of a team of like-minded people.

5. Conclusion

Modern control system is based on the strategic reaction of businesses to the changing environment, the active use of the internal potential of the enterprise in order to change the external environment. Innovation must be part of the strategy of enterprise development, and not a response to competitors ' actions, which often leads businesses to bankruptcy.

Thus, the use of management tools adequate to modern conditions of social and economic system in which social production functions will ensure improvement of the process management of the enterprise to achieve its effective development.

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Paradigm Foundations of Modern Science: Self-Organization, Evolution, Integrity

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Abstract

An attempt of constructing paradigm foundations of modern science, which are rooted in the uniform concept of self-organization, in which holism, evolution and self-organization are interconnected in a triune whole is presented in article. The conceptual basis of the research is the idea of unity of integrity - evolution – self-organization. The integrated framework representing a holographic effect of comprehensive, holistic vision of the integrated world will be the result of interconnection of the enumerated concepts. At the present stage the interdisciplinary sphere which one side is the scientific knowledge, its structure and dynamics, and the second – connection of scientific knowledge and scientific world outlook with a person, his ideals, purposes, values has to perform a function of methodology. From our point of view, the presentation of the concept "integrity - evolution - self-organization" constructed in this article is one of the attempts of this sort of reflection.

Keywords: Paradigm foundations, a modern science, a concept, self-organization, evolution, integrity.

1.   Introduction

Constructing paradigm foundations of modern science it is necessary to use the concepts of self-organization, evolution and integrity. Interweaving, coherently interconnecting them and creating the integrated framework representing a holographic effect of comprehensive, holistic vision of the integrated world. The conceptual basis of our research is the idea of unity of integrity - evolution – self-organization. In what follows we will name it the concept of complexity, because it represents complexity of the world and its various spheres and resonates with notions of complex thinking.

If earlier as the methodology of natural science philosophy of science acted, at the present stage the interdisciplinary sphere which one side is the scientific knowledge, its structure and dynamics, and the second – connection of scientific knowledge and scientific world outlook with a person, his ideals, purposes, values has to perform such function. Philosophy of science also has to become such sphere.

Thus, actualizing problems of philosophy of modern science which has to reflect the possibility of implementation of interdisciplinary scientific researches, and also connection of natural-science and humanitarian knowledge. Among the attempts of this sort of reflection is the presentation of the concept "integrity - evolution - self-organization" constructed in this article.

2.   The Concept of Self-Organization

The second paradigm foundation of modern science is the concept of universal evolutionism, which was born also in post-nonclassical natural science. The synergetic outlook caused emergence of the idea of integrity of inorganic nature and wildlife, Nature and Person, Space and Earth, matter and thinking. All listed phenomenon are connected by evolution to wide extent. Evolution of the space is continuing in biological evolution. Biological evolution is continuing in human history. What will happen in the future? How there will be the development of the Universum, mankind, society, its social institutes together with science? These questions are answered by the evolutionary concept.

The history of formation of evolutionary views in science can be conditionally divided into some stages. The first stage – an anti-evolutionism – is characterized by the absolute denial of any evolutionary changes and is representative of the classical picture of the world. In theological version the anti-evolutionism declares one-time creation by the Creator of all elements of the world. The second stage – local evolutionism – is characteristic for science of the second half of XIXth – the beginning of the XXth centuries. All evolutionary processes (biological evolution, development of cosmological objects) were considered locally, but not as the interconnected stages of the development of the

Universum. The third stage - global (universal) evolutionism – began to develop at the end of the XXth century (L.M. Gindelis, I. Prigozhin, Teillar de Chardin, E. Yanch, G. M. Idlis, N. N. Moiseyev, V. V. Kazyutinsky, A.P. Nazaretyan, etc.). Its basic propositions are as follows: the world has the beginning in time and consists of the hierarchical systems (elementary particles – atoms – molecules – organisms – social system), consecutive appearing from the moment of its emergence as the stages of its evolution; the laws of functioning of systems are recognized as invariable throughout the evolution of the World. The concept of global evolutionism expanded the borders of the evolutionary approach accepted in biological and social sciences into all spheres of the Universum. The concept of global evolution extends the evolutionary view to all types of movement, to all Universe, to all stages of its history, including the moment of its Beginning.

But some authors, for example A.V. Boldachev, consider that "at every moment of the history of the Universe it is possible to distinguish only two evolutionary systems – the whole world and the type of movement which is vanguard of evolution at the moment", and "separate evolutionary processes (for example, biological or social) are not subordinate elements of global evolution, they are evolution per se, its private implementations at concrete stages of the history of the Universe" (Schrodinger, 1976).

Opponents of the evolutionary idea claim that evolutionism is not science and represents a kind of the ideology, which was very popular in the conditions of increasing mass disbelief. They claim that evolutionism does not answer scientific criteria of verifiability and falsifiability because the idea of evolutionism can neither be confirmed nor disproved.

For substantiation of truth of the idea of global evolutionism special value has the theory of evolution of the biosphere and the noosphere created in the 1920s of the XXth century by V. I. Vernadsky. From his point of view, the biosphere as a special geological body represents the complete system possessing the highest extent of self-organization and ability to evolve. To a considerable extent its functioning is determined by "existence in it of living material – population of living organisms, existing in it". Under the influence of scientific thought and human labour the biosphere passes into a new state – the noosphere. At the same time position of a person on the planet changes – he becomes the powerful geological force, which unites in a single whole both mankind and all processes in the biosphere.

As we already noted above, evolutionary ideas about the world are conformable to synergetic views. The theory of dissipative structures allows to establish the evolutionary paradigm for micro, macro and mega levels. The evolutionary paradigm has application borders which are outlined, first, by the closed systems striving for chaos, and, secondly, by the open systems developing to higher levels of complexity.

Thus, universal evolutionism, representing both a concept and a world outlook phenomenon, causes need of reconsideration of problems of development, time, fortuity, universal connection, and also application of an interdisciplinary approach to their studying. The most important result of the idea of universal evolutionism is the "holographic view" of the world, which actively influences through worldview attitudes a choice of priorities of human existence, and also a direction of social process in general. This is the world outlook function of the idea of universal evolutionism.

The defining role in the strengthening of universal evolutionism as modern general scientific worldview strategy was played in science of the XX century by the following conceptual schools: the theory of the non-stationary Universe, synergetics, the theory of biological evolution and the concept of the biosphere and the noosphere, and also dialectics developed on its basis. According to the theory of the extending Universe, 15-20 billion years ago from the point of singularity as a result of the Big Bang began the expansion of the Universe which evolved to variety of space bodies. The theory of self-organization including all processes of self-structuring, self-regulation, self-reproduction, connected with the idea of universal evolutionism, looks for the universal evolutionary laws describing the development of systems of different nature in a unified manner, as led to inclusion of the anthropic principle in the theory of the extending evolving Universe. According to this principle, the Universe has to be such that at some stage of evolution existence of observers was allowed.

The idea of universal evolutionism, having become transdisciplinary, runs through all existing specialized scientific worldviews. It is a basis of construction of the complete general scientific worldview, which acts as the global research program defining the strategy of research of self-developing systems.

It should be especially noted that the idea of universal evolutionism has a humanistic focus, promotes the synthesis of natural-science concepts and principles with ethical, moral categories, such as responsibility, freedom, ideal, belief, sense. Within the framework of universal evolutionism ontologic views are closely interwoven with ethical views. So, the Universum becomes "proportional" to a Person, and at the same time a person and mankind become proportional to the universal evolutionary process. Universal evolutionism represents organic merging of science and ethics in the uniform scientific-theoretical concept.

The ideas of universal evolutionism, having received an impulse to the development from the theory of self-

organization of complex systems, were formed conceptually into universal evolutionism (Moeseev, 2001), the new natural-science concept of development (R. Rovinsky), global evolutionism (V. Kazyutinsky, R. Karpinskaya). So, R. Rovinsky considers that "the natural-science concept of development is a through product of scientific knowledge level and extent of its generalization reached for the moment, it changes together with the change of the last", and it "should not be confused" "to philosophical concepts of development, which can be several at the same time and everyone is opposed to all another" (Rovinsky, http://astrophisics.boom.ru/).

3. The Concept of Universal Evolutionism

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4. Concept of Integrity

The third paradigm foundation of modern science became the concept of integrity. For the completion of construction of the triune concept of self-organization we will consider the problem of integrity and find out how developed natural science from a reductionism to a holism. It is written so much about integrity, holism, integration, consolidation, synthesis, that willy-nilly arises a question, what new our research can add to the concept of integrity?

The importance and necessity of philosophical reflection over the problem of integrity for the sphere of science and education is connected with finding of such metapoints of view on science and education, which will allow to connect and organize the accumulated knowledge and to learn the world in its entirety and integrity. Such problem statement demands a paradigm reform of thinking that inevitably has to lead to an education reform. Edgar Moren writes in this regard: "… Our separated, split up, distributed among disciplinary areas knowledge is deep, even terribly inadequate for comprehension of today's realities and problems which become more and more global, transnational, multidimensional and planetary. Because of this inadequacy become invisible: Context, Global, Multidimensional, Complex" (Moren, 2007, p. 36).

The concept of integrity of scientific knowledge makes special demands of post-nonclassical education. First, it is necessary to educate in vision of the global in its capacity as an organizing whole, to form the attitude of thinking, according to which the whole has the property of self-reference: the whole is contained in parts: "… each separate cell, each certain individual contains holographically a whole which part he is and which at the same time is his part" (Морен, 2007, с. 37).

Secondly, it is necessary to show that the history of science is a dramatic search of the way to unite separate, "piecewise" scientific knowledge into integrity. The purpose of science – to create the unified theory of "everything in the world" – combines paradoxically the desire of achievement and real unattainability of this desire. "A modern western civilization, - Oliver Toffler wrote in this regard, - reached extraordinary achievements in the art of disintegration of the whole on parts, namely – in decomposition of the whole on the smallest components. We fairly succeeded in this art, succeeded so that quite often we forget to integrate decomposed parts in that whole which they once compose. Especially sophisticated forms the art of decomposition of the whole on components took in science. We used not only to

smash any problem into shivers byte or even less in size, but also quite often we isolate such shivers by means of very convenient trick. We say: "Ceteris paribus", and this spell allows us to neglect complex interrelations between the problem interesting us and other part of the Universe" (Prigogine, Stengers, http://spkurdyumov.narod.ru/KrStolSyner. htm).

Ilya Prigozhin, comprehending the developed priority of division into parts in science methodology, "the best years of the life … devoted to reconstruction the whole from components, whether it be biology or physics, necessity or fortuity, natural or human sciences" (Prigogine, Stengers, http://spkurdyumov.narod.ru/KrStolSyner.htm). The first version of the book "Order out of chaos. Man's new dialogue with nature", appeared in 1979 in French, was called "New alliance" (La nouvelle alliance) that is possible to translate as a new union, new integration, new synthesis.

Post-nonclassical science showed that practically all urgent problems have a complex character, and therefore need creation of integral vision, view. The present stage of the development of world science is called the integrative revolution in knowledge. It is focused on understanding and disclosure of generality, integrity of the studied objects and phenomena. Researches of almost all problems of the present are aimed at synthesis, have the uniting character (Order out of chaos, http://spkurdyumov.narod.ru/Ppigogin/Priposleslovie.htm).

Modern views of synthesis and its searches find out that formation of integrity of knowledge happens not only due to process of synthesis, integration, but also due to implementation of processes of division, differentiation. The foundation of synthesis of natural-science knowledge are material unity of the world; universal connection of the phenomena and processes; the steady, repeating, invariant connections and the relations of subjects and processes of the real world; isomorphism in structure of the phenomena, various by the nature; general laws of their existence and development.

N. N. Moiseyev considered, that in overcoming of tendencies to differentiation of scientific knowledge the big role belongs to education, which has to overcome narrow specialization and promote formation of the integral idea of the world: "Crisis in relationship of the Nature and society promptly increases, and education has to be far beyond narrow professionalism. A modern person has to see the world in its integrity. Only the view of general logic of the development of that world where we live will help us to avoid catastrophic consequences of the crisis which inevitably approaches. And perhaps to avoid this crisis!" (Moeseev, 2001, pp. 11).

Making a typologization of the uniting aspirations in scientific knowledge, it is possible to distinguish synthesis across; vertical synthesis and holographic synthesis in the context of holodynamics. Synthesis across appears as consolidation of parts, elements of a system at one hierarchical level of the system, without excluding fragmentation at other levels of the system at the same time. Vertical synthesis assumes holism of higher level, but at the same time the reductionism at the lower levels of the system is observed. Holographic synthesis following from the holographic theory of the Universe, developed by David Bom, one of the most outstanding experts in the field of quantum physics. This kind of synthesis leads to conclusion about the existence of holographic integrity (wholeness). Michael Talbot interpreted the idea of holographic integrity in such way: "Our tangible daily reality in fact – only illusion, like a holographic image. There is deeper order of existence under it – the boundless and initial level of existence, – from which all objects are born and, including, visibility of our physical world similarly to how from a bit of a holographic film the hologram is born. Baume calls this deep level of reality implicative (that is "hidden") order, while our own level of existence he determines as explicative, or opened order" (Talbot, http://www.ligis.ru/librari/1764.htm).

All mentioned typologies of synthesis of scientific knowledge have a constructivist function. The first two types of synthesis represent holism of the post-nonclassical stage of the development of natural sciences, which carries the constructivist principles: formation of a complex evolutionary whole from parts; construction of different complex structures from the simple ones; creation through consolidation; unity through variety. The last principle explains and reconciles the different views of prevalence of processes of integration or differentiation, convergence or divergence, synthesis or analysis. There is no consolidation without division, there is no unity without variety. These principles allow not only to put the new of parts together, but also to gain a synergetic effect – the qualitatively new whole, not corresponding to the usual principle of superposition: the whole is not equal to the sum of the composed parts any more. All our world in conceptual vision of synergetics appears as a nonlinear. Creation means consolidation there. The principle "to create means to connect (unite)" was formulated by Tellar de Chardin. Synergetics included it in the concept (E.N. Knyazev, S.P. Kurdiumov). The third, holographic synthesis, is inherent in the nature, it is "nature" itself, the essence of the world. Its misunderstanding, recognition only of the existing way of fragmentation of the world, can be fatal. It is impossible to change a part of Earth, without causing changes of the Earth in general. It is impossible to solve separate problems of society, ignoring society in general, etc.

5. Conclusion

Constructing the paradigm foundations of our research, it is necessary the concept of self-organization, evolution, integrity, interweaving, coherently interconnecting them and creating the integrated framework representing a holographic effect of comprehensive, holistic vision of the integrated world. The paradigm foundation of our research is the idea of unity of integrity - evolution – self-organization. It is also possible to call it the concept of complexity because it represents the complexity of the world and its various spheres and resonates with notions of complex thinking. If earlier as the methodology of natural science philosophy of science acted, at the present stage the interdisciplinary sphere which one side is the scientific knowledge, its structure and dynamics, and the second – connection of scientific knowledge and scientific world outlook with a person, his ideals, purposes, values has to perform such function. Philosophy of science also has to become such sphere.

Thus, actualizing problems of philosophy of modern science which has to reflect the possibility of implementation of interdisciplinary scientific researches, and also connection of natural-science and humanitarian knowledge. From our point of view, the presentation of the concept "integrity - evolution - self-organization" constructed in this article is one of the attempts of this sort of reflection.

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Russian Religious-Philosophical Renaissance as a Phenomenon of Spiritual Culture

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Abstract

The radical transformation of Russian culture in the perestroika and post-perestroika period, inevitably led to a fundamental rethinking of the attitude to religion. Transformation of assessing the significance of religion for Russian culture can be represented in the form of a pendulum, sharply swinging in the direction from the militant, uncompromising atheism, which had the status of official ideology in the USSR, to unconditionally positive assessment of Orthodoxy as a religion traditional for Russia. To the point was described the degree of radicalism of changing attitudes to religion in contemporary Russia academician L. N. Mitrokhin's speech at the III Congress of Philosophy. He noted that 15 years ago "official, escort godlessness was rejected" and "the era of religious euphoria, which were summed up in the belief that without religion (it was mostly about Orthodoxy) Russia has no future, was began". (Rationality and culture on the threshold of the III Millennium, 2003, p. 84) The new status of religiosity in contemporary Russia makes a very topical solution of a number of questions. It is necessary to understand: first, why does a movement from atheism to religion take place. Secondly, weather there is any reason to suppose that Orthodoxy will become the spiritual leader in modern Russia. And thirdly, are the modern Russians in need of religion, and in which namely. Informed decision of these questions is possible only at referring to the study of the history of religion in Russia of the Soviet period and makes necessary the depth analysis of religious processes in modern Russia.

Keywords: religious-philosophical Renaissance, spiritual culture, Orthodoxy, the evolution of religiosity.

1. Introduction

In the late 80's - early 90-ies of the past century for the Russian Orthodox Church ended the era of total persecution. For the Church opportunities not only of unimpeded withinchurch life, missionary work, but also active participation in solving social problems and cultural life of Russia are opened. Until all the activities of the Church was proceeding under hard ideological control, and was restricted by the temple protection. Any social activity was strictly forbidden in the Soviet Union by religious organizations. The exception applied only to activities in the international arena, since the Soviet state was considered by the Russian Orthodox Church as one of tools of its foreign policy influence. Abandoning the plans for the immediate physical destruction of the Church, the Soviet government adopted the policy of isolation of the Church within the country.

The Russian Church has entered the era of freedom, being in a very difficult position. Despite the fact that many people flocked to its gates, there was catastrophic lack of temples, priests, especially the educated, liturgical literature. During the long years of existence in the artificially created ghettos the skills of missionary and catechetical work were actually lost. Almost none of the priests had no skills to participate in the social work of the Church. From the side it might seem that even if within church life will enter in the near future to normal course, it will not be possible to speak about the active participation of the Church in social and cultural life of our country in the coming years. However, this has not happened. After a very short time, the Russian Orthodox Church began to play a prominent role in the life of the Russian society. And now it would be hard to find the public sphere, in which did not participate, along with other civil society actors, the Russian Orthodox Church. The Church seeks to play an active role in the life of our society, this is a natural

phenomenon. The Russian Orthodox Church is a religious organization, with which the majority of people in modern Russia identify themselves, it reaches itself as an integral part of society and the keeper of the traditional values of Russian culture. Clerics always emphasize in their public statements that, under the Constitution, the Church is separated from the state, but it is not separated from society, and cannot stand aside from society's problems decisions.

2. Literature Review

Russia can not be understand by mind..." Could the poet know, that these words in the XXI century, his descendants will say it with irony, often angry? The most dangerous thing in the current state of Russian society - not the economic crisis, but the growing state of spiritual emptiness, which covers a huge layers of Russians, including youth and adolescents. With what will be filled this emptiness, what values will be strengthened in society - centeredness and individualism or ideas of goodness and justice - such will be our future.

However, there is a serious question - what is meant by spirituality? After all, an abstract concept can be filled with different contents. It is fitting to recall the thought N. And. Berdyaev that spirituality is sometimes cruel, inhuman, when live people are sacrificed to the idea, and let the great. It is appropriate to recall the thought of N. A. Berdyaev that spirituality is sometimes cruel, inhuman, when concrete living peoples are sacrificed to the idea, though great. There are a lot of examples of such sophisticated spirituality in the history. It appears that for the concretization of the concept of "spirituality" one should refer to national traditions and values that have been evolved over the centuries. The development of man should be held in his native cultural environment, "raising and nurturing the personality" (P. A. Florensky), and not in the environment of so-called mass ersatz - culture. Therefore it is necessary to refer to our spiritual heritage, in particular to authentic Russian philosophical thought. The end of the XX century was marked by a growing interest not only in our country but also abroad. So, in March 1993, by the Transnational Institute (USA) V was organized the international conference on Russian philosophy. In May 1994 a conference entitled "Russian philosophy as a source of reevaluation of social values in modern Russia ", which was held in Italy. The interest in the XXI century was not lost. But, discussing the peculiarities, generic features of this phenomenon, philosophers, however, express doubt: is there an absolute unique and original Russian philosophy that distinguishes the Russian thinking from other philosophical traditions; is possible the division of philosophy on a national basis? It is impossible to agree that the answer to these questions is difficult. However, they should not create the impression, as it is sometimes, unfortunately, happens, as if we don't know what it is about. When we speak about Russian philosophy, we mean primarily the works of Russian thinkers, which cannot be viewed merely as applications or modifications that were created in the sphere of other people's thoughts, and original intellectual phenomenon. Such philosophy developed by N. A. Berdyev, S. N. Bulgakov, N. O, Lossky and other thinkers of the late XIX-early XX centuries, the time, which is usually called religious-philosophical Renaissance. Russian religious-philosophical Renaissance can be seen as the second, after the Slavophiles, wide religious attempt to overcome the social and cultural crisis that swept Russia. "Russian society by this time realized that rational pragmatism does not take root in the environment of the Russian people, has experienced a period of passion of German idealism of Kant, Fichte, Hegel and Schelling, and prepared the ground for the meeting, according to G. Florovsky, "the intelligence with the Church after the impetuous experience of nihilism, the denial and forgetting." (7, p. 53). The intellectual elite was rediscovering the world of Russian Holiness, ascetic monastic tradition, and was assessing the importance of the Orthodox asceticism for Russian culture. As a result, part of the Russian intelligence, according to S. Bulgakov, realized the futility of their exclusive concern to the " non-natural", began to think about "non-natural" values; appeared the mental movement, named "the new religious consciousness ".It actually was about a new religious consciousness, as this was not dogmatic, but creative twist to religion. Philosophers assumed that for the Orthodox Church time for renewal came. The Church in Russia, they believed, does not perform its most important task of beneficial effect on society, and it was time to make Christianity a powerful force, to make the transition from religious thought to the religious life. Turning to religion, the spiritual foundations of life was a kind of reaction to the expansion of materialism and positivism philosophy of atheism in the religious life, naturalism - in aesthetics, socio-civic pathos - in poetry.

Such view of religious-philosophical Renaissance is fair but not complete, as it expresses only the social aspect of the phenomenon. Religious-philosophical Renaissance cannot be considered as a separate, independent process. This is one of the stages of the process of the historical existence of Russian culture, the spiritual source of which is Orthodoxy throughout all of its sides: as a faith and as a Church, as a doctrine and as an institution, as a life and spiritual life. Thus, the semantic content of the philosophical process in Russia, including religious-philosophical Renaissance as one of its stages, includes the development, elaboration of Orthodoxy by means in the forms of philosophical reason. Authentic Russian philosophical tradition proceeds from an experienced soil of Orthodoxy, though, is not required to be

exhausted. The worldview "diversity" of philosophical thought of the late XIX-early XX centuries confirms this. For example, F. Stepun, B. Yakovenko, G. Shpet, A. Vvedensky predominantly adhered "Western" orientation, believing that Russian philosophy must pass "creative skills" in the European school of thought, that will allow it to gain national and super national significance. In the Moscow psychological society, in contrast, by a focus on the development of own problems of Russian philosophy, mainly religious, was dominating. Russian liberal philosophers P. Novgorodtsev, B. Kistiakowsky and others focused attention on the justification of the development of civil society and legal state. In the center of the searches were supporters of the faith in Christian reconciliation, who were close to the ideas of Vladimir Solovyov and F. Dostoevsky on the virtues of the Russian soul and its world responsiveness. Despite such a mixture of sources of influence and traditions, each area was characterized by understanding of their roots and origins.

The article "The restoration of the relics" of P. Novgorodtsev ended with the conclusion: "Non political parties will save Russia, it will be raised by the light of eternal relics of national spirit".

In General, the definition of "religious-philosophical Renaissance" is rather arbitrary and reflects only a narrow sense of the spoken phenomena. The religious perspective is hardly dominant even for that part of philosophers, who are traditionally calling it religious. They were nominating ptoductive ideas on ontology, epistemology, ethics, aesthetics, philosophical anthropology, social philosophy. It is possible to say that Orthodoxy was taken by them as phenomenal ground for philosophizing. Christian doctrine was a mainstay in the attempt to resolve the problems, pulled out by the reality, was interpreted as a religion of social progress, community of salvation. The emphasis was on the initiative of man, led by the example of Jesus Christ. Part of the authors of the Renaissance (P.B. Struve & S.L. Frank) fully recognized the reality of religious values, but by actively participating in the practice of political life, they preferred to see in religion a purely personal belief, considering that the positive effects of religion on society must be reflected in the General cultural and moral lifting each concrete person. Others (P.A. Florensky, S. Bulgakov) took a different position, considering historical functioning Church, with some modernization, a true institution of "reviving" of man and society. Finally, the third (D.S. Merezhkovsky & N.A. Berdyaev) closely connected the absoluteness of God's will and human action, subjecting Christianity to the social and cultural interests. N. A. Berdyaev, as if giving an estimate of the situation "from the inside", wrote: "We had a cultural Renaissance, but it would be wrong to say that a religious Renaissance took place. For religious Renaissance lacked strong and focused will, there was just too great cultural sophistication, were elements of decadency in the attitudes of the cultural layer, and the upper cultural layer was too closed in itself". (Russia and Russian philosophical culture, 1990, p. 92).

3. Methodology

The methodological basis of the work was cultural, philosophical and historical concepts of Russian culture. In the basis for the lies the fundamental principles of knowledge and understanding of social phenomena: consistency, comprehensiveness, unity of historical and logical. In the work we used the comparative method and system analysis, methods of analogy, reconstructing the philosophical views of the thinkers on the basis of analysis of their texts. Interdisciplinary approach, focusing on the study of culture as a multidimensional phenomenon that allows fully and comprehensively to examine its phenomena, was implemented.

Methodological basis of research are the works of Russian philosophers N. A. Berdyaev, V. V. Zenkovsky y, L. P. Karsavin, N. O. Lossky, N. S. Trubetskoy, S. L. Frank, G. V. Florovsky, O. P. Florensky.

4. Results

All philosophical constructs are based on the religious content, but they do not coincide with the whole integrity of the Orthodox experience. What exactly the philosopher makes of it with his asset and what neglects, is decided subjectively, to the taste of the philosopher. One in religion is close to him, the other is alien, one inspires one another repels. Moreover, specific features of Orthodoxy - dogma, specific typological features - usually remain outside of philosophical interests. That is, the religious-philosophical Renaissance was mastering in the field of religious experience common horizons, and only in the later stages the relationship of philosophical thought with experienced religious foundation adopts more strict reflected nature - philosophy thinks about the whole phenomenon of Orthodoxy.

Analyzing the philosophical thought of the end of XIX -beginning of XX centuries, it is possible to identify some common features:

Panontologization. Philosophical thought of this phase is permeated by the desire for wholeness as the proper state of the world. Such aspirations are founded on the notion of the modern state of existence that is different from the empirical genesis, imperfect and flawed. Perfect genesis was once lost, disintegrated under the action of the elements of

evil and sin. The purpose and meaning of human is to return this perfect being. In the question about the relationship of God and the world, of absolute and empirical being the philosophical idea came from the idea of the deep ties between the two horizons. This relationship is expressed in the "rooting" of the local existence in the Divine, the existence of "roots of creature in God". The meaning of being was understood as its internal relatedness with God, the ability and relevance of the created beings to imitate God was emphasized. Thus, in philosophical constructions occurs ontologization of many concepts, principles, and historically having ethical-deontological or epistemological status.

"We are philosophy". With panontologazation is connected the fact that S. Frank calls the "We-philosophy" of Russian philosophers - the conviction that the relationship of individuals between themselves is defined from above. It is explained and justified by religious certainty that all can be saved only together, and also by the subtle metaphysics of the person, an example of which is the interpretation of non - merging and the inseparability of the Trinity.

Anthropocentrism is dating back to the patristic idea of man "head of creature." It is assumed that the purpose of man is cosmic and theurgical mission, which is the work of "the gathering of creatures." The person must gather and transform the world into a living and harmonious whole, and not by the forcible restructuring, but the organic love and unity with all things in the world.

Panotizm. The panotizm of Russian thought is associated the anthropocentrism, confirming the view of man as the ultimate and perfect creation, the learning of which gives the key to other mysteries. The development of the doctrine of man was going through the solution of ethical problems. Philosophers have emphasized that only the human soul can reflect in its depth the harmony of the world, the Divine countenance.

Epistemological realism. A person, according to Russian philosophers, is connected with the world by thousands of threads, sees the world in penetrating in oneself and walking into the world. The person, who is not opposed to the world, but belongs to him, there is no reason to doubt the fundamental cognoscibility of the world. Moreover, doubtful is the suggestion that the person who is called upon to save the world, to unite it, is not endowed with the capacity to learn the truth of this world. Cognitive activity can occur in different forms and cannot be reduced only to the intellectual, rational species. Russian philosophers, comprehending selfless experiences of the Holy fathers, came to the conclusion that the claims of the logical mind on the self, not dependent on other cognitive powers of expression of truth give rise to contradictions and confusion. S. Bulgakov, exploring the nature of thinking, talks about "religious-intuitive foundations of all philosophizing". Rejecting these fundamentals, philosophy appears as a "religious herecyology... as the tragedy of thoughts that find no result" (Bulgakov, 1993, p. 43-44).

One cannot help but notice that in the West a similar thought flow was observed in the middle of the century. Therefore, quite common is the perspective on the religious-philosophical Renaissance as archaic, flawed philosophy, situated within the medieval tradition, in general, even only an imitation of philosophy. N. Lassic has warned from this view: "Russian religious philosophy is not a repetition of scholasticism, because it uses all the achievements of science and modern philosophy, especially modern highly advanced epistemology. Therefore, it should be said that Russian religious philosophy is a progressive achievement and is able to give new impetus to the development of Western thought" (Dostoyevsky, 1990, p. 174). Russian religious-philosophical Renaissance was the recognition of the crisis of the secular modern European culture and the search for the philosophical foundations of the future of mankind. The new world was seen by Russian philosophers of the Renaissance as the "new middle ages" with a different type of global community. The path to it, according to N. A. Berdyaev, was to take the whole XX century.

These features of mentioned philosophical thoughts of barrier era left its imprint on its appearance. Russian thinkers felt cramped in the academic framework of Western philosophy. They did not seek to create closed philosophical systems. Therefore, it is not surprising that Western researchers, accustomed to strict systematic philosophy, estimated Russian philosophy as a "vague idea of prophetist character, trying to open and offer to the society a recipe for righteous living" (About the perception of missed, 1995, pages 241-242). A. S. Losev rightly saw the reason for such "an acute shortage of philosophical systems" "not only in the external environment, but rather, and above all, in the internal structure of the Russian philosophical thinking" (Essays on the history of Russian philosophy, 1991, p. 28). The researcher, guided by intuition, does not consider rationalistic constructions so important to spend a lot of effort on their improvement. Sometimes he expressly declares the refusal build system, as did N. A. Berdyaev, accusing Kant in "building of a spiritual barracks". Describing the Russian philosophical thinking, N. A. Berdyaev wrote: "the founders of Slavophilism had not left big philosophical tracts, has not established a system, maybe such a philosophy and should not be a system... They overcame German idealism and Western abstract philosophy with the belief that the spiritual life of Russia gives birth of the highest realization of everything, the highest organic form of philosophy" (Berdyaev, N. & Khomyakov A.S., 1912, p. 69). These words realistically can be attributed to the thinkers of the religious-philosophical Renaissance. Refusing, sometimes deliberately, from building of systems, Russian philosophy tended to overcome the disunity of the individual philosophical areas and approaches. Perhaps the first such example was the Positive theory of

the early Universe by V. Solovyov.

Speaking of Russian religious-philosophical Renaissance, in our view, it is possible to highlight another significant feature of philosophical thought of this era - the eschatologism. This trait is due to both by external and internal reasons. A feeling of impending tragedy, of an end was soaked in the atmosphere of barrier era. According to Berdyaev, all "felt that Russia was falling into an abyss, that old Russia is ending and there must be a new Russia, still unknown" (Berdyaev, 1905, p. 123).

Religious-mystical moods were clearly marked, above all, in the intelligence, which is understandable. The Russian intelligence is one of a kind. It cannot be called a class because it did not have a single economic base. Even less it was a political party in the conventional sense of the word. N. A. Berdyaev and others compared it to the order. Such a definition, perhaps, helps to better understand the special role of intellectuals in the life of the Russian people. The order was defined as a community of people who have subjected themselves to a certain lifestyle based on a particular worldview. Intelligence, one might say, was the "nerve" of society, than, in general, explains the increased interest of Russian philosophers to the problems of the soul, the inner struggle. A. F. Losev rightly pointed out: "Russian philosophy never dealt with something besides the soul, personality and inner "feat". And this soul, this personality and that inner act now have shuddered in a mystical horror, in terrible waiting of the end. Dostoyevsky undoubtedly was brilliant central figure of this new attitude "(Essays on the history of Russian philosophy, 1991).

This type of philosophy can be called existential. Chronologically, this type of philosophy explicated earlier, than it happened in Russia, and is usually associated with the name of S. Kiergaard. However in Russia, in the Russian environment it is unfolded in its entirety. According to V. Barrett, the author of "Irrational man" and "What is existentialism", remaining in these days significant research on the philosophy of existentialism, Russian philosophers brought in a kind of existential philosophy, the Russian vision of the world - "total aspiring to last, apocalyptic", and their work, "can show us the depth of philosophical thought in Eastern Europe».

5. Deductions

Taking advantages of the Russian religious-philosophical Renaissance, however, it is not possible not to see it's some drawbacks. "That what flourished on the pages of magazines and almanacs, about what hotly are de debating in the salons of Merezhkovsky and Morozova, in "the tower" of Ivanov, in edition of "Put" and "Musagete", was and still is a hothouse of culture. The Renaissance of Russian life did not take place". With this statement of A. Ermicheva is hard to disagree. First, this living movement was catastrrophic ragged at the stage of formation, unable to overcome many of the initial imperfections and barriers. There is a perception that 1922 was the year of death, the end of Russian philosophy. Of course, despite the forced emigration of the majority of thinkers of the religious-philosophical Renaissance, the development of the tradition was continued, but still, it was a different time and a different thinking. Secondly, the weakness of the Russian spiritual Renaissance was noted by philosophers. The reasons of it were different: the lack of a broad social base, the gap of the intelligence and the people, always accompanying the Russian history. It cannot be taken into account the striking solitude of representatives of the Renaissance. Calling for mutual agreement, togetherness, unity, they, nevertheless, were covered by inter-struggle. As in the ballad of A. K. Tolstoy: brothers saw the truth, but from different sides, because "everyone was telling the truth in his own way", refusing the others.

The question naturally arises – if is religious-social synthesis possible at all, or is it utopia? It is hardly possible to unambiguously answer it. But, one should think, it is not accidentally that Moscow University intellectuals in our days arises the idea of creating a movement of non-violence under the motto "unity", which theory was developed by V. Solovyov and F. M. Dostoevsky, and after them - N. A. Berdyaev, N. O. Lossky, S. Bulgakov and other representatives of Russian religious-philosophical Renaissance. Therefore we may hope that the philosophical thought of the turn of the century will get its real revival, and not as a fashion trend, but as consciously sought intellectual and spiritual value.

6. Conclusion

In the Russian spiritual tradition "religious-philosophical Renaissance" carries a deeper sense and has many meanings. Unambiguous definition of the phenomenon does not exist yet. It has a pronounced personal principle, is largely determined by the beliefs about the fundamental philosophical problems and expresses own spiritual experiences conceptions of individual and national life, of the soul and mentality, religion and culture. "Assessing the role of spiritual forces in the development of Russian society, P. K. Kurochkin says: "Turn to the issue of human, in particular to its social activity, is the most important aspect of modernization of modern religion".

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The Evaluation of the Influence of Mentality on Modernization Processes in Modern Russia

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Abstract

Today, high is scientific and practical interest to the study of conditions of formation and development of civil society in Russia. Construction of a civil society is seen today as the main precondition of ensuring the personal safety of citizens, especially the rights of the individual, the socio-economic security of the individual, overcoming of political exclusion. The researchers see the mentality of the people as an important precondition for the formation and development of civil society in Russia. To identify and study relevant characteristics of the Russian national character for the formation and development of civil society, it is necessary to apply complex of knowledge (philosophical, anthropological, cultural, psychological, sociological, political). The study of mental values and ideals of the Russian society, reflecting the civil qualities of the Russian people will help to find the answer to indispensable question of up-to-dateness: "Will Russia be saved as an independent, unified and democratic country?. Knowing the characteristics of Russian society, it is possible to form civil society, using all the positive elements of ethnic mentality of the titular peoples of different regions of the country. The most promising mental qualities can become the basis for the purposeful formation of new system of values and norms allowing to ensure the success of socio-economic and political transformation. Without regard to the content of mental representations as the values structure cannot be ensured the adequacy of the reforms.

Keywords: mentality, civil society, Russian society, mental representations, value structure.

1. Introduction

At the present time in Russia just another round of modernization is observed, which puts in the forefront the tasks of updating and reconstruction of social reality. Using the available historical experience and the achievements of modern science, today Russia has a unique opportunity to transition from the method of "tests and errors" to develop a scientifically based concept of transforming the country. Contemporary modernization processes should be aimed at achieving social well-being of man and society. And for that at formulating public policies, in the first place, it is necessary to consider the cultural and historical traditions, mentality, character, social relationships, limited opportunities for export of foreign experience in Russia and the uniqueness of the Russian state.

At study of the influence of mentality on the processes of modernization in modern Russia, on the formation of civil society we cannot disagree with V. F. Svetov, who literally writes the following: "There is an underestimation of the role of mentality as a determining factor and criterion for the selection of optimal variants of reforms... The errors of liberal reformers are largely connected with the misunderstanding of the essence of the relationship of consciousness and Genesis, according to which mental spiritual factor played a supporting role, and ideological reformers rely on not mental levels of Russian civilization, but on the individual elements of Western science. The study of Russian mentality allows the consideration of the archetypes of folk consciousness and not only to legitimize, but to stimulate the modernization processes in Russia." (Covetov, 2007, p. 4)

2. Literature Review

The use of the category of "mentality" allows to carry out more accurate analysis of the current situation in the field of

social, economic and political changes in the lives of Russians, living on different "floors" of a public building.

So, what is included in the concept of "mentality"? According to the definition of a connoisseur of modern concepts of mentality A. Y. Gurevich - "this is the prism through which people and society perceive the world". R. A. Khanakhu defines mentality as "specific, culturally defined and socially reinforced patterns of behavior, significantly distinguishing one patterns of behavior and thinking from another; a system of hierarchically interdependent priorities and values, able to transform into a cultural-psychological and cultural-behavioral automatisms". (Khanakhu, 1997, p. 66)

E. A. Andreeva on the basis of a generalized "portrait" of mentality gives the following definition: "Mentality is a socio - psychological attitudes, automatisms and habits of mind, ways of seeing, representing people belonging to a particular socio-cultural, ethnic community, their "matrix perception", "cultural codes". It has to do with spiritual values of the community, is reflecting in the behavior of people, in sign systems of culture, in ideas and beliefs; involves elements, unconscious carriers of this mentality. (Andreeva, 2005, http://sib-subethnos.narod.ru/p2005/andreeval.htm, p. 28).

The structuring of mentality is directly connected with the concept of nature of mentality. So G. N. Drepa, A. N. and E. J. Dmitrievys suggest that the mentality stands in 3 modalities:

- in the form of a flexible, movable and stable elements of the structure of the human psyche;
- types of relations between person-person, person-group, person-society;
- as the results of this interaction and follow-up activity, forming the so-called mental environment.

Researchers G. O. Usenko, A. A. Pelipenko, I. G. Yakovenko offer their models of structure of mentality.

Understanding whole complexity of defining the mentality, researcher V. V. Kozlovsky presents the mentality structure, consisting of seven blocks:

1) meanings system;
2) values;
3) typical intellectual and affective reactions;
4) codes of culture;
5) the forms of adopted and rejected behavior;
6) social presentations;
7) the system of susceptibility.

I. V. Mostovaya and A. P. Skorik, in their work "The archetypes and the benchmarks of the Russian mentality", propose the following structure of mentality:

1) Particular culture.
2) Spiritual selfbeing.
3) Social response.
4) Metasocial level.

A. E. Gramnicki identifies seven distinctive features of the Russian mentality:

- moral - ethical orientation in contrast to the pragmatic orientation of the West;
- maintaining of good relations, "the truth", "the correctness" of the achieved results and not getting of the end result as in the West;
- enforcement, necessity of order, and not the belief as in the West;
- the predominance of foreign economic goals, and not the belief as in the West;
- antipositional relationships of partners, and not positional behavior as in the West;
- internal motive of the majority of population: "Let he does not have much than I";
- the dominance of the belief in the necessity of a centralized, single solution of problems.

However, to consider this characteristic absolutely true characteristic of the Russian mentality is unlikely to be true. As the principal fundamental in the Russian mentality, is spirituality, focus on the future as opposed to a grounded pragmatism, immediacy. Some features of the Russian mentality are associated with the so-called "effect of the facade".

In the definition of the essence of the phenomenon of mentality, forming schools in mentality has developed their approaches in the area of methodology.

In determining the nature of mentality polar methodological principles and research programs are observed. Some scientists build their assumptions and lead proofs on the understanding of the mentality as a phenomenon of group consciousness and of the psyche and deny the existence of the individual mentality, others see in individuality the only carrier of mentality. Thus most researchers generally do not use information of the natural sciences in this area of knowledge.

We in our study give the following author's definition of mentality. Mentality is a biologically specified, socially and culturally embodied features of variants of thinking and actions of the individual, groups, in General, of a particular society, which are able to accumulate and be transferred into the sphere of the subconscious, performing the further

function of reflexes.

In addition, in our opinion, the mentality as the quality of something or someone does not have its own independent existence. The ways of the study of the influence of mentality on modernization process in contemporary Russia are very diverse.

We choose the path of assessing the impact of mentality on modernization processes at different levels (mega-, macro - and micro-) since we assume that the impact at different levels will be different. In general, all three levels will create a quite reasonable picture of such influence.

The global level of influence of mentality on the processes of modernization in modern Russia is difficult to fix. But at this level "the difficulties of the present stage of modernization of Russian society attach to the issue of conformity of the Russian mentality implementing by socio-economic and socio-political innovations especially the topicality" (Petrushenko, 2005, pages 75-76).

Taking into account the multi-ethnic and multi-ethnicity and multi-religious reality of Russia in the past and present, we cannot speak about national Russian mentality, but millennial cohabitation and the Genesis of many of the peoples of Russia have formed not only common socio-cultural features, common features of their spiritual life, but especially, specific ethno-national mental structures that in the history of Russia and the life of its different peoples play an ambivalent role.

The Russian mentality has a number of features that distinguish it not only from Western European mentality but from mentality of other Slavic peoples. And the events of the "orange" revolution in Ukraine are direct confirmation. "In other words," says T. K. Petrushenko, - Russian national mentality at its best in the future can serve as a conductor of various kinds of positive innovations in social time and space of the Russian society".

In this context, the context of estimating of the lines of influence of mentality on the processes of modernization in contemporary Russia at the civilized level, some measures of the subjective nature of the measures that can act as a kind program are possible:

- the study of contents and the forms of mentality of different stages at different historical stages of their existence;
- the definition of natural-geographical, economic, social, political and spiritual conditions and factors that would contribute to the emergence of this particular set of mental characteristics of nations and nationalities ;
- correction of mentality with the aim of achieving harmonization of joint life of societies;
- prediction of the effects of political mentality of different social groups on the effectiveness of social progress.

Genuine social progress should include the expanded reproduction of the past humanistic positive experience, and the nature of the modernization of social changes needs to dominate the revolutionary-reformist. Therefore, a positive modernization of Russian society will be considered only in the case when the social conditions as a result of the reforms will be reproduced and strengthened adequately to human nature.

In modern society, in the context of globalization a special place occupy geographically regional reforms. Each region has its own characteristics of natural conditions prevailing cultural structure of interactions, the social nature of the community and the individual. The modern researcher R. Kh. Simonyan notes that "in such regions, the population is of a certain integrity, characterized by developed over centuries special form of symbiosis with nature, specific types of self-sufficiency, common behavioral traits that emerged in the process of adaptation of people to the natural and socio-cultural environment..." (Simonyan, 2012, p. 18).

The peculiarity to think and feel, a kind of picture of the world and the logic of everyday life are caused by the mentality.

The problem of territorial-regional mentality is increasing due to globalization, when regionalization is becoming one of the trends of modern development, where a decisive role is played by the regional structure. Regionalism is characteristic not only for Russia but also for other countries. Actualization of mentality is one of the ways of the system of knowledge of territorial communities and search of subjectively-anthropological factors of the development of territories.

Speaking about the territorial-regional mentality and its influence on the processes of modernization in Russia of the XXI century is necessary to note that it manifests itself most clearly in the customs. The custom is born deep in the social matter of society, the people's life and most of all reflects the fundamental interests of the ethnic group. The mental characteristics of the region are not only in the basic customs, they are found in the situational behavior of the population.

Thus, in the initial period of the revival of the Cossacks by the Russian sociological service "Monitoring" a sociological survey, revealing the attitude of the Cossack and non-Cossack population to the role of Cossack organizations in the system of local government was conducted. Distribution of answers to the question "Do you support the idea of establishing in the Rostov region of Cossack self-government in which the chief executive is the ataman of the

don Cossacks?" was the following: support the idea of the Cossack - 50.9% of and 15.2% of non-Cossack population; it was difficult to answer for 24,0% of Cossack and 20.5% of non-Cossack population; other groups did not support this idea. (Modern don Cossacks, 1992, p. 16).

This line of research was continued by O. N. Sysoeva. According to a survey conducted by her, the population's attitude to the Cossack self-government is changing. The question concerning the definition of the aspects of the interaction of the Cossack communities and local governments was given in an open form, which allowed to determine the opinion of the population about the priority directions of activity of Cossack organizations. Among the Cossack population in the order were noted the following preferred areas of activity of Cossack societies: upbringing and education of youth - 90.5%, cultural activities - 85,5%, the activity of the Cossack brigades - 80,1%, military service, 70.3%, protection of nature reserves and wildlife refuges - 51,4%, protection of horticultural plots, partnerships, farms, agricultural land - 38.6%, the protection of important facilities in the area - 13.5 %; social protection of the population - 9.5%, the agricultural activity - 4.3%. The responses of non-Cossack population have about the same dynamics. (Sysoeva, 2007, p. 37)

In the context of reasoning about the impact of political mentality on modernization processes in contemporary Russia, at the macro-level cannot avoid the family, as it played a crucial role in the transmission of mental attitudes and values.

Thus, the study of E. M. Zakharova showed that "the historical memory of the modern family, in spite of spreading recently opinion, is fairly deep, though not in all cases. The majority of respondents (64%), although fragmentary, are guided in their ancestry for 3-6 generations, of which 58.7 % remember about ancestors in 3-4 generations, 6% to 5-6 generations, and 2.3% since ancient times. If we take the average interval of time of life of generations in 30-40 years, it turns out that the depth of the historical memory of the respondents ranges from 100-120 200-250 years. However, the remaining third of respondents keep in memory their ancestry only to the 2nd generation." (Zakharova, 2005, pages. 124-125)

It is clear that in terms of primary socialization, provided by the family, namely from the depths of historical memory depends on the degree and quality of family influence on the formation of civil and patriotic value orientations of the younger generations.

E. M. Zakharova shows that with the deepening of historical memory in the family a sense of the young man himself as a citizen is strengthening (from 50% in families where it is known only about the parents, to 81% in families leading their ancestry from ancient times); pride of Russian citizenship; a sense of spiritual kinship with Russia. Moreover, young people from families who keep the memory of ancestors, increasingly recognize the new state as successful and are ready to protect it and to contribute fully to its development.

Namely for the reason that mental characteristics are reproduced at the stage of primary socialization in the family, every nation has its own mentality, and, in this sense, regional (ethno-national) mentality is the attribute of every nation. The mentality can not be changed in a short period of time, especially to appear or disappear, as it appears and disappears only with the ethnos.

Characterizing the degree of influence of mentality on political modernization processes on mega-level, such a large group of the population, as the Russians can not be ignored, drawing attention to the feature of Russian mentality, which is associated with unity-community-collectivism. S. I. Duca notes that "the Russians do not seek and has never seeked to individualism, freedom from social ties and obligations, to freedom from the state and public order. Russian people traditionally supports them, he readily creates and reinforces social hierarchy, is committed to creating a strong state". And if to take into account that the mentality changes very slowly and direct access to it is limited (if not prohibited), the mentality can be viewed in two ways:

1) mentality as a steady state in which there is a selection (breeding) of modernization projects;
2) mentality as a restraining factor of economic, political, social and spiritual changes.

Besides the consideration of the influence of mentality on political modernization at the micro-level is complicated by the fact that modernization criteria included mainly economic, political or social settings, and this circumstance greatly complicates the vision of that connection.

However, there are works in which at the analysis of processes of modernization nevertheless is singled out micro-level, and it is denoted differently. In some cases, authors write and talk about "personal syndrome", others mention "modern mentality" (R. Bell), in the third we are talking about the "modern man" (A. Inkeles) in the period of modernization.

So S. A. Efirov believes that the Soviet people were characterized by high self-esteem. In his view, the Soviet people (of which has grown a large part of Russia) was inherent in the social and national "narcissism" - i.e., the admiration of own system or country, national and cultural traditions as opposed to other countries, societies, cultures,

minorities. After 1917, C. A. Efirov writes "social narcissism for some time been in the form of cosmopolitic-messianic utopianism based on a fanatical belief in the possession of the universal recipe of "salvation" of mankind and sharply hostile to the ideas of pochvennichestvo and patriotism. Then, increasingly, he began to appose, to intertwine, and sometimes to be replaced (while maintaining a significant portion of the former phraseology) by a more traditional form, imperial-russocentric". (Efirov, 1989, p. 28, 46).

I. M. Popova gives completely opposite personal characteristics of the self-assessment. She believes that we had artificially low national self-esteem. Literally, she writes the following: "But, only getting into the field of view in its "native form", "simple Soviet man" became the object of severe criticism and supercilious contempt, resulting in nicknames-categories: "sovok", "homo Soveticus", "copses", etc. And further also she : "In the post-Soviet period, when our contacts with representatives of "Western civilization" should become closer, many of us licked "wounds", unexpectedly discover that a brilliantly white smiles are not a sign of hospitality, and a hugs are not a testimony of affection. On the other hand, we are beginning, finally, to appreciate that, what rapidly began to lose: unselfishness and sincerity, our "primitive" simplicity". (Popova, 2000, p. 31, 33).

Summing up the results of consideration of the influence of mentality on the processes of modernization in contemporary Russia at the macro level, it should be stated that the regional mental characteristics are found not only in the basic customs, but in the situational behavior of the population, as well as in the language. These mental characteristics are very stable, and they distinguish the majority of representatives of one ethnic (regional) entities from another. It should be emphasized that the mentality has a huge resistance to external influences, historical shocks, to the painful economic and social transformations and it is imperative to keep in mind when organizing and conducting national political modernization projects.

Against the civilization characteristics with their global temporal and spatial scales the activity of each individual is virtually invisible. And the person in such circumstances manifests spiritual bankruptcy, for the spirit of the century imposes to a modern man a skeptical attitude towards his own thinking, to make it receptive to the truths, derived from authoritative sources. The person cannot provide adequate resistance to these constant influences, moreover, according to A. Schweitzer, "falling to his lot financial difficulties affect his mental abilities in such a way that, in the end, he begins to consider himself insufficiently prepared to claim his own views" (Schweitzer, 1990, p. 330-331).

Some authors in the definition of mentality do not include individual characteristics. So, V. E. Semenov characterizes the mentality as "a historically formed grouped, long-termed state of mind, the unity of conscious and unconscious values, norms, attitudes in their cognitive, emotional and behavioral terms."(Semenov, 2000, p. 386)

The mentality seems to us one of the ways to preserve a person's integrity. It is important to remember that the phenomenon of mentality of personality plays an important role not only in the consciousness of the individual, but also his relationship with the human community, and also the system settings of the society as a whole. The peculiarity of the individual, appear to us as a man possessing the necessary minimum rights, advantages, and appropriate safeguards, as a unique individual (with even a minimum of that identity), is able to regulate, to restrict his behavior in various standards: legal, economic, technical, is that in itself it is opposed to the environment, surrounding it, as in essence the identity is autonomous, independent, and free in solutions. But at the same time the person belongs to the environment, as he makes choices, takes decisions and acts in the framework of the society, builds a behavior according to the standards established in this society, and is also limited by other individuals who are in same plane with its space.

In the literature there is a persistent idea that the Russian people and Russia as a whole are set in a rush, in a move to something otherworldly, to a different world. But if we start to find out what is necessary for Russia to realize its ideals, it turns out that it is necessary to be strong, powerful nation.

The uncertainty connected with the line East-West (mega level), and the lines of the reform, counter - reform (macro-level) puts a mark on the individual (micro-level).

Estimating the personal characteristics of the individual in such conditions, some scientists see inflated self-esteem of people, others vice versa, talk about low self-esteem of our citizens.

Historically, due to various reasons (of objective and subjective nature) in our worldview the political mentality aimed not at "I" and at "We" was developed. It is, on the one hand, an obstacle in the modernization reforms and on the other hand, the necessary protection in case of the collapse of the modernization projects.

The reality of this situation we face to this day, for thinking and acting "on orders from above", to live "under the order", has become a habit for millions of people, and "the habit of million is a terrible force". However, there are very difficult issue of personal choice, for "any villain, no matter how diabolical genius he is, even the party of possessed the prophets, are not able to force millions to self destruction, if they do not find within the mass consciousness the dark power, in tune with their own insanity" (Batygin, 1991, p. 266). In other words, within the mass consciousness there are mental structures, in the terminology of G. S. Batygin, "dark force", which should be consonant with the "order from

above". If this harmony is not observed, then the authorities ' efforts on modernization will be ineffective, as "workforce" and the ultimate consumer of modernization projects are mass, i.e. the people, "the common people".

The orientation of the Russians on authoritarian methods of state political administration was facilitated by the fact that historically in Russia, and in Ancient Rus, the value of the person, the individual is very low. Until recently, Russia was a country where for a long time dominated the communal nature of life and human activity. This is largely objectively contributed to the devaluation of the values of the individual.

The formation of the personality positive attitude to the authoritarian system of power contributed to the system of Russian education, as the main type of interaction that is implemented today and at all levels of education in Russia, is interaction on the type of "teacher-student", which implies the unconditional subordination of the latter to the first.

And finally, the sympathy for the authoritarian system of power in personal preferences forms special attitude of our citizens to the authorities.

3. Conclusion

The allocation of mega-, macro - and micro-levels of influence of mentality on the processes of Russia's political modernization has rendered to vividly see this process and to differentiate it.

On the mega-level is such a feature of Russian political mentality, as the priority of stability before-oriented reforms. The detachment of citizens from participation in politics (because of desocialization) leads to a lack of understanding by citizens of the modernization efforts of the state and the reluctance to participate in them, which in its turn will block attempts to implement social changes. These mental traits, which were formed by the succession of generations throughout the centuries cannot be changed in the shortest possible terms.

At the macro level, the influence of mentality on the processes of political modernization is most pronounced in the traditions that are tied to the appropriate regional (ethno-national) mentality. Due to the fact that mental characteristics are formed at the stage of primary socialization, and then are broadcasted in the system of culture through cultural codes, regional (ethno-national) mentality is firm and is little subjected to external influences, and in cases of civilizational faults can be the guarantor of stability in society.

At the micro-level the impact of mentality on political modernization is characterized by the fact that the individual mentality sets cognitive and activity-based algorithms, which are not realized by the person himself, but, nevertheless, form his thoughts and feelings in a quite certain way. Namely at the micro-level is formed the "Russian spirit", which is supported by acts of interpersonal communication, which make exceptional originality in individual mentality.

We note that at all three levels the mentality has grandiose resistance to outside influences, to social impacts, to the most severe political and economic transformations and it is imperative to keep in mind when making a choice of the vector of Russia's political modernization.

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The Mystery of Vladimir Nabokov

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Abstract

The analysis of the novel Lolita by Vladimir Nabokov (English and Russian versions) has revealed the peculiarities of the novel on the level of contents and the plot and on the lexical level. The results of the analysis make it possible to come to the conclusion that the novel is a multilevel structure, inherently Russian in culture in spite of the abundance of French words and the English context. As to its communicative organization, it is an implied dialogue between the author and the reader, it is a double-voiced discourse that serves the author and the narrator at the same time to expresses simultaneously two different intentions. Nevertheless, in spite of its Russian imprint, the novel may be considered a unique phenomenon of world culture. There is no doubt that the work of true bilinguals, to which the great Russian-American writer V.V. Nabokov, deserves special attention in view of combining ethnic and cultural codes and harmonious combination of different ethno-psycholinguistic rules of each language (Karabulatova & Polivara, 2013).

Keywords: introspective observations, idiosyncrasy, self-translation, superimpose, the cultural competence.

1. Introduction

Vladimir Nabokov enjoys love of so many researchers that it would take pages and pages to enumerate all of them. Nevertheless, a lot of questions remain unanswered. For understanding V. Nabokov and his novels it is vitally important to answer the question whether he is still a Russian writer in his English novels or American of Russian descent, as some researchers put it, or Cosmopolitan. The present article we'll help us to give, if not exhaustive, at least some definite answer to this question. As rightly emphasizes I.S. Karabulatova, "we see that the complexity of the process of cultural texts (which is most characteristic of the culture of the European type) has the character of entropy at observed primitivization forms, the abundance of a variety of" remakes ", typing motifs and images. Virtualization consciousness, provoking introvertiveness character development of the world, contributes to the design of new virtual cultural spaces with its internal logic and perception system para-reality, specific cultural codes and identification codes, their history and mythology" (Karabulatova, 2013, p. 794).

2. Objectives and Tasks of Research

This article is devoted to those characters that usually remain in the shade of the novel and nevertheless they are visibly present on every page of V. Nabokov's novel: they are the omniscient author who goes in and out of people's thoughts and the reader. They present not less interest than the characters of the novel themselves. In the article we'll try to clear out the relations of the author with his main characters and the anonymous character of his novels known under the name «my dear reader».

3. Material and Methods

The material of investigation is limited to V. Nabokov's novel Lolita (English and Russian versions). The method of

investigation is very simple. We'll compare the text of the two versions of the novel Lolita with the facts of V. Nabokov's biography. We'll also take into consideration what V. Nabokov says about himself in his lectures and reviews. We'll also use the most reliable, in our opinion, works by B. Boyd. In our investigation we come from the presumption that the idiosyncrasy of the personality of the writer is rendered in the text irrespective of his will. In this difficult situation polyaspectualic recipient interprets statements based on knowledge of the world, prisoners in the representations, and fill the necessary logical connections and draw conclusions in order to understand a speaker and / or writer (Karabulatova, Sayfulina & Vasilishina, 2013).

Our investigation strategy is based on the examination of implicit and explicit introspective observations of the writer and their reflexes in his works (Stein, 2003). In his «Lecture on Russian Literature» V. Nabokov underlines that any speech activities are complicated inevitably by the elements of the personal characteristics of the producer of the speech (Nabokov, 1999). In A. Kovtun's opinion, text for V. Nabokov is a kind of code that is supposed to be decoded by the reader (Kovtun, 2001) and the quality of decoding, we presume, depends wholly on the talent of the reader.

4. Russian Trace in the Novel Lolita

By comparing the Russian and English versions of V. Nabokov's novel Lolita we can easily see that they are different, and this difference, first of all, depends to a great extent on «the dear reader», with whom the author shares his most cherished wishes and ideas and to whose best feelings he appeals for support and understanding, like: *«I want my learned reader to participate in the scene I am about to replay» «I hope I am addressing myself to unbiased readers»* (Nabokov, Lolita …).

Through his fictional author Humbert V. Nabokov addresses the reader with such words as *«my learned reader», «an avid reader», «the astute reader».*

In his «Lectures on Literature» Vladimir Nabokov underlined the importance of a good reader "The good reader is my brother, my double" (Nabokov, 2002).

Why did V. Nabokov make a self-translation of the novel into Russian? Why did he not trust this work to a translator? He did it for a very simple reason. He realized that these versions will be read by readers of different cultures. The cultural competence of the reader reinscribes the translated text, superimposing a new layer of meaning (Treciak, 2009). The notions clear to a Russian reader will escape understanding of an English reader and vice versa. This is the reason why in his English version V. Nabokov uses the term *«a middle class bourgeois»* and in Russian *«мещанин» (meĉanin),* which denotes a social group of petty bourgeoisie in Old Russia before the Revolution of 1917. Even now he word *«мещанин»* sounds like music to the ears of old Russians and their descendants (who are not wholly unaware of their origins). The Russian exclamation *«царствие небесное добряку»* expressing the last wish to the deceased to find peace in the Garden of Eden is adopted in the Russian Orthodox Church but is alien to English. So «God bless the good man» and «царствие небесное добряку» are not the exact equivalents. It is just enough to compare Humbert Humbert's addresses to the reader and to Lolita in English and Russian to make sure that they are culturally oriented. *«My darling»* and *«my sweetheart»* have the exact Russian equivalents *«моя дорогая»* and *«моя милая»* but the author prefers to use *«душенька» (dushen'ka)* and *«голубка» (golubka).* Instead of the English *«folks»* he uses *«судари мои»* which are typical of Russian culture. The use of the word *«папироса»* for the English *«cigarette,* the phrase *«старая ехидна»,«старая дурында»* for the English *«old cat»,* *«свинюги»* for the English **«***good swine***»**, *«Geyziha»* (the word with the Russian derogatory feminine suffix *-ha)* for the English *«that Haze woman»* and *«Karmensitochka»* for the English *«my little Carmen»* reflect the peculiarities of the Russian language and culture. *«Синица в руке»* (an allusion to the Russian proverb *лучше синица в руке, чем журавль в небе = a bird in the hand is worth two in the bush)* is not the exact equivalent for the English *«business in hand»* coined by V. Nabokov. *«Бить баклуши» = to thimble one's thumbs* is also a fact of Russian culture. But what surprises the reader of the English version of the novel is the awareness of the main character of the novel Humbert Humbert of the Russian morals and manners, the Russian language and Russian history. Humbert Humbert, a Swiss citizen of mixed French and Austrian descent, which is proved by the abundant use of French and modest use of German words of the type *«die Kleine» «bruder»* as address to the reader, *«Fräulein von Kulp», «streng verboten». «sicher ist sicher»,* uses freely in his speech such notions of the Russian culture as *«brainless baba» «безмозглая баба» (a brainless woman).* The Russian diminutive suffix *-chka* in the name *Valechka* from Valeria and the surname *Taksovich* formed from *«taxi-driver»,* the profession of Humbert Humbert's rival and lover of his wife, do not say much to the English reader who has no idea of the niceties of the Russian language. Moreover, Humbert Humbert's judgement on the Russian national habits makes us suggest either some Russian blood in his veins or at least a long stay in Russia: *«I noticed with a spasm of fierce disgust that the former Counsellor of the Tsar, after thoroughly easing his bladder, had not flushed the toilet. That solemn pool of alien urine with a soggy, tawny cigarette butt*

disintegrating in it struck me as a crowning insult, and I wildly looked around for a weapon. Actually I dare say it was nothing but middle-class Russian courtesy (with an Oriental tang, perhaps) that had prompted the good colonel (Maximovich! his name had suddenly taxies back to me), a very formal person as they all are, to muffle his private need in decorous silence so as not to underscore the small size of his host's domicile with the rush of a gross cascade on top of his own hushed trickle» (Nabokov, Lolita …).

5. Two Authors, Two Readers in the Novel Lolita

What puzzles English reader even more is a close liaison between the narrator of the novel Humbert Humbert and the author himself. The autobiography of Humbert Humbert is unexplainably interlaced with the biography of V. Nabokov. The utterances cited below belong, no doubt, to Humbert Humbert: *«At first, I planned to take degree in psychiatry as many manqué talents do, but I was even more manqué than that; a peculiar exhaustion, I am so oppressed, doctor, set in; and I switched to English literature, where so many frustrated poets end as pipe-smoking teachers in tweeds. Paris suited me»* [V. Nabokov. Lolita]. But the next phrase belongs unmistakably to V. Nabokov himself. It's an admitted fact of his biography: *«I discussed Soviet films with expatriates»* (Nabokov, Lolita …).

Our arguments about the author and the reader would be incomplete if we ignored the fact that the novel *Lolita* is made up of layers of doublings, created by the real author. There are two authors and two readers in the novel, which are completely different and worship different views. Trying to shed some light on the problem we'll proceed from Bakhtin's notion of a discourse as a dialogue and from the notion of heteroglossia. So, any text for us is a dialogue between the author and the reader and heteroglossia is the expression of authorial intentions in a refracted way. A double-voiced discourse serves two speakers at the same time and expresses simultaneously two different intentions: the direct intention of the character who is speaking and the refracted intention of the author. In such a discourse there are two voices, two meanings and two expressions. And all the while these two voices are dialogically interrelated (Bakhtin, 1981). Appel notes "There are…at least two plots in all of Nabokov's fiction: the characters in the book, and the consciousness of the creator above it" (Appel 1991, xxvi).

Vladimir Nabokov attaches such a great importance to a good reader that in his Lectures on Literature he calls him "my brother, my double" (Nabokov, 1999).

The real author in Lolita seeks encouragement from the unbiased reader*: «Mid-twentieth-century ideas concerning child-parent relationship have been considerably tainted by the scholastic rigmarole and standardized symbols of the psycho-analytic racket, but I hope I am addressing myself to unbiased readers»* (Nabokov, Lolita …)*.*

The fictional author Humbert Humbert, trying to save if not his head then his soul, addresses more often to the jury than to a common reader. In fact, he writes his story for the court trial: *«Gentlemen of the jury! I cannot swear that certain emotions pertaining to the business in hand … had not thrilled me. Frigid gentlewomen of the jury! I had thought that months, perhaps years, would elapse before I dared to reveal myself to Dolores Haze; but by six o'clock she was quite awake, and by 6.15 we were technically lovers. I am going to tell you something very strange. It was she who seduced me»* (Nabokov, Lolita …).

The surname of the narrator and the main character of the novel Lolita Humbert Humbert may be interpreted in two ways. If we proceed from the French word *«ombre» (shadow)* and its Spanish homonym *«hombre» (man)* the doubling of the name may be understood as *«the shadow of man»* since the main character has already been dead by the moment of publication of this novel. At the same time Humbert Humbert, as any other narrator of V. Nabokov's novels, may be interpreted as «the shadow of the author himself» (Nabokov, 2004). The author ascribes to him his own occupations and hobbies. Like V. Nabokov, the main character is a specialist in literature and teaches English in one of American Universities *(«I started to compile that manual of French literature for English-speaking students (with comparison drawn from English writers)… I found a job – teaching English to a group of students in Auteuil. I was urged by a wartime university in New York to compel my comparative history of French literature for English-speaking students»* (Nabokov, Lolita …)). His hobby is chess. Humbert played chess games with a polish doctor and plays chess with the teacher Gaston Godin three times weekly. Like V. Nabokov, Humbert Humbert is multilingual: he speaks English, German and French. But he is a representative of a Francophone rather than Anglophone culture. According to Humbert Humbert, he *speaks horrible careful English.* The text of the novel is rich in French utterances which together with already described traces of the Russian culture present difficulties for the English reader. The subject of the novel only aggravates difficulties for the reader in understanding the text. The narrator and the main character of the novel Jean-Jacque Humbert is a sexual pervert (pedophile) with love for pubescent girls under 12. He is a person with a split personality. He lives in an ambiguous world where the subconscious reigns and there is no place for conscious mind. The novel looks like a manual in sexual pathology, describing all the symptoms of pedophilia in details. Speaking about details, we may

refer to V. Nabokov himself who in his Lectures on Literature more than once underlined the importance of details (Nabokov, 1999). We must not forget that V. Nabokov is a successful scientist in entomology (lepidoptera: butterflies, in particular) and investigations in this field require details.

Being a shadow of the real author, Humbert Humbert, in his turn, has a shadow of his own, his double Claire Quilty.

This character is the most uncomprehended mystery of the novel. He is an invisible man. For the first time he appears on the pages of the novel as a playwright, Dr Quilty's uncle or cousin. We don't see him, we only hear his name (*«We have an excellent dentist. Our neighbour, in fact. Dr. Quilty. Uncle or cousin, I think, of the playwright»* (Nabokov, Lolita …)). Next time we hear about Quilty's involvement into an indecent story: «*Last time he told me a completely indecent story about his nephew*» (Nabokov, Lolita …). Later we hear from Lolita that there is someone in the dining room who looks like Quilty. But we don't see him – «*Does not he look exactly, but exactly like Quilty? – Like our Ramsdale dentist? – Course not, I meant the writer fellow in the Dromes ad*» (Nabokov, Lolita …). In the long run Humbert Humbert's double becomes visible: For the first time he appears only in the second part of the novel (chapter 18) as man from the Aztec Red Convertible, his «red shadow», as he puts it, who pursues Humbert Humbert and Lolita. The appearance of his pursuer coincides with electrical disturbance and crepitating lightnings when Humbert Humbert, a man with split personality, has hallucinations. Suppose his «red shadow» is creation of his fevered imagination.

«*…anyhow it would have been too foolish even for a lunatic to suppose another Humbert was avidly following Humbert and Humbert's nymphet with Jovian fireworks, over the great and ugly plains*» (Nabokov, Lolita …).

Later he appears as man without a face: *«white-glistening in the rain-dripping darkness, there stood a man holding before his face the mask of Jutting Chin, a grotesque sleuth in the funnies»* (Nabokov, Lolita …). Next time Humbert Humbert sees him through a side window of his car: «*A broad-backed man, baldish, in an oatmeal coat and dark-brown trousers*» (Nabokov, Lolita …). Humbert Humbert doesn't know even his name and sees him only from afar on the lake and on the tennis court: «*I saw him scratch his cheek and nod, and turn and walk back to his convertible, a broad and thickish man of my age, somewhat resembling Gustave Trapp, a cousin of my father's in Switzeland – same smoothly tanned face, fuller than mine, with a small dark moustache and rosebud degenerate mouth»*; «*He (Lolita's partner) had a remarkably round head and wore incongruous brown trousers*» (Nabokov, Lolita …). He learns his name nearly at the end of the novel from Lolita. Quilty turns out to be an old friend of Dolly's mother, Cue by name. He materializes himself only at the end of the novel. So, the rightful question arises, whether he exists in reality and is not an invention of a sick mind. Quilty is Humbert's evil and dark part. There is diabolic resemblance between them. *They are men of the world, in everything – sex, free verse, marksmanship*. Like Humbert, Quilty speaks French. Like Humbert, he wears a purple bathrobe. Humbert and Quilty fulfill completely the criteria of the classical doubles, like Stevenson's «Dr. Jekyll and Hyde» or Oscar Wilde's «Dorian and his Picture». By killing Quilty, Humbert Humbert signs himself a death sentence. Meanwhile, Quilty's role in the conflict of the novel is very great. By kidnapping Lolita he saves her from a pervert, a maniac who has deprived Lolita of her childhood declining in this way all responsibility for Humbert Humbert's sins and crimes. The scene of Quilty's murder is as unreal as the character himself, in the best traditions of American Westerns.

6. Freud in the Novel Lolita

Besides the problems of the mind and the body and aesthetic values, the novel is concerned with the theory of psychoanalysis underlying it.

It is assumed that V. Nabokov's old feud with Freud lies in his rejection of psychoanalysis as such. It is not exact, to a certain extent. He is against Freudian methods of psychoanalysis (Nabokov, 1990). His novel Lolita is permeated with psychoanalysis. Through his narrator Humbert Humbert V. Nabokov develops his own approach to psychoanalysis. According to Humbert Humbert, his original plan to take a degree in psychiatry has not come true. Nevertheless, his knowledge of psychiatry (if his words are to be trusted) allowed him to join an expedition to Arctic Canada as a «recorder of psychic reactions» who studies nostalgia, fear of unknown animals, food-fantasies, nocturnal emissions, hobbies, etc. Later he maintains close contacts with psychotherapists and social workers: «*Despite my having dabbled in psychiatry and social work, I really knew very little about children»*. As a psychiatrist he characterizes adequately girls of puberty age. «*Now I wish to introduce the following idea. Between the age of limits of nine and fourteen there occur maidens who, to certain bewitched travellers, twice or many times older than they, reveal their true nature which is nit human, but nymphic (that is demoniac); and these chosen creatures I propose to designate as nymphets*». He accurately describes the conflict between individual desire and collective prohibition: *While my body knew what it craved for, my mind rejected my body's every plea. One moment I was ashamed and frightened, another recklessly optimistic. Taboos strangled me. Psycho-analysts wooed me with pseudoliberations of pseudolibidoes* (Nabokov, Lolita …). All these facts affirm that the

author is well read in this subject. In our opinion, Brian Boyd's assumption that V. Nabokov has read Freud's early writings on child sexual abuse in the library of his father, one of the leading Russian criminologists and a specialist in sexual crimes, is not groundless (Boyd, 1991). Such a sentence from the novel Lolita seems to prove it: *I wish I might digress and tell you more of the pavor nocturnus (nightmares) that would rack me hideously after a chance term had struck me in the random readings of my boyhood, such as peine forte et dure (anguish) (what a Genius of Pain must have incented that) or the dreadful mysterious, insidious words 'trauma',' traumatic event' and 'transom'* (Nabokov, Lolita …).

Though the name of Freud is not very frequent in the novel (*neo-Freudian, the Freudian symbol, any good Freudian with a German name*), he is invisibly present since the first pages. Trying to explain his obsession with twelve year-old girls Humbert Humbert looks for the origin of his sexual and mental woes in the distant childhood: in frustrated love for Annabel and her untimely death, which is in full compliance with Sigmund Freud who explains neuroses and phobias as stemming from childhood traumas (Breuer, 1909) *(Lolita began with Annabel)* In the novel Humbert Humbert produces dreams which, on the face of it, seem to prove Sigmund Freud's technique of psychoanalysis, his theory of wish fulfilment in a dream, in particular: «*If I ever commit a serious murder… Mark the 'if'. Remember that only a spell of insanity could ever give me the simple energy to be a brute (all this amended, perhaps). Sometimes I attempt to kill in my dreams. But do you know what happens? For instance I hold a gun. For instance I aim at a bland, quietly interested enemy. Oh, I press the trigger all right, but one bullet after another feebly drops on the floor from the sheepish muzzle. In those dreams, my only thought is to conceal the fiasco from my foe, who is slowly growing annoyed*» (Nabokov, Lolita …). Later Humbert Humbert will fulfil his unrealized dream and will kill Clare Quilty, his rival in love for Lolita).

But further comments on dreams contain severe criticism of Freudian methods of diagnosis and interpretation of patient's dreams. Humbert Humbert mocks Freud's extortion of dreams from his patients: «*I discovered there was an endless robust enjoyment in trifling with psychiatrists: cunningly leading them on; never letting them see that you know all the tricks of the trade; inventing for them elaborate dreams, pure classics in style (which make them, the dream-extortionists, dream and wake up shrieking); teasing them with fake 'primal scenes'; and never allowing them the slightest glimpse of one's real sexual predicament. By bribing nurse I won access to some files and discovered with glee, cards calling me 'potentially homosexual' and 'totally impotent'*» (Nabokov, Lolita …).

Compare this comment with V. Nabokov's interview to the National Educational Television network, the program, produced by Robert Hughes on Channel 13 Thursday from 9:30 to 10 P.M.

That is how he explains why he detests Dr. Freud: «I think he's crude, I think he's medieval, and I don't want an elderly gentleman from Vienna with an umbrella inflicting his dreams upon me. I don't have the dreams that he discusses in his books. I don't see umbrellas in my dreams. Or balloons» (Zimmer, 1994-2004).

Humbert Humbert shows that Freudians try to ascribe some sexual sense to any dream.

«*I swallowed a sleeping pill, and presently a dream that was not a sequel but a parody revealed to me, with a kind of meaningful clarity, the lake I had never visited: it was glazed over with a sheet of emerald, and a pockmarked Eskimo was trying in vain to break it with a pickaxe, although imported mimosas and oleanders flowered on its gravely banks. I am sure Dr Blanche Schwarzmann would have paid me a sack of shillings for adding such a libidream to her files*» (Nabokov, Lolita …).

The next interpretation of Humbert Humbert's dream is an attack on Freudian preoccupation with decoding symbols:

«*There it (the pistol) lay ready for instant service on the person or persons, loaded and fully cocked with the slide locked in safety position, thus precluding any accidental discharge. We must remember that a pistol is the Freudian symbol of the Urfather's central forelimb*» (Nabokov, Lolita …).

So we see that Nabokov's conflict with Freud is more serious than some researchers try to show (Shute, 1984). Unverifiability of Freud's predictions and diagnoses must have led V. Nabokov to the conclusion that Freud's theory is a pseudoscience, one of the vilest deceits, and in the hands of charlatans and amateurs it will become a dangerous weapon as it deals with generalizations and has recourse to universals and archetypes. The failure of Freud's psychoanalysis is clearly seen in his misinterpretation of Leonardo da Vinci's dream about a kite (Aleksandrov, 1995).

Another possible explanation of V. Nabokov's controversy with S. Freud lies, perhaps, in Russian culture. Freud's limited penetration into Russian culture may be explained by the incumbency of Russian Symbolism, a movement whose obsessions occupied a sphere similar to that of psychoanalytic discourse (Etkind, 1994). Considering the Russian-language the discourse of V. Nabokov, we found specific mental representations "Russia", "which are determined similarly named explication of the global semantic space prose writer (Basilishina, Karabulatova & Zamaletdinov, 2013, p. 126).

The unconscious, a preoccupation with decoding symbols, and a world view meticulously constructed by

systematic mythologizing are features shared by Freudian psychoanalytic thought and Russian Symbolism**,** but not prominent in the work of other psychologists and sexual theorists of the time (Etkind, 1994). So we come to the conclusion that V. Nabokov' conflict with S. Freud is the conflict of the West European and East European (Russian) cultures.

To comprehend the author's message «the dear reader» must be ready to keep all kinds of reference books and encyclopedia at hand because the novel looks like a kaleidoscope of special terms from Freudian theory: «primal scene» – a child's awareness of its parent's intercourse, «libidream» – the word derived from «libido» – sexual desire, pedophilia – sexual feelings directed toward children, sexual predicament – an embarrassed situation relating to instincts and physiological processes and activities connected with physical attraction or intimate physical contact between individuals, etc.

7. Conclusion

The analysis of the text of the novel Lolita has shown that it is a double-voiced discourse in the form of an implied dialogue between the author and the reader expressing simultaneously two different intentions, the direct intention of the narrator and the intention of the real author. There is no strict borderline between the author and the narrator. They very often overlap. Nevertheless, the author is visibly present in the novel and does not disappear as it happens in postmodern novels. The novel is made up of multiple layers of doublings, which keep the reader in suspense, and very often puzzle him. But the most pronounced feature of Nabokov's novel is blending of fiction and scientific treatise on sexual pathology. It results in critical assessment of psychoanalysis and Sigmund Freud. The text of the novel proves that Nabokov was well read in psychoanalysis already in green years and his conflict with Freud is rather a conflict of two cultures: West European (Freud) and East European (Russian) culture (Nabokov). The lexical and derivational layer of the text shows that the Russian culture has left an indelible imprint on his literary works and he remains essentially a Russian writer no matter what language he writes in. But his works is heritage not only of Russian but world culture as they tackle the problems common to all mankind.

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Koreans of The South Ussury in 1879

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Abstract

This article presents a demographic analysis of the Korean population in the region during its initial development, family composition, and marital relations between Koreans and Chinese. The study statistically confirmed the consequences of a number of historical events in the region, as well as a local manifestation of the effect of 'Missing Women of Asia' among the Korean population in the period under study. It is possible to say that such a powerful historical source as the research work of Vislenev on the "foreign" population of the South-Ussuri region was for the first time subjected to a comprehensive study. We hope it will be widely introduced into the scientific research. The results obtained, in our opinion, can significantly expand our understanding of the first settlers in the territory of the Russian Far East, but also of technologies for adaptation of migrants in the new location as a whole.

Keywords: Koreans, South Ussuri region, relocation, demographics, geographical location.

1. Introduction

Aigun (1858) and Beijing (1860) Russian-Chinese agreements allowed to Russian Empire acquiring of large areas of the Eastern Manchuria, known as the South-Ussuri region. The acquired territories' pressing administration issues required adequate data on their population. Then the first question that raised was - how many people live here, and what they do. In studying the historiography of this issue it can be seen that the data in a sufficiently general form has been provided by N.Przhevalskiy, Kafarov (arch. Palladium) M.Venyukov, Alyabiev, G.Budischev, L.Shrenk and others. One of the deepest studies of the region called "Koreans and foreigners of the South Ussuri region" has been conducted by a senior officer on special assignments at the administration of the Eastern Siberia, a Court Counselor Vislenev in 1878-1879 (Inorodcheskoe naselenie Priamurskogo kraya, 1884).

Modern researchers often refer to the study of Vislenev, but only to his generalized data on the number of non-Russian population given at the very beginning of his work. The fact is that in contrast to the works of the authors mentioned above, the study of Vislenev is quite extensive statistical review. Its analysis is very time-consuming. In addition, there is some distrust to this source, and it requires a thorough verification.

However, the data presented in the study of Vislenev are very interesting. It is unique, scientifically based demographic information on non-Russian population of the South-Ussuri region in the early period of its modern settlement; a rare in its completeness source which practically has not been involved yet in the scientific research. In the present study we aime at evaluating these data and in case of a positive answer on their validity, to perform the first statistical analysis of the current situation with "foreigners" in the region.

First, we checked out the source on errors and typos. Secondly, we have reconstructed the survey route and have localized the "foreign" phases that Vislenev passed and sequentially numbered. Third, based on the survey, a database has been created, which included a geographical location of "foreign" population of the South-Ussuri region, a list of names, and family and professional relationships within a household.

The history of Koreans in Russia is of interest to researchers since a long time. However, we see noticeable resurgence of public interest in the last few decades. There are several reasons for that. One of them is the establishment of diplomatic relations between the USSR and the Republic of Korea in 1990, which significantly intensified the institutionalization of the local Korean community; another one - the collapse of the Soviet Union, accompanied by, in

particular, the relocation of Koreans from the Central Asian republics to Russia, and, respectively, the desire to understand the complex history of Koreans in Russia and their place in it.

A number of works devoted to this subject has been recently published (Saveliev, 2010; Lee, 2012 & Tkachev, 2010). In addition, the topic is actively discussed in the context of understanding of the mass deportations during Stalin's time (Naimar, 2010). "Koryo Saram-- unreliable people", a Korean documentary film is also worth mentioning (Chung, Matt Dibble & Meredith Jung-En, 2006). Of course, the migration of Koreans in the former Russian Empire are also of interest in terms of the general theory and practice of migration, particularly emerging in the new millennium (Ryazantsev, 2013 & Mishchuk, 2013).

According to the works of Korean researchers, the history of migration of Koreans from the Korean peninsula to Russia before the revolution of 1917 has several periods (Chzhon, Bon Su. 2011, p.173). The first period of migration (1863-1884) is mainly related to the economic difficulties of the peasants on the peninsula. And if the Joseon Dynasty, ruling at that time, somehow prevented their peasants resettlement to Primorsky region of Russia, the Russian side did not show strong opposition to this relocation, bearing in mind the need for development of virgin lands.

The second period (1884-1894) begins with the signing in 1884 of the joint trade treaty expiring in 1894. Shortly after the second wave of resettlement the attitude of the Russian Empire toward the emigration of ethnic Koreans from the Korean peninsula has changed for the better.

The third period lasted from 1894 to 1910. In 1894, there was the Tonhak peasants' rebellion in Korea. This period is characterized as a period of politically motivated resettlement of immigrants. Starting 1910 Japan controls the entire Korean peninsula. According to this chronology, our study refers to the first stage of the migration of Koreans to Russia.

The appearance of the first Korean settlers in the Russian territory is described in detail in (Pak, 1993 & Petrov, 2000). There is some disagreement in this event's dating. Some researchers are of the opinion that it happened in 1863, others - in 1864. According to Kuhner " the first Korean settlers came to the Primorsky region in 1862 or in 1863 (in 1861 there were no Koreans in the new Russian region) (Kyuner, 1912). Recall that the first Russian settlement in the South-Ussuri region appeared after the signing of the Aigun agreement in 1858. This relocation was due to the extreme lack of lands in North Korea, forcing farmers to fight for survival. As a result, any cataclysm led to mass starvation. "A small amount of arable land (an average of 0.5 tithes per person), its poor performance, due to its low quality, is the reason that in the country, despite the hard work of its inhabitants, there is no surplus in cereal products, the residents have barely enough food to feed themselves" (Bayov, 1904).

After joining the South Ussuri region of the Russian Empire, the Koreans had a chance to change the conditions of their life. Starting 1863-1864 the first Korean families began to relocate to the Posiet and Suyfun regions where they organized several settlements (Sedimi, Tizinhe, Yanchihe, Adimi, Korsakovka, Putsilovka, Sinelnikovo). According to Budishchev, who described the forest of the Posiet region in June 1867, "The Koreans arrived here recently, but sow bread and vegetables, although their first winter was destitute. From their ploughed fields that I have seen and the convenience of the location, I believe that the Koreans will have a lot of bread and live a good life"(Lesa Priamurskogo kraya, 1883, p. 361).

A vilage of Korean "fangzi" houses in the South-Ussuri region looked like their traditional settlements in Korea. "In the extreme north-east (of North Korea) villages are largely a series of extremely scattered fāngzi's, in which they live in groups of 1 to 2 and rarely of 3 families. As we move to the south-west, villages become more compact, consisting of 2 - 3 groups of fairly significant number of fāngzi's located closer to each other ... 5 to 6 persons usually live in every household here, from time to time the number of inhabitants of a household reaches 10 people " (Bayov, 1904). (It is worth noting that our geo-information and statistical data analysis of Vislenev's study gives almost the same distribution). In the works of Korean researchers we find quite detailed information about the construction principles of traditional rural households and housing technologies (Oh Hong-seok, 2009), which in the South-Ussuri region differed little from those that were established in North Korea.

However, the immediate cause of the mass transition was the hunger of 1869. This migration was spontaneous and was accompanied by a very significant number of deaths. "In the fall of 1869, when North Korea suffered serious flood, and afterwards strong frost, which destroyed crops, a new, massive relocation of Koreans gone with the terrible hunger began into the Russian territory.... In late September - early October 1850 Koreans (1300 men and 550 women) came to Tizinhe without warm clothes and food stocks... In late November - early December 1869 4500 Koreans suddenly crossed the border.... Later it turned out that during the entire year of 1869 6543 people crossed the Russian border (3533 men and 3010 women, one third of them were children) (Pak, 1993). According to the official data, in 1870 3750 Koreans were settled in the territory of South-Ussuri region. Losses should be attributed to a death of hunger and the further transition of settlers to Manchuria, where they were settled by the Chinese authorities (Pak, 1993).

That is how the history of appearance of Koreans in Russia is given by different historical sources. However, there are several statistical studies made by the Russian administration in the territory of the South-Ussuri region and directly connected with the situation study of Koreans. They are the above-mentioned data of the expeditions of N.Przhevalsky, M.Venyukov, G.Budischev and others. However, the most complete study is Vislenev's "Koreans and foreigners of the South-Ussuri region" dated 1878-1879. The report of Vislenev was submitted in 1880 and published with small reductions in 1884 by the decision of D. Anuchin, the governor-general of the Eastern Siberia. The report presented in tabular form 1879 foreign population census data per capita of the Ussuri region, namely: national origin and belonging to the Orthodox Church, sex, age, full name, year of arrival to the Ussuri region, home location, family and professional relationships between inhabitants of a particular house (fāngzi), belonging of households to villages, and the data on per-family turnover of agricultural land not included in the published report (only a summary over all the districts was presented). The report covers 481 pages and gives information on 1039 fāngzi's scattered throughout the territory of about 80000 sq. km.

Our aim here was to verify the report of Vislenev and if the report's data accuracy is confirmed, to analyze the socio-demographic situation among the Korean population of the South-Ussuri region at an early stage of their relocation to the region.

2. Methods and Sources

In the XIX and early XX centuries the methods of collecting information were already used. They were similar to the modern ones; in terms of methodology it is modern research, however, there were no modern data processing methods, primarily machining. Sociological studies were often very extensive, but presented in tabular form, they did not allow a deep analysis of their results - all mathematical analysis was limited to the summation or an approximation in case of insufficient data.

In this respect, a statistical overview of Vislenev provides an excellent opportunity for a fresh look at the life of the first foreign settlers of the Primorsky region. However, there is some distrust to this source. It is mentioned by Ivan Nadarov, Colonel of the General Staff, who arrived to the South-Ussuri region a year after Vislenev left it: "Several times I heard from people, that the statistical census of foreign population of the South Ussuri region, carried out by Vislenev in 1878 and 1879, does not deserve any trust on the grounds as if all his work had been made in Vladivostok, from his office" (Nadarov, 1886).

However, I. Nadarov himself - one of the founders and active participants of the "Society for the Study of the Amur region," - said that the data of Vislenev is quite reliable and gives his proofs:

1) "Speaking as someone who took many of Vislenev's paths, I always heard from Manzi about the Vislenev's census. Checking his tables, at every step I was convinced of the correctness of their contents, including the names of fāngzi landlords...";

2) "... Mister Vislenev in his statistical tables has exactly mentioned the places where fāngzi's were really located";

3) the accuracy of Vislenev's data has been confirmed by the "assessor" of the Suchan area, Prince Kropotkin, as well as by Oshurkov, the "assessor" of Posiet area, and by Zanadvorov, the Head of Suyfunsk County (Nadarov, 1886).

4) According to the data of Budishchev, who studied the region in 1861-1865, in the most populated Khankaisky and Suchansky regions there were 212 Chinese fāngzi's; in these regions Vislenev (1879) recorded 209 fāngzi landlords, who arrived to the regions before 1860. Two studies conducted at different times, give similar results confirming each other. "This gives even greater soundness to Vislenev's studies" (Nadarov, 1886).

Of course, the first thing that catches the eye, it is the scale of the study and, by the same time, its very limited time frame (1 year). The study has been conducted on the villages closed to the riverbeds and the seacoast. Of course, it could not fully describe all the foreign inhabitants of the region, but it covered the vast majority of them, since Chinese, Koreans, local Aborigines and Russians preferred these landscapes for compact settlement. But even with this limitation, Vislenev had to take (probably on foot, on horseback and by boat) a route of, according to our calculations, approximately 3787 km (without considering his way back) (Figure 1). This is a very large distance even by the modern standards, with the modern system of communications.
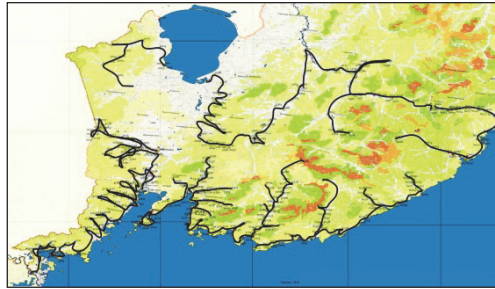
Figure 1. Vislenev's routes while studying foreigners in South-Ussuri region (1879)

However, after a thorough analysis of the source, it can be said that the data given in it are not a "cabinet work" of Vislenev, but the result of a real, very labor-intensive and extensive research. In this article we will not give a complete proof of this argument. We mention only the names non-repeatability, accuracy of his routes' description (often with distances that differ from those calculated on the geographical maps of that time), data correspondence to little-known historical events, of which Vislenev was hardly aware, etc. Its credibility is confirmed by the errors that the survey contains. The unique possibility to make a study of that level is to break an expedition into 5-6 groups headed by reliable Vice Heads, experienced guides and interpreters.

One could also assume that the study has been conducted over several years. However, on each of the routes there were people, who arrived to the Russian Empire in 1879. Therefore, it can be concluded that the survey expedition was entirely conducted in that year. Apparently, Vislenev had considerable financial resources and the ability to simultaneously survey on different routes using one methodology. That increases even more the importance of his research of foreign population of the region.

Before to start our study, we have attempted to determine the authenticity level of Vislenev's report.

Firstly, the source has been checked for mistakes and omissions. They turned out to be quite a lot. For example, the total amount of Koreans in the South-Ussuri region included only those who lived in Korean villages, but did not consider those, who lived in separate fāngzi's (400 persons - 10% of the total). There was an error in the calculation of the total as well. We have tried to fix it.

However, there were some errors that could not be corrected. In some (very minor) cases Sino-Korean families were described with common children of over 16 years old (under 40 years old). This is unlikely, since for a variety of historical reasons, these families could be formed only after 1863 - the year when the first Koreans left their homeland. Before that year, it was also unlikely to create such families in Manchuria. Apparently, they were not their native children, but adopted ones. Anyhow, the problem lies in the fact that in the tables the "adoptees" were specifically marked, and they were a lot (51 persons in 1879 according to Vislenev). However, our assumption is confirmed by the fact, that among those "too aged children" the men were dominating (as well as among the "adoptees", girls were under the age of 18).

In addition, there are several cases in the tables, when the years of arrival to the South-Ussuri region follow each other in a certain repeated sequence. Most likely, these data suggest the dishonesty of the interviewer or of the person who has processed the results. However, for our study those nuances are not critical.

Secondly, we have reconstructed the route of Vislenev and, based on his description, accurately localized the fāngzi's he passed and sequentially numbered. This work proved to be very time consuming. The main problem here lied in identifying hydronyms that, to our time, often changed its name several times. Vislenev localized fāngzi's along the rivers or the seacoast with respect to each other in miles and, in addition, periodically added the distances to any noticeable points either through the main routes, or by a straight line on the map.

We often experienced problems. To identify the places we used our numerous historical maps and descriptions of places. When that did not help, we used the "countdown", when a geographically defined point was found within a route (usually at the intersection of several locations), the way back was reconstructed in the opposite direction. Published in 1883 the study "Description of forests of the Maritime region" of Captain Budishchev, whose routes in 1859-1867 were often similar to the ones of Vislenev, also has helped in some cases. QGIS 2.0 Dufour, which combines historical and contemporary maps, as well as geographic analysis, has been used for the localization of fāngzi's.

Finally, based on the survey of Vislenev, a database has been created including: geographical location of "foreign" population of the South-Ussuri region, names, family and professional relationships within a household. In this work we

present some results of the performed analysis.

In general, we can say that, despite the inaccuracies, typographical errors, negligence in collection of the data, we do not doubt the accuracy of the data of Vislenev's expedition. Moreover, as a result of statistical analysis, we found indirect evidence of some historical events, to which our attention will be given below. Since a large amount of data has been analyzed, to forge such statistics would be extremely difficult.

So, we came to the conclusion that in 1879 the Court Counselor Vislenev conducted a large and qualitative social research, the results of which may have a scientific value.

3. Results

In total in 1879 the South-Ussuri region had a population of 6378 Koreans (3445 men and 2933 women). Overall, the gender and age structure (Figure 2) is sufficient for the harmonious sex ratio, taking into account the fact that it describes a resettlement community: number of women is less than number of men. It is clear that the Koreans resettled in families. However, the gender imbalance is still sensitive - about 15%. In reality, this ratio is even higher, since 130 Korean women were married to Chinese (see below). This imbalance changes over time. According to 1915 census data (i.e., 36 years after the study of Vislenev), among the Korean population of Nikolsk-Ussuri county, where the most part of the Korean population of the South-Ussuri region was concentrated, among the "ascribed" (that is, who had their own plots of land) Koreans having Russian citizenship, men were only 2.5% more than women. At the same time, in "non-ascribed" and in Koreans having foreign citizenship men were 27.7% more than women (Naselennye I zhilye mesta Primorskogo rayona, 1915). However, the last indicator was apparently influenced by political factors. In other words, as the Korean peasant community settles in a new land, it becomes more stable.
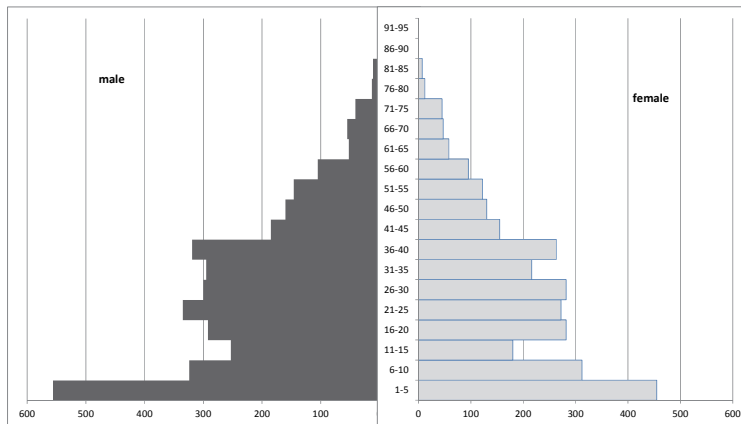
Figure 2. Age and sex structure of the Korean community in the South-Ussuri region in 1879: 3445 men, 2933 women, mean age - 26.88 years

This situation is in stark contrast to the structure of the Chinese community of the South-Ussuri region of that time, where there were no Chinese women at all (Figs. 3-4). In general, this situation with the Chinese population of the region is very unique and requires further analysis. Russian historiography believes that the Chinese in the South-Ussuri region were "migrant workers", i.e. seasonal migrants. The data of Vislenev rather say that it was not true (at least, in 1879). The Chinese, who are not in Vladivistok, say they arrived to the region a few years (or many decades) before 1879. For example, two (of 979) Chinese fāngzi owners (Te Chow Ying and Li Guang) say they arrived in 1820. And only three of them - in 1879.

On the other hand, the age and sex structure of the Koreans is similar to the demographic structure of Russian (Ukrainian) immigrants (Figure 5). The latter is very balanced, although this group has been created largely spontaneously. In both cases, it is focused, fundamentally the final migration of socially formed communities and families.
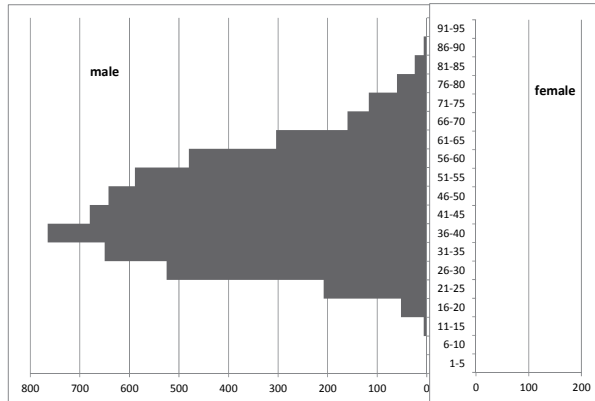
Figure 3. Age and sex structure of the Chinese community in the South-Ussuri region (without Vladivostok) in 1879: 5268 males, mean age 44.98 years
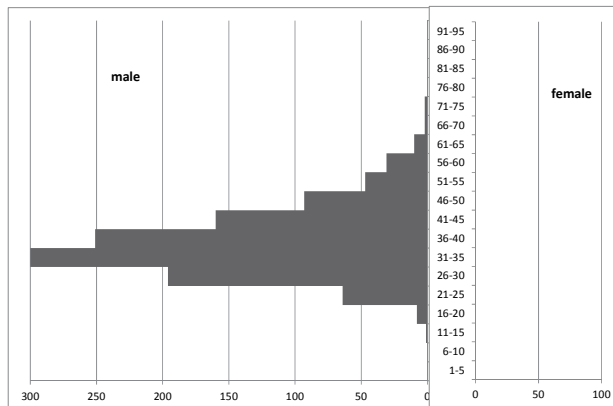
Figure 4. Age and sex structure of the Chinese community in Vladivostok in 1879: 1 165 men, mean age is 37.05 years
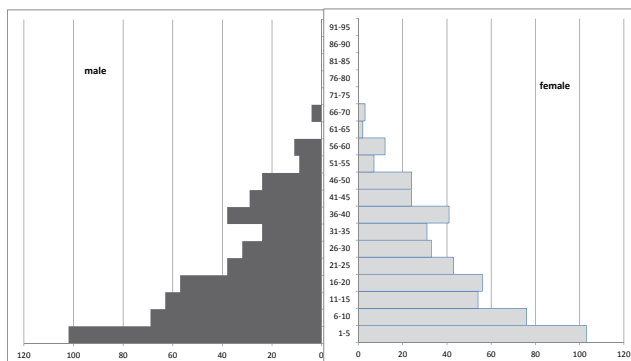
Figure 5. Age and sex structure of migrants from Chernigov province, arrived by sea to the South-Ussuri region in 1883 Estimated based on (Pereselenie russkich lyudey v Priamurskiy krai, 1884). 501 men, 509 women, mean age is 21.37 years.

As it can be seen in the reduced age-sex pyramid above (Figure 2), its structure is violated by the deficit of 11 to 15 years old population, i.e., born in 1864-1868 years. We consider this problem in more detail, while taking into account that the Koreans could bring already born children to their new settlement.

Figure 6. Number of Korean children in the South-Ussuri region in 1879, by year of birth

Figure 6 shows that the decline in fertility was observed in 1871, while in 1869-1870 there was an uncommon excess amount of born girls over boys. According to different sources, that time is a period of mass migration of Koreans accompanied by the enormous deaths of hunger and executions of deserters. At the same time Korean soldiers killed all the men and boys, women and girls were released (Pak, 1993). Vislenev's statistical data for newborns within this period confirms this fact – there were more girls. It should also be taken into account, that in extreme conditions (hunger, stress) the survival ratio of fetus and female infant is even higher, than the one of male infant in normal conditions.

However, no single Korean women have been recorded by the census, and in only five cases the fāngzi owners (exclusively in the Korean villages) were the widows of 45, 32, 27, 23 and 20 years old with their children. We wonder what happened to the other women and girls? Perhaps some of them went back to Korea to their remaining relatives. Some stayed. But in this case they had to join a family. However, in the lists of Korean families made by Vislenev we do not find any foreign women (girls could be adopted, and in this case we would not have been able to identify them).

We find "missing"Korean women in the territory of South-Ussuri region as Chinese wives. It is known that the Chinese ("Manzi"), who moved to the region, were men only (the relocation of Chinese women to the other side of the Great Wall of China was strictly forbidden until 1878). Therefore, the appearance of "free" women immediately entailed the establishment of Sino-Korean families.

In 1879, there were 130 such families in the South Ussuri region. According to Vislenev's records, Korean women in these families were wives and not concubines. Moreover, the structure of those records (and of other similar records made by Russian statisticians of that time) assumes a formal distribution of status roles in relation to the eldest within the household (of course, from the point of view of the interviewer). The names of fāngzi owners were immediately followed by the names of their wives, right after them - their common children and "adoptees" inheriting a household, and then - associates, employees, other inhabitants and their families. It seems, that such a situation is fully consistent with the idea of Richard Wrangham that "the need for a man to have a wife in order to provide himself with food is a universal rule among hunter-gatherers. Food seems to more influence man's decision to get married, than a need for a sexual partner" (Wrangham, 2009, p.75).

Figure 7. Manza and Korean. Photo of V.V.Lanin (70s of XIX century, South Ussuri region)

There were no "free" Korean women, which could be interpreted as concubines in Chinese fāngzi's. Apparently, Korean women enjoyed great popularity among Chinese men compared with Aboriginal women (Figure8.). There were far fewer Sino-Taz families, and young Potuyzes (born in Sino-Korean families) almost always chosen wives among Korean women.

Men / Women	Chinese	Koreans	Potuyzes (Koreans)	Taz	Potuyzes (Taz)
Chinese	0	0	0	0	0
Koreans	125	17	14	5	9
Potuyzes (Korean)	5	1	0	0	0
Taz	60	5	8	87	25
Potuyzes (Taz)	1	0	0	0	5

Figure 8. Interethnic relationships outside of compact residence of the Korean settlers. According to the terminology of Vislenev, Potuyzes are descendants of mixed marriages. Here "Potuyzes (Korean)" are descendants of Chinese-Korean marriages, and "Potuyzes (Taz)" are descendants of the Chinese-Aboriginal marriages

Based on those data, we can say that there was a formal monogamy within Sino-Korean fāngzi's (which is completely natural given the shortage of women), although we cannot exclude "passing a woman for a while". In general, considering the statistics of Vislenev on such households, it seems that the Chinese tried to create a family, with the possibility of transferring the accumulated property to descendants (if there were no any, they took "adoptees"), providing themselves care in old age and (which is important for religious grounds in the eastern nations) after death.

Demographic analysis of the descendants of the Sino-Korean marriages is of our particular interest. Among those "Potuyzes" there were 154 men and 109 women, some of them should have been "adoptees".
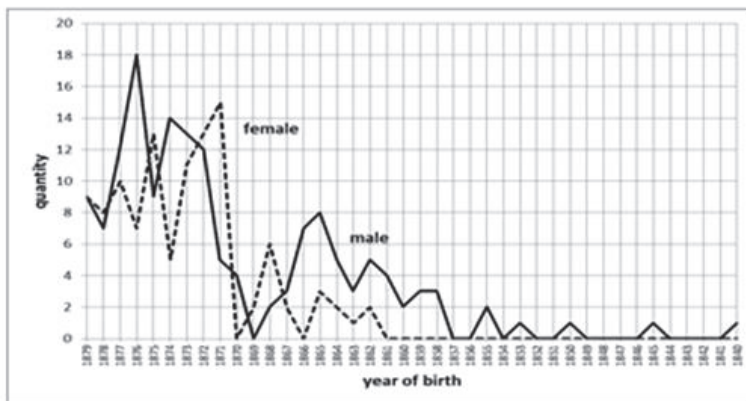
Figure 9. Number and year of birth of children in the Sino-Korean families of the South Ussuri region in 1879

Despite the slight quantitative expression of this process, the above graph shows that:
1. Single Chinese accepted mostly Korean boys and young men to their households as "adoptees"; among them there were no Korean girls who were born before 1861; it is also difficult to fix the adoptees - natives of the indigenous population (though in the latter case it was possible to change the name, and for an interviewer they may be represented as "Manzi").
2. A spike of adoption of girls to Manzi families was recorded in 1868, apparently, simultaneously with a marriage to a Korean mother; at the same time the number of adopted boys decreases (to 0 in 1869). This confirms that Korean men and boys were killed during their transition through Tumangan river to Russia.
3. Starting 1870, we observe a sharp spike in the appearance of "Potuyzes", probably already common children of Manzi and widowed Korean women.
4. Unusual excess of the number of newborn girls over newborn boys in 1871 could confirm either continuing

widows' (with daughters) admission to Manzi families, or the hunger and other shocks that affect a male fetus heavier, than a female one.

In general, the majority of Koreans prefer to settle in a compact way (Figure 10). Settling represented in this figure on the basis of later collected data, mostly repeats the situation, which was observed by Vislenev in 1879. There is difference in a wider distribution along the border and in the population of Vladivostok.

In the Posiet department (Figure 10 - Yanchihinskaya and Adiminskaya parishes) in 1879 the Korean settlements are almost exclusively monoethnic. However, further north along Suyfun river (Razdolnaya) and Suchan river (Partizanskaya), the situation changed:

a) Chinese workers appear in the Korean settlements.
b) Mixed Korean-Chinese villages appear, when Korean fāngzi's were built next to Chinese ones, while, paradoxically, they somehow had a separate management.
c) Korean villages (Suchan) emerge among Chinese villages and individual fāngzi's.

By the same time, interethnic marriages were rare. For Pokrovskaya and Borisovskaya parishes - 15 Chinese (all fāngzi owners) married to Koreans out of 162 Chinese fāngzi's. Note that here the maximum distance between Korean village and Chinese fāngzi, whose owner was married to a Korean, is 13 km (usually up to 5 km).
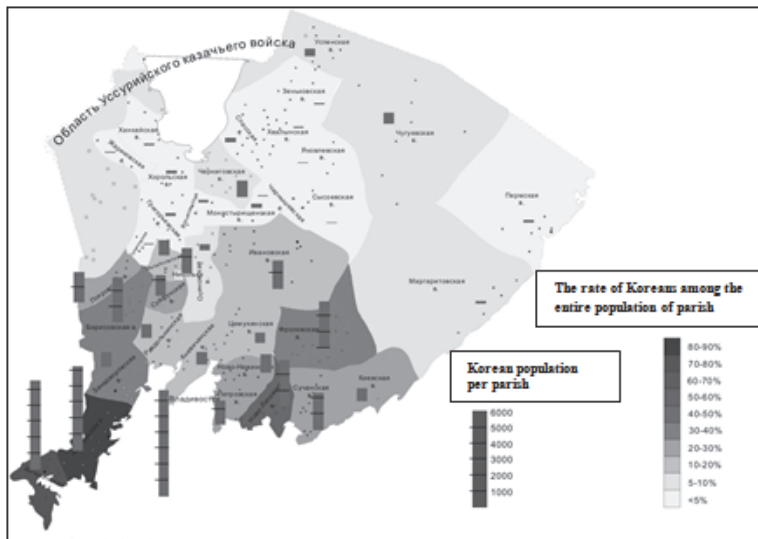
Figure 10. Number of Koreans in the South-Ussuri region (1907)

Thus, they were marriages between neighbors. A woman could maintain contact with her relatives. In Avvakumovsk district adjoining the North-Ussuri region, the situation is different. The population denisty here is lower, and the distance between Korean and Chinese fāngzi, whose owner was married to a Korean, can reach 225 km. In spite of the distance from the areas densely populated by Koreans, there are 23 Sino-Korean (Chinese and aboriginal) marriages out of 168 non-Korean fāngzi's. In absolute terms and relatively - it's greater, than in areas densely populated by Koreans.

Figure 11 shows that, in general, the farther from Korea, the more the Chinese decided to get married, choose a local woman from the natives, and that is understandable. But in any case, the number of married Chinese is extremely small here. According to Vislenev's data, in the region in 1879 there were only 191 such Chinese out of a total of 6408, i.e. less than 3%. In Vladivostok there were only two married Chinese men (both to Korean women) out of 1200 Chinese adults (0.17%). There is no constant tension observed among Manzi, natural in such a situation. Maybe, it is just the opium, which is very widespread among the Chinese and Aboriginal, when consumed regularly, suppress sexual desire.
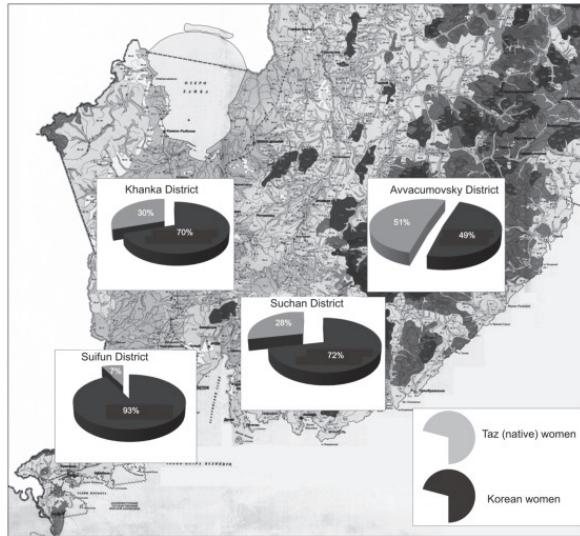
Figure11. Matrimonial choice of Chinese men in the South-Ussuri region for 1879

And yet, for the East Asians having a son is still the most important culturological constant. It is known that the current shortage of women in the region is about 100 million. It is believed, that this is due to special traditional expectations from a boy as family successor and guardian of spirits of the ancestors. For example, in Korea "Confucian beliefs require that everyone raises a male descendant (son), who will be responsible for taking care about the soul of his father after his death. Therefore, people who had no sons, sought to adopt any of the relatives of the younger generation. Adopted boys were considered as natural children of adopters inheriting their property, rights and privileges" (Ionova, 1960).

Among Koreans, this tradition is popular today. In 1990, the gap between the number of boys and girls among newborns reached a record level: 116/100. In certain areas, for example, in Daegu city, known for its patriarchal and ultra traditional morals, the gap was even greater. In 1988 in Daegu there were 100 baby girls for every 136 (!) baby boys. In general, it is in the more conservative provinces of the southern part of the country that the gap between the number of boys and girls is especially great. In May 1994, the Ministry of Health of South Korea forbade doctors to find out the sex of the embryo. The doctor who violates this prohibition shall be deprived of the license for 12 months. Repeated violation of the prohibition leads to a life-long deprivation of practicing medicine (Lankov, 2015, http://lankov.oriental.ru/203.shtml). This is the so-called effect of 'Missing Women of Asia'. The Vislenev's study also shows that.
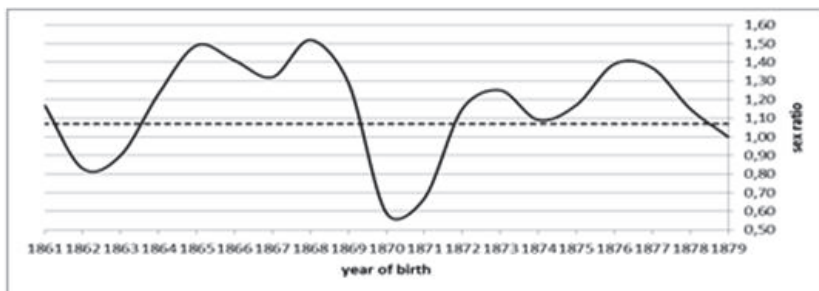
Figure 12. Sex ratio among Koreans of 0 - 19 years old in the South-Ussuri region in 1879. The horizontal line is the average value of the ratio at birth and up to 14 years old in the world today - 1.07 (from 15 to 24 years old - 1,062) (The world factbook, https://www.cia.gov/library/publications/the-world-factbook/fields/2018.html, 2014)

Figure 12 shows that in the Korean settlements of the South-Ussuri region there were few years, when the number of peer-boys was 52% more than the number of girls (today's global birth rate - about 4%, in modern South Korea - 7 %, North Korea - 5%, China - 11%). In general, if we assume that all Korean children of South-Ussuri region born after 1864 were born here, then the excess of the number of boys over girls would amount to 20%. But if today (at least until 1994) the control over the birth of girls in South Korea is achieved through selective abortion, in the XIX century, there were probably other mechanisms, in particular, insufficient care about them in infancy.

As it can be seen in Figure 5, among the Russian settlers that trend was not clear. In the following groups of migrants one could observe some asymmetries in favor of male children, but for other reasons. Since the relocation was very difficult and needed, first of all, "man's hands" (even children's ones), the original settlers divided their family: head of a family with his wife, his younger brothers and sons were the first to come. As it established, the mother of the head of the family with her granddaughters and the wives of his younger brothers with their children joined them. (This is, of course, a general, common case). As a result, the number of boys and girls was becoming equal.

In addition, families of Russian and Korean settlers differed sharply in "nephews". In the first case we observe children of a brother of a head of a family occasionally, in Korean fāngzi's it is a very broad phenomenon. This phenomenon is explained in ethnography. "The responsibility of the father's brother included providing money for his nephew's wedding organization, buying him a house and a land. If the uncle was unable to support his nephew, he had to accommodate the family of the nephew at his place"(Ionova, 1960).

Vislenev's census also gives an idea of the age of marriage of the Korean women.
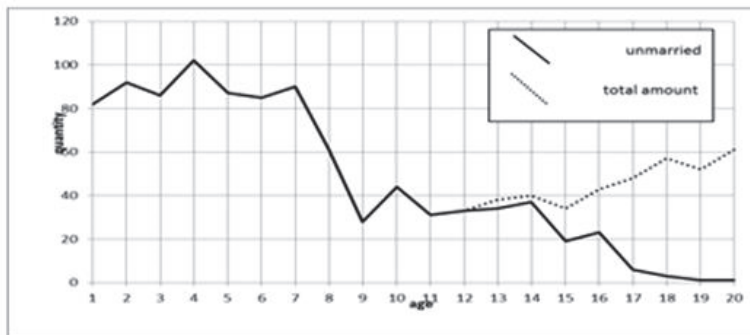
Figure 13. The number of unmarried women in the Korean villages of the South -Ussuri region and the total number of Korean women of up to 20 years old in 1879

Figure 13. show that girls got married in most cases at the age of 15 to 17 years old. In the census data we find several cases, when 13 years old Korean women were recorded as wives. In addition, there were one 25 years old and one 32 years old unmarried women living in families with parents or uncle, respectively. In any case, unmarried girls over 18 years of age are exceptions. Figure 13 clearly shows the crisis of 1869-1870, which once again proves the accuracy of Vislenev's data.

According to Yu Ionova, in Korea "the laws in 1894 defined the legal age of marriage for girls at the age of 16 and boys at the age of 20, but early marriage also existed, when a boy of 12 years of age got married to a girl of 16-18 years of age" (Ionova, 1960). This fact is confirmed by the observations of travelers in Korea (Azbelev, I.P. 1895). In the territory of the South-Ussuri region such cases have not been recorded by Vislenev.

4. Conclusion

In general, the report of Vislenev gives a totally unique material not only for the study of Korean settlers in the South-Ussuri region, but also of Korean society of the second half of the XIX century. On the other hand, it was not possible to verify the credibility of that source without detailed consideration of the whole work presented in it. In our opinion and based on some direct and indirect proofs, despite the impressive breadth of Vislenev's report, it has a very high level of credibility.

Below we conclude with some issues concerning the independent existence of the Korean community in the

South-Ussuri region.

Koreans relocated in families. Gender imbalance, which has been observed in the group of first Korean settlers, leveled off over time. Given the traditional monoethnicity of Korean men in marriage of that time (despite the 15% shortage of women in the Korean community, according to the census, there were no any Korean-Aboriginal woman marriage, although among the Chinese, it was a common practice), we assume that "bringing" brides from Korea was very common.

Apparently, marital relationship of migrants differed from the traditional one in Korea. The changing nature of matrimonial behavior during migration is a natural phenomenon and is common in other diasporas as well (Ryazantsev, Pismennaya, Karabulatova & Akramov, 2014). The report does not detect early marriages to older girls, which was largely a matter of raising the status of a minor husband. While adapting to a new environment, a family of that type was too costly. Question of the status was not the most important one. In general, the adaptation process had general and local features typical to border areas (Karabulatova, Koyche & Gultyaev, 2013). The researchers note the transformation of language and culture during the migration process, which contributes to the expansion of the research community's national worldview [Karabulatova, 2013; Karabulatova & Polivara, 2013 & Ryazantsev, 2014.).

In 1879, there were 130 Sino-Korean families in the South-Ussuri region. According to Vislenev's records, we conclude that Korean women in those families were just wives, not concubines. In addition, apparently, compared to Aboriginal women Korean women enjoyed greater popularity among Chinese men. There were less Sino-Aboriginal families, and the adolescents coming from Sino-Korean marriages almost always chose wives among Korean women. Based on those data we colnclude that there was a formal monogamy in family Sino-Korean fangzi's. Apparently, the Chinese tried to create a family, with the possibility of transferring the accumulated property to descendants (if there were no, they adopted), thus insuring care in old age, and (according to religious reasons) after death.

In general, the majority of Koreans preferred to settle in a compact way. In Posiet area, which is the closest to Korea, in 1907 up to 90% of the population were Koreans. However, the further north we go, the situation varies considerably. Here we find mixed Korean-Chinese villages, where Korean fāngzi's were close neighbors of Chinese ones, while, paradoxically, they somehow had a separate management.

While processing Vislenev's data, the significant excess of boys over girls in the Korean community (for some years peer-boys turned out to be 52% more than girls) has been observed. In our opinion, here we have a historical reflection of the 'Missing Women of Asia ' effect. However, we do not have any information about control mechanisms over the number of girls in our case.

As a result of the analysis of Vislenev's census, we have obtained valid data on the age at marriage of Korean women. We have found that girls got married in most cases at the age of 15 to 17 years. In general, in the Korean community unmarried woman of reproductive age is an extremely rare phenomenon: we found only one 25 year old and one 32 year old women living in families of parents and uncle, respectively; as well as five widows (45, 32, 27, 23 and 20 years old) with their children, who were fāngzi owners (only in Korean villages).

We have found some interesting facts about the Chinese community of the South-Ussuri region. Our attention is drawn to the age structure of this group, the presence of an unexpectedly high number of elderly men, the system of adoption of Korean boys, interethnic marriages, social relations, the distribution of names, etc. This will be the subject of our future research.

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Synergetic Approach to the Formation of the Normalized Tempo-Rhythmical Organization of Speech in the Russian Language as a Foreign Language of Bilingual Children

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Abstract

Theoretical and applied aspects of bilingualism at present, more and more attract the attention of not only linguists, and researchers in the field of speech-language pathology. This interest is due to the relevance of the problem of bilingualism (multilingualism) in the world. Currently in places of compact residence of the Tatar population, in particular in the Tyumen region, is created an environment, conducive to the development of early bilingualism. Tatars are the second largest by population in the Tyumen region. Also there is a marked growth in the number of representatives of the Turkic ethnic groups (Azeris, Kazakhs, Kyrgyz, Uzbeks), due to migration processes. This raises the problem of learning Russian as a second language by children bilinguals who arrive with their parents. The new realities of the post-Soviet world has led to an increase of the distance in school programs, the reduction of the role and place of Russian language in the newly independent states, which creates additional difficulties in the adaptation of migrant children. It is important to realize that the choice of strategy of formation of the linguistic features of children with speech dysfunctions and bilingualism is not possible without recourse to physiological and neuropsychological mechanisms of speech, psycholinguistic aspects of language analysis.

Keywords: tempo-rhytmical organization, bilinguals, children, Russian language, foreign language.

1. Introduction

The behavior of the person corresponds to the values that are generated on the basis of norms, traditions, serving as a significant dominate in a certain ethnic group. These values are defined as cultural values. Therefore, the model of speech behavior of native speakers, the speed of writing and speaking is a major factor in the cultural space (Karabulatova & Polivara, 2013; Dubkova, 2013 & Konovalova & Muradyan, 2014). In the assimilation of the Russian language in non-Russian audiences, especially, greater complexity is the learning of reading. As a rule, the Turks bilinguals of primary school age experience great discomfort in decoding of the letters of the Russian alphabet and in reading of Russian texts (Polivara, 2013) as Azerbaijan, Uzbekistan switched from Cyrillic to the Latin alphabet, to such a step volunteered also Kazakhstan. All this creates additional difficulties for learning the Russian language. To this you must also add the specifics of the Turkic mentality, which has significant differences from Slavic (Karabulatova, Koyche & Gultyaev, 2013 & Polivara & Karabulatova, 2011), including the stereotyped understanding of the pace and speed of speech [Karabulatova, Polivara & Zamaletdinov 2014 & Polivara & Karabulatova, 2014). To justify the relevance of the issues discussed in this article, we would like to cite a famous author V.N. Zaitsev from her work "Provisions of learning to read" [1991, 2001]: "Relying on the opinion of teachers, we selected more than 40 factors (out of 200, approx. ed.), impacting on academic performance; then more than two thousand students tested, questionnaired, tested and conducted. It turned out that there is the number one factor, which effect on performance is much stronger than the impact of all other factors. This factor number one is speed of reading" (Zaitsev, 1991).

Today, among the teachers there is a view that in light of the Federal educational standards of the second generation the main center at testing the technique of reading should be focused not on speed, but on the understanding of the text (Kruglova, 2009). In addition, individual sound is not the fact of language, as a fact of language, it become only as a member of a certain system in all ties and relationships. For bilinguals, the pronunciation of individual sounds of non-native language becomes a difficult and lengthy process, which has a negative impact on tempo-rhythmical organization of speech in reading and speaking (Ortiz-Lira, 1999 & Scandera & Burleigh, 2011; Ashby, 2005; Patil & Kentner et al, 2008; Féry & Kentner 2010 & Polivara, 2014).

The very understanding of the text in the elementary school provides a particular challenge for Turkic bilinguals of

primary school age, as the family language is the native language (Azerbaijani, Kazakh, Tatar, Uzbek, etc.). However, sociologists have noted ethnic conglomerations in major cities of Russia (Moscow, Tyumen and etc.), which also contributes to the assimilation of Russian as a second language (Ryazantsev & Yang Hongmei, 2010). In the Russian government believe that the problem is very important for Russia. Most vividly the danger of occurrence of such enclaves is manifested in the metropolitan area, especially where many foreign nationals live. In pure form they do not yet exist, but we can already speak of areas where migrants live especially tightly (In Russia will start the struggle with ethnic enclaves, http://kemsoch99.ucoz.ru/index/chtenie/0-61). As a result, we have spontaneously formed multicultural linguistic personality in which ethnolinguistically cultural codes with a predominance of "video clip" thinking are blended (Karabulatova, 2013, p. 795). Parents in most cases, strive to educate their children in specialized educational institutions with Russian and other languages (English, German, French, Arabic and etc.). At the same time inside family communication in native language is traditionally used. Thus, Russian language usually remains the language of interethnic communication. Hence, the child is bilingual from early childhood, occurs in the complicated language situation.

2. Methods and Materials

Etnopsycholanguagecorrectional approach to the process of assimilation of the texts of the Russian language of bilingual children of primary school age allows us to consider language as a component of cognition, to analyze linguistic phenomena as a way of cogitative activity, giving birth to knowledge and operating them, and this determines the understanding of the essence of the process of language knowledge, the explanation of linguistic phenomena, analysis of the meaning and significance of perception and processing of structures of language consciousness. The absorption of the rate of speech and of the texts in the Russian language by children bilinguals of primary school age as a kind of cognitive activity is the process of acquiring the language competence of the secondary language personality. We strongly believe the speed of reading and understanding the text are complementary and should not be considered one at the expense of another. The pace of reading is one of the few available to the teacher and the school psychologist of numeric objective, comparable and psycho-physiological characteristics that allow to estimate and predict not only the student's progress, but also the dynamics of his mental health.

Comparison test	Second language	Foreign language	Adoptive language
The environment in which takes place the process of acquisition/ learning/ language acquisition	Natural language environment in the conditions of bilingualism	Outside of the country of the studied language	Natural language environment
The nature of the process of mastering the language	Unmanaged (mastering) Managed (study) Combined (comprehension)	Managed (study)	Coordinated (mastering)
Language functions in the society	A means of socialization of the personality. Means of communication in everyday life	An educational tool, a study tool. The means of Communication in the classroom	A means of socialization of the personality. Means of communication in everyday life. Communication in the classroom
motivation	The motivation to use language in everyday communication due to the conditions of existence of the language	Motivated by the need to use language in professional communication. Weak motivation. Complete lack of motivation	High motivation to use language in everyday communication and for educational purposes
Aspects of language teaching/ language learning	Pragmatic orientation is dictated by the purpose of mastering or learning	The balance of the pragmatic and educational aspects	Pronounced pragmatic orientation in combination with the active introduction of educational and technical aspects

Why does at such obvious importance and necessity of application of this method in? teaching practice appear such opinion?

In many literary and Internet sources normative data of rate of reading, that are not consistent with each other are taking place. For example, one source claims that the speed of reading in the second grade at the end of the first semester should not be less than 25, and at the end of the second half at least 40-50 words per minute. Another source believes that these options should be at least 40-50 words per minute at the end of the first half and at least 55-60 words per minute at the end of the second half. Tougher unsatisfactory evaluation of the second source compliance assessment of "4" of the first source, which are correspondingly for the first half - 40-55 words per minute and for the second half - 55-70 words per minute (Kruglova, 2009; Standards of speed reading, 2011; Reading techniques, 2011; Basheva, 2011;

Network of creative teachers, 2011 & Tridcatochka, 2011).

In our opinion these inconsistencies of standards arises primarily because of the lack of tools to accurately measure and standardize the parameters of speed reading. *On the other hand from parents more and more often we hear the regret that in our computer age, the processing of data about the pace of reading by teacher is made in "the old fashioned way, manually", which requires time-consuming and error-fraught.*

In context of solving of these questions, we developed, together with colleagues from Moscow, automated system for investigation of tempo (speed) reading in the elementary school (hereinafter automated system or program, Figure 3).

Figure 3. Automatized system for investigation of tempo (speed) reading in the elementary school

All the mentioned results are given in the material of their own research and are obtained using the aforementioned program. The automated system allows to keep, to process and to receive the results of reading of 30 different texts simultaneously for all classes of primary school (Figure 4). Inclusion of texts and lists of classes in the program, that is, its adaptation to specific school as usually does not cause complications for the teacher.
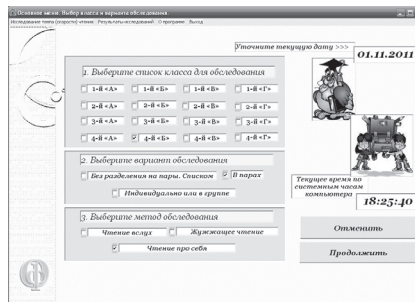
Figure 4. The main menu of the program: The selection of the mode of use of the program and method of the survey

Main menu of the programm, posted on the top line, allows to select two modes of its use for the study of the rate of reading or viewing the results of the research. The program at the discretion of the teacher allows to select the class option and the survey method. In the Fig. 4 is selected "4-b" class, version of the survey - "In pairs", the survey method - "Read to yourself". After that, takes place the calculation of the present at the examination, as shown in Figure 5.
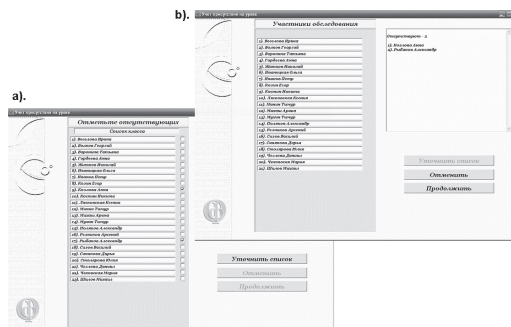
Figure 5. The form of calculation, presented at the examination: a) prior to the introduction of data missing; b) after the introduction about the missing

If the teacher chose the survey in pairs (the second student reads the text from the place where he stopped the first student), the program allows in accordance with the placement of students in the class to divide them into pairs as shown in Figure 6.
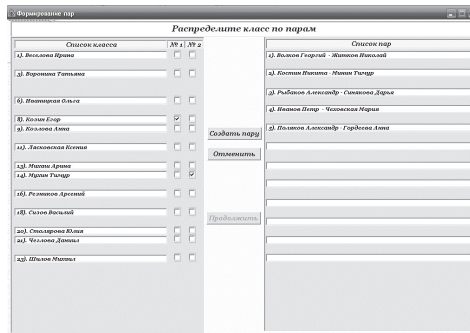
Figure 6. Couples allocation procedure.

The automated system provides the ability of distribution as one text for all students and individual text for each student, the name of the learner is placed in the upper window, as shown in Figure 7.
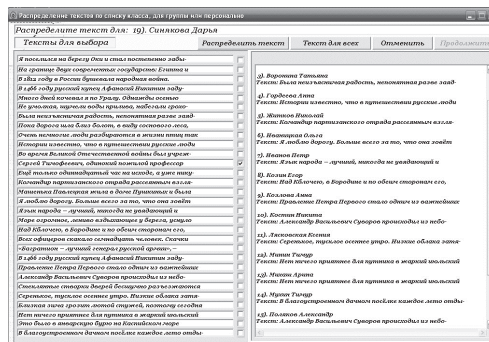
Figure 7. Text distribution procedure

After the distribution the children read the text to the teacher during the programmed time. The interval of this time is entered in minutes in the text box of the program, this form has also a timer, which is in the form of increasing bandwidth allows to track the task of completion time. At the end of the examination, the program gives audible and visual signals (Figure 8).
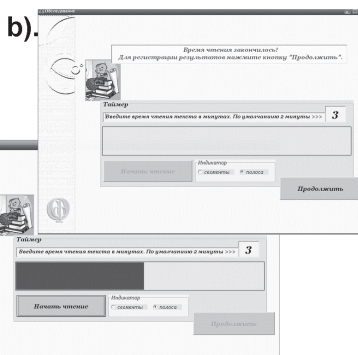
Figure 8. Measurement of reading time: a) – timer in the research process. It took one and a half minutes of the three established by the teacher; b) – the timer at the end of the study

After the reading takes place the calculation, processing and saving of the results in the database (Figure 9).
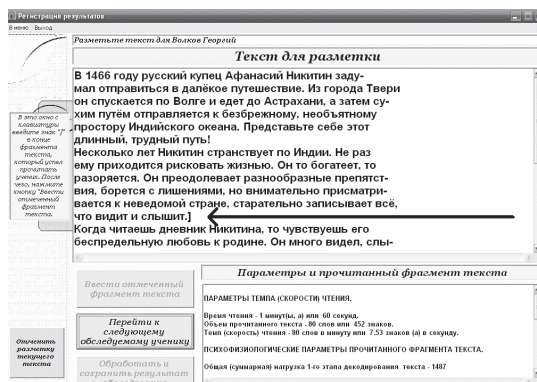
Figure 9. Accounting, processing and saving of the results of reading

In the upper window, shown in Figure 9 forms in list order or formed by teacher pairs appears the name of the student, and in the text box - the text that was assigned for this student. Using the sign "]" entered from the computer keyboard (in the figure this is shown by the arrow) the teacher marks the end of the text that had time to read the student, and clicks on the button "insert marked part of the text". After pressing this button in the lower window, fitted with scrollbars (scrolling), one receives the examination report, for example:

The parameters of the tempo (speed) of reading.
Reading time - 1 minute (s,) or 60 seconds.
The volume of reading text – 80 words or 452 signs.
The tempo (speed) of reading 80 words per minute or 7.53 signs in a second.

Taking into account the relevance of the study question and its not sufficient elaboration, we had to answer the question "What are the characteristics of tempo-rhythmical organization of speech of bilinguals, and how bilingualism affects the predisposition to speech dysfunctions?" When developing theoretical and applied problems of bilingualism (Karabulatova, Polivara, Zamaletdinov, 2013; Polivara & Karabulatova, 2011; Karabulatova, Koyshe & Gultyaeev, 2013 & Polivara, 2014) we proceeded from the idea of typologies of individual bilingualism: such psycholinguistic parameters as the degree of second language acquisition, the degree of autonomy of operation of the two language systems depending on the level of development of each language systems. The analysis of the materials, obtained in the process of traditional logopedic examination of children with bilingualism, was revealed heterogeneous level of proficiency in a second (Russian) language, with the full knowledge of their native non-Russian language in terms of age norm.

3. Discussion

Lets consider the well-known method of determining the rate of reading of L. A. Efrosinina (2010). It should be noted that the following material was not taken as a criticism of this distinguished author. Stated below data prove that L. A. Efrosinina conducted in a depth analysis and proposed a method, which without the use of automated means of data processing leads to the minimum error. In this regard, should appreciate this author thanked for his work. The development of automated means of computer processing of data that allows with less effort and with greater accuracy, reliability and clarity, as a rule, to be beyond the capabilities of a teacher

The essence of the method of L. A. Efrosinina is regardless of the reading method and the survey method, silently, out loud, buzzing reading, paired, individual reading, and etc., for 2-5 minutes, is counted the total number of words of test (text) read by the student. For greater accuracy of calculations L. A. Efrosinina offers two options with the subsequent calculation of the final arithmetic mean value of the two values obtained for each of the options. The children themselves consider to read the words and letters. The space between words is counted as one letter.

According to the first variant on the basis of counting of the number of delivered words by the students is calculated the reading speed equal to the number of words per minute (reading speed = number of read words for 2-5 minutes/reading time in minutes (2-5 minutes)). According to the second variant on the basis of counting of the number of

delivered letters by the student is calculated read speed equal to the number of words per minute (reading speed = number of read letters for 2-5 minutes/6,4 (the average length of a word or DSS)/reading time in minutes (2-5 minutes)).

After the study with the personal card of verification of techniques of reading is filled, for example,

Ivanov Sasha, 2nd "A" grade

1. Reading aloud:

Words - 130 in 3'; 130: 3 = 43 words in 1';

Letters - 885 in 3'; 885: 3 = 295 letters in 1'; 295: 6,4 = 46 words in 1'.

Arithmetic average: (46+43): 2 = 44 words in 1'.

2. Reading silently:

Words - 165 in 3'; 165: 3 = 55 words in 1';

Letters - 1056 in 3'; 1056: 3 = 352 letters in 1'; 352: 6,4 = 55 words in 1'.

Silently in 1' reads 55 words.

Why do not one, but two variants of the calculations and their subsequent averaging are offered?

From a methodological standpoint, there is a substantial probability of error when counting the number of words and in particular the number of letters in the text. As it is known in the practice of scientific research, all such calculations to avoid errors during the self-assessment should be repeated at least twice. It is obvious that is hard to carry out by elementary school students because of their age psychological characteristics and limited resources time. In this respect to the children for their motivation to the survey, are proposed two options of data processing, which add variety, support interest and eliminate the monotonous repetition of the same processing results.

From a statistical positions in the case of counting the number of read words by number of letters divided by the OODD (6,4), into statistics of method in advance is laid error. The magnitude of this error is illustrated by the data of our studies, carried out with the help of specially designed computer program presented in table. 1.

Table 1. Error count of the number of words in a random sample of texts recommended for study of rate of reading (Kruglov, 2010 & Speech technology, 2011), using the ratio of the length of the middle word (OODD=6,4).

№	Version of the text	Computer processing data		The calculation using the coefficient OODD with gaps		The calculation using the coefficient OODD without gaps	
		Letters without gaps	Words	Words	Error (%)	Words	Error (%)
1	Badgers	253	50	47	6	40	26
2	Spring	285	46	52	-11	45	3
3	Toucan	303	62	57	9	47	31
4	Gold	306	63	58	10	48	32
5	Competitions	345	60	63	-5	54	11
6	September	348	62	64	-3	54	14
7	In winter	368	62	67	-8	58	8
8	Wonderful tree	419	86	79	9	65	31
9	Wind	481	103	91	13	75	37
10	Obliging	489	106	93	14	76	39
11	Grandfather	571	139	111	25	89	56
12	Two mice	688	138	129	7	108	28
13	Duty	756	155	142	9	118	31
14	Who is the host?	1251	283	240	18	195	45
15	Solomonov' trial	1749	363	330	10	273	33
	Mean error (%)			**+12%;-7%**		**-**	**+28%**

The texts are placed in the table in ascending order of their length or volume in the letters. According to the presented data, in the cases of counting the number of words using the coefficient OODD with gaps on this random sampling the error can reach up to 25%, and excluding spaces to 56%. Accordingly, the average error will be 12% and -7% in the former and 28% in the second case. The error in the calculations using the gaps is much smaller. Thus, the recommendation of L. A. Efrosinina on account of the number of gaps when counting the letters of the read text is justified, as in this case, achieves a more accurate result.

Visual assessment of data, shown in table 1 does not give grounds to assert that increasing the amount of text increases the size of the considered errors. But in this case texts are shown. In the study of pace of reading by the pupils, as a rule, one text is offered that is methodologically justified from the standpoint of "purity" or equal for all participants of

the study conditions. In this case are counted different length fragments of the same text. In Figure 1 are shown significant functional regularities of the dependence of the above errors on the volume of fragments of one read first text.
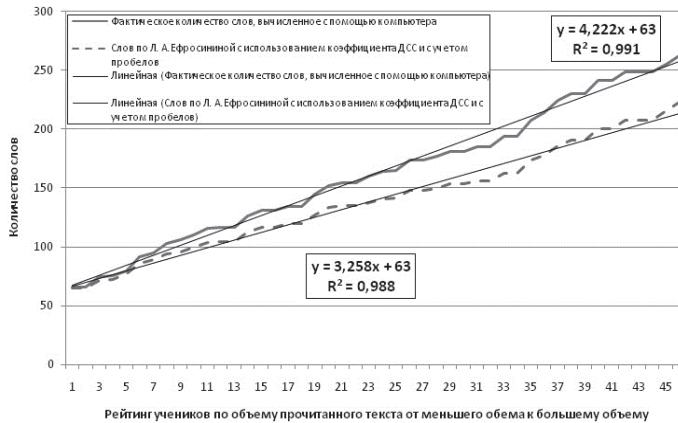
Figure 1. The dependence of the error in counting the number of words of read text with the use of the coefficient OODD from volume read first fragments of the same text

These data were obtained on the basis of an analysis of the students speed of reading of two second forms (46 people), held in October, 2011. The actual number of words read aloud for 2 minutes with a computer processing were in the range of 66 to 262 words, while with L. A. Yefrosinina's method - from 65 to 223 words. For the research the text V. Bianki "Peak the Baby Mouse", its first chapter, "How the Baby Mouse Became the Sailor" was used. The text was read first. For statistical analysis the results obtained during the study were sorted (ranked) from the smaller to the larger amount.

Based on the data shown in Figure 1 is not difficult to calculate the amount of error, which is equal to 30% ((4,222 * x) / (3,258 * x) = 1,296; 1,296 * 100-100≈30%). Moreover, this inaccuracy will grow in direct proportion, together with the amount of text read that underestimates the result of the study not in favor of the student.

To avoid such a blunder the technique studied offers the calculation of the arithmetic mean of the two options of data processing (see above). Let's refer to Figure 2, which shows the reliable functional dependence of the inaccuracy of averaged final results of the methodic, calculated on the basis of studies of the same two second forms.
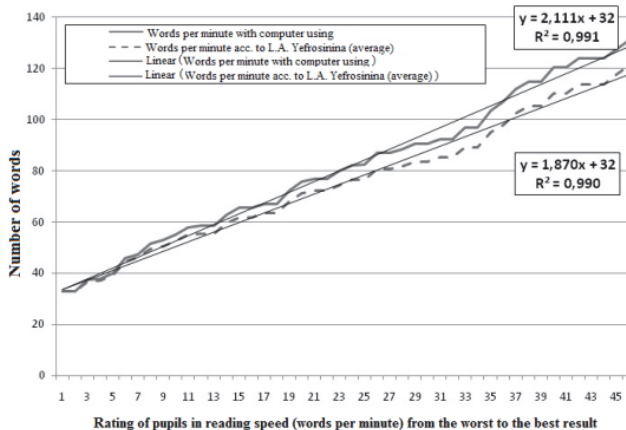
Figure 2. The inaccuracy of research results of reading speed obtained by the method of L.A. Yefrosinina

Based on the data shown in Figure 2 one can see that the error quantity has decreased more than doubled from 30% to 13% ((2,111 * x) / (1,870 * x) = 1,129; 1,129 * 100-100≈13%) . This error is also directly proportional and grows with the amount of text read and lowers the result of the studies not in favor of the student.

In the practical comparing of the results of our researches in second forms it appears that of the 46 students evaluated by the existing criteria (<25 words per minute - "2"; 25-39 - "3"; 40-55 - "4";> 55 - " 5 ") as a result of this error, 4 students must be scored below. That is, it is 9% of all students passed examinations (4/46 * 100 = 8,695≈9%). Statistical data obtained show that, for any number of such observations, this value will be in the range of 5 - 13 %%. That is, for the parallel classes (4 classes with 25 people in each, about 100 students), the number of students who will be put deliberately underestimated by the results of the survey will be from 5 to 13 people. In four parallel of elementary school (grades 1-4, about 400 people) - from 20 to 52 people. As a result of 16 studies for a year carried out with a periodicity of 1 times in a quarter, this figure for the initial class of each individual school may be between 320 to 832 people.

Thus, there is an urgent need to introduce automation tools in practice of speed reading examination in elementary school. To justify the psychophysiological position with respect to the subject let's turn to Table 2.

Table 2. The average length of words randomly selected texts (Kruglova, 2010 & Speech appliances, 2011) recommended for reading speed studies in letters

Text	The average length of words in the text in letters
Two Mice	4,1
Duty	4,42
Wind	4,61
Obliging	4,66
The Court of Solomon	4,81
Toucan	4,85
In Winter	4,87
Who's the master?	4,87
Competitions	4,88
Grandpa	4,98
Badgers	5,06
A Wonderful Fur-tree	5,61
Spring	5,75
September	5,93
Golden Snowdrop	6,19

The following table shows the ranked parameters of average word length in letters that were received as a result of a computer word processing. These texts are recommended for reading speed examination. As it seen from the table, none of the texts reach the average word length, which corresponds to the CRS index which is equal to 6,4. This is due to the fact that children are offered more simple texts, rather than the average text. Moreover, these texts have significant differences in average indexes between them, which reach 50% (6.19 / 4.10 * 100-100 = 50.9%).

In our earlier papers we have repeatedly stayed at the existing laws of the nervous system functioning in the process of perception of oral or written texts and on the fact that the quality of a student work with the text is very dependent on the structure of the text itself. If the frequency of occurrence of individual letters in the text or the length of its words, which are calculated in special programs, more than the usual evolutionary framework, the success of the student's work with the text greatly reduced. In particular we prove that when writing dictations on heavy texts (in physiological point of view) first form pupils make 2 times more errors, the fourth grade students - 1.3 times, and fifth and ninth grade students - 1.2 times (Polivara, 2014; Karabulatova & Polivara, 2013 & Polivara & Karabulatova, 2011, p. 2, 4-7). These data correlate with the results obtained by our colleagues in Moscow (Birkin, 2007; Birkin, 2009). In the course of consideration of these items let's turn to Table 3.

Table 3. Average load the first stage of decoding (letter formation) of a random sample of texts (Kruglova, 2010 & Speech appliances, 2011) recommended for reading speed examination in letters

Text	Average load of the first stage of decoding.
The Court of Solomon.	23
September.	31
Duty.	33
Grandpa.	41
Who's the master?	50
Wind.	57
Spring.	62
Two Mice.	63
Wonderful Fur-tree	63
In Winter.	71
Obliging.	73
Toucan.	79
Badgers.	83
Golden Snowdrop.	109
Competitions.	117

This table shows the ranked parameters of average load of first stage of decoding (letter formation), which were obtained by computer processing of the same texts. As it can be seen from the table the texts have significant average differences between them that reach five times difference of parameters polar in loadings of texts decoding (117/23 = 5.08).

4. Results

It is obvious, that the decoding parameters greatly affect the indices of reading speed. To what extent? We believe that we will be able to answer this question in the near future, as we study these relationships is ongoing. To justify the need for scientific development of outlined approaches, let's consider the data in Table 4.

Table 4. Indices of loadings of decoding of a random sample of texts (Kruglova, 2010 & Speech appliances, 2011) recommended for reading speed examination in various grades of elementary school

Text	Text is recommended for:	Indices of loading:
Grandpa.	2nd form	331
Obliging.	2nd form	672
Duty.	3rd form	337
Two mice.	3rd form	422
The Court of Solomon.	4th form	557
Who's the master?	4th form	346

The table shows the integral indices of texts loading that take into account both the first (letter formation) and the second (derivation) decoding steps loadings. As before, these parameters were obtained by computer processing. As it is seen from the table the texts "obliging" "Two mice" and "The Court of Solomon" in their physiological parameters are not suitable as for test task for reading speed examination as in the process of their reading the reading speed will decline independent from the child physiological reasons.

The stated approach to the reading speed examination is belonged to the sphere of knowledge and skills of professional psychological selection. Theory and practice of this trend in various government departments having been perfected over decades and is developed enough. In the course of this development the validity and reliability of the techniques were of paramount importance. Currently, professional psychological possess sufficiently reliable mathematical tools and experience allowing to carry out standardization of data under consideration.

While using this experience and common sense, one should raise the question: "Why with such serious discrepancies (see Table 1, 2 above and drawings) teachers still continue traditionally use the number of words read per minute by a child as an indicator characterizing the reading speed? *While the use of speed reading in letters (signs), read per minute or per second, a priori removes many of the problems discussed?*".

On the other hand the realization of that requires the use of automated information processing tools that eliminate errors and greatly facilitate the work of teachers, reducing the time it takes them to process the data. In the case of solving this problem, we obtain accurate and objective dynamic performance of the state of the nervous system of the child, which will be of interest not only for school teachers, psychologists, linguists, psychologists, but also for physicians.

Obviously, the physiological parameters of the text read closely related to the overall development of the child as well so to the peculiarities of bilingual language personality (Polivara, 2014).

Total load of the 1st stage of text decoding - 1487

The average load of the 1st stage of text decoding - 41

The average load of the 2nd stage of text decoding (word length) - 5.65

Text perception index - 223

The length of the text in standard seconds - 37.6

Thus, in the protocol the text about Athanasius Nikitin's three seas walking is taken. The text, which the pupil was managed to read in the regulated time, is following:

In 1466 the Russian merchant Athanasius Nikitin planned to go on a long journey. From the city of Tver he goes down the Volga and then to Astrakhan, and then by land goes to the boundless, vast expanses of the Indian Ocean. Imagine the long, hard way! Several years Nikitin wanders India. More than once he had to risk his lives. He gets richer, than it ruins. He overcomes various obstacles, struggles with hardships, but carefully eyes the unknown country, diligently records everything he sees and hears.

If teacher desires this protocol can be copied separately with the help of the context menu (right mouse button) through the computer's clipboard.

After clicking on "Go to the next examinee student" in the upper field appears a student next to the list of classes or pairs and the procedure is repeated. After the data of the list of the last pupil or pair input completion the button "Process and save the examination results" becomes accessible with which the results of the examination are recorded in a different file or in a database.

In the case of an examination in pairs for the second pupil in a pair who continues to read the text from the point where the first pupil it left off, the program for layout displays the text not from the very beginning but only remaining fragment, which significantly reduces the text markup. In addition, at the discretion of the teacher reading parameters can be recorded in the database not only during the examination, but also from paper according to the marks made by pupils or by the teacher in the examination process. Typically, in this case, the time of inputting and processing of reading results of 23-25 studentstakes 10-15 minutes.

In playback mode of the results of examination the program allows quickly to rate and compare their dynamics. Figure 10 shows the procedure for such a rate.

With the help of unfolding lists at the top of upper part of the form a class and a pupil is selected. After selecting a pupil from the list of class the program processes and quickly displays the accumulated information on it. In the left window in the form examination protocols is displayed in textual variants, which also can be copied through the computer clipboard; and in the right windows bar graphs illustrating the dynamics of the results of an examination of the reading speed in words per minute and in letters (signs) per second are displayed. These data clearly correlate with the average indices for the class (parallel) and with the minimum acceptable benchmark of reading speed for an adult.
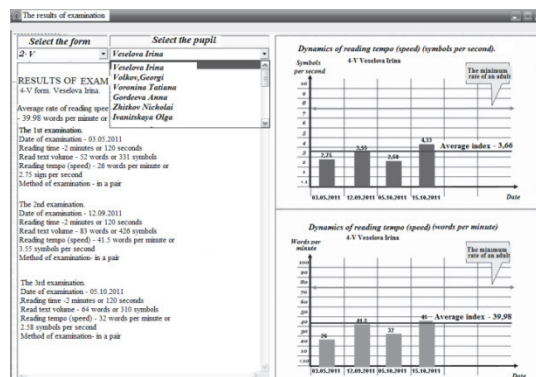
Figure 10. The form of examination results representation

Table 5 shows the fragment of the reduced (without physiological parameters) version of the report on the examination generated in Word editor with the help of this program.

Table 5. The variant of report on examination obtained by using a text editor Word

Form	Surname Name	Date of Exam	Duration of reading		Volume of the read text		Reading tempo (speed)		Method
			Minutes	Seconds	Words read	Symbols read	Words per minute	Symbols per seconds	
2-G	Kuzin	22.10.2011	2	120	207	905	103,5	7,54	P, al
2-G	Petrova	22.10.2011	2	120	152	701	76	5,84	P, al
2-G	Ryabov	22.10.2011	2	120	134	632	67	5,26	P, al
…	…	…	…	…	…	…	…	…	…

In our experience, for a teacher, who has basic computer skills, 40-45 minutes is enough to learn practical skills for this automated system using. In the course of its development, we tried to consider all the possible errors. In this regard, our software is equipped with a powerful set of algorithms that allows in "user - program - user" interactive mode to keep practicing teachers from data loss and to train him to use the technology optimally.

In the context of considering automated system improving it should be made clear that the introduction of the program algorithms that calculate the mark of the student on a five-point scale adopted, we considered to be inappropriate. We believe that the final assessment of the abilities of the child should still be leaved for a teacher. Therefore, our software is aimed primarily at providing to a teacher an objective, reliable, visual, numerical and comparable data, as well as his personal savings of time and effort.

Conclusion. We are currently developing a module of the program, which will help to evaluate not only the understanding of the text, but also the expressiveness of its reading. These criteria are also very dependent on the physiological parameters of the text (Karabulatova, 2008 & Living Tradition of Siberia Incantation, 2010). In the long term with sufficient interest of practicing teachers, we plan to find the valid and reliable integrated indicators characterizing the technique of reading in general. In conclusion we would like to mark out on the value of this method for secondary schools, for which will quote V.N. Zaitsev again:

"We came in one of the schools and asked for 6-8 grades registers. We have written down the names of the A-students in one list, then the names of B-students in another list, and compiled a list of the remaining C-students. Ask for archive registers for past years, when these students were the third grade students, the register in which the reading speed of these students was recorded. What it turned out? Those who became an A-student, at the end of third grade had 130-170 words per minute reading speed. The average is about 150 words per minute. Those who in grades 6-8 became B-student had at the end of grade 3 from 100 to 140 words per minute reading speed. The average is about 120 words per minute. C-students had read speed of 80-90 words per minute (approximately, of course). This is the law.

Let's write it out:

«5» - 150

«4» - 120

«3» - 90

This pattern cannot be neglected and must be taken into account in our work" [Zaitsev, 1991]. So, all bilingual children with normal speech ontogeny were assigned to three different variants of bilingualism, depending on the degree of ownership of a second language (Russian): I variant (coordinative bilingualism) were defined as children with so-called "early bilingualism", which had shown speech fluency in both languages (when freely switch from one language to another was done). To the II variant (subordinative bilingualism) children with early bilingualism, who observed a sufficient level of speech and the Tatar and Russian languages were referred. However, it was characterized by the presence of interference errors on phonetic, lexical-semantic and grammatical levels in Russian. To the variant III (interference bilingualism) refers children with an average bilingualism (beginning to learn the language after 5 years), whose level of Tatar speech corresponded to age norm, while Russian speech was accompanied by significant difficulties. Children Russian speech experienced the strong influence of the grammatical system of the native language; that is reflected in the specific error (attritions) due to the presence of interlingual interference. They can be characterized as speakers with elements of secondary language system with an unfinished language adaptation.

Thus, polycommunicative-ethnocognitive activity in Russian foreign language for bilingual children - is an active, conscious activity of the secondary language personality, aimed at creating a conceptual system of the target language in the structure of communicative competence in order to materialize the entire system of individual knowledge of secondary language personality and to acquire new knowledge by means of assimilated Russian.

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The Discourse of the Russian Elite in the ERA of "Liquid" Modernity as a Problem of Ethnic, Social and Cultural Security

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Abstract

The purpose of this article is an analytical study of modern Russian-speaking elite discursive identity, which is a reflection of the problems of modern social and cultural security of the country. The discursive practices of elite identity in Russian discourse of the era of "liquid" modernity are observed. Addresses Current changes in behavioral discourse of elitist personality, basic discoursebased concepts, that records changes in social reality in the chronotope, are analyzed. The tense situation in Russia exacerbates socio-cultural opposition of "friend or foe" at the level of discursive practices. Modern, multicultural elitist language personality skillfully uses several ethno-linguistic and socio-cultural codes, successfully adapting to globalization and migration processes of modernity (Karabulatova, 2013, p. 794). Language game, which is clearly represented in the discourse of the elite of the Russian personality, allows the characteristic representatives to use the funds as elevated and reduced vocabulary. In the process of language use new behavioral patterns of society and culture are forming. In it N. Farkle and R. Wodak see the power of discourse (Fairclough, 1996, p. 237-240). It is obviously that the problem of discourse does not belong only to linguistics, but this very preparadigmaticity attracts the interest of researchers. The eclecticism of human society dictates various forms of communication between participants depending on social and cultural norms. In accordance with the linguistic philosophy of structuralism the language is not just a channel of information about ordinary phenomena, and the mechanism of generating and structuring the social world. This also applies to the formation of social identity and social relations, i.e. changes in discourse are a way to change the world.

Keywords: elite discursive identity, discursive practices, behavioral discourse, reduced vocabulary, concept of lumpenization.

1. Introduction

Today research area called theory of discourse is one of the most rapidly developing areas of modern social sciences, and the term "discourse" has many interpretations: linguistic, semiotic, postmodern social-communicative, socio-cultural - namely this diversity of approaches to discourse causes the dialectical context of society and culture. M. Foucault in the concept of archaeology and genealogy considers discourse as a group of statements and believes that "discourse is not perfect, timeless shape... but a fragment of history [...], which imposes its own limitations and proposes its division into parts, its transformation, *specific ways of temporality*" (Faucault 1972:112). The study of discourse is in the focus of attention of scientists and seems to be very relevant, because in the process of analyzing the discourses revealed changes in social reality and values, that are relevant at a given time in a given location, are fixed, i.e. the chronotope of discourse are implemented. Any society is treated as an aggregate of individuals forming the different macro-social groups, depending on their gender, age, professional or social class. From the sociolinguistic point of view, each member of macrosocial group is the carrier of this or that variant of language (social dialect), which is a sign of belonging to this group.

2. Materials and Methods of the Study

Empirical data of the study in the article was the interview texts, materials from forums and blogs on the Internet and publicistic texts of the leading Russian writers belonging to the creative elite of modern Russia. The choice of genres is explained due to the fact that in them the individual picture of the world of studied discursive elite personalities is most fully reflected. In the article the methods of discursive and conceptual analysis aimed at identifying the dominant concepts in the discourse of the modern Russian elite are used. The challenges of modern society dictate certain cultural and verbal codes, the modification of the discursive practices is taking place, thus new basic concepts are existing, and the foemer go on the periphery. Identifying of new basic concepts of each era is a topical problem of modern linguistics. Next, we will try to identify these concepts on the example of the discursive elite personality of writer Tatyana Tolstaya.

The motive for this choice was determined by several reasons: a) T. Tolstaya is a descendant of the famous noble family, so she can be referred to "the elite of the blood"; b) T. Tolstaya is representative of the meritocratic elite, as thanks to the talent she has become one of the most iconic figures of modern Russian literature; c) T. Tolstaya is the author of works in the style of postmodernism, i.e. the flow which is characteristic of the era of liquid modernity; d) T. Tolstaya belongs to the intellectual elite of Russian up-to-date society; e) T. Tolstaya is not only a famous writer, but also a famous TV presenter and popular blogger that allows to consider her as a discursive identity in signs of interdiscursivity; f) the choice of T. Tolstaya was also because of the influence of the writer on the "minds of men", and her behavioral discourse reflects the changes in the moral and other values in the Russian discourse. The chronotope of the investigated discourse of the Russian elite: Place - Russia, Moscow. Time - the early 21st century, the era of "liquid" modernity (the term of Zygmunt Bauman) (Bauman, 2008, p. 65).

In his "live" speech, in practice, T. Tolstaya widely uses another part of the spectrum of the "great and mighty Russian language", namely taboo words, enthusiastic supporter of which she is, as well as a large number of units of a computer, or rather, a network slang. We will analyze the signs of the discourse T. Tolstaya as elitist personality on the material of the genre interview and her materials in LJ ("Live journal") and Facebook, because, according to the journalist, "Every interview is a kind of confession, the person reports on is his view of things. What are the turtles is his world. That will be these same markers (*the worldview of the person*).

Language features are mostly become apparent in orthoepic design in language of a carrier of a particular social language, no wonder the British sociolinguistics called social dialects 'accent', i.e. accents. In the Russian linguistic science there is an old tradition of the study of connection of language, language and social phenomena: I. A. Baudouin de Courtenay (1917-1929), L. V. Shcherba (1925-1926), A. A. Akhmatova (1913-1920),E. D. Polivanov(1927-1928), F. F. Fortunatov (1890-1914).

In the late 20th century under the leadership of L. P. Krisin has been carried a great work on the study of speech of the population of the largest cities of Russia (Kriysin, 2008 & Kriysin, 2010) to identify modifications of language structures in the Russian language. In this context, the study of peculiarities of pronunciation and correctness of speech devoted to the works of contemporary experts (Verbitskaya, 2003; Karabulatova, Sayfulina & Ahmetova, 2013 & Karabulatova & Polivara, 2013).

In recent years, due to the radical social changes in Russia (democratization, globalization, social stratification of society, openness of borders) scientists-specialists in Russian Philology closely began to investigate changes in the Russian language and to identify social factors that contributed to the manifestation of these Trends (Karabulatova, Sayfulina & Ahmetova, 2013; Karabulatova, Koyshe & Gultyaev, 2013; Yusupov & Karabulatova, 2014; Zamaletdinov et al, 2014; Karabulatova, 2013 & Ryazantsev et al, 2014). However, the majority of works in this area (unlike, for example, from a huge number of researchers in Britain) cover the area of "horizontal" classification of language variants, while social stratification is one of the most important aspects of discourse studies, including analysis of both the production and consumption of the text, and social practices, in which the discourse is developing. Theoretical and methodological basis of the study is the basic ideas and principles of the world and the sociology of culture, sociology, cultural and social anthropology, linguistics and genderistics.

3. Results

Professor M. A. Krongauz notes numerous examples of the use of vulgar vocabulary by representatives of the intellectual and artistic elite (Krongauz, 2007, p. 112). Professor I.S. Karabulatova indicates that members of the current elite like to play with ethnocultural and socio-cultural codes (Karabulatova, 2013, p. 795). The tendency to use "Russian articles" indicates the process of "simplifing", "massing" of the society that we categoryseries as the concept of "LUMPENIZATION", *it is one of the signs of the Russian elite discourse*. Since elite is the vector of moods and trends that

exist in a particular society, the processes occurring in the discourse of this macrosocial group allow to extrapolate the situation in the society as a whole.

Verbal signs of elitist discourse of personality of T. Tolstaya. T. Tolstaya is typical elitist language personality, if to determine the elite linguistic identity as "native speaker of Russian language who are able to demonstrate higher language ability (the ability to speak well in all situations of communication (public and informal, familiar, planned and unexpected, extreme, etc.) and having a wide field of constant and varied speech activity"(Karaulov, 2010, p. 169).

Exploring the characteristics of individual linguistic identity, V.P. Neroznak splits it into its two main types: 1) standard linguistic identity, reflecting the average literary treated normal language, and 2) non-linguistic identity that combines "upper" and "lower" culture of the language. V. P. Neroznak finds substandard language - argot, slang, jargon and offensive words and terms a sign of belonging of the language identity to language marginals (Neroznak, 1996, p. 114-116). It is interesting that in the late 20th century the scientist refered writers, masters of the art of speech to the higher culture and representatives of anti-culture to the language marginals. The era of "liquid" modernity changed elitist ideas about linguistic identity, now under the elitist language personality is understood a person who perfectly know the language means, has the skill and ability to switch language codes (Karabulatova, 2006, p. 44).

On the one hand, according to A. Genis "Tolstaya's prose serves as the best introduction to the new Russian literature, as I keep telling the Americans, who, however, already know that, because with pleasure are reading her stories in excellent translations. Having joined post-Soviet literature with the Silver age, Tolstaya extended into the present century that we loved in the past - openwork ligature of associations, disciplined poetic syllable, branched metaphor of the narrative" (Genis, http://www.echo.msk.ru/blog/echo_rating/1268532-echo), on the other hand, code-switching of T. Tolstaya on sub-standard, colloquial language occurs not only in the narrow circle of communication (often for elitist language personality), but also in the published interviews.

Undoubtedly, "in articles (*of Tatyana Tolstaya* – T. O.) dedicated to the problems of language, can be traced innovative trends in the emergence of scientific analytical text for a small amount of comic drama insets illustrating in vivid artistic forms the research observations on linguistic processes ("Hope and support. Heart sad change - 1", "On the lime leg. Heart sad rumpled - 2", "here and there. Heart sad change - 3"); Tatyana Tolstaya, as a connoisseur of words, acts against total "corruption of language"; against "retraction of synonyms" that impoverishes and primitivise the linguistic identity; against the dominance of distortion in the Russian language for foreign expressions ("undigested clot of foreign cultures"); against "verbal bits" ("Check me out", "Cool"); against the shallowing of the dictionary, the pressure of jargons in the speech, eclectic merge of functional styles. Her "linguistic" articles, where a strictly scientific argumentation with thin, but the evil irony and witty jokes are combined, become a dangerous invectives" (Lyubeznaya, 2006, p. 183). One of highlighters of elitist worldview of the individual is attitude to the abuse, and not as to mean of strong emotional-energy impact in extreme situations, but as everyday vocabulary, the spirit, manifestation of emancipation and the lack of "hypocrisy". Russian abuse, counting more than a century, is not the object of our study. We see it only from the point of view of expanding the area of its usage, which is a sign of modification of discursive practices of modern Russian elite.

From the standpoint of synergetics "explosion" of the use of taboo language in the country occurred after a certain bifurcation point, namely, in the so-called "dashing 90". The complexity of survival somehow justified lumpenization of the population in Russia of that time. Times have changed, but the use of this abuse is not decreased, and rather increased and continues to grow, with a significant role in the promotion of the use of abuse played by the media, which, in the absence of prior censorship and in the chase of of audience, in every way applaud strong phrases from the lips of guest stars and celebrities. In its commitment to taboo vocabulary T. Tolstaya is not alone. The tendency of usage of Russian abuse by intelligency and representatives of the intellectual elite is noted by many researchers.

Female abuse women of the representatives of high society is not considered as something prediscovery, on the contrary, those who avoid the use of obscene language, "are not in trend". In post-perestroika Russia women suddenly lost those qualities which in the aggregate was defined as "Turgenev girl": educated, attractive, well-groomed women that do not produce impressions of being tortured by life, they open their mouthes and, in the words of Hans Christian Andersen, "from the mouth toads begin to fall ». It happens even in those groups where taboo language was strong. In fact, the use of taboo language in elite discourse is a *sign* of the disappearance of any linguistic, moral taboos, actualization of typical of the era of "liquid" contemporary concepts of *cynicism and liberation from obligations*. By classifying language elitist personality from the way of communication, researchers (Fischer, 1995; Kuprin, 1998; Kochetkova, 1999 & Karabulatova, 2006) highlight its speech representation in the field of officially-professional communication, in which reflects skillful of codified literary language, or, in the words of P. Bourdieu,"legitimate language" (Bourdieu, 2005).

Spoken discursive practise of elitist linguistic identity in the era of "liquid" modernity is implemented, except personal, direct communication, also through social networks. If the genre of interview proposes the disclosure of the

worldview of the respondent, the informal communication in social networks represents the nature of communication, when the "carrier of elite culture not always follow regulations, and in his speech is widely presented units of substandard subsystems of language, i.e. there is a "situational variability" (A.D. Schweitzer)" (Carter, 2007, p. 5). The identification of the linguistic identity of the subject of the blog-discourse is linked to the value system of the virtual picture of the world, has characteristic signs and occurs through the implementation of special communication strategies in blog discourse. During the interaction of virtual and real linguistic identity happens a change of personal identification and is forming a new kind of linguistic identity, it is the subject of the blog discourse. The removal of all taboos is a stylistic feature of the discursive practices of social networks, where language personality in behavioral discourse develops into a discursive identity with the manifestation of these qualities, which in other discursive practices were not so obvious.

"The study of linguistic and paralinguistic characteristics of the blogosphere has shown that language of blogs is saturated with jargon and technical slang language (the language of "bastards", "olbanian"), foreign inclusions (mainly English), the use of several styles of speech. The texts of the blogs are reduced as much as possible and are accompanied by non-verbal elements. They are distinguished by features of the semantic organization of the texts of postmodernism with the aim of transferring the intonation of the spoken language, giving the expression of emotionality and expressiveness, additional meanings, bloggers combine literary language with youth slang, understated style of speech, computer jargon, obscene vocabulary, the use of the Russian language accompanied by intensive use of English borrowings" (Germasheva, 2011, p. 141)

The signs of the discourse of T. Tolstoya are:

a) single agonal signs, or signs of competitiveness (T.Tolstaya) does not see her equals, "*and therefore does not enter into the discussion, and hangs labels, in the form of invective: "stinky", the newspaper published in an immense circulation, - "dung heap" the interpreters - "idiots, bastards...", the Patriarch is harmful fool... (very very vurgal slangs are omitted). Tatiana Nikitichna is surrounded by "jerks, idiots, untalented persons and ignoramuses". And she usually offers all of them to hang themselves. And even though she acts like a woman from Odessa Privoz, but she called Pushkin "resident of Pskov of not highest origin", the country's leadership (offensive) and you personally "goat" - try to argue".* (Tolstaya, http://www.kp.ru/daily/26209/3094400/);

b) signs of a lack of traditional morality, the presence of a high degree of cynicism (When in Primorsky region bandits indiscriminately began to kill the police, T. N. Tolstaya reacted in his own way: *"When I learned that cops are bumped off, I began to tremble with joy". And then sneered: they say, what a stupid and funny man from Archangel wrote me: can't understand "how intelligent is glad that somebody got murdered". Indeed, naive person. After all, the best that usually the writer wants to make with others, is to put them "in head in the toilet" or hit with "a stick with a nail in the face". Typical of her is a dream about meeting with the leader of one of the factions of the national Parliament: "I'll throw myself at him like a wolf, and bite his throat..."* http://www.kp.ru/daily/26209/3094400/);

c) *signs of contradictory of beliefs* (on the one hand, the existence of the concept of social responsibility, and on the other the presence of transnationality).

As mentioned above, namely in the genre of interview is most fully revealed the inner world of man. Many revelations have become available to the public after the famous interview that gave T. Tolstaya to the journalist Igor Sidarenko, where she argues that " the country is not such to fit it! It should be carried with oneself, sily fat .. ss,! Now, maybe the government is trying to conform, to be... the same backward and squint-eyed, as a people," and "love for Russia is sweet slaver. It is generally bad form. Taste is class thing. Don't want to offend classes that are prone to this bad taste".

On the other hand: "Here I am anxious at Homeland and I figured out what I can do for it. I'm not going to yell at the squares! It's pointless, it's the dog barking. I'll do what is available for me! When I will write, vote, I will keep it in mind. I have such agenda".

"I thought - whatever, it's a dog stuff, to live abroad is well, one must live abroad. You should use it to travel. After all, what is a foreign country? This is our world. It's a world, world! But now I understand everything. Well, six months, one year, two year one can live there... And what about whole life? With all this around? It's scary... It is different... air - to Bbird, water – to fish... the Fish looks for deeper water, and no man knows what he needs" (http://www.medved-magazine.ru/articles/Igor_Svinarenko_Tatiana_Tolstaya.1875.html).

The manifestation of transnationality, the lack of patriotism (in the speech of some elitist personalities in Russia this word has acquired a negative connotation) - a fairly common phenomenon in the modern Russian discourse. Cynicism in the expression of contempt for Russia acquires a competitive nature. Alfred Koch, Russian statesman in B. N. Yeltsin, believes that "Russia has now appeared, and nobody needs it. In the world economy there is no place for it... the Russians are not able to earn anything... They are so admired, they are still admired for their ballet and classical literature

of the nineteenth century that they were no longer able to do anything. It's a raw materials appendage. Unconditional emigration of all the people who can think... Then - collapse, turning into a dozen small states... I, frankly, don't understand why the chaos in Russia may become a threat to the whole world. Just because she has a nuclear weapon?.. To deprive it of nuclear weapons, rather airborne division is enough. Once to disembark and pick up all the missiles to the devil... the army is not able to provide any resistance". (global-avantur.livejournal.com/415440.html)- It is obvious that in the above examples there is bright actualization of the concept of "CYNICISM".

d) the signs of commitment to the principle of "to be" and not "to own".

Signs of inconsistency of investigated discursive elite personality are also observed in another basic concept, actualizing this personality - the concept of "to be" (elite) vs "to have" (ersatz-elite).

Let us illustrate this on the example of the attitude to money.

"...I don't take cash for no particular reason. I'm terribly squeamish and legible. I can't work in a situation of boredom and not of interest to what I'm doing. Even though! If I don't believe in what I do, I won't work. I can only work on endlessly favorite.<...>some cash, they are not dirty - they are boring. I do not take boring cash ".

On the other hand, pragmatic approach to the situation:

"Why do you need the TV? Cash, fame? - No, it's enough of glory. Just an interesting case was offered. Plus cash. An interesting case without cash - I just can't handle this, I've got to eat and drink".

(http://www.medvedmagazine.ru/articles/Igor_Svinarenko_Tatiana_Tolstaya.1875.html)
Manipulation of blog readers is a sign of dominance, imperious nature of the discourse of the elite.

Features of discursive practices of network communications are in larger freedom in the choice of vocabulary and flippancy to the syntax from the point of view of language. From the point of view of speech and discourse in network communication more brightly than other forms of communication appear "hidden" behavioral patterns of social behavior . This is due to, first of all, the anonymity of users, often concealing his identity under the "nicknames". However, in a situation of T. Tolstaya, there is complete transparency and unwillingness to hide her thoughts and opinions. In this case, the name itself is a guarantee of success of the author's posts on Facebook.

In addition to the above features of social networking, there is one more feature: the disunity of users, the so-called "loneliness in the Net". Anonymity gives users the opportunity to pour out those negative qualities, which in the real society, it is customary to keep. Bloggers themselves are also not on good terms with their subscribers, calling them "hamsters", i.e. narrow-minded and easily guided readers. Here is how T. N. Tolstaya explains the motives of communication in the Network:

"I feel satisfied when there are a lot of feedbacks on my post, the content of their comments is irrelevant; the more people are in virtual communication with me, the more credibility I get; I can manage my "friends"; I can earn good money by driving my blog; if I want, I can help anyone with the advice; I need communicating in blogs to achieve a sense of satisfaction and gain lucre; I can build the communication in such way so to manipulate the addressee; I know people very well and can easily manipulated them; I am interested to bring people to aggression; I can achieve the desired effect by manipulating the public. " (Germashova, 2011).

T. N. Tolstaya behaves in the Network freely, without constraining herself with excessive politeness: "*When 22 000 readers are following you, that automatically means that 21 000 from them are hamsters. Their reaction is predictable and planned. From time to time I write a post so that the hamsters to ran up and gnaw', the writer do not hide lower opinion of the readers of her blog. "It's all manipulations. You chopp for them: Hey, mice, come over here. They run and run! In order not to miss the baiting place, if the post is good headlined, such as "Russophobia". Be sure they will come and accuse me, in what do you think? In Russophobia. Can't be wrong". Another useful observation of Tolstoy: "The people don't remember anything. I have checked: I took the lyrics from three years ago, put them on Facebook, and people read them as new".* (Tolstaya http://www.kp.ru/daily/26209/3094400/).

Further consideration of the discursive practices of behavioral discourse of T. N. Tolstaya is based on the signs of loss of traditional values as a sign of the era of "liquid" modernity and scandalousness as a behavioral pattern.

Signs of outrageous and scandal fully is reflected in numerous publications, reflecting behavioral discourse of T. N. Tolstaya. In blog (http://www.mk.ru/politics/2012/03/01/677193-u-tatyanyi-tolstoy-ukrali-tekst.html) Tatyana Tolstaya called a publication "the shi..y election little rag working for Putin" and "sh..t colorful piece of paper with a circulation of 5 million 490 thousand copies" and wrote that, in addition to theft, the chief editor Vladimir Mamontov (former chief editor of "Izvestiya") "and Ko" committed "the sin of bearing false witness".Linguistic personality of T. Tolstaya as a participant in

blog discourse fully meets the above-mentioned characteristic of blogger. But here bright discursive identity of the blogger is released from the framework of the "average" user of the Network. The underlined, sometimes outrageous usage of abuse, pejoratives and taboo language is characteristic of dialogical blog-discourse of T. Tolstaya, which is a sign of strengthening the position of the concept "LUMPENIZATION".

Thus, we see the desire of the elite to the underlined outrageous value, the change of attitude towards their own elitism. The discursive practices of the modern Russian elite so reflect lumpenization that we can raise the question of the necessity of keeping the elite as valid intelligency of the nation, the need to revive the elite as a carrier of high elite social consciousness, which tends to raise the general level of education, intelligence in society. Observing modern world elitist community, we can state that these discursive practices have become a distinctive feature of elites of other states.

4. Discussion

A characteristic feature of Russian discourse always had a special connection to the personality of the writer. "Literaturecentrism of Russian culture has led to the fact that the writing has been identified with the performance of moral duty, the writer was given a royal place in castles in the air of national spirit" - rightly writes A. Ashkerov (Ashkerov, 2002). It is a bright example of social exclusion (Osipov, 2002). The phenomenon of marginality cannot be evaluated except in the context of the wider cultural and sociological issues, such as culture and personality, cultural mechanization of behavioral regulation, socialization, norm and deviation, social stratification and social mobility, sources of socio-cultural dynamics, etc. (Atoyan, 1993; Stonekvist, 1989; Raban, 1989; Karabulatova, 2011 & Stepanova 2000).

Changing of social practices in the era of "liquid" modernity has led to a change in the axiological attitudes in the Russian discourse - the concept of "intelligence" gives way to the concepts of "cynicism", "aggression", etc. However elitist personalities continue not only to read, but also share their opinions about what they read in the Network. Interesting is the comparison of the participant of the forum "And you, what are you reading?" manners of presentation of the two authors of memoirs: "A. Shirvindt. "Thoroughfare of biography". I started to read, and for some reason just remembered books of Zolotukhin... In Shirvindt writes about life, about the theater, about colleagues, and Zolotukhin writes about the same. But how differently. It turns out that it is without dirty wash. It is often with sad irony, but not offensive to those of whom he writes. And it is not that he wants to remain good for all. No, it's just the different attitude to the people, another character (forum "And you, what are you reading?").

The difference of T. Tolstaya discourse from the classical discourse of the Russian writer as "the expression of the thoughts and aspirations of the people" is in that " TT turned intelligence complexes into commercial literary products, which proved to be quite competitive on the market. Thus, quite naturally was completed the process of glorification, and the legalisation of market relations of "thinking layer" of our society. <...> This is the attitude now is called technology. The technology of literary success" (Ashkerov, 2002) Therefore, attitude towards others is determined not only by the time in which writers live, but also by individual qualities of elitist personality, the ability to maintain moral and axiological installations, the qualities that combine to form the concept of "intelligent person".

5. Conclusion

It should be noted that Russian discourse of the era of "liquid" modernity presents several striking discursive personalities, the behavioral discourse of which is similar, and the attitude to which causes polar feelings. In Addition to T. N.Tolstaya, to such personalities are A. B. Pugacheva and K. A. Sobchak, the name of last became a common noun anthroponym. Not in vain in some publications T. Tolstaya is called Ksenia Sobchak of Russian literature. Behavioral patterns of scandal, cynicism, csandalous value in the presence of strong personality, charisma, clearly defined concept of dominance, talent, flexibility of behavior contribute to the fact that these discursive identities arise in some admiration and a desire to imitate and in others complete rejection of their behavioral discourse. Thus, we want to emphasize that in this case the attitude is influenced by all the signs of the elite discourse - verbal (vocabulary), nonverbal (manner of clothing, proprietary environment) and behavioral patterns (communicative social behavior).

Rightly is, however, to note that the features of the lumpenization of elite discourse can be traced not only in Russian but American discourse: "unfortunately, in general, you come from high assessment of American diplomacy. <...> I am still more sceptical about the general principles which form the USA elite. Except Psaki there is also Biden. The second man in the state, who also regularly says things that make people open their mouth. This indicates a general level of training of the elite," says Andrei Korobkov, Professor of political science at the University of Tennessee (USA), expert of the Russian Council on international Affairs, doctor of economic Sciences (Korobkov, 2014). Indeed, Jane Psaki, despite her high position in the establishment of the USA is hard to call an elitist discourse personality, not to mention *the*

*elitist language of personality.*I n recent years her name has become a anthroponym, and behavioral discourse of personality of J. Psaki is the testimony of expanding the implementation of the concept "lumpenization" in the discourse of the elite, because on formal grounds, the assistant to the President of the United States belongs to the elite of power. All of the above given allows to conclude that along with the concepts of "Dominance", "Cynicism", "Transnationalism", "Mobility" as the signs of Russian discourse of the era of liquid modernity, the modern discourse of the elite is observed the highlighting of the concept of "LUMPENIZATION" of elite personalities. Thus, we must recognize that the phenomenon of elitist speech of language personality needs rethinking at the present stage of development of society. The obtained results of the research allow to realistically assess the changes of social and cultural situation in the elite community as ambiguous, contradictory and multi-component.

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The Modern Russian-Speaking Communities in the World: Formation, Assimilation and Adaptation in Host Societies

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Abstract

Modern Diasporas are not just historically dispersed peoples, united by common ethno-cultural roots, maintaining real or imaginary ties with their historic homelands. Modern Diasporas should be viewed as strategically vital trans-national networks with remarkable social, political and economic potential. The Russian Diaspora of today has formed in unique historical circumstances, as the consequence of the break-up of the Soviet Union, the formation of new nation-states in its place, and a massive wave of emigration from this area since the early 1990s. This paper will examine the global nature of the contemporary Russian Diaspora, both in the West and in the Far East. Focusing on the example of the USA, Finland, Cyprus, Japan and Korea, it will examine the statistical size of this Diaspora, its ambiguous ethno-cultural composition, its patterns of integration and assimilation, its forms of diasporic self-organization and support, and, finally, the creation of Diaspora-based business, professional, socio-cultural and educational networks. Furthermore, this paper will look at how these diasporic groups represent the Russian Federation abroad and the role that they increasingly play in Russian diplomacy and foreign policy.

Keywords: Russian Diaspora, identity, assimilation, modern society, migration.

1. Introduction

The notion of Diaspora traditionally originates from the history of the Jewish people, in the context of which it was conceptualized as in many ways a unique phenomenon (Levin, 2001). However, over the centuries, as ethnic-based migration and population dispersal became widespread and very diverse, the term Diaspora started to be applied broadly and loosely to numerous other ethnic groups, whose predicament could be modeled on the Jewish experience of dispersal, even if sometimes only remotely so. In this paper, I am interested in the formation of a new kind of Diaspora, typical of the twenty-first century, a Diaspora that is understood not simply as part of a nation living abroad, having common mental, cultural and historical roots and striving to maintain various types of links with its historic native land, but rather as a vibrant transnational network, which, in the new context of a global economy and twenty-first-century technology, is developing into a trans-national structure with remarkable social, cultural, political and economic potential. At the beginning of 1990s the size of the Russian Diaspora beyond the CIS-states and the Baltic states was about 2 million persons. They lived primarily in the USA (about a half of this Diaspora), in Israel and Germany (300,000 persons respectively), as well as in Latin America (about 150,000) and Canada (around 100,000), with the rest spread elsewhere. This Diaspora had formed through migration both before and after the 1917 revolutions as well as through several more recent migration waves during the Soviet period. The break-up of the Soviet Union and the creation of newly independent states have vastly increased the size of the Russian Diaspora, which expanded further through more active emigration from Russia and the other FSU states over the past fifteen years or so. Currently the size of the Russian Diaspora (Russians living outside the borders of the Russian Federation) exceeded 25 million persons, which, in terms of size, is second only to the Chinese Diaspora. And yet, according to the Russian Ministry of Foreign Affairs, only 1.5 million Russian citizens are registered with the Russian Consulates as permanently residing in a foreign country. This, however, is a considerable underestimate, arguable only 10% of the overall number of Russian citizens actually living abroad.

2. Metods and Materials

The data for this research was collected by employing the following methods: Firstly, the statistical method, which included gathering and processing statistical data regarding human trafficking offences, use of slave labour and human smuggling provided by the Russian Ministry of Interior and the Investigative Committee of the Russian Federation for the years 2009-2012; data from the Russian Federal Migration Service concerning the quantity and structure of permits for

work in the Russian Federation issued to foreign citizens, and also data concerning the number and breakdown of Russian citizens employed abroad between 2006 and 2012. Secondly, the sociological method, which included 18 interviews with experts, is including government employees, law enforcement officials, embassy representatives, employees of international organizations, employees of non-governmental organizations, managers of companies which provide employment services, trade union leaders, academics, etc. Thirdly the cartographic method, which entailed preparing a number of graphical materials, cartograms and diagrammatic representations relating to human trafficking and irregular migration. Fourthly, the analytical method, which entailed analyzing and reviewing legislation within the Russian Federation, intended to combat human trafficking for forced labour and irregular migration. This thesis focuses on the approaches of Russian political elites and intellectuals towards Russian nation and its diaspora as off 1991; especially on the four ways the Russian nation is nowadays defined: 1) The Russian nation in the context of the Union Identity, 2) The Russians as a nation of Eastern Slavs, 3) The Russians as a community of Russian speakers, 4) The Civic definition of the Russian nation (Rowley, 2000). While Putin declare that they are in favor of the civic definition of a nation within its borders, the policies they pursued concerning the Russians in near abroad have been omitted this sense of community. Thus, this thesis presumes that Russian Diaspora, the twenty-five million people who suddenly found themselves beyond the borders of Russia with the demise of the Soviet Union, is an essential element in defining the new Russian identity. The premise "Russian Diaspora" paved the way for Russian political elites and intellectuals to define Russia as the ethnic homeland for Russians. On the other hand, the Russian population residing in near abroad developed different interpretation of "homeland". Factors such as the years of their settlement in the newly independent post-Soviet states, their role in the economic life, mixed marriages, cultural distance between them and titular nations, the size of their population in the host states, the closeness of their settlement to Russian border or the nature of the nation building process in the newly independent post-Soviet states contributed to the perceptions of homeland amongst Russian populations. Therefore, this thesis examines how Russian political and cultural elites built the Russian nation according to the Russian Diaspora. It further focuses on the self-identification of Russians who lived abroad and considers their relations with the nationalizing regimes of the newly independent post-Soviet states and Russia. The modernist approach considers the nation as an essentially modern phenomenon which emerged at a particular time and space in history. According to the modernist approach, nations are creations of modernity, because their very existence requires an industrial society with a high level of literacy and mass communication. Modernist scholars can be distinguished with those who focus on social-cultural transformation such as Ernest Gellner, Benedict Anderson, Miroslav Hroch and those who focus on political transformation such as Eric Hobsbawm, John Breuilly in industrialization process (Değirmen, 2008). According to modern Western scholars who have made a significant contribution to the development of the theory of nationalism (D Connor, E. Gellner, E. Smith et al.), Ethnicity - this is not a vestige of traditional society and an integral part of contemporary social transformations conducive to the growth of the number of contacts between first of distinct ethnic groups are involved in the competition for the same economic sphere, which are generated by modernization. Such a sharp intensification of interethnic interaction leads to increased ethnic identity and the aggravation of inter-ethnic conflict potential. Conflictologycal aspect of ethno-political studies of contemporary diasporas updated and post-Soviet realities of Russian society. Diaspora becomes a form of self-identity of many groups of old residents of Russia. So, some of the Armenians, Greeks, Koreans, Germans, Poles and other Russian citizens of foreign origin, are united in the national-cultural autonomies and centers, various associations for cultural and ethnic lines. In this regard, it is necessary to study ethno-political factors that contribute to the intensive care unit, "awakening" and mobilize the Diaspora ethnicity. In this regard, particularly relevant to develop integration problems emerging in the process of migration diaspora communities. So today is very important is the problem of the diaspora as ethno-political phenomenon. The problem of self-determination of the diaspora due to the absence or underdevelopment of their political entities implementing ethnic interests, combined with the existence of the nation-state of the same name of the ethnic majority in the territory of their historical homeland; This problem defines conflict "dual identity", "dual loyalty" (Popkov, 2003; Karabulatova & Karelina, 2006; Karabulatova, 2013 & Karabulatova, Sayfulina & Ahmetova, 2013). Some researchers believe that the latter circumstance often makes them "strangers" in the eyes of the state of origin and the state of the settlement. Achieving the goal was carried out at three levels of ethno-political research. At the first level, the dialectic, system, structural-functional, comparative, historical approaches. At the second level, such approaches have been used as political science, sociology, social, psychological, cultural. At the third level, the methods of observation, survey, analysis of documents and statistical data. In the course of the project the author relied on the following logical methods: analysis (in, inter alia, multifactorial (polikauzalny)) and synthesis (eg multiparadigmatic, interdisciplinary). Thus, the dissertation research is based on the integration of elements of the following traditions: general scientific, theoretical, empirical and general logical, allowing, in our opinion, to achieve a deeper and more adequate understanding of the nature of ethno-political phenomenon of modern diasporas identify the social and cultural foundations of their conflict-and

consensus-building.

3. Results

A significant portion of the Russians that have gone abroad belong to that intellectual class which in recent times lived according to the ideas of the West. The author examines the global clusters separately Russian diaspora in the world: the United States, Europe, Asia. The problem of cultural and political recognition of modern diasporas in the context of globalization manifests itself primarily in the transformation of the institution of citizenship in the host societies. Thus there is a contradictory interaction of two trends: "transnationalization" and "differentiation". On the one hand, the institution of citizenship is a factor weakening the perception of other cultures as diaspora groups and promote their integration, on the other hand it is aimed at the preservation of national and cultural identity of the host societies and emphasizes another cultural status diasporas.

The Russian Diaspora in the USA. A large Russian Diaspora is currently settled in the United States of America. Russian language is the seventh most common in the United States (Sensus, 2000; Pronin, 2001; Nitoburg, 2001 & Nitoburg, 2003). However, the data available on this country must take into account the way in which the USA collects information about the country's ethnic composition. The principal feature of US migration statistics is that labour migrants are granted only non-immigration visas, and are treated as staying in country temporarily, which means that, as a rule, they are not properly accounted for in immigration statistics. The US census does, however, include data useful to the analysis of the country's ethnic composition, and these include place of birth, language use, and ethnic identity itself. According to the 2000 US census, 706,000 persons included in it said that they spoke Russian. Approximately 2.6 million of American citizens, or one percent of country's population, declared themselves ethnically Russian (US Census Bureau, 2004). In the 1990 census 2.9 million persons declared their ethnicity as 'Russian', while approximately 390,000 persons named the place of their birth as USSR. There is nothing surprising in the reduction of 'Russians' in the USA between the 1990 and 2000 census, because after a certain period of life in the USA many people's start to consider themselves 'American'. According to the immigration estimates of the US Census Bureau, about 460,000 persons born in Russia lived in the USA in 1994, while, by 2003, this figure went up to approximately 544,000 persons. Thus, over this period, the Russian Diaspora had, in fact, increased on account of direct immigration by about 154,000 persons. The largest contingent of Russians (39%) lives in the North-East of the USA. Here the largest community is concentrated in New York – about 300,000 persons (Vanichkin: www.rusedina.org). It is understood that since 1991, the Russian community in New York has practically doubled, its rate of growth reaching 190% (this is high, but still slower than the growth of many other migrant communities (e.g. immigrants from Mexico, Bangladesh, Pakistan etc.). Brighton Beach in Brooklyn is considered to be the district with the most compact settlement of immigrants from Russia. Approximately a quarter of Russians live and work on the West Coast, with the largest communities in San Francisco, Los Angeles and Seattle. Highly-skilled Russian migrants (mainly scientists and IT specialists) are concentrated in the Silicon Valley. Accordingly to the data of the US Census Bureau there are some US towns where the proportion of Russians in the overall size of the population is particularly large. For example, in Peaceful Valley (Washington State) and Concordia (New Jersey) over 22% of inhabitants declared themselves Russian by origin (Vanichkin: www.rusedina.org). Approximately 19% of US Russians live in the South (mainly in Miami) and 17% in the Midwest (mainly in Detroit). According to Russian statistics, between 1994 and 2004 only approximately 14,300 persons went to the USA from Russia with labour contracts. This suggests that approximately only 4% left to work abroad legally. It is impossible to keep track of the number of Russian labour migrants in the US in any detail based on data published there. However, according to OECD information, approximately 17,000 Russians were admitted to the US in 1997 alone. This suggests that Russian data on labour migration to the USA is a considerable underestimate. Such gross disproportions are confirmed by IOM estimates, according to which about 130,000 highly-skilled Russian specialists are working in USA (IOM, 2002). This, of course, is just a 'drop in the sea' of the overall American labour market, in which in 2003 about 21.6 million persons worked. Russia is by no means a considerable supplier of foreign labour force into the USA, when compared to 6.5 million Mexicans (who occupy the 1st place) or even the 322,000 Colombians (who occupy the 15th place) (OECD, 2005). The majority of Russians working in the US are employed in the computer industry and the service sector. In cases where labour migrants work in their own profession, they are often employed by compatriots who had settled in the US earlier. There are, of course, also plenty of Russian students, trainees or scholars on various exchange programs, who end up working in the US in some form or another, while even some tourists may be added to the number of those who have legally entered the US for purposes of employment. Many of these work illegally, of course, because their visas have expired. Our own estimate of the size of the 'new' section of the Russian Diaspora, which would include those who have migrated in the past 10-15 years, is about 300,000 persons. A large proportion of this new Diaspora stays in regular contact with their Motherland. The

phenomenon of the flow of Russian immigrants in the US, closely linked to the political, economic and religious aspects of life in both countries, interested in both Russian and American researchers for a long period of time (Nazarov, 2009). Processes of adaptation and assimilation of Russian immigrants, as well as aspects of the relationship between the various waves of emigration remained poorly understood.

The Russian Diaspora in Europe. Russian labour migrants are present in many countries of Western Europe (Ryazanova-Clarke & Wade, 1999). In London and the South East there are a number of Russian schools aimed at teaching Russian language and culture to children of Russian immigrants (Buksh, 2007). In Germany about 3 million persons consider Russian to be their native language, while as many as 40 million understand or speak at least some Russian (immigrants from NIS-countries or East Germans, who learned Russian at school in Soviet times) (Karabulatova & Smorodin, 2014). According to a representative sociological survey conducted by the Heidelberg Institute "Sinus Sotsiovizhn" Russian diaspora is the most representative in Germany, it is 21% of the total number of migrants. Only ranks second Turkish diaspora (19% of migrants), followed by residents of Southern Europe (Italy, Spain, Portugal, Greece) - 12%, then the Poles (11%) and immigrants from the former Yugoslavia (10%) (Russki mir, 2009). In 1998 there were about 50,000 persons in Germany with former Soviet or NIS-countries citizenship. According to German data, in 2002 approximately 156,000 German citizens were born in Russia. Yet ethnically the Russian Diaspora in Germany is diverse and represented by Germans, Russians, Jews, and representatives of Caucuses peoples (Kudryatz: www.rusedina.org). According to official Russian statistics, only about 25,000 persons (or 7% of the total flow of labour migrants from Russia) left to work in Germany between 1994 and 2004. According to IOM data, approximately 50,000 Russian experts and IT specialists work in Germany (IOM, 2002). About 75,000-100,000 persons currently living in Germany could be viewed as part of the 'new' Russian Diaspora. the German sociologists point out that, despite the stereotypical image is not too educated native of some Eastern European countries, the Russian-speaking diaspora significantly increases the average level of education of immigrants living in Germany. At the beginning of 1990s in the Russian Diaspora in Great Britain was split between the super rich and the down-and-outs who looked for any work they could get. Many of the former purchased expensive real estate in fashionable London districts, costing several million pounds sterling. Their high investments in the British economy (emblematic of which is Roman Abramovich's purchase of Chelsea football club) are proving to be considerable. Over time, however, the composition of Russian migration to the UK has changed and at present the representative majority belongs to the middle class, who have entered Britain either on temporary jobs or hoping to acquire a permanent residence, while there is also a sizable number of students sent specially to study in British schools and universities. According to the Russian Embassy in the UK data, there are at present about 100,000 ethnic Russians living in London and its suburbs (Nalbaldyan, 2005). According to other estimates, there are about 150,000-200,000 of Russian-speakers in London (www.bbcrussian.com), and these figures tend to include all the Russians/ Russian-speakers from different migrant waves. Russians form only a small proportion of large numbers of labour migrants from Central and Eastern Europe who are coming to work in Great Britain legally or otherwise, with particularly large numbers coming from Poland, while among Russian-speakers there are large numbers of Ukrainians and Lithuanians. According to Russian statistics 25,500 persons (over 7% of the total flow of labour migrants from Russia) went to Britain for employment between 1994 and 2004, although this is again a substantial underestimate and the total estimate for the 'new' Russian Diaspora is around 100,000. Another example of Russians in Europe would be Finland. In 1994 there were approximately 24,800 persons living in Finland who were born in Russia, while in 2002 this number went up to 36,300. Russians are the most numerous group of foreigners in Finland the number of Russian labour migrants in Finland has been rising steadily: 9,700 in 1995; 20,600 in 2000, 22,700 in 2001, 24,300 in 2002. Russians constitute 90% of immigrants to the East of Finland and represent a crucial injection of labour in areas around the towns of Lappeenrantra, Imatra and Tokhmayavri, where Russian is heard more and more often and where one finds notice boards in Cyrillic. Currently, increasing economic and cultural impact on the lives of Russian-speaking community in Finland (Prian.ru, 2011). A number of municipalities of Lappeenranta, Imatra and Tohmajärvi put forward a proposal to introduce in their schools the teaching of Russian instead of Swedish. According to Finnish census data there were only about 8,800 Russians of working age living in Finland in 2000. Officially the rate of unemployment among them was considered particularly high (about 48%) (Statistics Finland, 2003). The number of labour migrants who entered Finland legally from Russia is only 139 persons between 2002 and 2004, according to Russian statistics. The going estimate for the 'new' Russian Diaspora in Finland is below 25,000. A much larger Russian Diaspora has formed in Cyprus. The island attracts Russians in many ways – to rest, settle, place capital investments, or work. Approximately 30,000 immigrants from the former USSR live in Cyprus permanently. Ethnically these include Russians, Ukrainians, Greeks as well as representatives of other ethnic groups. This Diaspora formed over the last ten-fifteen years thanks to close economic, cultural and political links, which had developed already in Soviet times, when Soviet ships were being in Cyprus and when extensive political links were maintained between the Communist Parties of the two states. It is not by

coincidence that many former Soviet Party officials ended up in Cyprus after the break of the USSR. The Russian Diaspora is concentrated mainly in Limasol town on south-eastern shore of the island, which has been dubbed 'little Russia'. Over time parts of the Russian elite also found it beneficial to settle in Cyprus. In the 1990s rich Russians placed investments, opened businesses, and purchased real estate here, partly thanks to a favorable taxation regime and partly thanks to its convenient geographic location, suitable for conducting business with partners from the Middle East, Southern Europe and North Africa. At present, many of these businessmen live and work a half of their time in Russia and the rest of time in Cyprus, while their families live on the island permanently. About 21,000 Russian companies are officially registered in Cyprus, which brings about 3 billion dollars to the Cypriot economy. Conversely, Cyprus occupies second place in terms of foreign investments into Russian economy, and this is practically all due to the Russian Diaspora investments returning back to the Motherland. Indeed, Russian business migration to Cyprus has been supported by both Russia and Cyprus, in part through a visa-free regime between the two countries. This has also led to the opening of Russian banks, shops, restaurants and schools on the island. About 140,000 Russian tourists come here annually. All of this has increased demand for Russian-speaking personnel as well (jurists, domestic workers, teachers, etc.). According to Russian statistics data about 75,000 persons (one fifth of Russian labour migrants) have gone to work to Cyprus between 1994 and 2004. However, when Cyprus was about to join the EU its migration and taxation policies had to change. From 30 Sep 2003 it abolished the visa-free regime with Russia although some simplified visa procedures are in place for Russians with work-permits who can stay in Cyprus for 90 days. Cyprus also had to stop its offshore investment banking. All of this is likely considerably to reduce the flow of migration and business relations between Russia and Cyprus, although the Cypriot government is doing its best to obey by EU rules, while at the same time keeping the flow of Russian capital through the island as high as possible. Today, the Russian-speaking community of Cyprus has on different data, from 20 to 50 thousand people, most of whom live in the cities of Nicosia, Larnaca, Limassol and Paphos. In the latter - the largest Russian-speaking community, about 10 thousand people. Thus today the Russian diaspora in Cyprus has a high degree of institutionalization on the island, there are several large organizations of Russian compatriots out Russian-language magazines, radio and television stations in Russian (Russian Cyprus, 2009). The results of studies that are regularly held in the territory of the EU, showed that about 6 million people, speaking in Russian, permanently reside in European countries. To understand a lot or a little, enough to imagine that about the same number of people living in the territory of Denmark, Finland and Slovakia. That is, together, representatives of the Russian diaspora in Europe could easily create their own autonomous state. Despite this, experts are in no hurry to talk about until the Russification of the West. Today in major European capitals are increasing representatives of the "heel" of the wave of immigration. We are talking about Russian-speaking specialists who arrived in the Old World is not in order to settle here permanently. First of all, they are interested in the prospect of employment, which is why they are not concerned with moving to a permanent residence. They regularly fly charter flights to their homeland and come back (Russian diaspora in Europe, 2015).

The number of temporary migrant workers in recent years has increased significantly, and this is not surprising. The Russian factor is beginning to play a significant role in the global economy, so the young professionals and skilled workers continue to storm the European labor market. This situation could not help but reflect on the state of Russian diaspora in Europe. The new generation of immigrants is not interested in that forge strong cultural ties with their compatriots went abroad. If earlier Russian-language publications and TV channels were the only thread linking migrants with their homeland, now with the advent of the Internet, many problems have decided themselves. To watch a movie in Russian, or get the latest news from home, just visit a particular site. However, a new generation of immigrants faced with another problem: their children in most cases are not able to communicate in their native language with their peers. Part of this issue can be resolved by giving the child in school, in which teaching is conducted in Russian. Enrolling in this educational institution, children have the opportunity to not only learn, but also to communicate with the same age in their native language. However, it should be noted that such schools are not so much

The Russian Diaspora in Asia. Many Russian regions, especially those in the Far East, send labour migrants to the countries of the Asia-Pacific region. More than 6,000 Russian citizens were registered as living and working in Japan in 2002, despite the fact that the Japanese labour market is overcrowded and that it is generally difficult to find work there. The main regions of Russian settlement here are Tokyo (about 1,400 persons), Kanagava (500 persons), Khokaido (500 persons), Niigata (200 persons) and Osaka (200 persons) (Ryazantsev, Horie & Kumo, 2010). Many Russians work in Japanese seaports, serving Russian ships. Most Russian women are employed in the entertainment industry for which Japan grants special visas. Japan is also very popular among Russian businessmen, who buy here secondhand cars very cheaply for resale in Russia. A particularly large number of cars imported from Japan may be seen in the streets of Vladivostok. About 10,000 persons out of approximately 32,000 Russians who visited Japan in 2002re businessmen. About 16,500 Russians entered Japan legally to work between 1994 and 2002. Russian labour migration to Japan can be

estimated at around 8-10,000. About 3,000 Russians are working legally in the Republic of Korea. According to Russian statistics approximately 5,000 Russians were living there in 2000. Since that time their number has undoubtedly increased, but neither the Russian Embassy nor the Korean authorities have any precise data. Russians mainly live in the capital Seoul and the port of Pusan. Pusan has a Russian quarter dubbed 'Texas'. These are mainly immigrants from the Primorsky and Khabarovsk regions, who came to Korea for temporary work but ended up staying there for longer. The majority of Russians are employed in low-paid jobs and harmful chemical industries or the entertainment sector. Korean businessmen tend to recruit Russian women for work as waitresses, and many of them work as prostitutes. In 2001 the Russian Embassy in South Korea published data, according to which nearly 5,000 Russian women were employed in bars and brothels. In addition to this Korea depends on foreigners especially in science and technology. Accordingly to a survey of private firms and scientific centers, conducted by Korean Industrial Technologies Association, foreigners work in 10% of them, with their numbers increasing rapidly. Russian specialists, many of them renowned experts, are the largest contingent of highly-skilled specialists in science and technology employed in Korea and tend to be especially respected there (Kutachov: www.rusedina.org). Recently, South Korean authorities are keen to expand its recruitment of specialists from Russia beyond the chemical industry to include spheres such as nuclear energy and aeronautics. One must also not forget the significant number of Russian Koreans-repatriates left the Russian Far East as part of an official program for the repatriation of Sakhalin Koreans. These ethnic Koreans speak Russian well and tend to gravitate towards Russian districts, where they work in trade or as interpreters. Russian diaspora in China, there is a significant growth in recent years, and as a rule, it is not only come from the border areas with China, but also from Central Russia (Karabulatova & Zhen Xiumei, 2011). At the same time we see increased migration from China to Russia that requires careful analysis and development of new approaches (Ryazantsev & Yang Hongmei, 2010). Waves of Russian migration and reach India (Krovvidi, 2014), Australia (Ryazantsev, 2013) and the Middle East (Karabulatova & Al-Jeyran, 2014).

As regards the Middle East, between 5,000 and 25,000 Russians live and work permanently in the United Arab Emirates (UAE). All attempts by the Russian Consulate there to register compatriots have proved unsuccessful. There are no parts of the country where Russians would live in compact settlements. Enterprising Russians found their place in the trade sector, especially in Dubai. Approximately 80-90% of Russians have their own business, especially in Dubai. Many are former "chelnoks" who in the early 1990s realized that it was more profitable to act as mediators between Russian businessmen and residents of the UAE than to transport goods to Russia. The trade of fabrics, spare parts, and domestic appliances was especially developed to begin with, but slackened with time. Those Russians who could adapt to the developing needs of the Russian market (for example, by moving to building materials in the period when Russia was experiencing a construction boom) continued to trade very well. Conditions for running a business in UAE have been close to ideal, with hardly any taxes and low customs duties. The downside is that in UAE foreign citizens have very limited rights and often find it difficult to prolong their work visas, or to own land and real estate. Ethnic migration gives rise to the phenomenon of ethnic marginality. At the same time belonging to the Diaspora and participation in it should be interpreted as the result of personal choice, self-organization, and not as a consequence of the initial membership of a particular ethnic group, from which it follows that legislative regulation should cover only the situation of collective manifestations of the diaspora. It is characterized by a conscious and voluntary participation in ethnic communities, associations, other forms of ethnic activity in areas where, etc.

4. Discussion

As ethno-political community of the Diaspora are characterized political demands associated primarily with the ethno-political self-determination, the right to communication with their historical homeland and related ethnic groups, the creation of social, political associations to protect the rights of members of the diaspora (including internationally) and political participation. Since the Diaspora, as the subject of ethno-political relations, seen in modern ethno mostly in conflict paradigm, its determination is associated mainly with the ethno-political tensions. Meanwhile deserves attention ethno-political conflict-positive experience of diasporas, which consists in their political behavior as integration of subjects and participants consensus ethnic policy. Therefore, the methodological arsenal of well-known authors in this field, as Abdullatipov R., V. Achkasov, S. Babaev, L. Drobizheva, A. Zdravomyselov and others, in the works of many of the ideas that are developed by foreign researchers that have become classics and have a high citation index in conflictological literature (Ritzer G., P. Sorokin, L. Coser, Ralf Dahrendorf, L. Krizberg and others.). Diaspora becomes a form of self-identity of many groups of old residents of Russia. So, some of the Armenians, Greeks, Koreans, Germans, Poles and other Russian citizens of foreign origin, are united in the national-cultural autonomies and centers, various associations for cultural and ethnic lines. In this regard, it is necessary to study ethno-political factors that contribute to the intensive care unit, "awakening" and mobilize the diaspora ethnicity (Kim, 2009). Being for the recent years as one the contributors

to academic and political search for a formula for a new Russia, Valery Tishkov advocates the idea that Russian nation building process should be based on the principle of civic nationalism (Tishkov 1997, p. 12). V. Tishkov relies on the constructivist school of thought and draws his thought on modern theories of nationalism. He sees an ethnic group not as naturally determined but as a modern social construction. Being disagreed that nationalism is always present, Tishkov comes to the conclusion that 'the major obstacle for Russia to become a "normal" state is not an ethnic mosaic per se but a real "fire in a brain" seeded by elitist social engineers into mentality and language concerning ethnicity and nationality issues (Tishkov, 2015). Tishkov's second suggestion in nation- building process is related to administrative system. Due to the fact that 18 million out of a total 27 million of the non-Russians lives outside ethnic autonomous areas, federalism should not been ethnically based. Rather extra-territorial ethnic and cultural autonomy should be established (Tolz, 2001). In order to win in this geopolitical struggle, Dugin calls Russia to rebuild its empire. He argues that Russia without being empire cannot survive. Russia has an imperial tradition which contradicts the Western style of national state. In Europe, society was transformed from empire to nation-state. In turn, Russia has never been a state in terms of Western perception. Russia's imperial tradition did not bring the borders as European states have. At this point, Dugin argues that because of its imperial mission, Russia should expand its territory through Eurasia (Shlapentokh, 2007).

The imperial Russia will be the center of this bloc which will reach out the seas and oceans in the north, south and the east. The rejection of Atlanticism, US hegemony, values of liberalism and capitalism will be the common policy of this geopolitical bloc including different civilizations (Parland, 2005). In this context, Graham Smith argues that there are three nationalizing projects159 constructed by nation builders of ex-Soviet republics. At first hand, nationalizing political elites destructed symbols, political institutions and representatives of Soviet power from the political and social sphere. Graham Smith calls this process as deSovietization. Specially, in the case of Baltic states, the policy of de-Sovietization removed the Communist Party from the political scene and radically transformed the main political institutions and symbols of Soviet era. Throughout this period, new national symbols and political institutions which define national interest are established (Smith, 2002). The promotion of a titular language has met serious difficulties in the ex-Soviet republics since Russian speakers compose of not only by ethnic Russians but also those non-titulars who speak Russian. Particularly, attempts to build new nation on the ground of a titular culture and language create threats for the Russian diaspora. These attempts ignore Russian culture and traditions; and exclude Russians' participation to political and social life. For instance, the language policy of Latvia requires all inhabitants to speak Latvian as a condition of becoming citizen.

While Russian settlement was very old in Ukraine, most Russians immigrated in to Latvia and Estonia since World War II. Diaspora Russians are employed in industry and technical professions with higher salary in Central Asia, while blue collar Russian workers dominate the Baltic region. There is significant cultural distance between titular nations and Russian diaspora in Kazakhstan and Kyrgyzstan, while in Ukraine and Belarus, Russians share Slavic identity with the majority. In the northern Kazakhstan, northeastern Estonia, parts of Ukraine which are major areas for concentration of Russian population, Russian diaspora pursues political ambition to establish autonomy and in some cases irredentist claims. On the other hand, the Russians who are dispersed in cities can only strive for cultural autonomy.

5. Conclusion

A new Russian Diaspora is forming in unique conditions, which have to do with the consequences of the break-up of the Soviet Union as well as large waves of global economic emigration from Russia ever since. The new Russian Diaspora is made up of people with a variety of migration motivations, including permanent resettlement, labour migration, academic migration, marriage, etc. Nowadays the largest parts of this new Russian Diaspora live in the USA, Germany, Israel, Great Britain and elsewhere. This Russian Diaspora is not ethnically homogenous but includes representatives of various ethnic groups: Russians, Jews, Tatars, Chechens and representatives of many other peoples. They themselves are often referred to simply as 'Russians', although some statistics group them as them as 'migrants from the former USSR', while in certain countries there are special categories, such as the 'Russian Germans' in Germany. The new Russian Diaspora show a propensity for quick and successful adaptation to the host countries, esp. since many of them have a higher than average level of education. This also leads to a quick assimilation, at least in some countries, such as the USA, where many migrants start to consider themselves Americans. On the whole this new Diaspora shows little inclination for consolidation in specific areas of compact settlement as used to be the case in some of the earlier émigré waves (although there are some partial exceptions). There is however a growing number of nongovernmental Diaspora organizations that bring this Diaspora together according to various social, cultural and economic interests, providing support in helping new migrants adapt to their host country. The new Russian Diaspora performs important social and economic functions ensuring global collaboration in spheres of business, trade, science, culture, education, and social support. Diaspora is particularly important in advertising Russian culture and the Russian language in their host countries.

In many countries it provides support in realms such as sport, art, science and education. All of this impacts on the formation of a positive image of Russia abroad. The Russian Diaspora also shows great potential for collaboration with Russia itself, which is why Russian state policy towards its Diaspora has great importance. For a long time official state policy towards compatriots of both the USSR and Russia has been practically absence, and sometimes sought deliberately to isolate itself from it. It was only in 1994 that the State Commission on Compatriots' Issues was established and in 1999 that the Federal Law of the Russian Federation towards Compatriots was passed. In 2006 the State Program for the Support of Voluntary Migration of Compatriots to the Russian Federation was passed. There is now a special Committee on Compatriots' Issues in the State Duma. There are also several mechanisms for supporting compatriots on the regional level. For example, the Moscow Government awards special scholarships to compatriot students from the CIS and the Baltic States who wish to studying in Moscow universities. At this point, it is worthy to focus on the explanations of Lowell Barrington, Erik S. Herron, and Brian D. Silver in order to analyze Russian diaspora' perceptions of homeland in details. In contrast to Zevelev's conclusion that all Russians in newly independent post-Soviet states see Russian Federation as their external homeland, they identify possible homelands' perceptions of Russians living out of Russian boundaries. They argue that an individual or group could have several possible homelands: External homeland, internal homeland and mixed (external-internal homeland). In the case of external homeland, a minority does not perceive its state of residence as its homeland. In fact, the group views a region which is out of the boundaries of its country of residence or state as its true homeland. While in some cases, the perception of external homeland could engender secessionist claims; it, generally, could lead the government of the external homeland to act on behalf of the minority groups. If there is a basis for claim of discrimination towards the minority, the external homeland may apply the diplomatic, economic, military pressure on the states where its minority settles. The internal homeland refers to a part of the state of residence. In such a situation, the minority views a region as its national homeland and demands political control over that territory. The territory is, also, thought as the national homeland of the majority. This perception of the homeland emerges in a state that includes a sizeable and concentrated ethnic minority. Hence, the thought of internal homeland could fuel secessionist drives and causes ethnic conflicts within the state of residence. However, further work needs to be done on strengthening state measures for assisting in Diaspora consolidation and supporting its collaboration with Russia in a whole variety of spheres, especially business, cultural and educational. Many other countries in the worlds are developing similar policies towards their Diasporas and their experience ought to be useful for Russia too.

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Territory Marketing: Its Notion, Specific Features and Implementation Stages

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Abstract

The real production research is devoted to the analysis and knowledge systematization of territorial marketing as one of the leading directions of strategic management on administrative-territorial education providing its sustainable development. In spite of the fact that the described phenomenon strongly has entered into modern Russian reality, a different interpretation in the name, contents, methods, tricks and strategy is being observed. Therefore, in this study are indicated problems of implementation of the concept of territorial marketing in Russia, studied its types and characteristics within the concept of the 4-P. The authors proposed approach to the classification of territorial marketing strategies for the eight reasons: the direction of marketing activities, marketing concepts, technology implementation, the method of implementation, referring to product demand, factors of attractiveness, the concept of the Boston Consulting Group (BCG), the basic method of development of the territory, the core conceptual brand. The possibility of their use as an example of municipal formation town of Taganrog (Russian Federation) and the main tourist areas in Southern Russia. Also provided is the author's ability to implement marketing areas, consisting of four successive stages - preliminary, research, staged and realizable. At the same time justified the essence of these steps make up the stages, their methods and means to achieve purposes.

Keywords: marketing of the territories, methods and strategy and fulfillment algorithm of marketing of the territories.

1. Introduction

Marketing of the territories permanently enter into practicing an effective strategic planning abroad. At second half of the XX century many American managers start speaking about such aspect of activity. In 1993 the book by Philippe Kotler and coauthors «Marketing of places» has covered the multiple methods and examples on application of marketing technologies in some specific cities (Kotler Ph.et al., 1993).

Since that time the marketing of the territories has been included into programs of problematic territories improvement. Russia masters this tool also, using both: foreign experience, and domestic practices. In nowadays at regional and state level the politicians and managers more and more attention pay to this direction of marketing, realizing that the marketing of territories is a real tool which will allow to open the potential of the territory and its competitive advantages, to find the productive and economic solutions corresponding to real requirements and interests of potential investors.

Unfortunately, the experts possessing a qualification in this sphere not so many in numbers. The reasons for that are a few:
- the place marketing has started to form as marketing branch only in the late nineties,
- the marketing tools relatively recently start being in use for progression of the cities, territories and countries,
- the number of customers is insignificant (Petrov D., 2011),
- the services on development of marketing plan, strategy, brand are presumed not by every territory.

Till recent time in Russia exclusively the federal government (The Ministry of Finance, Ministry of Economic Development and Trade etc.) within this or that federal target program use to be the key investor in the regions. For the time being the possibilities of the state to act as the key investor have sharply decreased, and the question of attraction the private investments into development of regions has been pushed forward. And, therefore, a fight between the regions for resources and investors becomes aggravated.

Some regions try to coordinate the infrastructure development, attraction of business and use of historically developed industrial productions. But such approach is not always expedient. However it is necessary to tell that the ratings of brands of the countries, regions and cities per various parameters, for example, per set of potentials of such

categories, as people, management, export, culture and heritage, tourism (Xiaoyan Zhao, 2013) in recent years are regularly carried out. Thereat according to these ratings, the positions of Russia within 3 years earned the tendency to strengthening an appeal of the country as a whole.

And in 2013 the state corporation «Development bank and foreign economic activity (Vnesheconombank)» on the basis of subsidiary of Vnesheconombank of JSC FTsPF has launch the new direction - territorial marketing of Russian regions (Federal center of the project financing, 2013).

In spite of the fact that the described phenomenon strongly has entered into modern Russian reality, a different interpretation in the name, contents, methods, tricks and strategy is being observed.

2. Literature Review

Place marketing - the term which translated into Russian literally and has received the name «marketing of places», to our opinion not absolutely fully explains an essence of this phenomenon therefore the terms such as marketing of the territories, territorial marketing, branding of places, branding of the territories also encounter (Hanna S.& Rowley J., 2013; Peel D.& Lloyd G., 2008). Toouropinion, the most comprehensive today is the term «marketing of the territories», assuming a possibility of its fine tuning under the administrative-territorial or locally specified unit of any scale.

Along with existence of homogeneous concepts row there is also a set of definitions of this phenomenon (Vizgalov D. V., Kotler Ph., Pankrukhin A.P., Dinnie K). However it should be noted that, according to authors, the majority of them are reduced to understanding of marketing of the territory as the complex of actions on advance of interests of thee territory (Vizgalov D., 2011, 2008; Gagarsky M., 2005; Kotler Ph., 2005; Pankrukhin A., 2006; Dinnie K., 2013).

The most comprehensive definition of above-named concept, to our opinion, is the following: «Marketing of the territory is the complex market oriented control system of administrative-territorial formation of certain scale, providing its sustainable development, competitiveness increase, effective sale of territorial product and optimization of use of available resource potential of the market (Yazykova P., 2011).

However, whatever denomination would be mentioned about, the place and territory appear to be an objects of activity of the marketing expert.

Traditionally, after Philippe Kotler, the following versions are considered:
1. Marketing of economic premises zones is economical adaptation, sale, offers of rent of plants, shops and other types of commercial premises or territories. The builders, first of all, shall investigate the needs of business representatives, and then offer complex solutions for formation of industrial zones, shopping centers, offices or commercial buildings. Creation and development of infrastructure increases an investment appeal of such places.
2. Marketing of investments into demesne properties assumes an arrangement and sale of the steadings, sale as the objects of capital investment and utilization for unassimilated, under-populated territories development. As an example of this kind of marketing in foreign practices can be an adaptation of considerable part of Florida and territories of Far West (Kotler Ph. & Armstrong G., 2010). In our country it could be the sites under the elite dachas (country houses), garages, shopping centers, etc. which buyers are the enterprises, businessmen, speculators, etc. whose goal is to sale the places before they will grow in the price. Thus the «marketing of investments into demesne properties includes an arrangement and sale of land lots, development of special programs on purpose to draw an interest of possible investors into the capital, using the advertisement, visits of direct-sales representatives, free trips for survey of sites, etc.» (Gagarsky M., 2005).

The marketing of housing consisting in drawing attention to building,sale and rent is directed on housing creation according to needs ofcertain groups of clients, i.e. is special for specific objective markets (price preferences, interests and so forth).
3. For example, earlier the housing estates were created for people of certain profession (miner's small towns), certain age (YHE - youth housing estate), modern - for inhabitants with special requests or preferences (for example, «design interiors», «elite housing estate», «international class»). The main tools of this type of territorial marketing are an advertisement in corresponding headlines of newspapers, magazines, work of agents on trade in real estate.
4. Marketing of vacation spots - involvement of potential consumers - tourists - in certain places (resorts, the improved cultural or historical centers) by means of agencies, traveling agencies, airlines, representatives of hotel business and public institutions. Marketing of recreational facilities assumes the infrastructure creation allowing with comfort to place the tourists, and it should be also attractive to certain groups of clients fond of history, legend, etc.

The first and second types of marketing of the territories assume, first ofall, an involvement of legal entities, whereas the last two mentioned are private individuals.

In any case, the marketing territory, according to Kotler (Kotler, 2005) and his followers, involves improving the marketing of the following groups of factors:

- Maximum orientation of infrastructure, goods and services to meet the main target groups of consumers territory - its residents, visitors, businesses;
- The creation of investment attractiveness of the area, primarily by improving its image and quality of life;
- Providing full support communities and other stakeholders in attracting investment, new companies, as well as various guest programs.

Itispossibleto define the main objectives of marketing of the territories as follows:

— Creation of attractive image of the territory (depending on target audience).
— Involvement of potential clients (investors, tourists, experts, representatives of the state structures).
— Increasement of region references in mass media.

The concept of "4P" for the first time published in 1964 in the article "The Concept of the Marketing Mix" by Neyl Borden, lies in that the complex of marketing consists of four components: product, price and promotion of goods in the market and product delivery to consumers (Borden Neil, 1964). In the interpretation of place marketing the Marketing mix is transformed as follows (Table 1).

Table 1. The features of 4P of marketing the territories

4 P \ Kind	Territorial product	Territorial product price	Allocation, distribution of Territorial product	Territory promotion
Marketing zone of economical premises	Economical premises properties (workshop, plant, commercial trade centers, offices, trade centers), their quantity and quality, geographical position, population, personnel, infrastructure development degree, technologies	Transportation outlays, burden of company workers accommodation, building material and equipment expenses, cost of building, tax remissions, degree of comfortless of company sojourn	Place of accommodation if defined by programs of development of region//city, places of trade is the specialized editions, sites of companies, direct sales.	Adds and PR-campains, off-load stimulation methods, considering the addressee peculiarity, optimal channel for promotions, carriers, volumes, temporal modes and etc.
Marketing of investments into demesne properties	The land resources – range, quantity and quality, geographical position, population (personnel), life level, infrastructure, aptitude to work with hi-tech.			
Housing marketing	Kinds and types of real estate, quantity and quality, geographical position, infrastructure.	Life expenses, level of income and social benefits, outlays on specific goods and services on the territory	The locus id defined by region//city development programmers, building companies abilities, potentialclientele interests; Sales places –the specialized editions, sites and offices of companies-builders and agents of real estates.	
Recreational facilities marketing	Hotels, hostels, museums. Guest houses, boarding houses, national parks, historical places, monuments, etc., and some other places for recreation and entertainment, offering their services to the tourists	Offer cost, pocket money and daily expenses, travelling expenses, tickets outlays for sight-seeing places visit, for recreation and entertainment cost, rent needy for recreation and equipment	The locus is conditioned by geography and history of the place, the trading places such as tourist agencies (offices, sites and representatives), aviation companies representatives and other transporters, Internet	

Inclusion of one more element into traditional understanding of marketing complex - consumers - they force the theorists of marketing to pay attention to modification of «the fifth P» within marketing of the territories. Firstofall, it is the persons interested in successful development of the territory:

- Local population,
- Representatives of business,
- Attendees / visitors / nonresidents of the territory,
- Public organizations etc.

It should be noted that the consumers of the territory can act at the same time as subjects and objects of marketing that testifies to washing out the borders in subjective-objective relations within the marketing of the territories.

3. Results

Literature analysis (Anholt S., 2010; Hildreth J., 2010; Kotler Ph., 1993, 2005; Vizgalov D., 2008, 2011; Pankrukhin A., 2006), and own researches of authors as well have allowed to allocate the number of classification signs on which it's became possible to determine the following types of marketing strategies of the places provided on fig. 1.

Figure 1. Major classification of marketing strategy

Let's consider selectively some strategies per row of classification signs.

According to BKG concept, a strategy selection depends on object position in corresponding segment of matrix per two readings / indicators - the growth rates of the market and market share. So, for example, at high growth rates of tourist services sale market in Russia, and also at rather small share of the market of Republic of Crimea and Sevastopol, these regions are naturally oriented to strategy of development which is actively supported by local authorities, inhabitants, Russian mass media, Russian Federation government (regarding the subsidizing, investment, active advertizing etc.) (Official site of the Government of the Russian Federation, 2014). In developing situation it is expedient for resorts of Krasnodar region to concentrate on strategy of support - to strengthening own competitive advantages.

If to consider the objects of marketing of the territory presented in the previous example, than being guided by classification connected to directions of marketing activity, the regions have recently joined Russia, should concentrate on segmentation strategy (exit to new segments, deepening of already existing market) with subsequent orientation to internationalization at the expense of unique competitive advantages. Whereas the Krasnodar region should be orientated on offers extension, diversification of activity (for example, at the expense of sports, Olympic tourism in Sochi, etc.).

Interesting from the point of view of the study is to examine the possibility of choice of marketing strategy for the territory of the city of Taganrog, Rostov region (Southern Federal District of Russia). Taganrog is the second largest city in the Rostov region. It is a major industrial and cultural center. In addition, Taganrog - a railway station and one of the largest international sea ports in southern Russia. Near the town is the climatic resort area of Taganrog Gulf (Official portal of Taganrog, 2014; Rostov Region in Figures, 2014). This is a unique and paradoxical territory. In this regard, as there are many opportunities for its marketing, as well as a number of difficulties.

On the one hand, Taganrog - it is an industrial center. Here are developed such industries as mechanical engineering, aeronautics and metal, chemical, food, and others. There are more than 40 industrial enterprises. Their main production are concentrated in the city, on the one hand, economically very profitable, but on the other – nature-costly. And since many of these businesses are at a given time in a rather bad financial and economic status, something like that situation reduces the potential use of the territory as a city businessman. From a tourism perspective, Taganrog also misses opportunities. Despite the relatively mild climate and warm fresh Azov Sea, rich in iodine, Russians prefer to rest in the neighboring region, where the air is cleaner and the development of appropriate infrastructure.

On the other hand, Taganrog - a cultural and historical center. The name of the city associated with many famous names – A. Chekhov, F. Ranevskaya, P. Schmidt, A. Durov, M. Tanich, G. Beriev and others. Rich in Taganrog and monuments, and military background (City of Military Glory) and cultural events ("Operation Smile", "Sport rest of the world", "Under the guise of goodness!"). However, so far the city has not become a museum city.

Also in Taganrog could be implemented the strategy of the city intermediary conductor. Given the fact that after the accession of Russia to the Crimea, he becomes the port city, which plays a major role in Russia's trade in a southerly direction.

Feasibility of single or integrated strategy of territorial marketing all of the above areas should be thoroughly investigated in the near future, as the city has a large unrealized potential still.

In any case the selection of specific strategy in the course of carrying out marketing of the territory should be preceded by the analysis of specific determinants, chronic tops of very object, among which, first of all, its potential, interests of subjects, and also environmental features are the main, Thus process of marketing of the territory can be provided as follows (fig. 2):
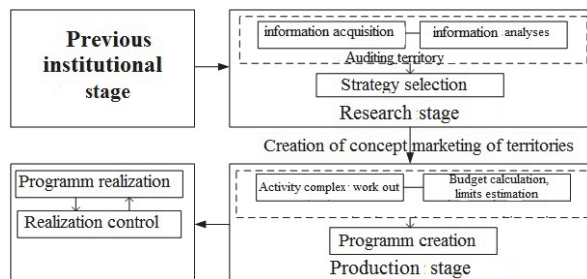
Figure 2. Main stages of carrying out marketing of the territories

The process of carrying out marketing of the territories should include the following stages:

0. *The previous organizational stage* which does not assume the use of technologies and marketing tricks but is directed on creation of organizational link in the executive authority body, urged to carry out the statement and implementation of territorial marketing. The main objective is coordination of efforts, creation of new department or even the public (noncommercial) organization aiming on implementation of marketing of the territories.

1. *The research stage* consists in carrying out the marketing analysis and assessment of potentials of the territories. This stage assumes collecting and analyzingthe primary and secondary information (carrying out the primary analysis of the marketing environment, description of internal and external marketing environment of the territory, analysis of the market, demand, analysis of the competitive environment and assessment of competitive advantages, carrying out the PEST analysis and SWOT analysis, development of separate elements of territorial product, possible changes of territorial product segmentation, analysis of consumers behavior, selection of target audience, positioning – all that, finally, should lead to elaboration of strategy of development of the territory.

2. *The production stage* including processes of development of territorial marketing complex and development of territorial marketing policy. This stage assumes the follows:
   a. the definition of mission of the territory, description of main objectives and tasks, selection strategy (of the main target markets, positioning in consciousness of consumers etc.),
   b. the suggestion of main types of activity, results expected (criteria of assessment efficiency, qualitative and quantitative indices),
   c. the calculation of marketing plan budget (and some separate marketing programs taking into account the resources and territory possibilities),
   d. the creation of marketing program (plan of activity, performers, terms).
3. *Implementation of marketing of the territory program.* The last stage assumes keeping up to the program developed at the previous stage taking into account an influence of environment, and also the current and total control, mechanisms of plan updating, the general assessment of plan implementation efficiency.

4. Discussion

In nowadays the increasing number of experts pays attention to necessity of strategic planning / regions marketing development plan, on regions "profiling", on formation of the territory brand. However the majority of the methods and tricks, borrowed from the foreign sources, are applied unilaterally, irregularly, the activities organized by administrations of the cities are presenting separate and temporally character, do not built into system of region development. It is necessary to apply a systematic and complex approaches to effective application of foreign experience and creation of the methodological base: to use all massif of knowledge on marketing places / branding of the territories / territorial marketing; to estimate the city's/region's capacity on the basis of all resources (investment, economic, social and cultural appeal); to create the system of planning and management of marketing at level of subjects of economy and business, culture, education, social infrastructure and public political organizations. Special role in this process should play the marketing plan of the city / the territory including the description and the marketing analysis of the territory, assessment and opinion of local folks, representatives of business, potential investors and tourists, strategy and tactics, order and the scheme of marketing plan implementation.

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Modeling of Parameters of Clusters Economic Efficiency

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Abstract

As one of effective forms of region competitiveness increase at the present stage of economy development the clusters act. Within the clusters policy in the Russian economy it is created and functioning 25 innovative and technological clusters. Till nowadays there is no researches directed on assessment of clusters functioning efficiency in economic space of the region. In this regard the main research objective is the analysis of parameters of clusters economic efficiency for further research of the given parameters influence on region economy. Hypothesis of research presents by situation that among the major factors influencing yje indicators of production in the cluster there will be the state and private investments, and indicators of innovative development and on research and development indicators the most influence exert on by expenses and qualification of workers. In article the conclusion that the measures for attraction of bigger volume of private investments are necessary for increasement of cluster functioning efficiency in the territory of the region is drawn. In process of development of productive forces, increase in scales of production and change of its structure in vector of so-so - and hi-tech production there is number of the large interbranch and interregional problems, which solution by traditional methods within the developed system of territorial and sectoral planning is impossible, or application of these methods does not allow providing an expected effect.

Keywords: territorial and production complexes, cluster, scientific and reasonable planning, state investments, honest investments, expenses on innovations.

1. Introduction

Increase of economy competitiveness at the expense of high efficiency of work and growth of innovative production in general structure of production depends more on available potential of separate territories, and on measures of the state stimulation of innovations system as well. In the last some years the economical policy of many countries is concentrated on development of network interaction between the enterprises of one or several branches in certain territory. The approach to of economic potential development in separate territories, based on strengthening of geographical concentration gains more and more wide circulation, confirming the efficiency of local geographical networks in the conditions of global competition. Despite of globalization of world economy which offers the comparative advantages at the expense of reduction in transport and transactional disbursements in development of economy competitiveness the clusters gain an increasing value. Globalization allows for many enterprises to expand the framework of their activity out of national economy boundaries, however, as the experiment shows, the enterprises aim to be grouped in certain regions. It is connected with those advantages which arise due to geographical concentration and region specialization on certain kinds of activity.

2. Theory and Hypotheses

2.1 Territorial and production complexes

In period of planned-economical development for the solving of interbranch and interregional problems character the interbranch control systems of groups of homogeneous and interconnected branches with targeted orientation of plans for the end results were created. Territorial and production complexes became the most important elements of improvement

of planning and forecasting system, and also of spatial organization of productive forces. The creation of territorial and production complexes (TPC) directly has been connected with implementation of long-term target programs, with solution of large branch and regional problems. Thus, the programmable and target TPC have proved as highly effective form of the spatial organization of productive forces while solving the problems of interbranch and regional development.

As the examples of effective organization of interbranch and inter regional cooperation it is possible to present the TPC of Bratsko-Ust-Ilimskiy, Sredne-Obskiy, Sayanskiy, Tsentralnoirkutsky, Yuzhno-Tajikskiy, Mangyshlakskiy, TPC of Kursk magnetic anomaly.

Territorial and production complexes are the constituent part of country uniform economic complex representing the set of the enterprises and constructions of various branches of national economy in the certain territory, connected among themselves by use of district wide natural and economic resources and conditions, and also by general system of settling that allows to increase the economic efficiency of production.

In addition to branches of production specialization such complexes included the branches of infrastructure serving the production and population along with the huge and largest enterprises - the medium-sized and small enterprises and constructions, that is the whole set of enterprises of production sphere and the sphere of non-material production. Such structures of complexes use to provide the forming of production chains in the territory of certain region. The activities on increase TPC functioning efficiency for solving problems of interbranch and interregional development use to include not only the construction of manufacturing enterprises and constructions, but also housing, municipal and cultural objects, schools and hospitals, preparation of qualified personnel - experts in mass professions.

Within the improvement of planning system, and also an increase of level of scientific justification of productive forces placement the schemes of formation was worked out in large TPC development as component of general scheme of the USSR productive forces placement which was based on scientific-technical and economic assessment of placement of raw, energy, water and manpower resources, and also their rational use within country complex development. Schemes of TPC formation and development were operated on the basis of alternative technical and economic calculations, proceeding, first, from the assessment of natural and economic conditions and definition of their role in the solution of social and economic tasks, and, secondly, proceeding from facing the national and its separate regions' economy tasks in the period predicted.

Alternative TPC at the present stage of Russian economy development is the cluster representing a new organizational form which is designed in order to increase the competitiveness of the territories Shevchenko, Razvadovskaya (2013). Uniting into cluster of the enterprise can lower the investment expenses and facilitate the process of highly specialized shots search, and also to gain an access to new technologies, methods of management, bases of suppliers and buyers.

2.2 Clusters

Considering an existence of certain positive effects from localization, the governments of many countries try to stimulate the process of clusters creation and development. Depending on national conditions, characteristics of the branch and geographical conditions the approaches to creation of regional or branch clusters differ. Many countries apply so-called drastic (financial) and soft measures of clusters stimulation which also lead to various effects. Recently the policy of clusters development is concentrated on high-technology industries which will allow increasing the competitiveness of economy in the world market. Such approach to development of branches and the territories is disputable and might not give the positive effects expected as it does not consider the provision of comparative advantages theory and the provisions of regional agglomeration theory.

According to Porter's theory «The competitive advantages in global economy is often strongly localized and resulted from concentration of highly specialized skills and knowledge of the related enterprises». According to general statements of Porter's theory the cluster's advantages are based on geographical localization, economy of scale and resource specialization of the territory. Preceding from these provisions, in the research it is assumed that major factor of cluster viability is an existence of geographical and resource advantages which are capable to give the positive effects from network interaction of the enterprises of the region.

In the last few years the cluster kind policy has taken wider space in economic policy of Russia. However the territorial sectoral planning parameters are disputable in implementation of cluster kind policy as at higher level oriented on definition of priority directions of innovative development with no taken into account the geographical localization and territorial specialization Pogodina, Kata (2014). Thus in modern economic literature there no researches are devoted to diversified specialization of the region as the conditions of formation of multi-purpose cluster with development of convergent technologies of management.

Existence of problems has predetermined in the given field the subject of this article which main hypothesis is that the efficiency of cluster is dependent on specialization of the territory and its geographical features.

In the last some decades it is traced the considerable interest from domestic and foreign scientists to the problems of management by the industry through generation and dissemination of knowledge and innovations in cluster Arikan, (2009); Bell, (2005). Development of new approach to the management of economic development of both: the separate territories and the branches is connected with that in high-competitive innovative environment the companies are suffering of lack knowledge and are trying to compensate it at the expense of network cooperation. Due to the narrowness of knowledge and resources limitation in modern high-competitive conditions the reference point of economic policy at regional and branch levels is the cluster promoting a support of innovative development of the industry Casanueva, Castro, Galn, (2013). Many researches confirm that the enterprises entering into structure of cluster have higher indicators of innovative development, than the enterprises which are not entering into network structures of cluster type Gertler, (2003).

Since the time of A. Marshal the territorial agglomerations admit the important characteristic of industrial society. According to its definition the agglomeration is «the industry, concentrated in the certain territory» Marshall, (1920). The bases for formation of agglomerations are the certain geographical or natural characteristics which provide a concentration of production and as a result a vertical and horizontal integration. A. Marshal was insisting that the unique geographical or environmental conditions might become the reason for industry localization in certain territory. Thus in Elison's research grounds that the natural advantages are observed only in 20 % of studied clusters, the remaining 80 % of agglomerations are created not on principle of geographical advantages.

The term "cluster" use for description of agglomeration rather recently and in most cases is associated with M. Poter's Porter, (1998) works which describes the clusters as geographically close groups of companies and as their infrastructure provider which supplements the effects from network interaction of the enterprises Zhang, Li, (2010). The geographical closeness and network interaction lead to appearance of effects not only for organizations concentrated in cluster, but also leads to creation of additional benefits from interaction for the external enterprises and the organizations. The main effects from the cluster type organization are: the access to specialized manpower, access to dissemination of knowledge, access to specialized communications Bahrami, Evans, (1995); Amin, Thrift, (1995).

As the infrastructure elements providing the additional effects from cooperation the scientific and educational centers act. Krugman notes that the clusters create a structural element of the market for specialized workers effects from which are used by both: workers at employment, and employers which are receiving an access to labor of necessary qualification and specialization Krugman, (1991).

The cluster represents a new organizational form which is intended for increase the region competitiveness. Uniting into cluster the enterprises can lower an investment expenses and facilitate the process of highly specialized experts search, and also get access to new technologies, methods of management, bases of suppliers and buyers. The conventional is considered the statement on that the enterprises entering into structure of regional cluster have the higher economic indicators Piore, Sabel, (1984); Storper, (1997); Pyke, Becattini, Sengenberger, (1990).

Nevertheless, in the researches there is no consensus about what internal mechanisms of cluster provide an economic and innovative development of the enterprises. The basic principle on which the advantages are explored in the cluster is the geographical localization. However, according to many scientists opinion the cluster identification by geographical principle does not give the exact results Tallman, Phene, (2007) and according to them thee very social networks, which arise in cluster, provide the high indicators of economic and innovative development of the enterprises Whittington, Owen-Smith, Powell, (2009); Singh, (2005). Shevchenko, Razvadovskaya (2014).

Potential benefits from competitiveness and innovation increase in cluster arise, first, from external factors of agglomeration and, respectively, from localization of economy, which are uniting the sectors and enterprises, connected by access to collective resources, such as specialized labor markets and infrastructure, and provide, as well, the stimulating combination of competition and cooperation. Secondly, the clusters promote the training and knowledge creation system dynamics, based on socially built-in vertical and horizontal interrelations of the enterprises, interaction with educational and scientific-research organizations Steiner, (1998); Maskell, (2001).

The clusters, in this manner, cover the material elements, such as infrastructure, and as well the non-material aspects, allowing the joint innovative development realization.

Hypothesis of the research is presented by statement on that among the major factors influencing the indicators of production in the cluster there will be the state and private investments, and on indicators of innovative development in more extend will influence the expenses on research and development and qualification of workers.

3. Methodology

The cluster creates the certain effects for enterprises and branches; and the main problem is identification of cluster kind formations for the purpose of identification of priority directions of territory development and creation of certain measures of the state support. Nevertheless, in the researches, there is no consensus about what kind of internal mechanisms of cluster provide an economic and innovative development of the enterprises included into agglomeration structure.

In this regard the main objective of this article is the identification of the factors defining an efficiency of cluster as institute of territorial and branch development. The main hypothesis of the research is the statement that the major factor influencing on cluster success are the private investments, and expenses on scientific researches and development as well.

Within this research the correlation and regression analysis are applied, and the calculations are made by means of SPSS program.

For identification of factors influencing the cluster the following indicators have been chosen:
- the volume of the shipped goods of own production, executed works, services by own forces;
- the benefits from sales of the goods, executed works, rendered services in foreign market, billion rubles;
- the of volume private investments, billion rubles.
- the quantity engaged, thousands of people.
- the volume of financing of research and development;
- the top skills staff (doctors, candidates);
- the number of development institutes (scientific research institute, higher education institutions, engineering centers)
- the State investments
- the number of organizations in total.

As independent variable in the first case it is chosen the volume of the shipped goods of own production, executed works, services by own forces. In second case - the volume of manufactured innovative production. The calculations will allow establishing dependence between the volume of production and investments, and also between the manufacturing volume of innovative production and research and development financing.

4. Results and Discussions

For analyses of cluster parameters effecting its effectiveness it is conducted the calculations which will allow to reveal a dependence between the volume of production manufactured and the following indicators: Variable 1 - the private investments volume, Variable 2 - the quantity of engaged, Variable 3 - the volume of research and development financing, Variable 4 - the top skills staff, Variable 5 - the number of development institutes, Variable 6 - the state investments, Variable 7 - the number of organizations in total. Settlement data are provided in table 1. By results of calculations it has been established that the greatest influence on production volume manufactured by the cluster's enterprises have the state investments (0,9), on second place - the private investments (0,5). Also it has been established that such indicator as the number of development institutes and the number of organizations in total do not influence the cluster activity connected with production. Thus, it is possible to make the assumption that the size of cluster does not influence its efficiency.

Table 1. Modeling of cluster parameters influencing on volume of production manufactured by enterprises which are a part of the cluster.

	df	SS	MS	F	Significance F				
Regression	7	0,14447764	0,02063966	0,477720714	0,837588359				
Residual	17	0,734475724	0,04320445						
Total	24	0,878953364							

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0,035118666	0,07869782	0,446247	0,66105064	-0,13091922	0,201156552	-0,13091922	0,201156552
Variable 1	0,585575663	0,483058814	1,21222436	0,242005512	-0,433589347	1,604740673	-0,43358935	1,604740673
Variable 2	0,113474683	0,21417661	0,52981828	0,603089474	-0,338398466	0,565347833	-0,33839847	0,565347833
Variable 3	-0,19384594	0,229334644	-0,84525363	0,409708515	-0,677699744	0,290007864	-0,67769974	0,290007864
Variable 4	0,004465348	0,241167435	0,01851555	0,985443151	-0,504353463	0,513284158	-0,50435346	0,513284158
Variable 5	0	0	65535	0	0	0	0	0
Variable 6	0,919835877	0,771400908	1,1924226	0	-0,707677776	2,547349529	-0,70767778	2,547349529
Variable 7	0	0	65535	0	0	0	0	0

For the analysis of cluster parameter influence on volume of innovative production the same variables have been chosen: Variable 1 - the volume of private investments, Variable 2 - the quantity engaged, Variable 3 - the volume of research and development financing, Variable 4 - the top skills staff, Variable 5 - the number of development institutes, Variable 6 - the state investments, Variable 7 - the number of organizations in total. Calculations are provided in table 2. By results of calculations it has been revealed that on volume of manufactured innovative production the greatest influence has such indicator as the state investments (0,6), however its influence not that strong as in the first case (that is on production volume as a whole). On second place per significance is occupying by volume of frequent investments (0,5). It should be noted that in the provided model the influence of such indicator as the top skills staff is very insignificant.

Table 2. Modeling the cluster parameters influence on volume of innovative products manufactured by enterprises which are a part of the cluster.

	df	SS	MS	F	Significance F				
Regression	7	0,129224019	0,018460574	2,380631504	0,06829651				
Residual	17	0,131826265	0,007754486						
Total	24	0,261050284							

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0,034043814	0,033340718	1,021088213	0,32152466	-0,036298952	0,104386581	-0,03629895	0,1043866
Variable 1	0,522909543	0,204650241	2,555137681	0,02049199	0,091135276	0,954683811	0,09113528	0,9546838
Variable 2	0,157601428	0,090736974	1,736904167	0,100487413	-0,033836853	0,34903971	-0,03383685	0,3490397
Variable 3	-0,088934793	0,097158749	-0,915355475	0,372807117	-0,293921836	0,11605225	-0,29392184	0,1160522
Variable 4	-0,077826039	0,102171769	-0,761717636	0,45666666	-0,293389629	0,137737552	-0,29338963	0,1377376
Variable 5	0	0	65535	0	0	0	0	0
Variable 6	0,61033107	0,326807788	1,86755363	0	-0,079173091	1,299835231	-0,07917309	1,2998352
Variable 7	0	0		0	0	0	0	0

As a whole it is necessary to note that in both cases it is greatest influence on parameters of production renders such indicator as volume of the state investments. I.e. it is possible to assert that in the Russian economy the main model of clusters creation is centralized modeling.

5. Conclusion

Now in Russia there is the number of "spontaneously" created clusters formed around the key branches of the industry. The structures of such clusters are rather unstable, and cannot be compared to the real clusters possessing the well debugged systems of suppliers and consumers. Formation of highly competitive multi-purpose clusters could become the basis of infrastructure development of many regions in the presence of target investments. Thus the clusters shall be created on regional basis as to the region it is intrinsic a high geographical concentration of branches which also will become the precondition of the interbranch intracluster type network of organization.

These actions will allow to the region to attract the necessary quantity of investments which are the basis of technological modernization of branches, of inflow of new knowledge and technologies.

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Socially Oriented Projects in High Technology Production:
The Content and Features of Arrangements and Management

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Abstract

The features of arrangements of socially oriented high-technology projects are considered in the article. Have been analyzed and identified the main industry in which to develop high-tech projects. Presented the detailed analysis of environmental factors affecting the company. Describes the main relationship of the enterprise with the external environment. A list of decisions in which support can be innovative community-oriented project of the company are presented. Identified the main directions of socially-oriented projects in high-tech manufacturing, which include medicine, education, environment and infrastructure. The factors that affect the success of the project are described, the main factors - a sign of the industry, the direction of the project, the principles of organization of production, the existing database development regulations, the current management system, the composition of the staff and its qualifications, project financing, part of the state, the impact of competition. Presented enlarged mechanism for managing business processes in high-tech enterprise with the features of the project. This mechanism involves interaction of the following business processes: business process engineering management, business process production management, business process management product implementation, business process marketing analysis, business process software, blocks of information security management and risk management. Presented the main risks associated with the production and sale of products. Examined the components of the security subsystem information.

Keywords: high-technology projects, socially oriented projects, business processes controlling mechanism, external environment of the enterprise, research and development.

The present stage of economic relations development is characterized by high speed of changes occurring, and that is, first of all, caused by development of technological constituent. Already now it is possible with confidence to say that the development of high technology productions determines a success of development not just of separate enterprises, segments, regions, but also sets a vector of development of industrial production in most important strategic industries of the country national economy in general.

In this connection the importance increases in correct determination of implementable projects directions and their efficiency assessment. Let's consider which tendencies are observed recently and allocate the most perspective of them.

First of all, we will describe what will be understood as high technology production from our point of view.

Proceeding from the set of works, let's choose the very definition that most suits the modern situation. I.e. as the advanced technology production is understood the production which specializes on release of innovative products competitive in the world and national market, having a high share of added cost in which the latest technologies, high-tech methods, processes and means of production are used. (Turko D.A., 2013).

Among the main directions of development it is possible to eliminate those consecutive: (European Communities, 2008):

- − the aerospace;
- − the radio-electronic, production of COMPUTER and electronic components, office equipment and software (SW), and the industry of communication means as well;
- − the medical equipment, precision and optical-electronic equipment;
- − the chemical and pharmaceutical.

Thereat as high-technological industries traditionally consider those with share of 4,5-5 %, and as high-knowledge-intensive industries where this share - is higher than 10 % (Washington: NSA, 2010).

It should be noted that more than 60 % of production of high-technology medical equipment in Russian industry, the release of practically all precision and optical-electronic equipment, as well as a number of productions of chemical

and pharmaceutical, microbiological and chemical industries and scientific instrumentation are concentrated in defensive industries (defense industry complex - DIC)(Frolov I.E., 2011).

Ipso facto, it is possible to say that the development of these industries directly depends on extent of inclusion and realization of innovative projects in these directions.

However, in modern conditions the social orientation of implementable projects starts to play an escalating role. First of all, let's note that as the socially oriented project we will understood the innovative project on release of high-technology products the same time directed on creation, accretion and up keeping of society social potential. The effect from realization of such projects is often shows up not only by direct impact, but also mediately, through the influence of some indirect factors that further can bear a multiplicative result at project group of direction development of any type of elaborations.

The importance of such projects consists also in that they touch upon quite extensive areas of social sphere and as a result can exert influence, not just at individual level, on group of people, but also on the development of specific region or society as a whole.

For more detailed analysis and identification of factors, influencing on the development and project implementation, and also identifications of key points of potential development of research, let's consider more particularly the possible directions of socially oriented projects in high technology production and interrelation with external environment (fig. 1).
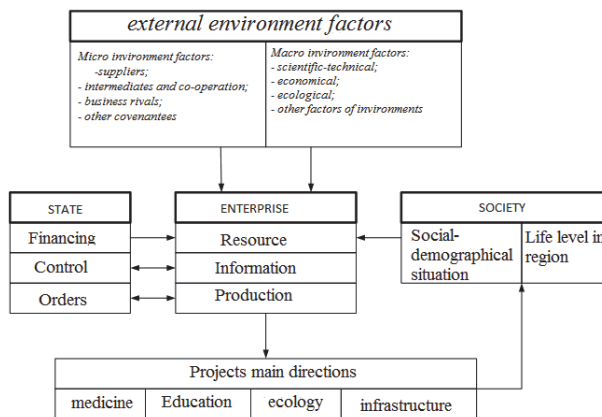
Fig. 1. Scheme of an interrelation of the entities and projects with external environment.

From all variety of external environment factors, exerting influence on enterprises activity, it is possible to carry the following ones to the most significant factors:

   – macro environment factors: scientific and technical (have paramount value for high technology production implementation), an economic situation and ecological factors (influence on possible characteristics and projects directions);
   – micro environment factors: suppliers (in connection with production features for certain project aspects the circle of suppliers can be limited), intermediates and cooperation with other entities (development and subsequent promotion of the project and socially oriented products in many cases implies collaboration and cooperation with a number of the entities and organizations), competitors.

One of the major interactions is the interrelation with the state. This aspect, first of all, implies an acquisition of number of orders from the state structures in various areas, possible implementation of partial or complete financing of projects and/or of separate developments and execution phase monitoring, to what extent they correspond to plans, standards, regulations, and also accounting of influence on social processes and interactions. It should be noted that a support of innovative socially oriented project activity of the entity can be performed within the following resolutions:

   – The Decree of Russian Federation of 4/9/2010 No. 218 «About measures of the state support on cooperation development of Russian higher educational institutions and organizations, implementing the projects complex on creation of high technology production»;
   – The Order of the Russian Federation Government of 4/9/2010 No. 219 «About the state support on innovative

infrastructure development in federal educational institutions of higher education»;

− The order of the Russian Federation Government of 3/30/2009 No. 265 (an edition of 12/28/2010) «About approval of Rules on subsidies provision from the federal budget to organizations of defense industry complex for partial compensation of costs for interest payment on credits received from Russian credit organizations and   state corporation "Development bank and foreign economic activity Vnesheconombank" on implementation of innovative and investment projects on release of high-technology products»;

− The order of the Russian Federation Government of 12/31/1999 No. 1460 «About the complex of measures on development and the state support of small enterprises in the sphere of goods production and assistance in their innovative activity».

Also a support can be realized within the Federal law of 7/24/2007 No. 209-FZ «About a development of small and average entrepreneurship in the Russian Federation» (Art. 22).

An interaction with society proceeds within the two main directions. Availability of social component in projects supposes the direct and mediated influence of project implementation results on separate national groups or on social and demographic situation and living level in the region as a whole. In turn, the entity receives a resource provisions within an access to the labor power, markets etc.

The choice of the direction of project implementation becomes the key moment. The main directions of socially oriented projects in high technology production are:

1) medicine: this direction implies a creation of high-technology medical equipment, both: for organizations and for individual use;
2) education: within the education the projects can be realized in two directions - a) creation of equipment, installations, devices, etc. for implementation of educational process; b) participation of students, graduate students in developments and production;
3) ecology: a creation of high-technology products for improvement of ecological situation in the region, an environmental control and assessment;
4) infrastructure: implies a development and creation of products taken a part in infrastructure functioning of the entity, city, region for increase and support of living level of population, improvement of social and demographic situation, and also for increasement of life safety level of society as a whole and of separate individuals.

As we see, the number of developments even within one direction can be rather great, thus a project implementation often bears not just direct, but the mediated effect as well.

The high technology production organization with participation of socially oriented projects will have the features, let's consider on what main issues it is necessary to pay attention at implementation of business processes at the entity.

The projects implementation success depends on group of factors. First of all, it is necessary to consider an industry sign, the project direction, the principles of industrial engineering and already available base of developments. Also a great influence render: the regulatory legal acts, the developed managerial system, structure of the personnel and its qualification, financing of projects, the state participation, an impact of competitors, etc.

In connection to that an interaction of factors groups is rather great, it is necessary to have the integrated controlling mechanism of business processes at the high-technology entity taking into account the projects features. It should consider the management structure available at the entity, an interrelation with macro and micro environment of the company, the possible risks at project implementation, and further as well the perspective of the entity work efficiency evaluation on both: on separately taken project and as a whole for a certain period.

At mechanism drawing up the primary groups of managerial impacts are incorporated into business processes for convenience of display and presentation of interactions. Each business process represents also the finished ring of management (the purpose, planning, organization, realization, control) concerning the specific direction.

Taking into attention the foregoing, regarding as of paramount importance the project targets final adjustment from R and D work till production and further product realization, the mechanism will have the following appearance (fig. 2).

For high technology production the projects selection and preparation begins with a stage of R and D work consisting of following standard stages (GOST 15.105-2001, 2001; GOST 15.203-2001, 2001):

1) Research: carrying out the researches, development of technical proposal (avanproject); development of specification on experimental development (technological) works;
2) Development: the outline sketch development; engineering design development; working design documentation development on prototype production; prototype production; carrying out the prototype testing; documentation processing; approval of working design documentation for organization of industrial (serial)

manufacturing of products;

3) Products arrangement for manufacturing and utilization: adjustment of design documentation on revealed latent defects; development of operational documentation.

In R and D work it can be employed their own already available projects developments, and the cooperation with other entities within a part of the project can take place as well, and also the work on special orders of the state or company is possible. After passing of all stages and preparation of necessary documentation the project launches into production.
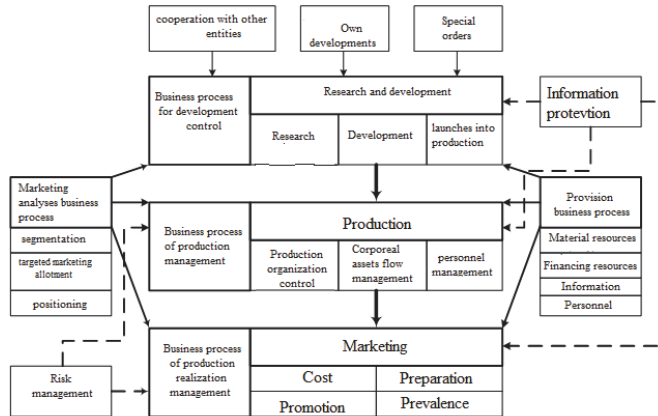
Fig. 2. Scheme of business processes controlling mechanism in high-technology entity.

Production management business process, in addition to accomplishment of the main managerial impacts, regulates the management of production organization, material flows, and also personnel management and labor management as well.

Business process of products sales management considers the production distribution, first of all, as sum-total of four elements - the prices, preparations for sale, distribution channels and goods promotion. However, this business process represents the continuation of one more component - a business process of marketing analysis which is one of the major at the enterprise and it influences on (R and D work), manufacture and sale in aggregate. Thereby the marketing analysis contains the solution of strategic components: segmentation, allocation of the targeting market and positioning.

The business process of resources provision is directly in charge with support of implementation of all three basic elements [R and D work, development, production, distribution]. This business process includes the following parts: material resources, financial resources, information resources and human resources. The importance and volume of each component vary from an element to element and shall be coordinated with general strategy of company development, distribution according to the projects, taking into account the requirements at this or that stage of realization.

The preparation, development and realization of high-technology project always assumes the availability of large number of confidential information; in this connection there is a need arises in high-quality protection of data at all project lifecycle stages, that is providing the inclusion into mechanism of such block like information protection. This block contains the following basic elements: an object protected data; an object unmasking signs and information leakage technical channels; assessment of possibilities of technical reconnaissance and other sources of threats on information safety; organizational and technical arrangements for information protection; obligations and rights of officials; work planning on protection of information and control; control on condition of information protection; certification of workplaces; interaction with other entities (establishments, organizations) (Standard requirements to the content and order of development of Manual instructions on information protection against technical spy and its leakage per technical channels on the object, 1995).

Due to it the part of risks in the field is considered, the other types of risks concerning production and products distribution are regulated in the mechanism by the block of risk management.

Due to the fact that one of the main tasks in the management of high-tech projects is to manage the relationship

between time, cost and results, it imposes restrictions as specified by the project itself, and arising during of implementation, generate risks.

Risk management project includes a number of processes that relate to risk management planning, to identify the type of risk, a comprehensive analysis and response to the risks, monitoring and risk management of the project. Most of the above processes are subject to review and updating in the course of project implementation. The main objectives of the risk management of the project - is to increase the likelihood and impact of favorable developments and to reduce the likelihood and impact of adverse events for the project. The risk in the project - is an uncertain event or condition that in case of a positive or negative effect on at least one of the project goals. Thus, the risk may be caused by one or several causes, and in case of occurrence may affect one or more factors.

The occurrence of any of these is not known exactly in advance of events can affect the value of the project, its schedule or performance. It should be noted that the conditions of the risk may also include aspects of the external environment of the organization or project contributes to the risk. This could be, for example, a bad choice methods in project management, lack of common management systems, concurrent execution of multiple projects, or dependency on external participants in the project, which cannot be controlled. The basic cause of the risk is the uncertainty that is present in all projects. Known risks - those risks are identified and analyzed. Such risks may plan a response, but for unknown risk response plan can often be impossible. In such cases, a reasonable solution to the current project is the allocation of the general reserve of various types of resources to unforeseen circumstances, the list of which will be included these unknown risks, as well as all known risks for which the development of specific response is not cost-effective or possible.

Risks that pose a threat to the project, can only be taken only if the risk is commensurate benefits that can be obtained by taking this kind of risk. For example, the adoption of the schedule, which may be impaired, the risk is undertaken for the earlier completion of the project. Risks that are opportunities (for example, the acceleration of works by attracting additional staff) may be taken in order to best achieve the objectives of the project. Attitude to risk on the part of individuals and - on a larger scale - organizations due to their understanding of risk and response to the emergence of risk. Where possible, the attitude to risk should be expressed in explicit, measurable form. For each project to be developed consistent approach to the analysis and elaboration of a specific type of risk that meets the requirements of the enterprise, and the information about risk and its management should be open and truthful. The process of respond to risks reflects how the company understands and creates a balance between the adoption of this risk and evasion. To achieve success throughout the project organization should take in advance and consistently precautionary risk management measures. Such an approach can be active, i.e. management personnel seeks to prevent or reduce the impact of risks. But, unfortunately, in most cases on the company expanded a different approach - reactive when problems are solved as they are received, indicating that the lack of elaboration processes of risk management.

For high-tech projects in many cases can be made quantitative risk assessment. Quantitative analysis is performed with respect to those risks in the process of qualitative risk analysis were classified as potentially or significantly affect the properties of competitive products. The main purpose of the analysis - determining the likelihood of achieving the specific objectives of the project, identification of risks requiring special attention, the definition of realistic and achievable goals for cost, schedule or content of the draft risk-based project, finding the best solutions for project management, in the case where some of the conditions remain uncertain. Thus, this analysis provides a quantitative approach to decision-making under uncertainty in project management.

At production management can identify a number of external risks. These include: 1) the external economic risk arises when the company cooperates with foreign firms and fraught mainly with emerging problems with a partner; 2) the risk of volatile market conditions; 3) natural and climatic risks associated with damages incurred due to natural disasters or damage caused to the enterprise environment, which is an additional cost; 4) legal risk affects the internal workflow organization, etc. The internal risks are those that are formed directly in the implementation of the production process in the structural units of the enterprise.

Risks associated with the management of sales of products can be divided into two types. The first type is related to improper marketing assessment and, consequently, the inability to achieve planned sales volume. The second type is linked directly to the process of marketing the finished product, i.e. here include the risks of default, failure of supply, etc.

Thus, one of the major tasks at realization of high-technology projects is the correct forming of managerial impacts that can be realized by means of the special controlling mechanism.

Also, it should be noted that at realization of socially oriented projects, it often can be set the purposes, first of all, directed on achievement of social effect, and then afterwards of commercial benefit. Nevertheless, despite of it would be necessary to consider that the modern high-technology project should be competitive in order to achieve a success, to have high speed of put out into market, and bear in itself a social component as well.

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Technologies Transfer: Domestic and Foreign Experience

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Abstract

Questions technology transfer and commercialization in the Russian Federation are current and due to the need for sustainable economic development of innovative type. The intended use of foreign experience, technology transfer can be one of the mechanisms for funding of basic and applied research. In this regard, research and adaptation of foreign experience is of paramount importance for the development of technology transfer in Russia. The object of research is the process of organizing the transfer of technologies in Russia and abroad. The article describes the features of stimulating technology transfer in the countries occupying a leading position in the implementation of the innovation potential. The basic principles for improving the effectiveness of technology transfer abroad, which can be adapted and implemented in the Russian practice. Based on the study of foreign experience, formed by the direction of increasing the rate of technology transfer at the international, national, sectoral and inter-organizational level of the national innovation system.

Keywords: technologies transfer, innovation, commercialization, national innovation system, domestic and foreign experience

1. Introduction

In modern conditions of globalization the special role in acceleration on economy development is taken by scientific researches, creation and implementation of new technologies. The urgency of technologies transfer in this regard increases as one of the most important stages of innovative process and realization of procedure of new scientific and technical knowledge transfer from their developers for implementation in high technology production.

The technologies transfer assumes not just the knowledge transfer, but also their transformation into innovative technologies with active participation of the developer, manufacturer and final consumer of the product created by means of this innovation. Therefore it is necessary to give the main attention in the course of technologies transfer not just directly on very technologies, but on relations particularities and interactions of innovative process subjects (Sharif and Kabir, 1976).

For development of high technology production it is necessary to form the centers of technologies transfer which key task is the innovative technologies promotion, based on creation of effective interaction of subjects of scientific, manufacturing and investing activities that as a whole will allow raising the competitiveness of the Russian economy.

2. Characteristic of the Experience of Foreign Countries in the Implementation of Technology Transfer

In 2014, the Global Innovation Index countries (GII 2014), published by Cornell University, School of Business, INSEAD and the World Intellectual Property Organization, led by Switzerland, the United Kingdom and Sweden, and significantly increased the index of the region's countries in Africa south of the Sahary (Research INSEAD: The Global Innovation Index, 2014). According to the GII 2014, the leader is the fourth consecutive year, Switzerland. United Kingdom rose by one notch, finishing second, and is followed by Sweden. This year, the top ten also entered Luxembourg (9th place) (Table 1).

Table 1. The Global Innovation Index in some countries in 2014

1. Switzerland (1 in 2013)	6. The United States of America (5)
2. The United Kingdom (3)	7. Singapore (8)
3. Sweden (2)	8. Denmark (9)
4. Finland (6)	9. Luxembourg (12)
5. Netherlands (4)	10. Hong Kong (China) (7)

The study recorded 143 countries around the world that produce the world's GDP, more than 99%. This year, Russia ranked 49th place (in 2012 Russia ranked 52 position).

In this regard, important to consider the experience of technology transfer of advanced countries in terms of innovative features and results - Switzerland, USA, United Kingdom.

Switzerland is concentrating significant efforts to commercialize its scientific and technological capacity. The State Commission for Technology and Innovation serves as the Agency for innovation and development at the state level, supports the scientific and applied research supports the promotion of public investment in innovative financing sektor. However, the financing of innovation is generally done through private investment. In the industrial sector, technology transfer is realized on the basis of technopark structures (Ilyin, 2013).

Also in Switzerland, the exchange of scientific and technological information between the subjects of innovation activity is realized with the participation of the Swiss Association of Technology Transfer, established in 2003 (Switzerland's information portal).

The examination of foreign experience show that in many countries there are different types of centers of technologies transfer functioning, however their missions and the purposes are practically identical and consist in realization   of help in the search, assessment and innovations plantation. The forms of the centers of technologies transfer often depend on the social and economical level of national economy development, in particular, on the possibilities of governmental financing, the legislative base, etc. (Reamer, 2003).

The investigation of foreign experience on organization of the centers of technology transfer is important for Russia from the point of view of forming new and making perfect of the existing technologies transfer centers taking into account an economic situation in the country and innovative potential of economy development.

So in the USA for the purpose of having an effective technologies transfer in 1986 have been created the consortium of federal scientific laboratories that stimulated an establishment of interrelations between the companies and federal and regional scientific divisions. In the USA it is conducted an active information support of subjects' innovative activity: free of charge telephone line with representatives of the databases necessary for technology transfer, publication of catalogs, carrying out the trainings (Bykovsky et al., 2006).

For Russia it would be reasonable to offer a financial support to the existing technologies transfer centers created on a base of higher educational institutions, for the purpose of stimulation an effective search of innovations market. It is connected with that not always the Russian centers of technologies transfer have an access to sales channels; the databases are charging rather high prices for this purpose that complicates a successful technology transfer.

One of the forms of technologies transfer center in Great Britain can be considered the British Technological Group (BTG) which was created in 1981 as the state organization and went private in 1992 according to the special scheme (Arora and Gambardella, 2010).

Thee given organization facilitate the technology transfer from universities and other research establishments of governmental sectors into industry on the basis of licensing. Among its functions there took places an examination and protection of foreign intellectual property in Great Britain. Here it should be noted that the activity of the Russian centers on technology transfer should be directed not just on search of the Russian inventions, but also on innovation of science intensive companies of nonresidents, which are producing the inventions in the Russian market.

This, on the one hand, will promote the forming of trust and support for our state by the world community, and on the other hand it will stimulate an innovative development of Russia.

Now in the USA and Great Britain there indirect methods are used on stimulation of the centers of technology transfer, such as customs and tax remissions.

In Germany the centers of technologies transfer are presented by various joint research associations in the industries which are financed at the expense of subsidies of German government. Their main objective is assistance on implementation into industries of high technologies and carrying out the researches of nation-wide value. For small enterprises needy in technology transfer, the government provides the subsidies in the amount of 40 % from total cost of the research ordered (Ceccagnoli and Hicks, 2009).

The government of France supports an extensive network of the centers specialized on technologies transfer, but yet this network differs from the existing in the Russian Federation.

It is reasonable to strengthen the interaction between the Russian centers of technologies transfer in the course of search for markets, buyers and informing them on certain technologies.

The various centers of technologies transfer depending on features of their creation (based on higher education institutions or industrial corporations) possess the different databases on innovations therefore the well-timed information exchange will promote fast and successful technology transfer.

The experience of Poland is the most informative as it is connected with Russia by general historical roots. In

Poland the non-commercial centers of technologies transfer are created and developed based on higher education institutions and other research establishments and they are financed by the government (Bonkovsky and Klepka, 2005).

In other European countries, such as Finland, Belgium, Denmark, Portugal it is created the special centers for cooperation of the universities and industry, the interdisciplinary centers, the innovative centers of technology transfer in small and medium business, as a rule, they are operating at the regional level. For Russia the same tendency is characteristic, though in connection with availability of financial restrictions their development derives more slowly.

The experience of the Asian countries (China, South Korea, Thailand, Singapore and Taiwan) is based on that the main lever influencing on technologies transfer centers development presents the preferential taxation. The system of taxation has a flexible nature and depends on strategic scientific and industrial reference points of the state.

The basic principle of the organization Centre for Technology Transfer abroad is that the center has implemented a complete innovation chain, which allows to bring an innovative idea in the creation of a small business.

3. The Possibility of Using Foreign Experience in the Russian Practice of Technology Transfer

The transfer of technologies in Russia can be organized with the use of various mechanisms combination approved in the West (Table 2).

Table 2. The particularities of technology transfer stimulation abroad and their possible application in Russia

Country	Directions of technologies transfer stimulation	Possibility of using in Russia
USA	Financing of researches and development of small science-intensive enterprises through federal and regional scientific divisions of authorities. Opening of free telephone line with representatives of databases, for receipt of necessary information on transfer of technologies; edition of catalogs, of the centers of technology transfer training in mechanisms of effective realization of technologies transfer.	The financial help to technology transfer centers for the purpose of innovations effective promotion by the small science-intensive enterprises. Similar measures are expedient also to apply in Russian centers of technology transfer.
Great Britain	Increasing the on-budget expenditures for the purpose of scientific and technical infrastructure development. The appraisal has been carried out by the British technological group, directed on determination of economic value of innovative ideas and the subsequent financing of the most perspective, patenting British inventions abroad and protection of foreign intellectual property in Great Britain.	The information base of innovative projects in the centers of innovative development, financing the implementation of cost-effective innovative ideas. State support for basic and applied research.
Germany	Provision by federal government of subsidies (can reach 46 % from the total cost of the ordered research and development) for obtaining by small science-intensive enterprises of assistance at realization of technologies transfer.	For Russian centers of technology transfer it is rational to have a financial support not just strictly, for technology transfer, but also for search and organization of communications between the inventor, center of technologies transfer and customer.
France	The government retains an extensive network of specialized regional centers of innovations and transfer of technologies.	The given direction well-handled also by Russian centers of technology transfer for support and regulation of relationship among themselves as often each of them deals within the innovations of certain profile. The corresponding and timely exchange of information on commercial basis will stimulate an effective technology transfer.
Poland	Financing by the government of creation of non-commercial centers of technology transfer and those projects in which the EU countries are interested.	Russia is on similar way of innovative development; however there is a multitude unresolved questions in the sphere of state protectionism and financing of technology transfer centers.
Finland, Belgium, Denmark, Portugal	Creation on regional basis of special centers which activity is directed on organization of cooperation of universities and industry, interdisciplinary centers, innovative centers of technology transfer in small and medium business.	Creation and development of federal and research universities, acting as a platform integrating science, business and education in the regions.
China, South Korea, Thailand, Singapore, Taiwan, Russia	The main lever of successful technology transfer is the preferential taxation, which directions has a flexible nature and depends on strategic reference points of the state in the field of science and industry.	Creation and support of innovative special economic zones such as the use of preferential tax regimes.

The western countries in due time have faced a problem of unpreparedness of scientists for participation in active promotion of the developments in production. Many researchers with suspicion have regarded the ideas of commercialization of research process results, intellectual property protection, etc. It took long-lasting period in leading western countries to form the basic elements of technologies process transfer organization (Zaramenskikh, 2013).

The analysis of American experience in organization of technologies transfer shows that the reason of high effectiveness of research process and a successful interaction of science and industry in the USA, expressed in the achievements of this country in the field of high technologies, is hidden on availability of the debugged mechanism, allowing to avoid the red tape, corruption and other abuses, braking the development of technologies transfer in Russia. This mechanism has arisen in the USA due to serious efforts of the state on legislative regulation of innovative activity and stimulation of such activity at universities and other non-commercial research organizations.

Creation in Germany of specialized organizations on technologies transfer led to growth of number of concluded license agreements, created the effective instrument of transition from planned economy to market economy in eastern lands. Thereat the role of universities participating in technologies transfer, first of all, consists in preparation of skilled researchers that is a distinctive feature of development of German innovative mode. Nevertheless, the German experience also bears in itself an idea of labor division in the course of technologies transfer.

Great Britain's experience is interesting by special approach on organization of technologies transfer which can find an application in Russia as well. Less, than for twenty years, a movement on creation of scientific parks in Great Britain have been promoting an effective technologies transfer owned by universities - founders of scientific parks, forthcoming new high-technology entities, new workplaces creation and attraction of investments   in high-technology industries.

Though the organization of technologies transfer has the features for each specific country which is connected to distinction in reference conditions, cultural traditions etc., nevertheless, there are certain crucial elements, general for the majority of developed countries in the world, providing the effectiveness of system interaction between the science and industry, namely: the equilibration of rights and duties, the guarantees of observance of intellectual property rights, the prevalent culture of entrepreneurship and the academic ethics. Thus many elements of this system are in addition being supervised and undertaken by the state, as, for example, the protection of intellectual property rights. In lack of these conditions as this research have shown, one of the main difficulties consists in formation of technologies transfer in Russia.

The common feature for the considered forms of technologies transfer organization is that a special place in the system of mutual relations of science and the industry is occupied by specially created structures which are carrying out a preparatory work on technologies transfer and tracking an accomplishment of signed agreements with the industry.

Taking into consideration the distinctions of subjects of the Russian Federation on scientific potential and concentration of industrial productions, it is reasonable to make use of experience of the USA on organization of the "direct" transfer in major scientific and industrial centers. The "indirect" transfer, i.e. with participation of professional intermediaries (experience of Germany), can be used in regions with lower scientific potential and poor concentration of productions. In the regions industrially developed, where it is possible to have the shared financing of scientific and technological infrastructure from the state, regional power and major enterprises, there can be used the experience of Great Britain on creation of scientific parks (Shaposhnikov, 2004).

Acceleration of tempo of technologies transfer is necessary to realize at four levels of innovative system (fig. 1): international, national, industry and intra-organizational. The provided actions will allow overcoming problems of technologies transfer in Russia, such as, for example, duplication of functions of infrastructure subjects, uneven placement on the territories of Russia and lack of information exchange.
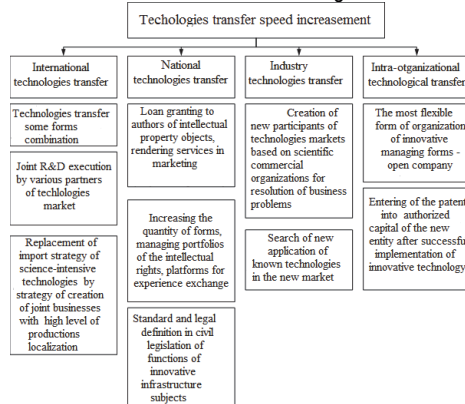

Figure 1. Innovative system levels

One of the key problems of technologies transfer development in industries is the replacement of intellectual property transfer in the branches onto other forms of the transfer (the agreement on accomplishment by R&D without obligation to register the intellectual property, non-commercial distribution of information in the form of report on research engineering and publications) (Bukharova, 2013).

4.   Concluding Remarks

The results of research show that the organization and functioning of the centers of technology transfer in the world depends on technological and economic level of state development (Scott, 1997). In particular, for India and China the policy of the accelerated development of innovative technologies accounts for by application of target programs of public financing (direct methods). For Russia the use of indirect methods which is connected to increase in number of the Russian and foreign investors is typical.

The creation of a balanced system of technology transfer in Russia will improve profitability in the field of innovative entrepreneurship in Russia, will open up opportunities for Russian developers of foreign investment resources. The Russian Federation must implement two ways of improving the process of technology transfer and accelerate innovation. The first direction is the establishment of new structures to integrate and co-operating innovative active subjects for technology transfer. The second - the formation of tools and mechanisms that support and regulate this cooperation, such as contractual basis licensing of intellectual property, etc.

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Premises and Convergent Factors of Regional Development

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Abstract

In article are considered approaches to the overcoming problem resolution of regional inequality, the accruing territorial differentiation and disintegration, which becomes the primary factor, which is slowing down social and economic development of the country. The main factors promoting regional convergence development in the instable world and domestic economy conditions, adverse external environment, economic sanctions of the western countries are investigated. The relevance of forming of the convergent strategy development of regions directed at overcoming of territorial disintegration and a regional inequality is proved. The essence and a role of convergence of social and economic systems are revealed; hypotheses of convergence and divergence are investigated. The conclusion that strategy of convergent development can play consolidating and stabilizing factor role, means of ensuring of social and economic stability, increase of competitiveness and economic safety in regions in medium-term and long-term perspectives is drawn. Based on the analysis of essence, the principle, types and the main mechanisms of convergence are revealed and characterized; a set of the managerial measures promoting the convergent development of the Russian regions is defined. It is proved that the main premises, convergence regions engines in modern conditions are transport and construction, which promote most mobility of major factors of production, attraction of qualitative labor power, increase of investment appeal of the region.

Keywords: convergence, divergence, regions, development, management.

1. Introduction

The most significant problems of any state are the maintenance of the territorial integrity of the country, prevention of the social conflicts, any crises, providing a worthy level of population living. Today in the Russian Federation is observed the highest level of regional differentiation of the main socio-economic indexes. Moreover, the number of the problem and lagging behind regions tends to growth that is explained by the action of a number of both objective, and subjective factors. The need for the solution of the specified tasks causes relevance of research of problems of territorial disintegration, a regional inequality and regional convergent concept development. Development of the region represents a multiple changes of its states, on condition of preserving of positive tendencies of growth. Economic regional development belongs to economic part of this multiple change, and social - to social part. Prof. I. S. Karabulatova, analyzing a mega concept "region", gives over hundred of its definitions which reflect this or that accent of researchers depending on a professional and target orientation (Karabulatova 2001: 48). Means and the level of social or economic development of the region have to reflect this plurality of changes, results of system development. The concept "convergence" was entered in 1873 by the English physicist J. K. Maxwell, working on the creation of an electromagnetic theory field. In the economic theory, the concept of convergence was formulated within the neoclassical model of economic growth of R. Solow (Solow, 1956).

Convergence means rapprochement towards merge, stable equilibrium. In a literal sense, convergence consists in the independent development of identical signs in different systems because of adaptation to similar conditions or circumstances (Azriliyan, 2005). The hypothesis of convergence represents the statement that how economic systems differed among themselves, in the course of evolution they discard inefficient institutional forms, selecting and keeping the effective. Therefore eventually all of them after such gradual (evolutionary) selection will be rather identical, i.e. are similar to each other.

Arguments of supporters of this hypothesis consist that the latest technologies, means of communications and transport extend everywhere, creating a unified technical and technology basis for the development of the different countries and societies. A certain general technical basis creates a basis for deleting of country distinctions. Distribution of technologies of planning and similar planned the technician in the countries of the world with different political systems became one more argument for the benefit of convergence. Now the term "convergence" is used even more often at the

description of integration processes. The general tendencies and factors of scientific and technical and social and economic progress are the cornerstone of world integration development. They cause rapprochement, i.e. convergence, economies is more increasing than number of the countries when preserving their national features.

Distinguish conditional and absolute convergence. Conditional convergence assumes the availability of positive dependence between the growth rate of economy and distinction of the current and equilibrium income levels. It differs from the absolute convergence assuming that the poor countries (regions) develop higher rates than rich, catching up with them.

Rather often, the hypothesis of convergence is tested on the example of regions as there are considerable discrepancies between regions on a level of development of technologies, productions, economic institutes, etc. The therefore probability of availability of absolute convergence between regions rather high. It is necessary to consider that the policy of the central government is directed, as a rule, on smoothing of interregional distinctions and in support of the development of rather poor regions.

The process opposite to convergence is called as divergence. Divergence is a discrepancy of signs of social and economic educations during evolution. The fight for existence, survival, supports divergence. The principle of divergence explains the process of formation of larger groups and emergence of gaps between them.

Diagnostics of regional development is carried out by the interested authorities, public and other organizations, subjects of managing, separate research collectives and physical persons. The central authorities proceed, first of all, from interests of the country in general, and also pursue industry and other aims. Regional authorities consider possible options for providing optimum living conditions for the population of the region. Separate research collectives and physical persons execute the corresponding orders of authorities and subjects of managing.

The generalized these diagnostics form information base for acceptance of management decisions on achievement of steady functioning of regions, elimination of unjustified distinctions in a level of living of the population of different territories. On their basis plans, forecasts of economic and social development of regions are developed. Diagnostic information is necessary also for banks, investment companies, the exchanges at strategy development of capital allocation and forming of the regional markets.

2. Methods and Materials

Different types of convergence cause the availability of several methodologies of their analysis. Given the complexity of this problem, its satisfactory solution can be achieved only through the involvement of a wide arsenal of mathematical economics.

The region from positions of socio-economic analysis of its level development, represents complicated object, it is impossible to estimate which condition on any one indicator (Karabulatova, 2001; Karabulatova & Polivara, 2013; Ryazantsev & Bozhenko, 2014 & Ryazantsev et al, 2014). It is caused, that consolidation of such regional subsystems as the industry, transport, the agricultural industry, services, education, health care, legal assistance, etc. in some whole - the region, - is very conditional. The system as an object of research represents some hierarchically arranged set of the elements and systems integrated with the achievement of some purpose (or sets of the interconnected purposes). In the region, if to consider it from these positions as a system, such unification is not present. Many of his works subsystem with the objectives inconsistent with the purposes of development of the region or only indirectly related. For example, the large industrial enterprise working in the region, but belonging to owners from other region or the country functions for maximizing the income of the owner.

Considered that the easiest way it is possible to analyze availability of convergence at rates of economic development from the point of view of reduction of an inequality in the level of per capita GDP (VRP) among group of regions (i.e. the concept is considered σ- convergences). For verification of the theory β- convergences the regression analysis (cross-section) of selection of regions in which dependence of the gain of real VRP that is saved up for some time frame on the VRP initial level per capita is estimated is usually used. From the methodological point of view, check of a hypothesis of convergence based on time series analysis of indicators of the income on regions and researches of their dynamic characteristics is more difficult. However absence enough long ranks of data on regions of the Russian Federation (and especially on municipalities) complicates the use of a method of time series for a check of a hypothesis of convergence.

According to data of Russian Federal State Statistics Service of VRP per capita adjusted for interregional distinctions of the prices of Khanty-Mansi Autonomous Area leading on this indicator more than by 41 times, exceeds VRP per capita of the Republic of Ingushetia. Stronger differentiation is observed on indicators of investment activity. For

example, on an indicator of the amount of investments per capita. The difference on this indicator of the leading and lagging behind regions of the Russian Federation makes 190 times. So strong level of interregional distinctions generates an aggravation of social problems in unsuccessful regions, complicates interregional economic cooperation, and limits growth rates of the national economy. *The investment appeal of the region* is defined by NRA rating as a set of the factors influencing expediency, efficiency and level of risks of the investments in the territory of this region. These factors are an active background for all investment projects realized in the area of the region influence risk and profitability of project data.

The investment appeal of the region consists of several factors, each of which can be estimated by means of proxy selection and variables for it. In a rating *seven factors of regional investment appeal* are considered:

1) *Security of the region for natural resources and quality of environment in the region:* availability main types of natural resources in the region (including fuel and energy), the level of environmental pollution, possibility of drains and processing cleaning of production wastes.

2) *Region manpower*: main characteristics of a manpower of the region, including number of economically active population, level of employment and unemployment, the volume of the offer of skilled labor force, and also labor productivity.

3) *Regional infrastructure*: the level of development and availability of both "tough", and "soft" infrastructure. The concept of "tough" infrastructure joins transport, power, telecommunication, and housing infrastructure. The "soft" infrastructure includes some components from which from the point of view of investment appeal the financial infrastructure has the greatest value.

4) *Domestic market of the region (potential of regional demand):* domestic market level development of the region (including scales of sectors of retail trade and paid services), disposable income and purchasing power of the population of the region.

5) *Potential production of regional economy*: cumulative results and features of economic enterprises activities which are already working in the region (volume and dynamics of production, the size of assets, their quality and efficiency of their use).

6) *Institutional environment and socio-political stability*: expert evaluation of the effectiveness of regional legislation regulating the interaction between government and investors, expert assessment of the favorability of the regional tax law (the existence of tax benefits and opportunities to obtain them), the level of social and criminal tensions in the region.

7) *Financial regional budget stability and enterprises of the region*: a condition of public finances in the region (the amount of tax revenues, a budget balance, a regional national debt), and also an assessment of a financial position of the enterprises of the region (profitability (unprofitability) of firms, a state creditor and accounts receivable of the organizations, availability of investment resources) (Methodology of a rating, 2014).

There is a point of view according to which the policy directed at reduction of distinctions in levels of economic development of regions inevitably attracts reduction of growth rates of national economy and vice versa, GDP growth can be provided with only a price of deepening of an interregional inequality. Within the forming theory of feedback, it is proved that positive feedback always lead to the growth of interregional differentiation, despite the regulating actions of the Federal center. The resources spent for support of the lagging behind regions can only reduce the speed of increase of interregional distinctions, but it will occur due to the reduction of growth rates of the economy.

In this article, the opposite thesis according to which the positive feedback existing in national economy working for deepening of interregional distinctions can be compensated for the account of effective influences of state bodies is protected. For justification of this point of view, the concept of convergent development of the Russian regions and management model a regional economic system, combining elements of convergence and divergence is offered.

3. Results

The concept of convergent development offered by us allows to draw very important conclusions concerning opportunities for basic mechanisms of reproduction of a social and economic order, and also to correlate among themselves understanding of processes of the organization and self-organization in the context of ensuring stability of regional system.

First, possibilities of increase of efficiency of social and economic system, its stability are limited to the structure of an order within which the corresponding policy is performed. Secondly, it is revealed that when the system reached some optimum of effective functioning, all subsequent efforts will not lead to the further growth of efficiency. Therefore, an exit for the system is the substitution of the existing social and economic order with a new order. And so far there is no

definite answer to a question: whether there will be a substitution of one order by another on the basis of free self-organization or it is necessary to manage this process, i.e. change of an order will be performed on the principles of the managed self-organization.

The analysis shows, that in the modern practice of the Russian reformism the explicit list towards attention to an organizational component to the detriment of self-organizational is observed, that generates a set of inadequate projects and reformatory decisions. For the organizational processes presence of the particular managing subject initiating processes of transformation on the basis of the rational judgment performing these processes by means of programs, regulations, organizational control is characteristic. The aspiration to formalization, a regulation is one of the main parties of such strategy.

For self-organizational processes, structural educations are characteristic of spontaneity. Specialists note the primacy of the self-organizational component in social and economic ordering processes. Organizational efforts can be successful and generate steady structures only at a considerable reinforcement from a self-organizational component (Bevzenko, 2003). Force and imperativeness of self-organizational processes are capable to suppress any organizational efforts. In our opinion, both specified process can be integrated and investigated within the uniform concept of convergent development of social and economic systems. In this case, it is possible to speak about possibility of a resonance of organizational and self-organizational processes, their coordination, therefore, the system can have regulation at the level of a choice of the attracting attractors, result of that will be changes of quality of its elements. An instrument for ensuring the unity of organizational and self-organizational processes in society within the offered concept is a public administration that purpose consists in providing conditions for a dynamic, sustainable development of society. For this purpose, it directs the efforts to the removal of obstacles in the course of free social and economic self-organization, on the support for steady functioning and development of economy and society.

Thus, the regulations on the unity of forms of public orderliness formulated by us – self-organization, the organization and means of their providing – public administration, are the central fragment of the convergent development concept. Public administration is considered in this context not only as a function of the organization and manifestation of self-organization, but also as an implementer of public orderliness in both forms.

Within the concept of convergence, the problem of development of the strategy of management of the innovation development (that is the extremely important for Russia) based on mechanisms of the managed self-organization can be efficiently solved. Such plan of management has to combine the hierarchical organization with normative regulation and control organically, on the one hand, and with the new functions directed by perception of the weak signals and changes stimulating positive tendencies of development and an innovation – with another. Creative self-organizational processes and public administration have to act in the space of regions as the continuous parties and factors of providing a convergent development trajectory.

The combination of self-organization and public policy in convergent social and economic system provides its functioning by means of mature market mechanisms, achievement of the maximum effect of the innovation and investing activities, and also rather equitable distribution of the income that opens a way to desirable harmonization of interests (from the point of view of decrease in a social conflicts) entrepreneurs – capital owners, and other citizens at all levels of management (nationwide, regional, local).

On the basis of identification of essence and contents of the concept of convergent development, processes of self-organization and management in a local economic system, and also factors and mechanisms of convergence the management model development of economy of the region combining elements of convergence and divergence was developed. In the model are mortgaged the development mechanisms of an economic system of the region based on the use of positive and negative feedback. Positive feedback lead to a swing of the system, to its transformation, accumulation of high-quality changes. Negative communications on the contrary, are directed at preserving the available structures and the relations, on ensuring the stability of the system. Therefore, any crises in the system are defined by the strong influence of positive feedback, consecutive strengthening of the effect of small influence (Dolyatovsky et al., 2001).

The model is implemented author's point of view, according to which non-linear positive feedbacks working to deepen inter-regional disparities will "disperse" the regional economy, increase its growth rate, and the consequences will be compensated by corrective action of the government. That is at the heart of this model is the idea of self-driven regional economic system.

Development of public-private partnership in subjects of the Russian Federation for 2013 is provided in figure 1. (A rating of regions 2014, p. 5).
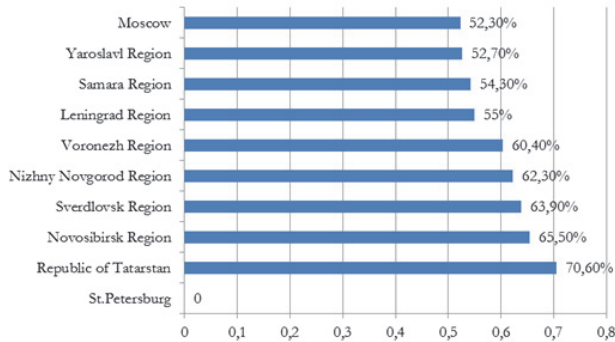
Figure 1. Development of public-private partnership in certain subjects of the Russian Federation for 2013

4. Discussion

The term "divergence" is used in economy for designation of the movement on the dispersing trajectories: increases in a gap between levels of development of the certain countries, strengthening is of distinctions between national models of economy, their separate structures and mechanisms. Besides, this term is also used for the designation of a deviation of the certain countries or regions from average macroeconomic values for any group of the countries or regions. Dozi (2005) and Item Druker (2012) considered separate aspects of the analyzed problem. All leading world concerns live with the middle of the 1940th years "on Druker". Druker believed that it was possible to create economic progress and social harmony (2012).

Regional divergence is considerably shown in the increasing role of capital megalopolises and regional capitals. In 2008, the regional centers concentrated a third of the population and investments, more than 60% of trade, public catering and services (Nefedova, 2008). By the beginning of 2015, regional polarization even more amplified, and the problem of the space distribution of human capital became aggravated. The last population census revealed in the Russian Federation 34 thousand of "dying" villages with the population less than 10 people (24% of all settlements). Besides, more than 13 thousand villages have no constantly living community at all (Population size, 2010). Annually from the Russian Federation card a large number of small settlements disappears. For example, for the last three years rate of reduction in a group of the small cities (to 5 thousand inhabitants) made ten cities in a year.

So, in Russia there is a group of backward regions which are for a number of reasons not ready to adapt to imperatives of scientific and technical progress, the innovation development, for changes in the regional and world markets. As a result the gap between them amplifies and leading regions, fix their backwardness, i.e. divergence takes place. On statistical data divergence between the absolute sizes of a per capita income in donor regions and in the depressive and underdeveloped Russian regions differing in the lowest indicators of resource security and infrastructure familiarity most of all goes deep.

Table 1. Approaches to determination of essence of development of the region

Author / Source	Determination
Kovalenko E.G.	Regional development is the mode of functioning of regional system which is oriented to the positive dynamics of parameters of level and quality of life of the population provided with the steady, balanced and multifactorial reproduction of social, economic, resource and ecological capacities of the territory (Kovalenko, 2010: 64).
Gavrilov A.I.	Development of the region - multidimensional and multidimensional process that is usually considered from the point of view of a set of different social and economic targets (Gavrilov, 2010, p. 67).
Podprugin M. O.	Development of the region is understood as any progressive change, first of all in the economic sphere. This change can be quantitative, and then speak about economic growth. It can be qualitative, and then tell o structural changes of the content of development. Along with economic characteristics consider social parameters of development. Moreover, social characteristics are full indicators at an assessment of the extent development of the region (Podprugin, 2012).

Thus, authors express the similar point of view. However, we consider that Kovalenko E.G. most fully defines contents of this term. So, development of the region is usually considered from the point of view of a set of different social and economic targets. Even if it is only about economic development, it is often considered together with social and includes: a) increase in production and income; b) changes in institutional, social and administrative structures of society; c) changes in public consciousness, in traditions and habits.

Such understanding of regional development essentially distinguishes it from processes of mechanical growth or structural complications. For example, it is impossible to refer to original regional development unilateral saturation of the territory industrial facilities (the practice of development of the Russian North, Western Siberia, virgin lands).

The Main objective of regional economic development is the improvement of the population life quality. The purposes of the region development are the increase in the income, improvement of education, a food and health care, poverty reduction, improvement of environment, equal opportunities, expansion of a personal liberty, enrichment of cultural life, etc.

The essence of sustainable development assuming the dynamic process of the consecutive positive changes providing a balance of economic, social and ecological aspects has to be the cornerstone of forming of approaches to the problem resolution of territorial educations.

It is especially actual today when there is a transfer of the center of gravity of economic reforms on the level of regions and strengthening of their role in the implementation of the economic policy of the state.

Stability of regional development defines capability to keep and develop value of necessary parameters of population life quality within a threshold of safety or above it at fluctuations of the external and internal influences (political, social and economic, technogenic, climatic and other character) threatening with falling of quality of life of the population.

The term "sustainable development" causes disputes in the Russian literature. Its English original (sustainable development) is exposed to criticism as the phrase, doubtful from the point of view of formal logic. Even in the usual speech the concept "development" bears with itself energy, speaks about changes whereas the concept "steady" bears in itself a sense of an invariance and safety. As for the transfer accepted in Russia, it does not convey adequately meaning of the initial English term meaning "the development which is not undermining own premises and conditions" or "development which can be supported vaguely long". In Russian is not present for it and an exact semantic equivalent, it can be translated as the "self-sustaining", "equilibrium", "continuous", "balanced", "acceptable" development (Svetunkov, Zagranovskaya & Svetunkov, 2012, p. 29).

Long-term researches of regional inequality problems carried-out and analysis allowed to reveal the main mechanisms of convergence (figure 1) and to define set of the managerial measures promoting convergent development of regions: stimulation of the innovation activity and technology transfer, encouragement of production factor mobility, structural adjustment of economy of regions, development of interregional and international cooperation, stimulation of self-organizational processes, etc. These measures have to become a component of the strategy of management of social and economic and innovation development of regions.
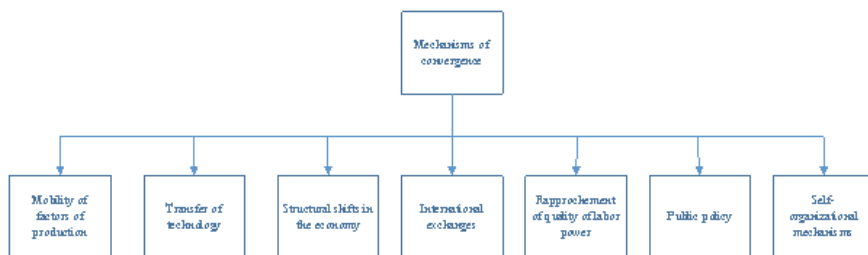
Figure 2. Mechanisms of convergence of social and economic systems

The factors and the speed analysis of convergence which is carried out by a number of the Russian authors (Dyatlov, 2000), showed that the main premises, engines of convergence of regions in modern conditions are transport and construction. They promote most mobility of major factors of production. Influence on processes of convergence of the agricultural industry and the industry is multidirectional. Therefore for decrease in level of an interregional inequality, including in the innovation sphere, it is reasonable to concentrate when developing strategy of development of regions

efforts and resources on development of infrastructure, the agricultural industry and the industry in the respective regions.

However experts note that globalization and integration processes happening in world economy cause dominance convergence processes, i.e. rapprochement of economies of the different countries and regions (Ryazantsev et al, 2014; Ryazantsev & Bozhenko, 2014 & Ryazantsev, 2007).

Some concepts of a hypothesis of convergence are mentioned in the modern economical literature. The greatest distribution was gained by two concepts – so-called beta and sigma convergence.

The concept of beta convergence (β-convergence) defines convergence as the process of "making up" at which poor regions have higher rates of economic growth. Beta convergence – negative dependence of rates of economic growth on an initial level of development of the countries and regions.

The sigma convergence (σ-convergence) is a decrease in time of the dispersion of levels of development of economic units. Hypotheses of β-convergence and σ- convergences are interconnected but are not equivalent. The analysis of the interrelation of β-and σ- convergences says that β-convergence is only a necessary condition σ-convergences. So, in Russia process of β convergence is combined with σ- convergence. The Rather significant initial gap between rich and poor regions is the reason of this combination. It is so great that higher growth rates in poor regions are not capable to reduce in the short-term period it in absolute expression.

According to a convergence hypothesis, if the region economy at the initial moment is further from the provision of stable equilibrium, rates of its growth will be higher, than at the economy, which is closer to balance. Therefore, in the long-term period differentiation can disappear. Most often the hypothesis of convergence is applied to studying of distinctions and dynamics in the GDP level (VRP) per capita.

Absolute (unconditional) convergence is a rapprochement of levels of development of the countries and regions in time.

Conditional convergence of the countries (regions) means convergence of the countries to own steady states that means lack of real rapprochement of levels of development of the countries and regions.

Distinguish convergence in growth rates, in income levels and the performance of factors, understanding as it smoothing of distinctions between the countries (regions) on the corresponding indicator.

According to the degree of certainty, distinguish between deterministic and stochastic convergence.

Some authors considers, that in the Russian economy of the loudspeaker of an interregional inequality on real VRP per capita corresponds to model of conditional convergence, and stationary conditions of long-term balance of economies of regions significantly differ between regions (Iodchin, 2007).

In this work is offered the concept of convergent development of regions based on the application of the system and self-organizational approach. When developing the concept we recognize, that a phenomenon of convergence as the process of individual gradual integration, group (corporate) and public work can be opened via development mechanisms of social and economic systems. Its premises are structural and functional changes in these systems, which are in turn connected with the change of a ratio and role of the major institutes of public life – Institutes of self-organization and public administration.

The regional concept development is based on idea of harmonization of private, corporate and public concerns in the course of functioning of entrepreneurial, government and public institutions, and satisfaction of compelling needs of the main part of the population.

In countries with developed market relations of self-organization institutions plays a leading role, while the institutions of government regulation, in fact, appear complementary. The opposite pattern is observed in countries with economies in transition, where due to the need for government control and institutions regulation of the government must remain the leading and institutions of self-organization is expected to serve as complementary elements.

Immanent line of convergent national system consists in an equivalence of the dominating basic institutional orders. The process of convergence in such social and the economic system assumes the maximum complementarity of the specified orders. Thereby the characteristic sign of convergence of regional social and the economic system consists in an equilibration of institutes of self-organization and state regulation relatively each other. Therefore, the main benefit of a convergent model of development of social and economic system consists in the possibility of simultaneous use of potentials of the different institutional orders based on self-organization and public administration.

The concept "order" was introduced into scientific circulation by representatives of the German historical school, and then developed by Freiburg School. Development of this concept formed a basis for the creation of the theory of social market economy which idea of the organization became extremely popular in many countries. The German researcher, W. Eucken in work of "A basis of national economy" so, writes about an economic order: "Economic process always and everywhere proceeds within known forms, i.e. historically set economic order. Historically developed rules

could be bad, but without any order it is impossible to manage" (Eucken, 1996).

The economic order is understood as a set of the formal and informal institutes providing functioning of separate farms. These institutional systems arise during historical development or are established by the state. If expand an economic concept of order to scales of a social and economic order, in this case it is necessary to enter into the analysis a number of additional components, such as the public institutes, political and legal and other aspects characterizing difficult interrelation of economy and society (Afonosova, 2009). However innovation management problems development are so diverse and complicated that the further researches in this area including systems analysis and theoretical synthesis of activity of governing bodies of federal and regional levels in the conditions of headed for institutional transformation and modernization of economy are necessary. Except the use of traditional methods of management of the innovation development, it is necessary to develop the new approaches and managerial technologies providing creation of institutional conditions and incentives for effective implementation of the innovation activity.

5. Conclusion

Use in practice region economy management model development on the basis of a combination of convergence and divergence can lead to emergence of synergy effect of interaction of subjects of economic activity in the form of strengthening of their innovation activity, more effective diffusion of knowledge and technologies (thanks to positive and negative feedback), increases in efficiency of communication processes. The regional economic system thus can purchase new qualities and become steadier and effective.

Results of the conducted research allow to draw a conclusion that concept implementation of convergent development of regions, turning on of the stabilization mechanisms connected with carrying out effective economic and innovation policy can significantly correct trajectories of economic dynamics of backward and depressive regions, thus having kept growth rates of successful regions. Therefore, the formulated concept, recommendations about its application and management model convergent development of the economy of the region can form a methodological basis when developing a strategy for management of the development of the Russian regions. It is especially actual in the modern conditions, that are characterized by the proceeding sanctions policy of the leading western countries for Russia, decrease in the world prices for energy carriers, rate fluctuations of national currency, need of overcoming of effects of financial and economic and geopolitical crisis.

The offered regions convergent development conceptgent development realized in effective innovation, economic and regional policy is capable not only to prevent increase of an interregional inequality, but also to provide increase of growth rates of economy due to expansion of interregional integration, more rational use of resource and innovation capacity of regions, increases in production factor mobility and quality of a human capital in backward and depressive regions. The dynamics interregional level inequality researches conducted by the author allowed to draw a conclusion that in the Russian Federation scales of interregional differentiation on an average per capita cash income of the population there is much less than scales of interregional differentiation on shower VRP. Convergence of an average per capita cash income in the conditions of VRP divergence is per capita caused by a factor of strengthening of extent of centralization of the tax and budget system and increase of efforts of the federal center in the field of redistribution policy. The business case of the region in case of convergent way of development choice will represent model of mixed economy with equal provision of institutes of a public (state) and private property, institutes of public regulation and market self-regulation. Such model can provide achievement of strategic objectives and desirable standards of public welfare.

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Characteristics of Socio-Cultural Vitality of Modern Russian Settlements of the Former Gorky Line of Kazakhstan

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Abstract

The problem of ethnicity being is the most important for the border territories of Russia and Kazakhstan as a multi-ethnic and multi-religious community of the peoples, connecting Europe and Asia, West and East. At a critical stage of historical development again the problem of orientation to the West or the East, the questions of existence of Russia as a specific space of coexistence of different ethnic groups and peoples, cultures and civilizations, languages and religions has been actualized. The population of modern Russian settlements of the former Gorki lines, presented on the territory of Kostanay region, today is mixed and polyethnic. The authors aim to trace the survival of the Russian language and culture in a dense ring of the migrant (Turkic) environment. In this regard, in-depth interviews were conducted, the records of Russian speech in different time periods were compared, data from the questionnaires were analyzed, the transformation zones of the language and culture of Russians, living a long time in isolation from the parent culture in the migrant environment were revealed.

Keywords: Russians, Gorki Line, vitality of culture, ethnic identity, ethnic satisfaction, sociological polls.

1. Introduction

Wide resettlement began after the completion of construction, i.e. after 1755, although a free peasant colonization of a new area is hindered the fact that for the relocation it was necessary to obtain the authorization, granted only to the payment of tax arrears at the old place (Akhmetova *et.al.*, 2013, p. 55). The beginning of construction of fortifications of Gorki line, associated with the colonization of the South - Eastern lands of the edge of Russia, belongs to 1752. The line took its name from its geographical position, as located along the bitter lakes (bitter in Russian – Gorki). The Dzungar army invasion became a huge disaster for the Kazakh people in the late XVII century and the first quarter of XVIII century. In 1741 - 1742, Dzungar lords again attacked the territory of one of the fragile feudal Kazakh entities - Middle Zhuz. They emptied the villages on the Ishim, destroying or capturing people and abducting cattle. Survivor Kazakhs fled to the Russian borders. Only the intervention of the Russian administration delayed the further advancement of the Dzungars. However, soon there was a new invasion in the area of the Syr-Darya, and then it became aware of the preparation of the Dzungars campaign on Younger Zhuz. In 40-ies of the XIX century the Kazakhs situation is strengthened by the accession to the Russia of the Middle Zhuz (Akhmetova *et.al.*, 2013). In the 70 years of the XIX century on the initiative of the governor of Western Siberia, the adjutant general Kaznakov, has officially formed the first Russian settlements in the Kazakh (Karabulatova, 2008, p. 77-81).

In this context, special importance is attached to the Russian state border fortifications in the South of Western Siberia. By this time the line of fortresses, goals, fortified settlements are stretched from Tobol to the Irtysh in very uneven stripe, in some places strongly retreating to the North, and on its ends (the Tobol and Irtysh) advanced to the south. In this context, special importance is attached to the Russian state border fortifications in the south of Western Siberia. By this time the line of fortresses, goals, fortified settlements is stretched from Tobol to the Irtysh in very uneven stripe, in some places strongly retreating to the North, and on its ends (the Tobol and Irtysh) advanced to the south. Besides the zigzag form and lack of reliability of some of the sites (fortified points are arranged on the line unevenly), this protective strip, called Ishim line, had one very significant drawback: fields, hayfields, fishing of Russian population in some places gone beyond it, further to south, and during the field work for the protection of the peasants military teams were sent. (Karabulatova, 2008; Karabulatova, Koyche & Gultyaev, 2013).

2. Materials and Methods

Study material in accordance with the tasks, is heterogeneous in nature, combining both archival materials and contemporary recordings of speech. Totally are collected more than twenty-five thousand live speech segments of spontaneous speech in the Russian-Kazakh border area, characterizing the speech of native speakers of the region, from the studies of other authors about four and a half thousand examples of the interaction of languages are extracted, three experiments in which participated more than two hundred people are conducted. In addition, we used the index card and materials of dialectological expeditions of Kostanai state University named for A. Baitursynov.

The central methodology of the research is synergistic approach developed by H. Haken, A. Bergson, A. Nasaretyan. However, the involvement of system methodology that combines societal and comparative approaches, allows to combine the study of large-scale socio-political transformations, characteristic for Russia and CIS countries in the field of modern ethno-linguistic politics and local regional practices. The methodological basis of our research is the corner position on language and society, which includes anthropocentric, activity and integrative principles, the introduction of which in the process of the study of language contact has led to the immanent transition from linguistics to anthropocentric, allowing to identify the role of human factor in language.

Researchers have reasonably come to the conclusion that the indigenous people of Gorki line are descendants of immigrants from Northern and North-Eastern provinces of the European part of Russia, defining the initial substrate of settlers of Gorki Line. (Karabulatova, Koyche & Gultyaev, 2013; Karabulatova & Polivara, 2013 & Karabulatova, Sayfulina & Ahmetova, 2013).

Some archival sources show that in July and August of 1879, and namely this year is considered to be the founding year of the city - on the natural boundary, to Kostanayin from Orenburg arrived 300 families of early settlers, most of them left Buzuluk and Nicholas counties of Samara province. Settlers from Orel province set up camp on the left bank of the Tobol. Till late autumn, they lived in tents, waiting for the arrival resettlement Commission, which was to take the land under the homestead. But the Commission has not arrived. Frustrated settlers moved to winter in the Cossack villages of line - stations Verenka, Nadezhdinka, Grenaderka and other (Gultyaev *et al.*, 2013).

Only in 1893 in Kostanay district were formed two Russian districts - Borovskaya from the Borovoy, Mikhailovsky, Ivanovsky and Alexandrovsky villages, from Alexandrovsky, Zhukovsky, Borisov, Davydenskt settlements. By 1894 in each of the districts lived 800 - 900 families of migrants, in Kostanay in 1885 were established district and village administration and the court. (Akhmetova *et al.*, 2012, p. 59).

3. Results

The Russian population, settling in the lower reaches of the Tobol, salt lakes, came in very close contact with the Kazakhs - economic and cultural. Border relations between Russia and Kazakhstan contribute to the evolution of the languages, which is reflected in the development of the Eurasian linguistic identity, which is realized in the vector from the Turkic language learner to Russian-speaking Turkic language personality, from Russian language personality to Russian Turic - speaking linguistic identity in the space of bilateral relations, contributing to the harmonization of interethnic relations in the area of the Russian-Kazakhstan border (Karabulatova, 2013, p. 793). North Russian features in the greater part of Kostanay dialects, "the relationship of these dialects with Arkhangelsk, Vologda, Kirov (Vyatka), Perm are explained by the history of the settlement of Kostanay region (Karabulatova, 2002, p. 112).

Analysis of the vitality of the Russian language in settlements of Kostanay region
(on the material of the tape, dialect recordings and questionnaire data):

Studied settlements of Gorki line	Population size (peop.)	Talk in dialect of Russian language			Talk in Russian literary language		
		From 60 year and elder	from50-60year	from50-year	from 60 year and elder	from 50- 60 year	from 50- 40 year
Karabalik region							
v.Beloglinka	943	40	37	25	22	80	118
v. Esenkol	132	26	20	16	7	22	23
v. Kosoba	841	68	46	38	19	66	84
v. Akkuduk	229	30	35	24	12	38	30
v. Priozerniy	177	20	26	15	9	30	20
v. Dalniy	150	34	30	23	8	30	20
Uzunkol region							

v. Simbirka	378	49	38	27	18	43	55
v. Ksenevka	303	30	30	22	19	47	50
v. Pochinovka	112	13	12	11	4	20	24
v. Presnegorkovka	1819	64	56	35	21	69	80
v. Peschanka	259	30	27	21	8	31	37
v. Grenaderka	158	28	22	15	5	30	34
Fedorov region							
v. Grachevka	181	29	22	17	10	30	36
v. Kurskiy	286	30	26	20	11	35	42
v. Novoukrainka	148	25	20	19	6	27	30
v. Noviy	168	24	18	14	6	28	32
v. Poltavka	176	20	18	16	7	30	33
v. Malorossiisk	918	18	19	12	15	57	70

As a result of sociolinguistic expeditions was assembled a unique material for the preservation of the Russian language and culture in the settlements of the former Gorki line on the territory of Kostanay region. As a result the dynamics of specific preservation of relict dialectal forms of the Russian language, which gradually replaced the Russian literary language was revealed (Karabulatova, Sayfulina & Ahmetova, 2013, p. 139). In other words, for the Russians of Northern Kazakhstan language is a powerful ethnocentricity force determining the vitality of the Russian ethnos in the migrant environment (Ryazantsev, 2014).

So, the dialectal features of the pure parent (Oryol) dialects are preserved in the speech of the old residents of the villages of the Kursk (10), Grachevka (9 people) Fedorovskiy district; Grenaderka (12), Presnogorkovka (9), Sibirka (11) Uzunkolsk district; Beloglinka (15), Dalnee (10) of Karabalyk district. It should be noted that the villages Sibirka, Peschanka, Essencol, Kosoba, Leanoe is significantly distanced from regional and district centers. The distance from Presnogorkovka to the village Uzunkol – the district center - 74 km, to the city of Kostanay - 239 km, from v. Essencol to the village Karabalyk (the district centre) - 83 km, to the city of Kostanay - 200 km. The distance between these villages is small. So, from Presnogorkovka to Peschanka approximately 18 km, from Peschanka to Sibirka - 5 km, from Essencol to Cosba - 16 km, from Cosba to Lesnoe and 4 km (Karabulatova, Sayfulina & Ahmetova, 2013, p. 138) The inhabitants of these settlements are constantly talking to each other, many are related, therefore, on subject of ongoing contacts dialect is saved as a unity with all the common elements of the language system, and Russian culture ensures the vitality of the ethnos.

Most of it are descendants of the Cossacks, military men, and the first Russian settlers of the region, the other part single persons, who have run away in search of a better life [Karabulatova, Koyshe, 2013]. In the years of the Stolypin reforms and in hungry twenties thousands of new units of turned out by poverty peasants arrived. At the very beginning of the war (1941 - 1945) the region has experienced large flow of refugees and evacuated together with the enterprises peoples. On 1 October 1943 in Kostanay region lived 394 evacuated peoples. They came from the following republics and regions: the Ukrainian SSR - 16 876; Belarusian SSR - 1975 people; Smolensk region - 917 people; Moscow - 718 people; Tula - 835 people; Orel - 513 people; Kursk - 406 people; Voronezh - 957 people; Rostov - 465 people; other - 975 people. (Akhmetova *et al.*, 2012).

According to historians, the 50-ies of XX century. began the next stage of the movement of immigrants in Kostanay region. During 1954-1956, to Kostanay have moved more than 150 thousand people, of almost 40 nationalities (Karabulatova, Koyshe & Gultyaev, 2013, p. 150).

For the implementation of the ambitious plans of the rise of Kostanay virgin land tens of thousands of workers, the number of which was not enough in the region, were in need. Brotherly help of the Russian and other peoples of the country rescued. In late February of 1954 a meeting of young workers of industrial enterprises of Moscow, specialists and mechanics of Moscow region, headed to work in the areas of development of virgin and fallow lands was held. It appealed to all young people of the Soviet Union with a call to become the member of new labour army, to explore new lands (Karabulatova, Koyshe & Gultyaev, 2013, p. 149).

Following the example of Muscovites dozens of trains of volunteers left to the virgin lands. The envoys of Ukraine were solemnly met - the first group of settlers – Kostanay citizens in the last day of winter 1954 /19,176/. Landings of ambassadors from Dnipropetrovsk, Orel, Voronezh regions, from Donbass were landed. The settlers from Belarus, the Urals, Siberia, Kuban were arriving (Akhmetova et al., 2012, p. 87). "Don't remember in what year was formed our village, because we came here from the Orel region in 1956, "says Stenickaya A. G., who is living in v. Beloglinka in Karabalyk district, "I was very surprised that here settlers are living for a long time”.

In terms of Gorki line of the Russian-Kazakh border was formed environment that produces satisfaction with own nationality and pride for belonging to the people in conditions of mixed ethnic Slavic-Turkic environment (Karabulatova, 2013, p. 343-344). This conclusion is confirmed by the answers of respondents in the region.

The answers of the respondents living in Kostanay region, the question about satisfaction of own nationality, in percentage to the total number of respondents

Answer	Representatives of ethnoses		
	Russian	Tatars	Kazakhs
Satisfied	55,1	77,7	79,4
Non-satisfied	3,8	1,7	5,7
Hard to answer	24,4	7,1	12,0
Don't make anything of it	16,7	13,5	2,9

Detailed analysis of the answers of respondents living in the settlements of the former Gorki line, on the territory of present Kostanay region, depending on educational attainment, age, gender and the marriage allowed us to identify the following trends:

1) more educated respondents more often express satisfaction with their nationality than respondents with primary or incomplete secondary education;
2) dissatisfaction of nationality is often expressed by the respondents who have completed lower secondary and upper secondary education and respondents in the age group of 20 years;
3) respondents, consisting in monoethnic marriage, more often express satisfaction with their nationality than respondents, consisting of inter-ethnic marriages;
4) men more often than women are satisfied with their national affiliation.

The respondents ' answers to the question about satisfaction of nationality depending on gender, in percentage to the total number of respondents

Answer	Gender	
	Male	Femail
Satisfied	81,8	75,0
Non-satisfied	4,1	15,0
Hard to answer	10,7	5,0
Don't make anything of it	3,3	5,0

According to our author's research the exceed of the proportion of individuals who prefer ethnic identification requirements on ethno-cultural and psychological is found.

The answers of the respondents living in Kostanay region, on the criteria for determining nationality in percentage to the total number of respondents

Criteria	Representatives of ethnoses		
	Russians	Tatars	Kazakhs
Wishes of the person	25,3	36,8	24,4
Native language	21,0	22,5	14,0
Nationality of father	23,1	25,9	51,2
Nationality of mother	14,0	8,6	4,1
Citizenship	9,7	5,4	4,1
biographical particulars	7,0	0,8	2,3

We see two trends in the behavior of the Russian population of the former Gorki line: a) nation - directed and b) national centrifugal. As a result happen either short-circuits on onerself and/or closely related culture (Ukrainians, Belorussians etc.), or "opening" of ethnic boundaries with subsequent transformation of the Russian language personality.

4. Discussion

Studies of different cultures through comparison of their images of the world especially are relevant now, when the expanding inter-ethnic contacts reveal differences in comparator cultures (Karabulatova, 2013; Karabulatova, 2014;

Karabulatova et al., 2012; Lomakina, 2011; Mokienko, Mellerowich, 2006 & Osipov, 2002). In the evolution of a territory happens not mechanical displacement of ethnic groups, and complex processes of ethnogenesis of the peoples - contactors, which mean the aggregate formation of the ethnic groups with regard to the borrowing of individual elements of material and spiritual culture and language, respectively, which finds its direct reflection, primarily in regional onomastics (Karabulatova 2013, p. 793). Post-Soviet reality has forced many to assimilationist processes (Svargaman, http://voprosik.net/russkie-v-srednej-azii, 2011), or migration to Russia (Karabulatova & Polivara 2013). However, some researchers believe that the drift of Russians from Kazakhstan negatively affects on the future of Kazakhstan (Gladilin, 2011). I. Gerasimov notes that the existing problem of intensive migration to Russia from Central Asia creates social and national tensions in major Russian cities, and the problem of the erosion of Russian cultural space becomes more and more long-term threat to Russia and devalues the centuries-old efforts of the Russian state on involvement in its orbit more and more countries and nations (Gerasimov 2011). In our view, these issues are two sides of the same coin and, therefore, require interconnected solutions.

The coexistence of these two problems could not be better illustrated by the contradictions in the situation of modern Russia, which is not politically control Central Asia, but, as before, is the center of attraction of strong migration flows from the region and, therefore, faces the consequences of the policies which is pursued by the local elite. This obliges the Russian leadership to completely isolate itself from the increasingly troubled region, or again, to take responsibility for his present and future, remembering that Central Asia is one of the cornerstones that make up the Foundation of the Russian world power.

Radical changes in the life of the people, a crisis situation, related to the need to adapt to new conditions, activate defense mechanisms - cultural archetypes (constants) of the ethnic community, a support on which helps to overcome the identity crisis

5. Conclusions

In sociolinguistics and related sciences the concept of "national sentiment", i.e. the relation of personality to own nation and other nations, to the way of life that helps to strengthen ethnic constants in the language and national stereotypes, including the language of the plan are widely used. Analysis of the census materials (1989-2014) only shows the preservation of the Russian language as the family, it was gradually forced out of the official sphere, more conserving in domestic usage. Since its emergence in the South of Western Siberia, on the border with Kazakh Sept designated as a Gorki line in 2nd part of the XIX century, Russian colonists, that is, peasant settlers constantly lived under more or less close interaction with local indigenous population. Cultural, social, household differences between the two groups invariably introduce an element of ethnic tension in relationships. The models of inter-ethnic relations, and socio-political factors, largely determining them, throughout the XX century quickly were changing, each time becoming qualitatively different: at the Royal authority, in the period of the civil war, collectivization, during the so-called socialist construction "developed socialism", in the post-Soviet period. Residents of the relatively small Russian enclaves in the countryside had again and again to adapt to the changed socio-political realities, building with the local population a new system of relations. The formation of these relationships was the most important component of the process of adaptation of the Russian population, providing the opportunity for its development and survival (in a social and cultural sense), what has influenced on various aspects of life of this group. In some periods, the Central government had different concepts about the desirability of this or that type of interethnic relations in the Central Asian region and the extent of its influence on their formation. In practice, the role of the state in the construction of these relations was limited, because the people themselves having the contacts, built them from "bottom" on a personal level, which does not coincide with the models of group, impersonal relations. Differences in economic orientation of immigrants and the indigenous population have contributed to the rapid establishment of business relations between them. Indigenous people, performing in Russian villages the work, unusual for Russians, in parallel, taught them the techniques of irrigation and cultivation of local crops. At the same time, under the influence of Russians the next door lived indigenous people have been fundamentally changed not only in economic activities, construction machinery, but also in the very way of life; previously almost unknown knowledge (in the field of medicine, agronomy, veterinary medicine), new profession were spreading. Neighboring with Russian enclaves wandering groups of Kirghiz and Kazakhs mastered the practice of fodder for the winter and are easier moving to sedentary life than their compatriots in mono-ethnic areas.

Today realities put the issue of the preservation of these "Islands" of Russian culture in the migrant Kazakh environment. In the XIX century, despite the negative attitude of the Orthodox Church with non-Christian marriages, the Cossacks, merchants, and peasants and other service people in Siberia were almost totally married to local women, which resulted in sub-ethnic Russian community - groups of mixed population, anthropologically close to the peoples-the

neighbors, there was the new Russian population in these places (Karabulatova, 2002). In their speech, increasingly, we are seeing local Turk-Kazakh traits, turns, lexemes, humor. Now this population is struggling to find a way out for himself and their descendants, trying to determine: weather they are Russians or Kazakhs?

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An Ideal World in the Medieval SUFI Literature of Siberian Tatars

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Abstract

The author researches the problem of manuscript Sufi literature, which has almost dropped off scientists' radar. This article is based on the personal author's materials, where she has found out and settled manuscript evidences of Sufi people, which hadn't been documented before. The author defines the problem of the ethnic and confessional cultures' interconnection in the context of the embedded stereotypes. These stereotypes motivated the Sufi people to move towards to extremely unfavorable for a south person Siberian and North conditions. Analyzing the works of such poets as Ikany, Huvaydo, Amdamy, some fairy-tales and dastans (recorded by V.V. Radulov), the author explores mythological synopsis as the basis of branched system of mythological plots in the Sufi Siberian Tatar literature on the ground of dhikr. The author analyzes the inner worldview transformation of Sufi Ikany, who came to the Siberian bogs and forests from Arabian sands to prove perishable nature of all the material in front of the spirit.

Keywords: Sufism, dhikr, Islam, Siberian Tatars, Arabs, interconnection, manuscripts.

1. Introduction

Being esthetically and educationally valuable, the medieval literary monuments arouse a certain interest in the terms of both science and history. Explanation, interpretation and annotation of ancient and medieval written monuments are one of the main approaches to the work primary analysis, that helps to understand and reproduce the central idea, stated for a modern reader by the writer in his understanding. By XVIII - XIX century the Tobolsk province had become the cultural and educational center, where scientists and educators from Siberia, Volga region and Middle Asia were united. It happened because this province is the crossover point of historically related Turkic literature and cultures: Tatar, Uigur, Kazakh and etc. (Karabulatova, Koyche & Gultyaev, 2013; Yusupov & Karabulatova, 2014; Zamaletdinov et al, 2014; Karabulatova et al, 2014 & Sayfulina et al, 2013). In the XIX century in this region there were the libraries, where were kept numerous ancient editions, brought from Bukhara, Saudi Arabia and Turkey and other Muslim countries. This is the result of interaction between them. (Sayfulina et al, 2013 & Karabulatova and Sayfulina, 2015). In accordance with the research task, we appeal to some known sources, which are the masterpieces of the Sufi poets, whose lives are anyhow connected with Siberia. Analysis of Sufi poets' works, written in Arabic graphics mostly in handwritten form, shows that Karagayskye Jurts of Tobolsk region were "the stronghold of Sufism", "the center of Muslim region", some kind of "the residence of Siberian-Tatar or Siberian Bukhar Hadji" anyhow connected with the congregation of Naqshbandi (Sayfulina et al, 2013, p. 493). The Sufi philosophy of Naqshbandi is based on classical theology "wahdat ash-shuhud", stated by Ahmad al-Farūqī al-Sirhindī (1564–1624), one of its spiritual founder, as "Allah is the Creator of all things" (Sayfulina et al, 2013).

For the moment more than 350 of holy places have been found and described inside the territory of Siberia. For example, Astana is the burial place of Naqshbandi sheikhs. In the culture if Siberian Tatars "Astana" is the aspect of the local saints cult, that isn't recognized as Koranic, but is an important element of so called folk Islam, which had different

archaic believes and ceremonies as its part (Karabulatova & Sayfulina, 2015, p. 303). Renaming of Kazakhstan's capital, that nowadays also has this name Astana, strengthened the sacral layer in believes of Astana in Turkic area (Karabulatova et al, 2014, p. 15). The word Astana has Arabic origin, it means " the door's threshold", "the doorway to the palace" (Karabulatova, Ermakova & Chiganova, 2014, p. 16). But the whole layer of Sufi culture is closely intertwined with the local folk believes, that let the scientist to talk about mutational character in the ethno-lingual personality of the Siberian inhabitant (Karabulatova, 2013, p. 794). In the first place we are interested in the identification of the authors of the medieval Sufi masterpieces, found in the Siberian area. Further we raise the question of the transformation in the authors' lingvomental individual worldview under the influence between languages and cultures.

2. Materials and Methods

More than 2200 books and rare manuscripts are kept in the funds of Embaevskiy madrasah (Tyumen region) library, founded by a merchant and a patron Nigmatulla Hadji. Created in Siberia in different years, written literature sources are kept up to the present. The analysis of these sources in the context of Tatar literature's history development has given an opportunity to build a definite picture of Tatar literature's formation and development in Tyumen region and to follow the common patterns of its development. (Sayfulina et al, 2013). The discovered manuscript sources were written in the language of Siberian Tatars in the form of Arabian graphics. We can observe a definite succession with Siberian genealogy (sachere| shazhere), written with Arabian graphics on the fabricated calfskin, and then on the paper first in Roman letters, and then in Cyrillic script.

In the "Bakyrgan book", made up of 143 lyrico-philosophical and lyrico-epic masterpieces, there are the poems of Ikany (from 90 till 108). From 1847 this anthology has been published in Kazan several times. But these masterpieces are underexamined and not analyzed in literature context. This book wasn't republished in the Soviet Period. Only In 2000 the "Bakyrgan book" went out into the world. The mythological plots of the sacral reign are aligned with the plots of fairy-tales and dastans written by V.V. Radlov (e.g. "The Golden Hunter"| Tsontay Mergen") (Sayfulina & Karabulatova, 2014).

3. Results

As noted in the works of many theorists of literature, the notion that is put in the word Dhikr is one of most fundamental and significant idea in the Sufi literature. In the research papers this term is interpreted as a Sufi prayer, as appeal to the Most High.

One of the central ideas in the Ikany's works is connected with the Sufi philosophy "Dhikr". Based upon the poems, Ikany realizes "Dhikr" not only as religious and ritual action, but also as an requirement of person's affection. In poet's opinion, the "Dhikr" is an appeal to the Supreme Being, that helps to cleanse the soul for perception of absolute truth. Sometimes in Ikany's poems there is a Turkic variant «yad kylu», that is used instead of the word "Dhikr" and means to keep in mind, to remember. But the meaning of appealing to the Supreme Being of Sufi people is not "to keep him simply in mind". Ikany affirms that the Supreme Being must be understood and realized not only in mind, but also in soul.

As Ikany wrote repeatedly, "to remember about the Supreme Being and carry his image in the soul" is not only a religious ritual, but also a certain emotional state of a believer in everyday objective reality. In his poems Ikany often reminds that under communication with spiritual Master we shouldn't "stay asleep", it's necessary to get "batyyn" so called secret knowledge, which is connected with the Absolute Truth, to become his "friend" and to follow him. The poet also writes about "zahir", that is an "evident side of knowledge", mentioning that this side, being not connected with the true facts of the matter, is something temporary, but not eternal. The world around the person, an objective reality for the Sufi are the temporary state of affairs, that always and everywhere betrays a person, taking a soul away from the real knowledge. Affirming the ability to get the Truth, in his poems Ikany mentions "dargah" "a door to the Truth" and writes that "a greedy person is not respected at the door to the Truth". The poet often refers to "Ahirät" that means "the Other World", realized by Ikany as "the world of absolute Truth". With the transition to "the Other world" a believer's soul reaches immortality, constant happiness and paradise. Thereby a thirsting for the Truth person, as says Ikany, must save the Truth in his soul, receive a secret knowledge and make the good deeds.

> Ikany writes in his poem devoted to the "Zakir", that means praying to the power of the Supreme Being:
> *Munis itkel yadyny küngleng edä dayimä,*
> *Kalmay sän, änäs, härgiz näphse-shäitanyn belän.*
> *Make a friend to the Supreme Being's soul -*
> *Then wouldn't you be a person left with your passion, with Satan.*

Hereby the poet affirms that if you always remember about the Supreme Being and make the refuge of the Truth from your soul, your passions and avidity won't torment you. As the Sufis thought avidity, an insatiability and the passions are the features that present in each person and are generated by the Devil.

If these vices get the upper hand, there is no doubt that you become a Satan's servant. But it's possible to make a mash on devil feelings, if to believe with all your soul in Supreme Allah. Learning the eternal Truth person can't be avid, greedy, because material world and objective reality are a temporary refuge for him. Ikany writes that avidity and greed break the belief, that's

why a believer must be always "full of tears", remembering about the Supreme Being. A person

"giryan", in other words "full of tears", doesn't spend time entertaining, this person always thinks, imagines. The Sufis consider inactl ivity and laziness as the most disreputable personal features. Ikany motivates a reader to acquire the knowledge, to experience the world:

> *Mägarifät hasil kyl vä bul ähle-gyyrfan hiyledin,*
> *Ciyde kylgy üzengä galämne gyyrfanyng belän.*
> *Educate and be among those who is cognizing,*
> *Through the Sufi doctrine to experience the Universe.*

As Ikany marks the cognition is reached in order to spread enlightenment. The poet continues that referring to oneself, telling one's name, "a person is obliged to stay in tears and in grief day and night, because only then he will be able to find the Supreme Being. It's obvious that this is the author's understanding of the way how to reach the Truth. It's typical for the Sufi doctrine about the Absolute Truth. The poet states that a person cannot be ignorant, because only his belief remains in the end of life journey, that is the Truth reached in the course of a lifetime. Material goods, riches and everything are left on this earth, in this world, nobody can take them with them, but the Truth, firmly took the first place in the soul and wouldn't disappear, because the soul is immortal. That's why Ikany calls upon for "Zakir", upon for a praying person who believes in the Supreme Being, to cognize and to bring the Truth into his soul. For a Sufi cry, tears are definite psychological condition of spiritual self-perfecting.

> *Egalagyl u hälengä, bu däm ki forsattyr sänga,*
> *Bu tereklek, bel yakyn, äsir-ganimätter sänga.*
> *You are given the chance to moan your condition,*
> *This life, learn it by heart, is your riches.*

In such manner the author asserts that tears are given to a person for purification of his soul. Ikany supposes that "an exhausted soul in the body is only a guest for five days", where "five days" are conventional metaphor, vivid expression, but not a qualitative importance.

Researching Ikany's works, it's necessary to put attention that an appeal to the

Supreme Being as Tangra is used rather often as well as in the Turko-Tatar poetry and in the modern speech of Siberian Tatars. The Sufis thought that the name of the Supreme Being is unknown for ordinary people, and Allah, Tangere and etc. are simply the signs of the Most High. One of Ikany's poems, reflecting the author's thinking about human soul, is about an opportunity to purify it, begins with these words: "Egalagyl u hälengä…". In the poems " I bihayr", "Ŭlemneng ilchese", "Ŭlem kilde" and etc. Ikany reminds the idea of the Sufi crying.

The Ikany's poem "Bifadyr oshbu dönya" is devoted to the sense of life on this Earth. As the poet thinks, a person cannot rely on this world because, after all, this world can give only death. If even a few Universes are the person's "slaves", it'll make no difference, because death brings end for everything. Only belief can help a person in this life, and this believe cannot do without "Zhikr". If there is no name of the Supreme Being in the person's soul, he is without belief.

Ikany admits that, if a person isn't burning in the flame of "love to the Supreme Being", he isn't a real person. Out of this understanding of eternal life in the Other World, the poet asks to keep the Truth, to remember always the Supreme Being, to carry his name in the soul. But at the same time in the Ikany's poetry there is an idea that the life on this Earth is also priceless and herein there is a contradictoriness of his poetry. The idea of human life's importance is touched in the poem "Gomer kadere". The poet is sure that life is priceless, but it will become senseless under ignorance, without learning the Truth. A person must commit only good things with gratitude to the Supreme Being, because on the Judgment Day, he will have to answer for all his actions.

The Sufi morals are typical for the other Ikany poems, where he teaches virtuous actions, reminds of the necessity to fulfill Namaz, to read the Koran and etc. In the poem "Uyangyl" the author calls not to be an ignoramus, as if the poet refers to himself. He writes: "Gariplykta ülär irmesh Ikanyj". This poetical line has become an indirect proof for the

researcher that the author writing these lines, was in the foreign land. It strengthens hypothesis that the poet and Sheikh Ikany are one and the same person. This masterpiece attracts attention both with the peculiarity of composition and with the content. The composition of the analyzing book is typical for Sufi literature. It consists of introduction (Bashlam), where it's also possible to find the stanzas, which can be taken to the Munadzhat part and to the numerous chapters of stories-hikayates united together by the same problem of religious instructions and edifications. The whole book is directed to the moral and religious education that gives an opportunity to attribute it to the Sufi poetry.

4. Discussion

We suppose that the search of an ideal world by Sufi people led them to Siberia, which has anciently been a sacral confabulated area in the world socium (Karabulatova, Fedorova & Sayfulina, 2014). The complexity of Sufism is that there are many unwritten aspects of this doctrine. There are things that a Sufi person can see, feel and know, but can't reproduce. In this regard there are many facts which are off-screen, but they are conjectured by the addressee, leaving many opportunities to interpret on the basis of the disciple's level of training, as far as the Sufism is based on the oral transmission from the mentor to the disciple. In this case we can see a psychotherapeutic function of the Sufism, which balances between different mental states and emotional states (Edinger, 1991).

In this meaning the Sufism is a real practice where a person can acquire a psychological integrity, known as the process of individualization in analytic psychology (Edinger, 1992). The search of the sense goes through the meeting with the symbolism in religion, myth, dream and art. This process of meeting within yourself is equivalent to the revelation of God, who presents everywhere. For many centuries the Sufism was an object of careful attention from the part of west and east philosophers, philologists and historians.

F.Z. Yakhin considers Ikany to originate from the area of Siberian Tatars (Yakhin, 2006). However, the results of comparative contrastive textual analysis point to affirm that the Sheikh Ikany could be one of the sheiks, who brought the Islam to Siberia (Sayfulina et al, 2013, p. 494). Some lines of his poems, where he compares the gone word of his native culture with the acquired Siberian culture, point to this fact. And then the world is the polyvariable combination of ethno-cultural codes, and its interpretation is compared to the making sense of a complicated lingvomental conundrum, where the deep archetypical images are interwoven (Sells, 2000; Edinger, 1992 & Sayfulina & Karabulatova, 2013).

The result of the dialog between an ego and an archetypical image of God is the experience of Sufi people that changes cardinally a person's worldview and makes possible a new and more meaningful image of a life. The Siberian Sufism studies the human involvement and development that distinguish a person himself.

5. Conclusion

From the end of the XVIII and the beginning of the XIX centuries orientalists from Russia, Hungary, Germany, Turkey, Poland and other countries began to take academic interest toward the literature monuments of Tatar people, created in the Middle Ages. They could decode and publish many literature texts, thanks to which there appeared an opportunity to research them more deeply. Modern textual science decides the problems of explanation and interpretation of the questions connected with ancient and medieval written artifacts' creation and authorship.

Tatar people read different books about theology, Muslim jurisprudence (fiqh), medicine, pedagogic, astronomy, philosophy and, of course, they read belletristic literature. Before first published Tatar books in the XIX century they used manuscript books. While expensive manuscript books were the part of rather slender and difficult handicrafts for Tatar people and for the whole Muslim East, they had wide currency. There was an enormous demand for these books. The Tatar book peddlers spread them not only among their tribesmen, but also among kindred nations such as Bashkir people, Kazakh people and etc.

Throughout many centuries the Tatar spiritual culture was the part of the Arab-Muslim civilization. Its development up to the Revolution in 1917 went with the tide of processes flown up in the Islamic East. In the history of development of the Sufi views there are many tendencies, which differ in their extreme variety. Many scientists affirm that there wasn't any united concept of Sufism in effect because of society development and different brotherhoods appearance. But all of them served a great purpose; they were united to the perfection of a person's spiritual world. The Sufis proclaimed their commitment to the Prophet's doctrine. Ceremonies and traditional believes hadn't any special importance in comparison to the Faith in Allah, which stays only "in the pure heart". The Sufis thought about the sense of the Koran poems, strictly followed the Prophet's prescriptions and Sunnas, prayed much, kept the fast, took the cult of poverty and hard work for Nammarga. The hallmark of Sufi poetry is deep analysis of the deepest personal experiences, because their highest goal is to ascent the Truth. The literature monuments of the Middle Ages witnesses about a deep penetration in the Tatar

public conscience the ideas typical for Muslim theology and philosophy.

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Ethnoconfessional Factor in Social Adaptation of Migrant Workers in the Muslim Regions of Russia

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Abstract

Nowadays those who study the migration of population and implement migration policy, are actively searching ways allowing to make adaptation of migrants, including migrant workers, the most comfortable and finally successful. Among the factors influencing upon the process of social and psychological adaptation religion is of the special importance. However, the possibilities of religion in the process of a personality and group adaptation to the changing life conditions have not been investigated enough and therefore have been seldom taken into account in practice. This fact confirms the necessity of comprehensive study of this phenomenon both from theoretical and practical point of view. The disintegration of the USSR, the economic and political instability in the republics of Central Asia and the Caucasus promoted the inflow of migrants to Russia including to the Republic of Bashkortostan since the beginning of the 1990s. In the same time the inflow of migrant workers sharply increased. For example, the number of foreign citizens from 2006 to 2008 grew more than by 3 times: from 11994 to 36236 people. Actually, according to the experts, the number of migrant workers is several times more due to illegal migration. The number of temporarily registered foreign citizens who came with the purpose "labor activity" in the Republic of Bashkortostan for 01.09.2011 made up 25731 people. The article presents the results of the sociological survey of migrant workers and considers the influence of religion on process of social adaptation of the migrant workers who arrived to the Republic of Bashkortostan in the 2000s. The survey was conducted in July, 2011.

Keywords: *migrant workers, social adaptation, ethnoconfessional identity, Islam, sociological monitoring.*

1. Introduction

In the modern globalized world languages and cultures of majority and minority nations are of particular significance, that is especially topical for the polyethnic regions of Russia such as Moscow, Stavropol Territory, the Tyumen Region with Khanty-Mansi Autonomous Okrug and the Yamalo-Nenets Autonomous Area, where one can observe the significant growth of Muslim communities and increasing number of representatives of Islamic culture. We have carried out a preliminary screening of publications on the subject ethnicity which showed that in 2013-2014 in Russia the numerous cases of mass violent acts connected with interethnic and interconfessional tension were recorded in Moscow, St. Petersburg, Stavropol Territory, Dagestan, Tatarstan, Chechnya. Separate cases were recorded in the Tyumen Region, Khanty-Mansi Autonomous Area. Numerous mass conflicts caused by ethnic violence, as well as political activity basing on ethnic subject are taking place in the Astrakhan Region, Krasnodar Territory, the Moscow, Nizhny Novgorod, Rostov, Samara, Saratov, Chelyabinsk areas, Khanty-Mansi Autonomous Okrug. Regular cases of purposeful violent ethnically motivated acts and mass nonviolent actions are recorded in Bashkortostan, the Vladimir, Volgograd, Voronezh, Ivanovo, Leningrad, Lipetsk, Novosibirsk, Omsk, Sverdlovsk, Tomsk Regions, in the Perm and Khabarovsk Territory.

The Russian society remains split in the social, ideological, cultural and national relations. In 2013-2014 the problem of interethnic tension in the situation of migration moved to the forefront. Mass disorders in Pugachev, Biryulev, Grozny and other cities showed that it is impossible to overcome national discords only by means of promotion of the

populist ideas about friendship of nations. The ethnoconfessional conflict in Tyumen (2009, so-called "Shestakova's case"), the events in the territories bordering on the Ukraine showed the necessity of the development of new approaches to teaching interethnic and confessional tolerance. Separatism has been replaced by a new threat of the growing xenophobia and the extremist ideologies connected with it.

2.   Materials and Methods

The main purpose of the project is to analyze the processes of labor migration to Bashkortostan, their influence on social, economic and spiritual development of the republic. Within this project two sociological surveys were conducted: 1. "Position of labor migrants in the regional labor market" (survey of migrant workers); 2. "Labor migration and the questions of international interaction" (survey of local population). In the course of the first survey 280 migrant workers aged 18 – 64 were interviewed. Interviews were conducted on working objects such as buildings sites, hothouse farms, manufacturing enterprises. The second survey was aimed to studying public opinion of the local population on the problem of labor migration and the international relations in Bashkortostan. The sample size made 1176 people aged 18 – 69. The survey was conducted by the Republican public organization "Society of Refugees and Forced Migrants of Bashkortostan" together with the Public Advisory Board at the Department of Federal Migration Service of Russia in Bashkortostan and the Institute of socio-political and legal researches of Academy of Sciences of Bashkortostan with the financial support of the Swiss Board on Development and Cooperation.

The analysis of ethnoconfessional composition of the interviewed migrant workers shows that they mostly come from the countries with traditionally Muslim population being residents of Central Asia and Transcaucasia. For example, the Muslim respondents from Uzbekistan make 98,1%, from Tajikistan – 97,8%, from Azerbaijan – 74,1%, from Kyrgyzstan - 18,8%. Another 32,1% of Muslim workers are from Turkey. Besides Muslim respondents migrant workers of other religions were interviewed: Christianity – 88,5% of representatives from Armenia, Buddhism (Lamaism) – 49,1% of respondents from Vietnam (Table 1). The national composition of the respondents shows that they are generally aboriginals of the above the mentioned states - Azerbaijanians, Armenians, Uzbeks, Tajiks, Turks, Vietnamese.

Table 1. What religion do you refer yourself to?, %*

Options	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
Christianity	-	-	-	88,5	-	-
Islam	98,1	97,8	74,1	3,8	32,1	-
Judaism	0,9	-	-	-	-	-
Buddhism, Lamaism	-	-	-	-	-	49,1
I don't refer myself to any religion but believe in a supreme power	0,9	2,2	18,5	3,8	15,1	15,1
I don't refer myself to any religion. I am an atheist.	-	-	7,4		3,8	3,8
Other	-	-	-	3,8	49,1	32,1

Male migrants (74,5% - 96,3%) prevailed among the interviewed migrants. The gender ratio depends probably on the purposes of migration. The migration connected with commercial activity such as retailing presupposes the prevailing of female migrants. For example, among Vietnamese migrants female workers made 25%. Male workers dominated among citizens of Armenia – 96,3%, Tajikistan – 93,3%, Azerbaijan – 92,6%, Uzbekistan – 92,5%, Turkey – 90,5% (Table 2).

Table 2. Your gender, %*

Gender	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
Male	92,5	93,3	92,6	96,3	90,5	74,5
Female	7,5	6,7	7,4	3,7	9,5	25,5

It is quite significant to reveal the degree of involvement of the respondents in an active religious life depending on their age and education level. The majority of respondents who showed the highest degree of involvement in religion are those of age up to 40 years old. It can be explained obviously by the fact that they got secondary or higher education during the Post-Soviet period and didn't get atheistic education. They made the basis for level of religiousness. (Table 3).

Table. 3. How old are you?, %*

Age	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
18 - 24	19,0	19,0	22,2	26,9	2,1	5,1
25 – 34	52,4	52,4	37,0	34,6	43,8	40,8
35 – 44	21,0	21,0	37,0	23,1	37,5	37,5
45 and over	7,6	7,6	3,7	15,4	16,7	16,7

3. Results

Among the interviewed migrant workers working specialties prevailed. For example, respondents from Uzbekistan - 47,4%, Turkey - 58,3%, Azerbaijan - 50% had technical professions (builders, welders, mechanics, engineers, etc.). Citizens from Azerbaijan – 50%, Tajikistan – 33,3%, Uzbekistan – 15,8% had professions like "driver" and "motor mechanic". Armenians – 33,3%, Vietnamese – 25%, Tajiks – 16,7%, Uzbeks – 10,5% had generally economic professions (sellers, goods managers, accountants, economists). Insignificant group of respondents (Tajiks – 16,7%, Uzbeks – 2,6%) had professions dealing with education (kindergarten teachers, school teachers, tutors) and creative professions (hairdressers, barbers, graphic designers). It is interesting to note that among the respondents having legal education (lawyers) prevailed Armenians – 33,3%, Tajiks - 16,7% and Uzbeks - 5,3%. 33,3% of Armenians and 2,6% of Uzbeks had medical education.

Most of the respondents are people of active age. More than 60% of respondents are married, a little more than 30% - single, about 5% - divorced, 1,8% - widows. A considerable distinction in family status of different groups of migrants should be noted. Among Uzbeks, Azerbaijanians, Turks the married made from 60% to 80%, whereas among Armenians – 48,1%, Tajiks – 40,9%. The group of respondents aged 25 - 34 prevails: Uzbeks – 52,4%, Turks – 43,8%, Azerbaijanians – 37%, Armenians – 34,6%, Tajiks – 32,5%. The greatest percent of the group aged 18 - 24 is made up by Tajiks - 40% of total amount of the migrants from Tajikistan. It is almost twice more in comparison with the representatives of other nations: Armenians – 26,9%, Azerbaijanians – 22,2%, Uzbeks – 19%, Vietnamese – 5,1%, Turks – 2,1%. In the group of respondents aged 35 – 44 the largest amount is made up by Azerbaijanians – 37%, Turks – 37,5%, and Vietnamese – 37,5%, then Tajiks – 25%, Armenians – 23,1%, Uzbeks – 21%. It is remarkable that among respondents aged 45 and over the migrants from Turkey made 16,7%, Vietnam – 16,7% and Armenia – 15,4%.

As for the educational level of the interviewed migrant workers, from 30,4% to 80,8% of respondents have secondary (comprehensive) education. And the majority of them are natives of Armenia – 80,8%, Azerbaijan – 74,1%, Tajikistan – 45,5%, Uzbekistan – 44,3%, Turkey – 30%. The respondents having secondary professional education (technical school, college) are Turks - 30,4%, Uzbeks – 26,4%, Tajiks – 13,6%, Azerbaijanians – 11,1%, Armenians – 3,8%. 36,4% of Tajiks, 17,9% of Uzbeks, 14,8% of Azerbaijanians have elementary and unfinished secondary education (less than 9 grades). The respondents from Turkey – 21,4%, Armenia – 11,5%, Uzbekistan – 6,6% have higher education. Migrants from Armenia, Turkey and Uzbekistan have the highest educational level among the respondents of the Near and Far-Abroad countries.

The conducted research shows that among the respondents being natives of traditionally Muslim countries there are also those who doesn't profess any certain religion at all. Thus, 18,5% of respondents from Azerbaijan answered that "they do not refer themselves to any religion, but believe in a supreme power", the same opinion expressed 15,1% of Turks and Vietnamese, 3,8% of Armenians, 2,2% of Tajiks and 0,9% of Uzbeks. 7,4% of Azerbaijanians, 3,8% of Turks and 3,8% of Vietnamese stated that they do not refer themselves to any religion being atheists. A small share of respondents refer themselves to Judaism; they are from Uzbekistan (0,9%). In Armenia 90% of the population profess Christianity, belonging to the Armenian Apostolic Church, so among the interviewed migrant workers 88,5% of Armenians profess Christianity.

Thus, the data of sociological survey testify that the stereotype claimed in literature that religiousness is first of all the feature of elderly and aged people, isn't true. The researchers studying religiousness of the population in other regions of modern Russia came to the same conclusion (Malakhov & Teng, 2007, p. 66]. During the Post-Soviet period in the new states of Central Asia and Transcaucasia, from where the majority of labor migrants come to Russia, there was a mass conversion to religion of the youth and people of middle age, which made the levels of religiousness among all age groups almost the same. It is also possible to assume that religiousness became a spiritual value equally characterizing all groups of the interviewed labor migrants regardless of age, education and labor employment, including young, educated and socially active people.

At the same time it is necessary to consider that the above mentioned results of the level of religiousness and confessional self-identification among the interviewed labor migrants have extensive character: they testify to external prevalence of religious influence among migrants, but tell nothing about the depth and power of this influence. We chose the following factors as indicators of intensity of religious manifestation in consciousness and behavior of respondents: the close link with the religious organization, participation in religious rites, the assessment of the role of religion in social adaptation of labor migrants.

It is known that religious institutions (a church, mosque, synagogue, house of worship, etc.) are established for joint confession and distribution of faith. It is quite natural that the labor migrants coming to the Republic of Bashkortostan for earnings, being the believing people, seek to visit regularly a mosque (a church, house of worship, synagogue, etc.) not only to pray but to find assistance in solution of various tasks and successful adaptation to the new environment.

53% of the respondents in the Republic of Bashkortostan state that they regularly visit places where people say prayers (mosques, churches, houses of worship, etc.)

If to compare the frequency of visits with a national identity of the respondents, the results look as follows. Regular visitors of religious institutions are Tajiks – 60%, Azerbaijanians – 50%, Armenians – 50%, Uzbeks – 43,7%, Turks – 28,9%. Though these respondents visited mosques, churches, houses of worship and other religious institutions more often when they lived in their homeland. This is confirmed by their answers to the question "Do you visit places where people say prayers in your homeland". Positive answers were given by 88,9% of Tajiks, 88,5% of Armenians, 78,3% of Azerbaijanians, 72,5% of Uzbeks, 79,1% of Turks (Table 4).

Table 4. Do you visit places where people say prayers (mosques, churches, houses of worship) in your homeland?, %*

Options	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
Yes	72,5	88,9	78,3	88,5	79,1	79,1
No	27,5	11,1	21,7	11,5	20,9	20,9

The given facts testify to various frequency of visiting religious institutions by citizens of the CIS and Far-Abroad countries. Low frequency of visiting religious institutions can hardly be explained with a sole reason. Representatives of each particular religion have their own specific motives. For example, the migrants professing Islam and its various branches (mostly Sunnism and Shiism) can be motivated by a discontent with the traditional practice which is carried out in mosques by the Islamic organizations in Bashkortostan. Equally it can be related to the migrants belonging to other religions who are not satisfied by religious practice of the local religious organizations. It is possible that the part of the migrants especially those professing nonconventional religions have no opportunity to visit the relevant religious institutions because of their absence or the remote location.

It is known that for the believer a prayer is his appeal to God (to Allah, Buddha, etc.), to gods or some other supernatural forces associated with God. The prayer for the believer plays a very important role as it often assumes a kind of worship, praise, request or simply statement of thoughts. In this connection, the respondents were asked the question "Where do you say prayers?" 46,2% of Azerbaijanians, 44,4% of Armenians, 44,6% of Turks, 44,6% of Vietnamese, 35,9% of Uzbeks answered that they "do not say prayers". 46,2% of Azerbaijanians, 42,2% of Tajiks, 33,3% of Armenians, 27,2% of Uzbeks, 14,3% of Turks say prayer "in their accommodation". 33,3% of Tajiks, 33,3% of Armenians, 25,2% of Uzbeks, 11,5% of Azerbaijanian visit "religious institutions (mosques, churches, houses of worship, etc.) for saying prayers". Only 8,9% of Tajiks, 3,9% of Uzbeks, 3,8% of Azerbaijanians and 1,8% of Turks say prayers "in specially prepared places (rooms)". 10,7% of Uzbeks, 4,4% of Tajiks and 3,7% of Armenians couldn't answer the question. (Table 5).

Table 5. Where do you say prayers?, %*

Options	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
No answer	-	10,7	4,4		3,7	3,7
A mosque, church or any house of worship	25,2	33,3	11,5	33,3	3,6	3,6
In a specially prepared place (room)	3,9	8,9	3,8	-	1,8	1,8
In an accommodation	-	27,2	42,2	46,2	33,3	33,3
Other	-	1,0	2,2	-	-	-
I do not believe in God	-	1,0		-	-	-
I do not say prayers	-	35,9	17,8	46,2	44,4	44,4

Majority of the respondents gave a positive answer to our question "Do you have conditions to make daily religious rites (to say prayers, etc.) in places of work and accommodation?": Tajiks – 48,9%, Uzbeks – 46,7%, Armenians - 40,7%. Part of the respondents confirmed that they have no conditions to say prayers: Armenians – 37%, Azerbaijanians – 33,3%, Tajiks – 33,3%, Uzbeks – 25,7%, Turks – 21,4%. It is a remarkable fact that some respondents, answering the question, said that they "do not have the conditions, because they do not need them": Azerbaijanians made - 44,4%, Turks – 33,9%, Armenians – 22,2%, Tajiks – 22,2%, Uzbeks – 19%.

The data given below confirm that most of respondents participate in religious rites (or some ceremonies) just from time to time - in case of big religious holidays or to perform some religious rites. Both cases are a tribute to the tradition or a consequence of pressure of the religious environment rather than manifestation of personal religiousness.

For example, majority of the respondents gave a positive answer to our question "Do you celebrate religious holidays in the Republic of Bashkortostan? ": Azerbaijanians – 85,7%, Tajiks – 80%, Uzbeks – 79,4%, Turks – 73,3%, Armenians – 55,6% (Table. 6). But living in their homeland, these labor migrants visited religious holidays more often than being in Bashkortostan: Uzbeks – 97%, Armenians – 96,3%, Tajiks – 95,6%, Azerbaijanians – 95,5%, Turks – 95,2%, Vietnamese – 95,2%.

Table 6. Do you celebrate religious holidays in the Republic of Bashkortostan?, %*

Options	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
Yes	79,4	80,0	85,7	55,6	73,3	73,3
No	20,6	20,0	14,3	44,4	26,7	26,7

It is possible that the Armenian labor migrants in Bashkortostan professing Christianity now and there have difficulties in holding religious holidays and ceremonies as in Ufa there is no Christian church, but today the Armenian businessmen are actively working on construction of the Armenian Apostolic Church. A piece of land have been allocated for this purpose. (Zinnurov, 2011). This fact confirms that the Armenians who arrived to Bashkortostan are going to settle there for a long time. Today one of the largest of so-called new ethnic group in Bashkortostan is the Armenian community. Thus it should be noted that the number of Armenians grew in the Soviet period: according to the population census of 1970 the Armenians made 1174 people, in the year of 1979 – 1517 people, in 1989 – 2258 people, in 2002 – 8784 people (Gabdrafikov & Khusnutdinova, 2008, p. 251). Unlike other new ethnic communities, a considerable share of Armenians chooses rural areas to settle. The Armenian National Cultural Center "Sevan" headed by the businessman A. Muradyan has been working in the republic for more than 10 years.

The second largest ethnic group in the region is the Azerbaijanian community (5026 people). The Azerbaijanian National Cultural Center was founded in 2001. From the moment of its foundation the center has been headed by the businessman A. Mamedov. According to his words, more than 3 thousand people are registered in the center. In whole "not less than 35 thousand of Azerbaijanians" live in Bashkortostan (Gabdrafikov & Khusnutdinova, 2008, p. 251). Thus in the Center there is the Council of Elders consisting of 9 people which participates in education of young Azerbaijanians, teaching them native culture and language as well as tolerant attitude towards representatives of other cultural groups of Bashkortostan. But the Council also participates in "expelling from the republic of the Azerbaijanians disturbing peace in the area". In addition the Center carries out consultations with law enforcement agency of Bashkortostan concerning simplification of the process of labor migrants registration.

The Tajik National Cultural Center named after I. Somony in the Republic of Bashkortostan was founded in December, 1999. About 1000 people of the Tajik nationality are registered in the center. 2939 Tajiks live in the Republic of Bashkortostan according to the All-Russian population census of 2002 (Yanguzin, 2007, p. 19; 37; 39; 43; 49).

The Tajik National Cultural Center named after I. Somony is headed by U. Mirzorakhmatov, a native of Tajikistan. There is a Fund in the Center which is replenished at the expense of the members' donations. The Fund carries out a targeted support of people in need. For example, the Fund gives money for celebration of Kurban Bairam or for transportation of dead compatriots to Tajikistan. During 8 years of its functioning the Center has sent about 20 bodies, generally they were either guest workers or the migrants who arrived for seasonal work.

The Center carries out explanatory work for visitors on the matter of rules of behavior in Bashkortostan. According to U. Mirzorakhmatov, "… generally young people who left the house start smoking, drinking beer and too free behaving which is inadmissible. To prevent these problems we arrange lectures on the matter of morals. Our Center declared that

we won't help the persons breaking the laws of the Russian Federation"[1].

I. Akhunbabayev has founded and heads the Uzbek National Cultural Center "Dustlik" in the republic. The main objective of the Center is studying the Uzbek language, culture, customs and traditions. The Center takes an active part in various republican actions such as Navruz, Kurban Bairam, etc. Besides cultural activity the "Dustlik" Center members solve some urgent problems. In particular, they help the natives of Uzbekistan to apply to migratory service of Bashkortostan, to find a job, etc.

In our opinion, the activity of the national cultural centers is one of the most effective forms facilitating the integration of representatives of various ethnic groups into a new polyethnic community. On the one hand, the national cultural centers are a form of ethnic self-organization of citizens, and on the other – they are in close cooperation with the local public authorities. Taking into account the world and domestic experience national and cultural associations should systematize their work with the compatriots arriving with various flows of migration and develop programs for their adaptation.

In any religion great attention is paid to observance of religious rites such as reading the Koran (Bible), a namaz (prayers), a ceremony of alms giving, making hajj (pilgrimage), holy places worship, holding holidays at the end of a fast (the lesser Bairam), a sacrifice holiday and others. All the rites are aimed to spiritual purification of the believer, to creation and good deeds. Since the religious rites are very significant for the believer we asked the question "Do you observe the fast (uraza) in the Republic of Bashkortostan?". The answers were quite mixed. For example, only 54,5% of Tajiks, 34,7% of Uzbeks, 31,8% of Azerbaijanians, 19,2% of Armenians, 18,2% of Turks, 18,2% of Vietnamese gave positive answers. Though in the homeland these respondents observe the religious rites (a fast, an uraza) more strictly: Tajiks – 77,3%, Uzbeks – 63,7%, Armenians – 57,7%, Turks – 50%, Vietnamese – 50%, Azerbaijanians – 34,8% (Table 7).

Таблица 7. Do you observe the fast (uraza) in your homeland?, %*

Options	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
Yes	63,7	77,3	34,8	57,7	50,0	50,0
No	36,3	22,7	65,2	42,3	50,0	50,0

Most of the respondents gave negative answers our question "Do you make hajj (pilgrimage) to the holy places in the Republic of Bashkortostan?": Azerbaijanians – 100%, Armenians – 100%, Uzbeks – 99%, Tajiks – 93,3%, Turks – 93%, Vietnamese – 93% (Table 8). The similar answers were given by these respondents about making hajj (pilgrimage) in their homeland: Azerbaijanians – 100%, Uzbeks – 89,9%, Tajiks – 88,9%, Turks – 68,3%, Armenians – 64%.

Table 8. Do you make hajj (pilgrimage) to the holy places in the Republic of Bashkortostan?, %*

Options	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
Yes	1,0	6,7	-	-	7,0	7,0
No	99,0	93,3	100,0	100,0	93,0	93,0

The remarkable data were received after answering the question "Do you made religious rites for marriage (nikah, wedding, etc.) in your homeland?" Some respondents, in particular Uzbeks – 78%, Turks – 55,8%, Tajiks – 44,4%, Azerbaijanians – 40,9%, Armenians – 26,9% answered positively. But only small part of the respondents living and working in the Republic of Bashkortostan gave positive answers our question "Do you made religious rites for marriage (nikah, wedding, etc.) in the Republic of Bashkortostan": Uzbeks – 8,2%, Tajiks – 7,3%, Azerbaijanians – 4,8%, Armenians – 3,8%.

The wish to get married the citizens of the host country using religious rites (nikah, wedding, etc.) is a rather widespread strategy of behavior of ethnic migrants worldwide. So do the migrants of the CIS and Far-Abroad countries. It doesn't mean that most of migrants get married only for mercenary ends. The citizens of Russia marrying foreigners have the same wishes. We believe these main wishes motivating people from both sides are mutual sympathy and the natural desire for creating a family. Moreover, registration of international marriages is a kind of indicator that the situation in the

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[1] The interview was carried out 05.03.2009

sphere of interethnic and interfaith relations in Bashkortostan is rather favourable.

Nowadays the religious eagerness of some migrants is shown in their wish to organize musallya, i.e. rooms of worship to have an opportunity to make fivefold namaz (Muslim prayers) every day. Not everyone treat this question positively. There are many prejudices and speculations including about the threat of ethnocultural safety of the country and its regions. Exactly today in the conditions of the contradictory modernization endured by the Russian society, the problem of interaction of ethnic groups of external migrants with the religious faiths and so-called nonconventional spiritual currents being traditional for Russia becomes a subject of active discussions (Pyadukhov, 2003, p. 86). The question "Are there any religious attributes (sacred texts, religious books, namazlik, icons, etc.) in your workplace (in your accommodation)?", was answered equally positively and negatively by the respondents. Positive answers were given by Armenians – 63%, Azerbaijanians – 55,6%, Uzbeks – 45,7%. Negative - by Tajiks - 71,1%, Turks - 57,1%, Vietnamese - 56,1%. Only 1% of Uzbeks and 1,8% of Turks answered that they "don't believe in God" (Table 9).

Table 9. Are there any religious attributes (sacred texts, religious books, namazlik, icons, etc.) in your workplace (in your accommodation)?, %*

Options	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
No answer	5,7	2,2	7,4	-	17,9	17,9
Yes	45,7	26,7	55,6	63,0	23,2	24,2
No	47,6	71,1	33,3	37,0	57,1	56,1
I do not believe in God	1,0	-	-	-	1,8	1,8
I find it difficult to answer	-	-	3,7	-	-	-

It should be noted that nowadays locals of Russia (in particular the Republic of Bashkortostan) believing in God wear religious accessories such as a cross, a crescent, have the pocket Bible or the Koran. Many respondents gave positive answers to our question "Do you wear/have any accessory speaking about your religious affiliation?": Armenians – 81,5%, Azerbaijanians - 59,3%, Uzbeks – 41,9%, Tajiks – 26,7%, Turks – 21,8%. The answer "No, I don't carry" was given by 66,7% of Tajiks, 65,5% of Turks, 55,2% of Uzbeks, 33,3% of Azerbaijanians, 18,5% of Armenians. 3,7% of Azerbaijanians (Table 10) found it difficult to answer. The data confirm that both believers in Bashkortostan and labor migrants have the same attitude to religious symbols.

Table 10. Do you wear/have any accessory speaking about your religious affiliation (a crescent, the pocket Koran, the Bible, etc.?), %*

Options	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
No answer	1,9	6,7	3,7	-	10,9	10,9
Yes	41,9	26,7	59,3	81,5	21,8	21,8
No	55,2	66,7	33,3	18,5	65,5	65,5
I do not believe in God	1,0	-	-	-	1,8	1,8
I find it difficult to answer	-	-	3,7	-	-	-

Most of the respondents answered positively the question "Is there anyone among labor migrants with whom you work or live, those who try to observe religious rites (say prayers, visit houses of worship, hold a fast/uraza, etc.)?". The answer "Yes, almost everything" was given by 65,4% of Armenians, 26,7% of Tajiks, 26,4% of Uzbeks, 14,8% of Azerbaijanians, 7,4% of Turks. The answer "Yes, some of them" was given by 81,5% of Azerbaijanians, 51,9% of Uzbeks, 48,1% of Turks, 46,7% of Tajiks, 19,5% of Armenians. The answer "Yes, everyone" - 6,6% of Uzbeks, 4,4% of Tajiks. Apparently the religious community and cult activity promote close communication among labor migrants, which facilitate their successful adaptation in a new place.

In the course of labor migrants adaptation in a new polyethnic conditions the behavior of the accepting community towards them and the attitude of the locals in the cities and villages towards migrants are very important. For example, the question "What are the relationships between you and the locals professing your faith?" was answered as follows. More than a half of the respondents consider that locals are positive to them: Tajiks – 86,4%, Uzbeks – 66,7%, Armenians – 55,6%, Azerbaijanians – 51,9%, Turks – 37,5%. The answer "Tolerably, they don't pay attention to me" was

given by 40,7% of Azerbaijanians, 40,7% of Armenians, 30,4% of Turks, 20% of Uzbeks, 13,6% of Tajiks. The answer "Badly, I face with offensive relation" was given by 7,4% of Azerbaijanians, 3,6% of Turks, 1% of Uzbeks. 12,4% of Uzbeks (Table 11) found it difficult to answer.

Таблица 11. What are the relationships between you and the locals professing your faith?, %*

Options	Nationality					
	Uzbeks	Tajiks	Azerbaijanians	Armenians	Turks	Vietnamese
No answer	-	-	-	3,7	28,6	28,6
Positive attitude towards me	66,7	86,4	51,9	55,6	37,5	37,5
Tolerably, I'm not paid attention to	20,0	13,6	40,7	40,7	30,4	30,4
Badly, I face with offensive relation	1,0	-	7,4	-	3,6	3,6
I find it difficult to answer	12,4	-	-	-	-	-

Attitude of local population towards labor migrants. The population of the Republic of Bashkortostan ambiguously estimates the influence of migrants on various spheres of their life, including religion. This conclusion can be made on the basis of the data of sociological survey of the local population. The survey "Labour Migration and the Issues of International Interaction in Bashkortostan" was conducted in June-July, 2011. Approximately every third inhabitant of the republic (37,8%) considers that labor migrants have a low education level. 25,5% of respondents consider that labor migrants live "closely, separately", 28,2% think that labor migrants "don't accept local culture, traditions, the way of life", 27,3% said that migrants "enter into civil marriage (lives together) with the local women". 47,1% of respondents consider that labor migrants "are aggressive and their behavior towards local population is impudent and provocative; they feel like owners here, in their homeland they behave well and here their behavior is awful". At the same time the locals of Bashkortostan emphasize that labor migrants "respect parents, senior generation, (43,8%); "are amicable towards each other, support each other" (46,5%), "observe customs and traditions of their nation and are religious" (28%), "men are ready to do any work in order to provide their families and children" (29,4%), "don't abuse alcohol" (21,8%), "respect women" (8.1%) (Table 12).

So we can see a quite ambiguous relation to activity of labor migrants among the local population of the Republic of Bashkortostan. The locals see some positive traits of migrants, but negative traits are noted more often. The prevalence of critical attitude testifies to rather cool social and psychological atmosphere within which daily interaction of local population and ethnic groups of migrants takes place. In the atmosphere like this the image of the foreigner as the "stranger" seeking to cause damage to local population causes both problems in communication and negative emotions of migrants which diminish their further desire to come to this region.

Table 12. What do you like in the way of life, customs and traditions of labor migrants?, %*

Options	Share, %
1. Respect parents, senior generation	43,8
2. Respect women	8,5
3. Men are ready to do any work in order to provide their families and children	29,4
4. Upbringing children to be hard-working and obedient	8,1
5. Observance of customs and traditions of their nation	28,0
6. They do not abuse alcohol	21,8
7. They are amicable towards each other, support each other	46,5
8. Others *("Women do not work, men provide their families", "Each of them has his own traits. Some of them drink alcohol, others do not. It is impossible to choose only one trait», "Their ability to earn good money", "They do what they have to do and are not interested in anything else" etc.)*	1,3
9. I like nothing	1,0
10. I find it difficult to answer	12,7

The process of globalization in the information sphere is a functioning of multidimensional process on the basis of interaction of the tools of information creation and distribution which form essentially new level of information impact on society by concentration of their joint efforts (Tahmasebi et al., 2012). There is a hologram which has an essential impact on real processes taking place in society and considerably forms them. The level of influence of this hologram can be recorded in the results of surveys of various groups of population which is shown in the presented monitoring of Bashkortostan.

4. Discussion

The problem of researching extremist materials in their modern understanding has been challenging scientists for more than 10 years and has been mentioned in a number of scientific works (Zamaletdinov et al, 2014 & Khusnutdinova, 2012). A growing number of derivatives of the concept "security" can be found in foreign literature; among them are "security paradigm" (Stern, 1991 & Sttern-Pattirsson, 2015), "security culture" (Laitinen, 2001), "security governance", "geo-security" (Laitinen, 2001) and many others. It testifies to ever-increasing interest in this multidimensional and actual perspective, to the necessity to develop a new relation, new methods of the analysis and forecasting external and internal risks and threats to the state and national interests in the conditions of the modern geopolitical situation. The majority of researchers note two forms of security - "strict" (state-centered) and "soft" (depending on various segments of society). It is necessary to agree with Hofsted who considers that difference in levels of power distance in various cultures significantly influences on successful communication. Also he says that in the social organizations of cultures with a high power distance strict and dictatorial style of management dominates. Subordinates have a bigger fear to express their disagreement with the administration and to lose their colleagues' trust in comparison with cultures with a low power distance (Hofsted and others, 2010). In the processes of migration and globalization we can see a mixture of ethnoconfessional and sociocultural constants in an individual picture of the world of both a migrant and a representative of the accepting community (Karabulatova, 2013; Karabulatova & Polivara, 2013 & Riazantsev et al, 2014). As professor I.S. Karabulatova fairly notes, the confessional factor has been excluded from the analysis of structure of the ethnolanguage identity of the resident of Russia which caused to incorrect results in researching an internal picture of the world of Russian people (Karabulatova, 2013, p.753). At the same time ethnopsycholinguistic norms turned out to be linked with ethnoconfessional constants (Karabulatova & Polivara, 2013, p. 834 & Karabulatova, Polivara, 2012, p. 23). "The way to success" as it is understood by members of cultures with a low distance of power includes the system of values based on knowledge, love and happiness. Members of cultures with a high distance of the power build their system of values on the basis of social origin, inheritance, wealth, avarice, cunning and sometimes deception (dishonesty and business immorality) (Hofsted, 2001 & Zamaletdinov et al, 2014). Today we see that among Russian youth the layer of so-called migrant youth appeared. They have a number of specific problems different from those of Russian youth. Lots of delicate subjects and topics such as problems of mutual adaptation and acculturation, mechanisms of strategic decisions making and a position of government institutions concerning children of migrants "stay off-screen" and are out of the area of scientific interest". In our opinion children of migrants need special adapted textbooks with the intensive courses of the Russian language, literature, history and culture allowing them to adapt to the everyday school life. Up to now this process is regulated spontaneously, mostly thanks to teachers' enthusiasm.

5. Conclusion

Nowadays the need of the Republic of Bashkortostan for foreign force is not large. Global Islamization directly influences on the ethnocultural situation practically in all Russian regions, and not just in traditionally Islamic (Tatarstan, Dagestan, Chechnya, Ingushetia) that causes the necessity to develop new approaches (Zamaletdinov et al, 2014; Ryazantsev & Bozhenko, 2014 & Riazantsev et al, 2014). The transboundary and efficient character of internet mass-media and blogs does not allow local officials to "hush up" the interethnic conflicts and/or treat them like domestic ones, to avoid aggravating the situation and its development into a social explosion (Karabulatova & Niyazova, 2014). Monitoring and the subsequent forecasting will be carried out taking into account the range of major factors of interethnic intensity: from uncontrolled migration and xenophobia to distribution of radical Islam and activity of other states. The majority of the factors are common, but some have regional specifics (for example, opposition of elite and clans, etc.). It is possible to assume that increase of interest of foreign workers in work in the republic will depend much on the readiness and desire of the local employers to provide them with reliable legal guarantees. Thus it is necessary to take into account that a considerable experience of migrants state support in the process of their social and psychological adaptation has been accumulated in the history of Russia.

Summing up the results, it is possible to conclude that in migratory processes an important role is played by a confessional factor which has impact on change of confessional structure of the population and the religious situation both in the Republic of Bashkortostan and the whole Russia. On the one hand, religion carrying out compensatory, regulatory and other social functions can facilitate a successful adaptation of labor migrants to new conditions of life. On the other hand, migration changes the existing confessional balance and thus may intensify the interfaith split in certain areas. Therefore it is very important to take into account a confessional factor for implementing an effective migration policy. Humanitarian condition of regional ethnosocial stability is the joint decision of elective cultural representatives of all

layers of Russian and regional (for example, Tatar, Bashkir, Chechen) superethnoses about the content of teaching basic foundations of the Russian and national cultures in the system of regional education.

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Regional Policy on Socio-Cultural Adaptation of Migrant Workers in the Volga Region (Based on the Material of Samara Region)

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Abstract

Samara region is one of the regions with high migration activity. For six years (2007-2012) by territorial body of the FMS of Russia in Samara region on the migratory account about 1 million 300 thousand foreign citizens and stateless persons, the vast majority of whom are members of the Caucasian and Central Asian ethnic groups was delivered. (Muxametshina, 2013, p. 38). The Samara region ranks fourth place in population among the regions of the Volga Federal district (more than 3.3 million people) and the twelfth largest in Russia. This region is unique in the variety of ethnic groups, cultures, languages, it can compete by the number of represented nations with Moscow, Tyumen region (Barysheva, 2007; Karabulatova, Sayfulina & Ahmetova, 2013 & Karabulatova, Koyshe & Gultyaev, 2003). The purpose of this article is to review the role of public institutions in socio-cultural adaptation of migrants in the Samara region, in connection with which the authors solve the following tasks: provide a description of the social institutions participating in socio-cultural adaptation of migrant workers; determine the specifics of the migration processes and migration flows in the Samara region; substantiate the specificity of socio-cultural adaptation of migrant workers; conduct a comparative analysis of adaptation measures in the Samara region with other regions of Russia, near and far abroad.

Keywords: migration, migrant workers, adaptation, social culture, institutional settings.

1. Introduction

The desire of migrants to settle in the territory of the Samara region is caused due to climatic conditions and socio-economic situation of the region: developed infrastructure, availability of land, relatively low population density and etc. According to the Russian Census 2010 in the region live about 140 ethos's and ethnic groups (Lyamin, 2014). Numerically in the Samara region dominates Russian - 2.6 million people which accounts for 85.6% of the total population. Second place in population in the area is occupied by the Tatars, their numbers is 126.1 thousand or 4.1% of the total population. In addition, in the Samara region is compact or dispersed are living a significant group of Chuvash, Mordovians, Ukrainians, Armenians, Kazakhs, etc., in the combination of components of 10.3% of the population (Results of the Russian Census, 2010). For the 12 months of 2013 on the territory of the Samara region was registered 272 088 foreign citizens (Main indicators of the FMS of Russia in Samara region in 2013). For five months of 2014 for migration purposes are staged more than 100 thousand foreign citizens (In the Samara region the work on the legalization of labor migrants is conducted, tlt-grajdanin.ru/novosti-samarskoj-oblasti/v-samarskoj-oblasti-vedetsya-rabota-po-legalizacii-trudovyx-migrantov). Come foreign citizens mostly from countries of the Commonwealth of Independent States: the Republic of Uzbekistan (36% of the number of arrivals from neighboring countries), the Republic of Tajikistan (18 %), the Republic of Armenia (11 %), Kazakhstan (10,8 %) are arriving. The migration growth is increasing in the Samara region also due to the population exchange with distant foreign countries, which in 2012 amounted to 382 people (in 2010 - 48 people). Due to the domestic (inter-regional) movement of migrants a negative migration balance is formed (- 488 people.). (The general results of the migration on the constituent members of the Volga Federal district, 2013, 6).

The vast majority of migrants are settling in urban areas (82 % of the migration growth of the region) that corresponded to the level of urbanization of the region. The greatest population growth was observed in 2012 in city districts: Samara - 5,2 thousand, Kinel - 0,4 thousand, Chapaevsk - 0,3 thousand people and Pokhvistnevo - 0.2 thousand people. In the region, much is being done on the integration of migrants into the local community, as one of the priority directions of realization of the state national policy in the Samara region is the creation of favorable conditions for socio-cultural adaptation of migrants.

Russia is a state that is actively receiving migrants along with the USA, Germany, France, Canada and other major immigration countries (Lee & Rutina, 2009). In big cities and different regions of Russia, high population growth rates with a variety of cultural characteristics, in various degrees different from the host, generate a number of serious social problems (Ryazantsev, et al 2014; Karabulatova, 2013 & Karabulatova & Polivara, 2013). Intensive growth of ethno phobia and migrant phobia, the distribution of these phobias on the indigenous peoples of Russia, the marginalization of the sociocultural environment of large cities are just some of the problems, associated with the regulation of migration processes (Zamaletdinov, Karabulatova, Yarmakeev & Ermakova, 2014 & Ryazantsev, Pismennaya, Karabulatova & Akramov, 2014). As a result of these processes happens a powerful transformation of the identity of the migrant, which absorb a new culture, often marginalizing, losing its own individuality (Karabulatova, 2013, p. 753-754), however ethnopsycholinguistic norms of the host community turned to be not so effective in socio-cultural adaptation of migrants (Karabulatova & Polivara, 2013, p. 834).

Today in Western civilization at the expense of the immigration inflow are solved some major problems, which are not solved by using of internal resources. Even to maintain the current standard of living it is necessary to replenish the population in connection with the depopulation of the "titular" ethnic groups; ensuring of the huge demand in low-skilled labor force; the feed of science intensive industries, the spheres of science and education of highly qualified personnel, necessary to maintain competitiveness. These problems are equally concerned Russia, but adequate mechanism for their solution still does not exist on the level of a coherent state program and procedural arrangements. To neutralize the negative impacts and enhance the positive effect, received from labor migration, the tools of public policare used. Mistakes in the choice of benchmarks of migration policies cause an undesirable reaction in the form of growth of illegal migration and subsequent social activity of returning migrants. In this area especially apparent is ineffectiveness of hard, legislative measures and the need for indirect, coordinating influences on the part of states and governments.

2. Materials and Methods

Social adaptation of migrants is largely a promising object of study of contemporary sociological theory. Being in its content and functions an integrative social science, sociology includes in the scope of the analysis all spheres of life of society on a broad interdisciplinary basis. However, believing in the spotlight of the man and his activity, sociology in a systematic and organic unity considers objective and subjective aspects of human activity. This very approach contributes to a fuller disclosure of regularities and mechanisms of migration processes in society, ultimately bringing together subject fields of philosophy, psychology, cultural studies and sociology.

The theoretical-methodological basis of this study also includes theoretical principles to the study of adaptive processes prevailing in social geography (Works of V. Anuchin, E. Alayev, Y. Saushkin), in adaptational psychology (L. Dikaya, V. Petroshevsky, N. Stepanov, A. Sukharev, G. Oberg, B. Hopson) and urbanology (Dridze, O. Janicki). The works of many scientists are devoted to the study of patterns, trends, types, shapes and directions of migration. The efforts of geographers (J.A. Zaionchkovskaya, V.M. Moiseenko, V.I. Perevedentcev, N.V. Yuxneva & others) aimed to identify patterns of interaction between nature and society, as reflected in historical trends of settlement and migration. The subject of study of historians and sociologists has recently become the problems of displacement. Their work has received national color, where migration is considered from the standpoint of the formation of ethnic enclaves (L.N. Gumilev, V. Starovoitova, Z. V. Sikevich). Research of economists (G. S. Vechkanov, R. A. Kostin, L. L. Rybakovsky, S. V. Ryazantsev and others) are linked with the formation of labor resources, urbanization processes, structure of the economy. The social consequences of forced migration are discussed in several studies on youth (Z. V. Sikevich, T. S. Sulimova, B. A. Ruchkin, V. I. Chuprov, M. V. Sava and others). Approaches to the creation of "migrationology" (M. B. Denisenko, V. A. Iontsev, B. S. Choreev) are significantly augmented in the new environment of the researchers of forced migration, migration policy, social work with migrants (J. E. Bulatetskaya, V. P. Moshnyaga, V. A. Tishkov, A. Khokhlov, T. N. Yudina and other). Of a known interest are estimates of foreign experts on ethnic relations in the former Soviet Union (P. Goldman, J. Lagshdus, V. Zaslavsky and others).

The empirical base of the study was the results of sociological research, conducted by the authors on the basis of "National culture" of Ufa state University of Economics and service. In the study, conducted in 2010-2014, for a total were

interviewed about 480 respondents. The sample of respondents was carried out in two stages: 1) selection of respondents by place of residence; 2) selection of respondents by gender, age, nationality, education and duration of stay on the territory of the region. To poll two types of settlement of forced migrants are selected: a dispersed and compact. The sampling bases were the data of Migration service of the Russian Federation on the number, age composition, place of origin and resettlement of forced migrants, as well as the data of Russian State Statistics Committe on the demographic composition of the population.

Simultaneously with the migrants were interviewed different groups of the local population. The obtained results were subjected to analytical description, correlation analysis, along with the methods of descriptive statistics.

As it is known, any activity always involves three aspects: motivation, purposeful and executive (Romm, 2002). Purposeful activity is always associated with social (including adaptive) needs of the individual. Having a goal that is associated with the necessity to meet the needs, the individual finds himself in a situation of choice. The implementation of the objectives of adaptive activity involves, therefore, a series of procedures:

1) the realization of adaptive needs that require satisfaction;
2) awareness of ways of it satisfaction;
3) finding the means of satisfying the needs;
4) the implementation of the activity (manifested in adaptive behavior as the response of adaptants on changes in the social environment), designed to meet adaptive need;
5) the consequence - the interpretation of the achieved results from the point of view of their compliance with the perfect original goals and individual needs.

Each of the stages that precede direct action, and it requires the satisfaction of the need for information, without which appropriate activities are fundamentally impossible.

3. Results

The success of social adaptation of migrants depends on several internal and external factors. Internal refers to the degree of mainstreaming the needs of migrants in positive social relationships, self-actualization and self-realization in work. External - the degree of acceptance of migrants by the host society and its ability to provide the necessary in the process of adapting of the identity of the migrant to new conditions of life, support and assistance. Adaptive activity is two – sided activity. Subject and spiritually influencing the social environment, person in the process of adaptation in this new adaptive environment converts himself through parallel fixture of own worldview and inner peace to the initiated by external changes. This is an active subjective nature of social adaptation of personality in the process of material and spiritual life.

In the region one of the priority directions of realization of the state national policy in the Samara region is the creation of favorable conditions for socio-cultural adaptation of migrants. This is the development and implementation of special programs, related to the integration and adaptation of arriving to Samara region foreigners. It is policy of the region, which is doing everything to strengthen the national unity of Russia and preserve the ethnic and cultural identity of the peoples of the Samara region. Thus, since 1994 in the region realized the regional target programs "Revival", "Different, but not wrong - peace through culture", "the Development of civil society" and others were realized. In December 2013 the Decree of the Government of the Samara region No. 803 "On approval of the State program of the Samara region "strengthening the unity of the Russian nation and ethno-cultural development of the peoples of the Samara region (2014 - 2020)" was signed. The State programme is aimed at strengthening the unity of the multinational people of the Russian Federation (the Russian nation) on the territory of Samara region."...In recent years in the Samara region on the background of increasing migration flows the changing of ethnic structure of the population, the rise in extremist movements and migrant phobia among the youth, ethnic and religious intolerance are also observed (v. Cuxie Avrali of Elkhovskiy district, v. Krotovka of kinel-cherkass district, v. studentsi of Khvorostyanski district).

The key problems in the area of the state of interethnic relations in the Samara region are: weak Russian civil identity with the increasing importance of ethnic and religious identity; ethno-political and religious-political radicalism and extremism; increase of the number of external labor migrants and their low socio-cultural adaptation to the host community; insufficient coordination of resources in order to achieve the harmonization of interethnic relations, the strengthening of civil unity of the multinational people of the Russian Federation (the Russian nation). In recent years in the region has been observed the intensification of ethnic and cultural life that is manifested in the creation and registration of new national-cultural associations. In 2012, in the Samara region were created 18 local and 4 regional public Association, including 16 local and 3 regional national-cultural autonomies. In 2013, for the first time in the Samara region were established regional and local national-cultural autonomy of the Yezidis, Tajiks, Germans, Gypsies. Often the

emergence of new ethno-cultural associations and the intensification of social activities within one ethnic community lead to tensions between the leaders of these organizations. Reasons are in ambitious manifestations of leaders and also in the desire to receive preferential treatment from the state. In order to avoid the occurrence of conflicts within one ethnic group, the defacing of resources, the existence of destructive trends in the communities themselves, it is necessary to consolidate the asset in each national community. The formation of a single strong asset in the national communities is in a joint responsibility of state authorities and national-cultural public associations in the Samara region (decree of the government of Samara region No. 803). This State program was supposed to be a mechanism for the coordination of the state national policy in the Samara region, to develop regional strategies of ethno-cultural development, support dialogue between state authorities and public organizations, national-cultural and religious organizations. In "the Comprehensive plan for the harmonization of interethnic relations in the Samara region" a special section, which includes activities on adaptation and integration of foreign migrants is dedicated. In the State program of the Samara region "Promotion of employment of the population of the Samara region for 2014-2020" is included the sub-programme of "Social adaptation and integration of migrants arriving in Samara region, for 2014-2016" (Annex 1). The aim of the Subprogramme is to establish an effective model of adaptation and integration of migrants into account of the priorities of socio-economic development of the Samara region. Objectives of the Subprogramme: improvement of organizational and legal mechanism of regulation of the process of resettlement of migrants on the territory of Samara region; implementation of measures for social adaptation of migrants; promoting the integration of migrants in the host society. Total financing of activities of Subprogramme at the expense of means of the regional budget is 159210,5 thousand rubles, including: in 2014 - 79 413,2 thousand rubles; 2015 - 46 the total amount of 205.8 thousand rubles; in 2016 - 33 591,4 thousand [Subprogramme of "Social adaptation and integration of migrants, the online source].

In June 2014, in the building of the government of the Samara region a press conference with the participation of Deputy head of the FMS of Russia in Samara region D. Akimov, Minister of socio-demographic and family policy of the Samara region M. Antimonova and consultant of the Department of migration policy and integrated employment programmes of the Ministry of labour, employment and migration policy of the Samara region I. Danilochkina was held. It was about the organization of work with citizens of Ukraine who are arriving to the territory of the Samara region. In his speech, M. Antimonov said, "that on the line of work of the Ministry were registered 105 families (280 people) arrived to the Samara region from Ukraine. Of them, 140 people are of working age, 101 - children of preschool and school age and 24 of the pensioners. Most of them after the stabilization of the situation in the Republic hope to return to home. For refugees who have no relatives here a temporary stay on base of health centers, dispensaries, children's health centers will be prepared. The first place that will be open soon, will be designed for 100 - 200 people. On the basis of employment centers with FMS were created additional centers for receiving documents from citizens coming from Ukraine. Also, based on labour requirements, in the Province are identified priority areas of settlement of Ukrainian citizens. This is the cities: Syzran, Novokuibyshevsk, Chapaevsk, Kinel, Volzhsky, Krasnoyarsk and Sergius areas. For those who wishes to provide the refugees with financial and humanitarian assistance special Fund was created" [In the Samara an activity is carried out....., Internet source]. In 2008 in the city of Samara was published the guide "migrant Communities in the Samara region: ethnic and religious features" for the public, municipal officials and employees of law enforcement agencies. Here on the basis of attracted extensive picture of the ethnic and religious characteristics of migrants from CIS countries and far abroad, with recommendations on inter-ethnic business etiquette and cultural norms are provided. In June 2008, in Samara was established LLC "Volga interregional multi-function center for support of migrants". The centre provided assistance to foreign citizens and stateless persons, employers and their representatives in obtaining work permits, temporary residence permits and residence permits, as well as the migration registration at the place of residence, assisted the employers in obtaining permits for attracting foreign labor force, conducted medical examination with the issuance of documents required for submission to the FMS of Russia, helped foreign citizens and stateless persons in employment, provided expert legal advice, contributed to the study of legal, language, traditional culture of the Russian Federation. However, the support Center of migrants was not able to work in full, and in the autumn of 2009 was actually preserved. Later, in December 2012 in Samara on zavodskaya highway the hotel of economy class "Second capital", created specifically for migrant workers, began its activities (450 rooms). Daily payment for accommodation starts from 150 rubles. The hotel has minimum necessary for life: rooms (some can accommodate up to 10 people), showers, a cafe with affordable prices, as well as a private kitchen and a game room. All migrants can rent a room with a passport of their country. The migration registration can also be done in the hotel, from where all the data is sent to the regional office of the FMS (In Samara was opened the hotel for immigrants. http:// www.gr.ru/2012/12/27/reg-pfo/migrant-anans.html).

In the Samara region there are currently 8 centers for training and testing of foreign citizens in the Russian language organized with: Samara state University (SSU), "the learning Center for foreign citizens", Togliatti state

University (TSU) "communication Centre", Tolyatti branch of the Russian Academy of national economy under the President of the Russian Federation, Volga state socially-humanitarian Academy (the humanitarian Academy), Samara humanitarian Academy (2 centers), Samara state economic University, NEE FVE "Vershina".

To the creation of favourable conditions for ethno-cultural development of the peoples of the Samara region, preservation of cultures, languages, traditions and customs contributes, established in 2001 in Samara "the House of friendship of peoples." With its support annually mass ethno-cultural events are taking place - Kazakh holidays "Kamal-Ait" and "Navruz", Korean "Solal", Armenian "Terendez", etc. Since 2008, in the House of friendship of peoples were held a free consultation on migration issues for migrant workers and stateless persons, where they were provided with information on legal acts of the Russian legislation, adaptive courses "School migrant" were also held, seminars on "What is necessary to know about local customs and traditions for the foreigner", where the representatives of the UFMS of the Samara region, SI MIA of RF in Samara region are coming out, a variety of manuals and brochures for migrants are produced,- says N.P. Osipova, the head of national and religious policy of the Department of monitoring of public opinion (Osipova, 2013, p. 9).

Important role in the process of adaptation of migrants in a new place plays also social institutions. These include a variety of community organizations and first of all - national-cultural associations. Representing the interests of different ethnic groups, national-cultural associations carry out legal right of the peoples on self-regulation, regulate within ethnic processes, on the one hand, and also perform a very important function of "intermediary" in the dialogue between the state and ethnic communities on the other, contributing to the satisfaction of social needs.

Today on the territory of Samara region are registered more than 100 national-cultural public associations (LLC "League of Azerbaijanis of Samara region", Kirghiz organization "Manas-Ata", Tajik "Payvand-Unity", "the Uzbek community", etc.), also including 43 national-cultural autonomies of local, regional and Federal significance. In 2007, was registered with the Federal national cultural autonomy of Russian Kazakhs with center in Samara.

The purpose of the associations is the growth of national consciousness of the peoples of the Samara region, the revival and development of their national cultures. At the present time in Samara approximately 17 Sunday schools (Azerbaijani, Armenian, Georgian, Kyrgyz, etc.) are created and operate. The majority of national-cultural associations have its own publication. In the region with different frequency are published the following newspapers: the German "Volga-kurier", Ukrainian "Promin", Turkic "Azan", Kazakh "Ak zhol" Azerbaijan "Ochag", Kirghiz "Enee til" etc. Their target audience - labour migrants, the authorities, total circulation of ethnic newspapers is about 15 thousand copies.

In September 2014 in the village Zubchaninovka took place the opening of the Counseling center on the issues of the Gypsies population. However, a large group of Gypsies are not included in the social and cultural life of the Samara region, they remain in isolation; there are problems with the education of Gypsy children. Moreover, they are in need of help and support for more active involvement in the modern life of Russia. To this aim, the Administration of the Governor of the Samara region in the framework of implementation of the state program of the Samara region "strengthening the unity of the Russian nation and ethno-cultural development of the peoples of the Samara region (2014 - 2020)" (decree of the Government of the Samara region from 24.12.2013 No. 803) was supported by the project of opening a counseling center on the issues of the Gypsy population in the Samara region. Advising on the registration of the missing documents, information about possible social support, employment and starting one's own business, legal advocacy - issues that can be discussed and resolved. In the framework of this project will be resumed publication of the regional Gypsy newspaper (Discovery counseling center on the issues of the Gypsy population).

Help in social integration and adaptation of migrants in the local community carry out also religious institutions of the Samara region. "The proportion of migrants, who came to work independently and do not address to their countrymen, go to the mosque for financial help, for information. In mosques of Samara, Tolyatti, Syzran, other cities, in rural mosques such support is provided constantly. Regional Spiritual Board of Muslims of the Samara region cooperates with the national-cultural organizations representing the interests of "ethnic Muslims", so the mosques know their contact numbers, address of the House of peoples ' friendship. However, there is no any special adaptation-integration programs in the Regional Spiritual Board of Muslims of the Samara region. "Every month, every Friday, we consider the application of Muslims who ask for help. Requests are different, including the treatment of migrants who, for one reason or another were left without means of subsistence. And Muslims, as possible try to help them. Also in the mosque migrants can bathe and freshen up, "says Imam of Samara mosque I. H. Safin. - To the mosque go Muslims who come to work in Samara region. This is mainly migrants from Uzbekistan, Tajikistan, Kazakhstan, a small part of Turkmenistan".

In the context of migration processes the social adaptation acts as a special type of social process aimed to include in the public life the categories of people who were artificially removed from this life under the influence of some extraordinary factors.

4. Discussion

The term adaptation (from lat. adaptatio - adaptation) as a scientific concept first appears in physiology in 2nd half of the XIX century by German physiologist G. Aubert and meant adapting the sensitivity of the organ of vision or hearing to the action of external stimuli. Currently, the adaptation is one of the most important interdisciplinary scientific concepts that have been widely and intensively analyzed in medico-biological, cybernetic and social sciences. In this article, we are interested in one of the most important types of adaptation - social adaptation, which we will consider in terms of social groups of forced migrants and local territorial community (Rybakovsky, 2003).

In several publications (V.V. Amelin, V.C. Belozerov, F.M. Borodkin, E. M. Vinogradov, Z.I. Kalugin, I.S. Karabulatova, L.V. Korel, R.A. Kostin, E.A. Melnik, S.A. Panarin, S.V. Ryazantsev et al.) the adaptation of migrants in different regions of Russia are highlighted.

Of particular interest for the development of sociological theories of adaptation of migrants are the works of L.V. Makarova, G.F. Morozova, L.L. Rybakovsky, N.V. Tarasova, V.D. Shapiro on theoretical modeling of migration behavior. Although in recent years, research on the problems of refugees and IDPs (internally displaced person) has become much more active, many questions remain insufficiently developed: the fundamental issues of methodological and conceptual issues associated with the disclosure of the nature of migration, identifying the causes, methods of measurement of its intensity and effectiveness still was not resolved.

5. Conclusions

Today Russia faces the problem of adaptation in a variety of social, cultural and ethnic categories of foreign workers, the number of which, as projected researchers, in the coming years will only increase. Especially it is necessary to develop theoretical tools of research, which clearly distinguish the sociological aspect of the problem and the role of spatial factors in the adaptation of migrants in the territories of sustainable migration growth.

The high level of xenophobia and a low level of tolerance of the population, corrupt power structures and the lack of clear federal and regional policies for socio-cultural integration of migrants make difficult the inclusion of migrants into Russian society on the model of multiculturalism, which many researchers indicate as the only possible in a democratic state and conforming to international trends. However, its framework of interaction between migrants and the host community also may have a conflicting character. But, this model implies the willingness of the majority of society to accept cultural differences and accordingly modify social behavior in society, and even its social structure.

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Consequences of Labour Migration from Tajikistan to Russia: About the Contemporary Socio-Economic State of Tajik Families

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Abstract

The aim of the paper is to analyze the negative effects of labor migration from Tajikistan to Russia by the example of monitoring of socio-economic status of households in modern Tajikistan, which almost has lost its male population, who left for Russia to work. In this regard, the authors pose the following objectives: a) to identify the factors destructively affecting the condition of family relationships of migrant workers and divorce trends among labor migrants from Tajikistan to Russia; b) to produce a ranking of these factors; c) to characterize the modern households in Tajikistan. The study clearly states a trend for significant transformation of matrimonial attitude, family relations and sexual behavior in Tajikistan under the influence of intensive labor emigration. Multiple factors of this transformation can be selected. The study revealed several forms of transformation of family relationships, matrimonial attitudes and sexual behavior of migrant workers, which are reflected on families, with possibilities also to reflect on the demographic situation in Tajikistan in not-so-distant future.

Keywords: labour migration, demography, households, Tajikistan, Russia.

1. Introduction

A significant increase in labor migration from Tajikistan began in the mid-1990s., when the socio-economic situation in the country has deteriorated; it has forced many people to seek for work abroad. Although according to official contracts only 5-6 thousand man leaves from Tajikistan annually abroad (mostly in Russia and Kazakhstan), the actual size of labor migration (Bayzhigitov, 2014, Labor Migration (http://rus.kg/news/policy/8923-pyat-problem-kyrgyzsko-kazahskih-otnosheniy.html)) is much more for much of the Tajik labor migrants gets a job on their own and does not get in the national statistics. The actual number of labor migrants from Tajikistan abroad is difficult to measure precisely. According to official Tajikistan statistics in mid-2000s there were 420 thousand people outside the country for temporary employment, including in Russia - more than 413 thousand, Kazakhstan - 4 thousand, in Kyrgyzstan, Belarus and Uzbekistan - 2 thousand, in Ukraine - about 1 thousand men. These data do not coincide with the results of research and data of foreign statistics. It is clear that in fact there are more Tajik migrant workers. The Research conducted at the beginning of the 2000s in Tajikistan by local experts showed that among labor migrants there were about 600 thousand citizens of Tajikistan, of which 85% go to work precisely in Russia (Ryazantsev et al, 2014). According to the World Bank there were 791 thousand citizens of Tajikistan abroad in 2010, which was 11.2% of the population (Migration and Remittances Fact book, 2011, p. 238). Tajik labor migrants work in almost all regions of Russia.

2. Methodology

The maximum number of migrants is concentrated in megalopolises (Moscow, Moscow region, St. Petersburg), as well as in border regions or closely located regions to Kazakhstan (Sverdlovsk, Novosibirsk, Tyumen, Samara, Chelyabinsk, Kemerovo Region, Krasnoyarsk Territory). The empirical base was compiled by surveys. According to a survey conducted among labor migrants from Tajikistan, the majority of migrants (69%) worked in Russia for a verbal agreement. Only a quarter of migrant workers entered into a written contract to work. And only 23% of respondents had permission to work in Russia. Many people have great difficulties while traveling and working in Russia. In particular, about 53% of the respondents answered that the most important challenges on the way to Russia was documents checking when crossing the border, about 44% of the respondents faced with exactions by customs officials, border guards and police. In Russia, many migrant workers from Tajikistan have poor working and living conditions. The study was conducted in two regions

on the basis of two questionnaires, which were different, but and the same time similar in structure and scope of the phenomenon. The survey was conducted in Russian, Tajik and Uzbek languages.

The first questionnaire called "Tajik migrants, family and reproductive health" included 44 questions and focused on the citizens of Tajikistan (mostly men), who at the time of the survey were officially married or lived in cohabitation, in which the wife (husband) were in Tajikistan. Two hundred fourteen (214) respondents were interviewed in Moscow and the Moscow region. The sample was representative in terms of the three characteristics (sex, age, employment sectors in Russia) and was based on the data of the Federal Migration Service of Russia for socio-demographic composition and employment sectors of Tajik citizens who have received permission to work in Russia in 2011. To ensure the representativeness quota sample was used. The second questionnaire called "Tajik family and labor migration" included 50 questions and focused on Tajik citizens (mostly women) who at the time of the survey were permanently residing in Tajikistan, officially married or lived in a cohabiting with a spouse who recently (in over the last year preceding the survey) or at the time of the survey worked in Russia. On the basis of this questionnaire one hundred eighty six (186) respondents in various regions of Tajikistan were interviewed. A random sample was used, since accurate data on the socio-demographic structure of households in Tajikistan with migrant workers do not exist. The sample was random, reliability was provided by a selection of respondents in different types of settlements and the general geography of the survey. Processing of both surveys data were conducted in the SPSS software product. For a more detailed analysis the data on many issues in the two groups of respondents were compared; that allowed one to obtain more objective information about the impact of labor migration on family relations in Tajikistan on the basis of the views of two parties: the migrant workers in Russia and their spouses (husbands and wives) remaining in Tajikistan.

3. Results

Among Tajik labor migrants one can divide two groups. The first one - more numerous - are seasonal workers. Their flow is increased in the spring and summer, when they travel to Russia to work in agriculture and building. In the autumn they return home. According to rough estimates, in some regions of Russia the Tajiks account for about 75-80% of seasonal migrants. The second group of Tajik migrants - those who for a long time are located and are working in Russia, but have no legal status. Many of migrants work both legally and without official registration in the building, service sector, housing and communal services. Among labor migrants from Tajikistan men dominate.

Recently, however, the feminization of migration from Tajikistan takes place. Age composition depends on the sectors of employment. Among building workers there are more young people. In the building workers are working on the most difficult jobs that require endurance, physical strength and good health. Among agricultural workers and domestic workers there are more middle-aged people.

In ethnic structure the majority of labor migrants from Tajikistan are the Tajiks (300 Tajiks Await Deportation from Russia. In the: Arguments and Facts, 2011 http://www.aif.ru/society/news/99795). However, there are a considerable number of ethnic Uzbeks as well for the Republic of Tajikistan is home to more than 1 million Uzbeks.

Our research shows that about 40% of migrant workers live there where they work. Those are absolutely not adapted to life accommodations: attics, basements, buildings that are not completed or must be demolished, garbage shafts. According to a survey conducted among labor migrants from Tajikistan, the majority of migrants (69%) worked in Russia for a verbal agreement. Only a quarter of migrant workers entered into a written agreement to work. And only 23% of respondents had permission to work in Russia. Many of migrants have great difficulties while traveling and working in Russia. In particular, about 53% of the respondents answered that the most important challenges on the way to Russia was documents checking when crossing the border, about 44% of the respondents faced with exactions by customs officials, border guards and police. In Russia many migrant workers from Tajikistan have poor working and living conditions. Typically, migrant workers come from Russia to Tajikistan, at best, 1 time per year. When it comes to seasonal employment, it is usually the winter time in Russia, when in such sectors as agriculture and building decline in activity is observed. Very rare migrant workers may visited by his wife. According to a survey only 10% of migrant workers were visited by their spouses during their work in Moscow, and by 22% were rarely visited (Figure 1).
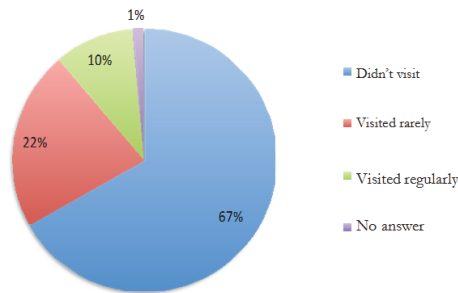
Figure 1. Distribution of answers of migrant workers to the question

"Did your spouse visit you during your work in Russia?" % of respondents (N = 214 people in Russia)

Approximately half of Tajik migrant workers interrogated in Russia had sex with other partners, not their wives (husbands) (Figure 2). Moreover, 13% of respondents had sexual contacts with other partners (except spouses) often! And only 52% of respondents did not have sex "on the side" while working in Russia. We believe that this represents a fundamental shift of sexual behavior of the Tajiks, at least of those who are involved in labor migration.
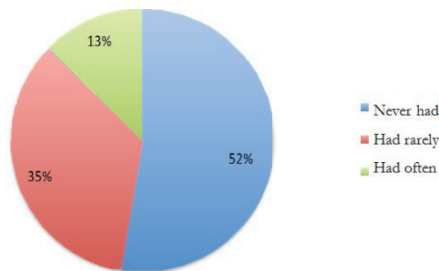
Figure 2. Distribution of answers of migrant workers to the question "Did you have sex during your stay in Russia with other partners (except your spouse)?", % of respondents (N = 214 people in Russia)

The second way to meet the sexual needs of migrant workers is a "temporary wife", "guest marriage." This is a new phenomenon, which appeared as a result of the mass migration of the Tajiks to Russia. In the flow of migrant workers, as a rule, there are more young and middle-aged men. Many men usually rarely visit their family at home - in the best case every few months. Male migrant workers set up parallel family or cohabitation with Muscovite, or migrant women. In the migration environment "guest" marriage is become widespread. Often the old family gradually destroyed. "Guest" marriage in Tajikistan is a relatively new social and demographic phenomenon. It received a common spreading exactly among migrant workers. In modern scientific literature there is no single approach on the guest of marriage. "Guest marriage" most social scientists understand more as a forced condition of the person, rather than a free choice (E. Bosk, 2005, p. 12). According to another definition of "guest marriage" - this is a state where people support strong stable relationships (including sexual), a significant portion of their time together, and not much different from a married couple; except that they live at the same time apart and do not register their relationship officially. For example, many respondents before having "guest marriage" have lived in conventional (traditional) families. However, many researchers speaking of the "guest marriage", emphasize that official registration of spouses relations is also possible.

Despite the proliferation of "guest of marriage" among Tajik labor migrants, it has not yet become normal for the entire Tajik society. In Tajikistan, yet traditional attitudes to the need to create a family, strong family relationships and the presence of 3-5 children still preserved. However, the research found out a destructive impact of labor migration on family relationships in households whose representatives are involved in the movement. In particular, 12% of respondents in Tajikistan said that guess or assume that the spouse of their is unfaithful in Russia. Also, a fifth part of respondents are determined to break up in case of breach of faith (Figure 3).
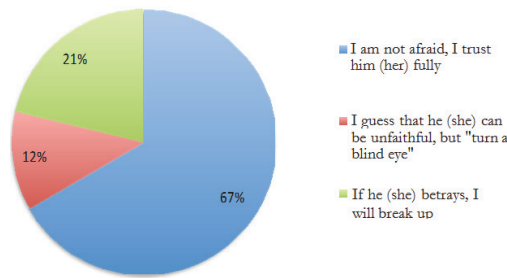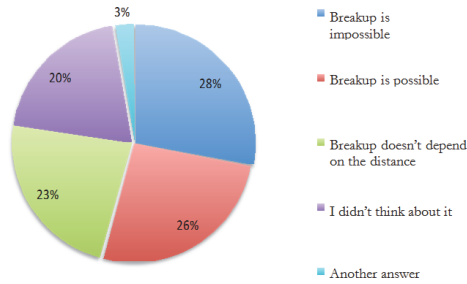
Figure 3. Distribution of the answers of wives (husbands) of migrant workers to the question "Are you afraid that the husband (wife) of yours betrays you in Russia?", % of respondents (N = 186 people in Tajikistan)

The survey showed that in 60% of families in the long absence of one of the spouses misunderstanding and psychological problems in family relationships have arisen (Figure 4). In every sixth family new diseases arose that people associate with the absence of a spouse, or his trip abroad for temporary work, and in 9% of households earlier disease became more acute. In 13% of families conflicts and scandals because of the long absence of her husband became frequent. Approximately 3% of the respondents indicated other problems that have arisen in the family as a result of prolonged absence of a spouse due to labor migration in Russia.
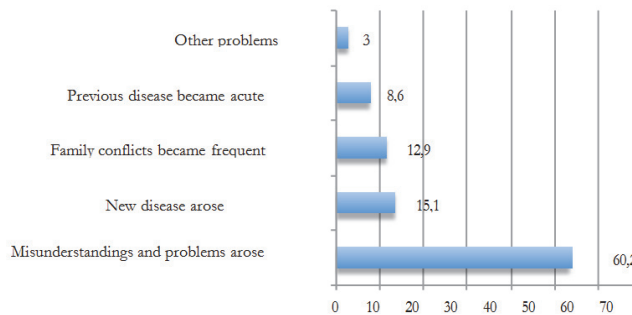
Figure 4. Distribution of the answers of wives (husbands) of migrant workers to the question "What are the problems in family relationships you have experienced because of a long absence of a spouse of yours?", % of respondents (each respondent could give more than one answer) (N = 186 people in Tajikistan)

In the course of sociological survey key problems with which one of the spouse remaining in Tajikistan is facing during the migration of another spouse were identified. Approximately half (45%) of the respondents pointed out the lack of psychological contact, care and moral support from an absent spouse as the main factor (Figure 5). About 40% of partners in Tajikistan had experienced problems with the education of children and 32% - problems with housekeeping. Approximately 12% - lack of regular sexual relations with his (her) husband, who worked in Russia. Thus, one can say that the main factor of destructive relationships for Tajik families are moral and psychological circumstances that disrupt the traditional view of the role of spouses and families functioning. As for the prospects of family relations about 28% of respondents in Tajikistan believe that family breakup is impossible, but about the same (namely 26%) of respondents believe that family breakup is possible (Figure 6). This is quite alarming and, more important, large-scale trend - one of four respondents worried that the family can fall apart. Fifth part of the partners in Tajikistan has not thought about it, and 23% believe that the strength of the relationship is affected not only by the distance or separation, but also by many other factors (relationships between spouses, parents experience, material wealth, and others).

Figure 5. Distribution of answers of wives (husbands) of labor migrants on the question, "Are you afraid that the prolonged absence of a spouse can lead to your family breakup?", % of respondents (N = 186 people in Tajikistan)

To some extent the answers of the two groups of respondents to the question regarding the discussions of rupture of relations between spouses can be regarded as resulting indicator of divorce factors affection. The third part of labor migrants in Russia proves that sometimes such conversations arose in the family, as well as every fourth wife (husband) in Tajikistan confirm this. Often these problems occurred in 5% of migrant workers surveyed in Russia and in 4% of their spouses in Tajikistan.
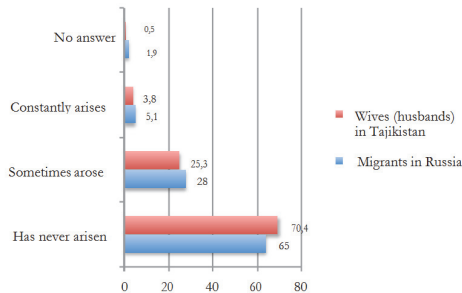
Figure 6. Distribution of answers of labour migrants and their wives (husbands) to the question "Have there been talk about divorce in your family recently? ", % of respondents (N = 214 people in Russia and N = 186 people in Tajikistan)

Thus, labor migration significantly transform family relationships, matrimonial and sexual behavior of the population of Tajikistan involved in labor migration, which will have significant social and demographic consequences for the country in the short term.

4. Discussion

Studies show that 2.8-3.0 million undocumented migrant workers may be on the Russian labor market. And if one disseminate these figures on data of the structure of documented migration, in Russia there may be at least 1.5-2.0 million citizen of Central Asia that have not passed the registration procedures (migrants without residence registration and (or) work permit patent). In this case, remains the exploitation of migrant workers from Central Asia in the Russian Federation remains a serious humanitarian problem (Iontsev, Ivakhnyuk, 2012 & Ryazantsev, 2006). In our opinion, the trend of the Tajik "guest marriage" based on Islamic culture, where, according to the Caranus, it is possible to enter into temporary relationships in the context of the so-called temporary marriage (i.e. orthi - marriage without obligations, muta (shige) - marriage for delight). This type of marriage may be concluded for a period of one hour to ninety-nine lunar years, but if spouses wish it may be renew in permanent marriage.

It should be noted that the Tajiks are Sunnis Muslims with Sufism clearly presented, also received widespread spreading among Muslims of Central Asia and Siberia (Foltz, 1996; Jonson, 2006; Karabulatova, Ermakova, Chiganova, 2014; Sayfulina at all., 2013 & Karabulatova & Sayfulina, 2015). In this connection, Tajiks polygamous family is a normal variant (Ryazantsev et al, 2014). In toto, trend in polygamous relationships attributes Tajik migrant workers to the risk group for the spread of many infectious diseases, including in reproductive and sexual sphere (Kil-Sang Yoo, 2011; How to organize and protect migrant workers in agriculture and related industries, 2014 & Olimova & Bosk, 2003). Findings of

the survey show that 9% of Tajik migrant workers in Russia suffered from venereal disease in the past three years, members of their families in Tajikistan, more than in 11% of cases. According to the survey of migrant workers in Russia 38% of them consulted a doctor on reproductive health issues in recent years. Appealability of their spouses in Tajikistan was lower and amounted to only 23% (Ryazantsev et al, 2014). Hence, the problem itself Tajik labor migration is of polyaspect character.

5. Concluding Remarks

The study clearly states a trend for significant transformation of matrimonial attitude, family relations and sexual behavior in Tajikistan under the influence of intensive labor emigration. Multiple factors of this transformation can be selected. First, it is the scale of labor emigration. They are significant and affect almost every family in Tajikistan. Second, the socio-demographic composition of migrant workers, among those a large part is consisted of people of working and reproductive age. Most of them are young or middle-aged men. In the context of the traditional Tajik society marriages usually are entered to in very early age of 17-20 years. In a situation where the social basis of labor migration considerably expanded (youth is involved more often), many people postpone marriage and as a result increases the average age of marriage in Tajikistan and declination of birth rates in the country. Third, labor migration as a social phenomenon fundamentally changes the mentality of Tajiks involved in it, many of them after the experience of migration in Russia change their idea of family relationships and marriage. Many respondents adopt the Russian way of life, delay marriage and childbearing, easier refer to sexual partners change and divorce. Fourth, a separate long-term residence of the spouses, because of labor migration, often leads to the destruction of family relations, families breakup in Tajikistan. Fifth, labor migration gives the relative financial independence of a man who participates in it, which, together with other factors often alienates him from the traditional family models that exist in Tajikistan. The study revealed several forms of transformation of family relationships, matrimonial attitudes and sexual behavior of migrant workers, which are reflected on families, with possibilities also to reflect on the demographic situation in Tajikistan in not-so-distant future.

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Development of the Human Capital Taking into Account a Gender Factor in Russia

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Abstract

To questions of a gender inequality, professional segregation in Russia, unlike world practice, for many years it wasn't paid sufficient attention that caused interest of authors to this problem. As object of research in article the human capital of the territory which analysis is submitted at the state and regional level, a subject – gender aspect as one factors of the human capital development acts. In article on the basis of methods of generalization, comparison, the statistical analysis, an assessment of dynamics ranks, the analysis of the human capital reproduction processes in Russia and the Southern federal district is carried out; the analysis of the human capital development in the Southern Federal District taking into account gender features; assessment of the directions of achievement of gender equality and its influence on social and economic development. By results of the carried-out analysis conclusions were drawn on a remaining gender gap in life expectancy, an education level, the income; about asymmetry on the labor market, being shown in a rupture of an education level of women, their level of economic activity and returns from investments and the reached level of the human capital; about remaining unequal access to economic resources and lack of the adequate gender policy meeting standards of international law, to Conventions of the UNO and other international organizations. It allowed to formulate the directions of an institutionalizing of gender equality as component, a condition and a resource of development of economy.

Keywords: human capital, gender, gender inequality.

1. Introduction

Now development of Russian economy appreciably depended on such source of growth, as a human capital that are cause by high-quality change of economic, social and political conditions of the social development connect with forming of knowledge economy, increase in differentiation of Russian territories against processes of globalization and in education. The concept of national economy development determined process of a human capital reproduction in federal districts of Russia as a point of growth. The human capital resource are capable to provide innovative development of economy (Bogomolova and Masych, 2011).

It are necessary to overcome available negative tendencies in development of a human capital for development of the Southern federal district (SFD), such as: reducing of population and an employment level in economy; a growth of competition on a labor market concerning efficient personnel; decrease in quantity of the employment population at the enterprises of real economy; low quality and decrease in level of availability of social services in sphere of a health care and education.

According to the Concept of long-term social and economic development of the Russian Federation for the period till 2020th year development of human potential included system transformations of two types: direct on increase of competitiveness of personnel potential, work-force and social sectors of economy; improving quality of a social environment and living conditions of people. This transformations covered medium-term and long-term objectives, priorities and the basic directions of a demographic policy, a policy of modernization of a health care and education, development of pension sphere and the social care, development of culture, forming of effective labor markets and habitation.

The aforesaid had specify an orientation of research on detail of a human capital development in the SFD as the subject of the Russian Federation possess a number of specific details, determine by geoeconomy and ethnoeconomy factors. Research aspects of reproduction of a human capital, it is obviously necessary to pay attention it to interdependency with demographic reproduction of the population of Russia in the course of who developed both

quantitative and quality parameters taking into account regional specificity (Borovskaya et al., 2012).

2. Southern Federal District as Specific Segment of Russian Labor Market

Specification of the presented indicators in a section of subjects about the SFD (tab. 2) is necessary for further research. The all-Russian tendencies remain in regions of the SFD: the greatest number of citizens have the secondary vocational education, approximately the higher and general education, at the same time a share of the population which has got a postgraduate education, rather low have equal number of persons. Data on the Astrakhan region differ a little – the maximum number of the population has secondary vocational educations at lower in comparison with other subjects of shares of the higher and postgraduate education. Statistical data testify that the population education level is higher; the level of its economic activity is higher. Existence of vocational education promotes also to employment opportunities. Higher education level allows the employment population to receive «better» workplaces: stable and bringing in higher income (Roshchina, 2005) that is to be demanded on a labor market.

Table 2. Structure of the population of Russia, the SFD and its subjects on an education level (%) (Regions of Russia. Socio-economic indexes. Statistical collection, 2012-2013)

	Employment in economy								without basic general education
	Vocational education					General education			
	postgraduate	higher (tertiary)	incomplete higher	secondary	primary	general	basic	lower basic	
Russian Federation	0,6	22,8	4,6	31,2	5,6	18,2	11,0	5,4	0,6
Southern Federal District	0,6	20,8	4,1	30,6	5,4	20,1	11,9	5,9	0,6
Krasnodar Krai	0,5	20,5	4,0	29,6	5,0	21,7	12,3	5,9	0,5
Volgograd region	0,4	20,7	4,0	32,5	5,8	19,0	11,1	5,8	0,7
Rostov region	0,6	21,6	4,3	30,0	6,0	18,9	11,9	6,1	0,6
Astrakhan region	0,6	18,1	3,9	35,1	5,0	18,2	11,9	6,1	1,1
Republic of Adygea	0,5	20,8	4,1	28,8	5,1	21,1	12,7	6,1	0,8
Republic of Kalmykia	0,5	21,7	4,8	27,5	3,7	22,3	12,1	6,2	1,2

Qualitative problems of the human capital development are connected with requirements of technological development of the Russian economy to qualified personnel. Owing to what improvement of quality of the human capital assumes education of new system of preparation and retraining of personnel, which would be adapted for modern conditions of innovative strategy of development of economy, including basic updating of all system of the social and labor relations (Labor in the USSR (The statistical reference book), 1932).

Table 3. The main socio-economic indexes of regions of the SFD in 2011 (Regions of Russia. Socio-economic indexes. Statistical collection, 2012-2013)

Region of the SFD	GRP (billion rubles)	Population (thou. persons)		Average annual number employment in economy (thou. persons)		Average per capita money income (monthly rubles)		Investments into fixed capital (billion rubles)	
	2011	2011	2012	2011	2012	2011	2012	2011	2012
Krasnodar region	1229,7	5284,5	5330,2	2288,5	2328,3	18796,0	21077,2	676	797
Volgograd region	761,8	4260,6	4254,6	1902,2	1912,4	16010,3	17987,3	155	198
Rostov region	498,9	2594,8	2583,0	1226,1	1252,9	14519,4	16066,4	101	126
Astrakhan region	170,5	1015,0	1013,9	448,5	442,5	16032,0	17773,4	68	81
Republic of Adygea	55,2	442,4	444,4	151,9	152,0	14271,6	17025,3	16	15
Republic of Kalmykia	28,7	286,7	284,1	113,6	113,0	8829,4	10183,8	9	14

Research of the human capital assumes need of the accounting of a factor of discrimination character – the gender conflict blocking an effective allocation of resources and undermining a basis of progressive social and economic

dynamics through institutional fixing and formalization of an inequality of opportunities of individuals that is shown in structural deformation of society: growth of expenses of the management, the slowed-down growth of labor productivity and, as a result, braking of process of transition to an innovative way of economic development (Petukhova, 2008).

The analysis of position of gender groups in Russia shows that a basis of a gender inequality and discrimination are unequal position of men and women in the economic sphere (various return from the human capital, unequal access to economic resources) and remaining and even an amplifying inequality on health level. Localization of a such inequality and discrimination is caused by realization of a package of measures of long-term impact on society and its institutes (Petukhova, 2008).

The assessment of a level of development of the human capital in the region is based on indicators of social and economic development of the subjects which are a part of the SFD leading regions in which are Krasnodar Krai, the Rostov and Volgograd regions (tab. 3): the most part of the population, the gross regional product (GRP) high level lives in them, the average monthly nominal added salary, the average per capita monetary income.

3. Influence of gender factors on Development of the Human Capital of the Local Territory

In the international practice, pay special attention to the gender indicators, which are important at an assessment of the human capital, as the factor influencing quality, mobility, qualification characteristics of a work-force. Tendencies of involvement of women in a labor market differ in different economic systems that defined high employment of women in Russia as a result of existence of centrally operated economy (Ogloblin, 2005). It is confirmed by the analysis of concentration of women in the economy branches, presented in tab. 4.

Table 4. Branch concentration of women in economy of Russia, 1980-2012, % (The Russian Federation in 1992 (Statistical year-book), 1993; Labor in the USSR (The statistical reference book), 1932)

	1980	1985	1990	1996	2000	2005	2010	2012
TOTAL	52	52	52	47	48	49	49	49
Agriculture	42	41	40	34	39	39	35	36
Industry	49	48	48	41	43	43	41	40
Construction	29	28	27	24	22	19	16	15
Wholesale and retail trade	80	79	80	62	60	61	62	62
Hotels and restaurants	…	…	…	…	84	78	77	77
Transport and communication	25	25	25	26	29	31	28	27
Communication	71	71	71	62	…	…	…	…
Financial activity	87	89	90	74	65	64	67	67
Operations with real estate, rent and service	…	…	…	…	45	44	42	42
Public administration and ensuring military safety	69	71	67	50	33	38	40	41
Education	79	78	78	82	79	80	81	81
Health care and providing social services	85	84	83	82	82	82	80	80
Providing other municipal, social, personal and other services	54	54	52	46	52	67	69	70

The share of women among taken in economy according to 1932 made 27%, by 1950 grew and reached level of 41% and in 1960 (in 10 years) changed on 18 points – 59% – the most observed value. Military and post-war years fell on this period – women owing to the objective reasons assumed man's work in the years of World War II and continued to work in a priori man's branches during the economic recovery, at the same time being the period of restoration of demographic balance (tab. 5). By 1969 level made 50% and after that changes happened within 3 points and by 2012 the share of women among the busy made 49%.

Accepting the approach which is based on definition of existence of a gender segregation at difference of an employment rate of women/men in branch from an employment rate of women in economy as a whole, it should be noted the following tendencies, including basic 1980:

- in base year to «man's» branches (concentration of men from 70%) construction and transport, to «female» (concentration of women is higher than 70%) – trade, communication, financial activity, public administration and insurance, belonged to intermediate branches – agriculture and processing productions;
- next 10 years (by 1990) growth of man's participation in spheres of agriculture and public administration is

observed, and it is rather «leaving» of women the called branches owing to automation of a number of processes. It should be noted also that in both branches of the woman held low-paid positions and workplaces;

— next decade further advance of men in the above-designated branches, and also trade, communication, the financial sphere is observed;

— by 2012 agriculture – almost «man's» branch (64% of men), in construction of the woman are actually forced completely out from branch (85% of men), in trade and public administration – the share of men grew twice, in financial activity – by 2,5 times.

The researchers working within the theory of gender testify that professional «preferences» of women are caused not by physiological distinctions, and a certain way of public life (Youth in Russia. Statistical collection, 2010). The gender gap is defined by set of factors, among which, certainly, regional distinctions.

The analysis of gender indicators of subjects of the SFD (tab. 6) testifies to existence of a gender inequality in the field of compensation against excess of number of women as a part of a work-force: the number of women in all regions exceeds the number of the men, the greatest excess is observed in the Volgograd region.

Table 5. Share of women in population of the USSR (Number, structure and movement of the population of the USSR. Statistical materials, 1965)

Age groups	1939 year	1959 year	1964 year
20—24	52%	51%	50%
25—29	51%	51%	51%
30—34	50%	55%	51%
35—39	53%	61%	55%
40—44	54%	62%	61%
45—49	55%	62%	62%
50—54	55%	62%	62%
55—59	60%	67%	63%
60—64	59%	65%	66%
65—69	60%	65%	67%
70 years also are more	63%	68%	69%

In all regions of the SFD the greatest level of economic activity is shown by men, also at men in all regions level of a salary is higher, than at women that testifies to lower extent of participation of women in work and more limited opportunities of employment of women on primary and secondary segments of a labor market. Certainly, gender disproportions in a context of development of the human capital are defined by a set of factors among which it should be noted essential negative influence of existence and number of children. This result is easily explainable, after all on women the main loading connected with the birth and education of children (Roshchin, 2003) lays down.

In the Astrakhan region the salary of men is 45% higher than at women, in other regions the difference makes 30-35%. Only in the Republic of Kalmykia the lowest value of this indicator, namely, – 21% is observed. Thus, it is less than unemployment women, than unemployment men in all regions of the SFD. The difference in earnings of men and women, as a rule, is explained by an inequality in distribution of men and women by separate professions and branches (a horizontal segregation), an inequality in a salary within professions and kinds of activity (a vertical segregation), and a low estimate of that work in which women are engaged. If distinctions in qualitative characteristics of labor of men and women were the main cause of unequal remuneration, it would be possible to expect that identical indicators of a level of economic activity and an education level will lead and to identical level of a salary, however it does not occur (Roshchin, 2005).

To problems of gender equality in Russia it is not paid sufficient attention, programs aren't realized, the statistics doesn't gather. Owing to these reasons, data on distribution being trained on various levels of training are available only as a whole about the country. Assuming analogousness of tendencies, it should be noted that according to programs of primary vocational education during the period from 2000 to 2012 were education from 38 to 36% of women, according to programs of secondary vocational education in the public and municipal authorities for the same period it was education from 50 to 46% of women, according to higher education programs – level practically didn't change – 57-56%. Thus in postgraduate education growth of participation of women – for postgraduate study from 43% in 2007 to 46% in 2011 is observed, for doctoral studies – growth made 2% and in 2011 this indicator made 48% of being education women. These

data confirm distinctions in structure of the human capital: women on the average have higher education level, but give preference to arts and pedagogical education. As other factors the saved up experience, the professional life – women interrupt work during the birth and childrearing, thus experience which is actual for career, collects just during those periods of life cycle and at that age when women have a high probability of a break in work. Thus, they can lose launching sites to men. (Roshchin and Solntsev, 2006).

Table 6. The analysis of gender groups of regions of the Southern Federal District on a level of economic activity, a salary and to structure of the unemployed, 2011 (Women and men of Russia. Statistical collection, 2012)

Regions of the Southern Federal District	Economically active population on the average for a year (%)		Average monthly wages of employees of organizations (rub)		Relation wages of women to a wages of men (%)	Structure of the unemployed (%)	
	male	female	male	female		male	female
Krasnodar Krai	71,9	57,4	23155	14655	63	81	73
Volgograd region	72,2	59,5	22026	14289	65	82	76
Rostov region	72,5	60,3	20828	13878	67	50	42
Astrakhan region	76,6	61,9	24168	13252	55	24	24
Republic of Adygea	68,5	55,7	16749	11967	71	10	7
Republic of Kalmykia	72,4	61,7	13297	10511	79	12	8

The social construction of a female gender assumes big alternativeness of behavior. Women can be realized both in the business sphere, and in family, or to resort to the mixed strategy of a combination of employment. Men have no such alternativeness, for them career, success – the only option of behavior. The social construction of a man's gender is set much more rigidly and is uncontested. Success, and understood as success outside family life, success in the business sphere, is one of system parameters of a man's gender. Besides, for the SFD the ethnoeconomic and geoeconomic factors defining a role of the woman in a family (the Republics of Adygea, Kalmykia) and branch orientation of regions with prevailing agriculture and a recreational complex are important.

It should be noted preservation of the Russian dependence also: the stable situation on a labor market leads to decrease in competitiveness of women. Thus, women use the strategy of a survival defining big, in comparison with men, readiness for decrease in the social and professional status more often. It leads to that, despite the minimum and being reduced gender inequality in the employment, steady remains both horizontal, and the vertical professional segregation of women causing considerable gender disproportions in compensation.

The relation of a salary of women and men about the country averaged 64% in 2011 – the same level is observed in the Rostov region and Krasnodar Krai. Thus, the lowest level of a salary of women – 55% is observed in the Astrakhan region, the highest – in the Republic of Kalmykia. It finds an explanation in branch orientation of the subject of the SFD – in the Astrakhan region the maximum share of VRP is the share of «man's» branches – mining (19,2%), construction (12,5%), transport and communication (12,2%), and in the Republic of Kalmykia on agriculture (34,2%), public administration (16,6%) where salaries are distributed more evenly. Besides, in Kalmykia the high share of VRP (maximum in the SFD) is the share of health care and rendering social services – 7,1% and education – 6,6% which also assume almost equal compensation – the indicator across Russia made in 2011 83,3% and 89% respectively that once again testifies to a gender inequality of level of the human capital and compensation corresponding to it.

These conclusions are confirmed also by FSSS RF researches: comparison of compensation of men and the women entering the same categories of the personnel showed that on all categories the average salary of men exceeded an average salary of women. This indicator fluctuates from 57% in the establishments, which are carrying out activity on the organizations of rest and entertainments, culture and sports, to 96% in the organizations, which are carrying out production and distribution of the electric power, gas and water.

It should be noted that Russia constantly reduces the positions in a rating of gender discrimination in the countries, presented Global Gender Gap Report-2013 (fig. 5).

Since 2006 Russia lowered the positions on 12 points and takes in 2013 61 places among 134 countries, thus showing positive dynamics only on participation of women in policy and health indicators that compensated falling of level of economic participation of women on 20 points – from 22 places on 42, and also level of availability of education – on 27 positions. This situation is directly connected with lack of the gender policy, institutes providing its realization, the acts regulating gender equality in access to education, to leading posts, policy.
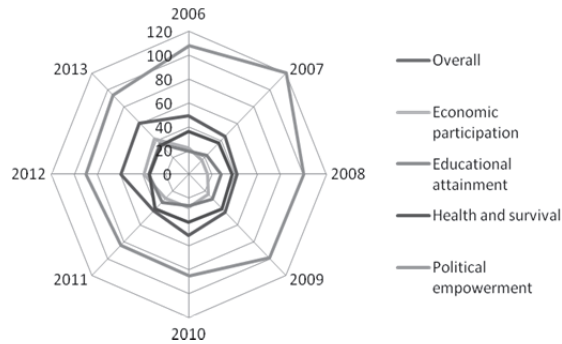
Figure 5. Positions of Russia in a rating of gender discrimination (Work and employment in Russia. 2013: Statistical collection, 2013)

4. Concluding Remarks

In conclusion, of the above it is possible to allocate the following main problems of achievement of gender equality in Russia:

– remaining gender gap in life expectancy, an education level, the income;
– asymmetry on a labor market which is shown that the education level of women is higher, unemployed among women is less, than among men, however, the income and a level of economic activity of men is higher, than at women;
– unequal access to economic resources;
– lack of the adequate gender policy meeting standards of international law, to Conventions of the UNO and other international organizations.

In strategy of development of the international organizations a problem of gender equality as the component of social and economic development takes a priority place when forming a state policy. The thesis of achievement of gender equality in a context of social justice and thesis about gender equality as the factor defining sustainable social and economic development are reasoned. Use of world experience staticizes need of an institutionalization of gender equality and for Russia. This process happens in many states, is declared by the international organizations (the UNO, the World Bank and so forth) world forums. In Russia there is no the institute/mechanism allocated with special powers, defining the directions and programs of achievement of the gender equality, possessing sufficient resource potential for implementation of the called functions and the solution of problems of a gender segregation. The gender inequality negatively influences society development as a whole and its social and economic component in particular, causing increase of expenses of wellbeing, work decline in production, delay of economic growth, GDP growth and the income per capita. The institutionalizing of development of the gender equality which is not only an important component of the human capital level growth, but also a condition of innovative transformation of economy has to become permission of current situation. The national paradigm of development of gender equality has to include not only formal institutes, but also informal rules, norms and the structures supplementing each other that will allow reaching synergetic effect and goals of transformation of economy.

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Society and the State: the Problem of the State-adjusted History Structurization

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Abstract

In the present article the authors based on the analysis of the existing scientific literature critically examine different approaches to the solution of theoretical and methodological problems of the state-adjusted history structurization, offer their vision of the theory of evolution of the state organization of society. In particular, the subject of analysis in the article is the theory of Johan Goudsblom, Karl Popper, R. Nisbet, Marx, Engels and others. The paper argues that the evolution of the state as a political institution is caused by the necessity of solving the society problems, which require the development and introduction of qualitatively new management resources. Evolutionary aspect of management resources stands for the differentiation of the structural components of the state and their regulatory integration. At the same time functional and organized state embodies the type of activities that meet the needs of society for self-preservation and purposeful organization. From the perspective of the authors, each new evolutionary phase of development of the state as a political and legal institution is not only a more efficient way of performing old functions, but also the emergence of new, enhancing opportunities for the development of other structural components of the state. All this contributes to a new system of functions and the formation of a new historical type of a state.

Keywords: state, society, political process, evolution.

1. Introduction

The problem of the evolution of the state as a political and legal institution is a classical one for political science. In the scientific literature there are a lot of ways to describe the evolutionary typology of the state organization, which is associated with the assumption of variation, which is happen to be by a certain logic of fromation and the development of political institutions. Analyzing the question of the essence of statehood, it is necessary, in our point of view, to find the fundamental principle of its system unity. The main elements of statehood are "relatively isolated parts of the state structure, possessing a certain authority and autonomy" (Chirkin, 2000, p. 124). However, the genetic level of statehood as a characteristic of its inherent properties cannot be determined only by the nature of authority concentrated in the bodies of the state. The statehood is influenced by set of social relations that allow its elements and letter the state itself to be formed.

It should be noted that, in the narrow sense, the statehood can be regarded as a synonym for the state in general, the state of a particular historical type, as the structure of authority and authoritative relations in the state, i.e. the system of institutions and rules of their interaction determined by the Constitution. We will consider the statehood in wide sense through the mutual connection of its elements and public relations, functions, institutions, ideology, law, economics, culture, etc., mediating the general features and characteristics of the state.

Considering the state system in wide sense, we do not confine ourselves only to the state (political) and legal structures, but examine the relationship of the structural elements of the state, law and civil society institutions.

In the legal and political science literature problems of the state evolution as a political and legal institution, the analysis of its nature and functioning are always foreground.

Today there are a lot of ways to describe the evolutionary typology of state organization, different alternative versions. And that's not the point in building strict evolutionary scheme, but in allowing some variation, which is still

happen to be by a certain logic of formation and development of political institutions. It is important to us to consider a number of ideas and approaches being put forward by modern scholars and concerning the largest stages and periods of political genesis.

Examination of the historical past in terms of chronology and stadial development is centuries-old. Plato in the "Laws" started the discussion of diversity of political institutions with the lowest levels of social organization. The notion of "process" was used as a basis for the development of the notions of "phases" or "stages". The "process" is considered as a sequence of changes that involve the transformation of something from one phase to another. That is, each "stage" or "phase" is a transition in the forward movement. It consists of small processes and is, ultimately, the large part of processes. In this case, the process does not preclude distinguishing of stages in social development.

2. Literature Review

The theory of stages or phases has not gone unnoticed for critics, the most striking of which are Popper and R. Nisbet (Nisbet, 1969 & Popper, 1993). Johan Gudsblom in his work, which will be discussed below, noted that the tradition of building phase models (From Plato and Aristotle to Marx and Spencer) is criticized for the following reasons: *first*, they lack the historical specificity and therefore the verifiability; *second*, they blend factual and regulatory affirmations; *third*, they are based on the notion of inevitability and teleology. In the last decades two more items were added to that list: *fourth*, they are unable to explain the transition from one stage to another; and *fifth*, they actively disclose the experience of Western Europe and North America, i.e are "Eurocentric» (Goudsblom, 1996, p. 20).

One can agree with J. Goudsblom that stadial models have disadvantages along with advantages. At the issue, because of the small empirical representation, they may be unverifiable. Construction of general schemes of social evolution is often carried out with chronological accuracy.

The advantages include the absence of the primary spatial limitations. One of the most significant metamorphosis occurred in recent years with stage models is reorientation from "phases" and "stages" to "processes". This made it possible to remove the claims of critics of the theory of stages in case of its insolvency in explaining the transition states between the stages and "Eurocentrism."

One of the predecessors of modern theoretical typologies of history structurization is a formation-stadial approach. This approach is one of the most serious attempts to create a comprehensive natural-historical theory. Marx and Engels were the authors of that theory.

Immediate material circumstances of life have been recognized as only and absolute reality. The main postulate is expressed in the formula: "the mode of production of material life conditions the social, political and intellectual life processes in general" (Marx & Engels, 1981, p. 6-7).

Primary and absoluteness of material production of life leads to the creation of a certain dependence of the political superstructure on the economic basis: "In the social production of their life, people enter into definite, necessary, and independent of their will relations – productive relations which correspond to a definite stage of development of their material manufacturing abilities. The totality of these productive relations constitutes the economic structure of society, the real foundation, on which a legal and political superstructure arises and to which definite forms of social consciousness correspond" (Marx & Engels, 1981, p. 8). Thereby it is emphasized that the state, politics, political institutions are caused by the economy. Despite some signs of what is capable of exerting opposite effects on the economy, Marxism singles out the main thing: there is the essential dependence of the political institutions of the economy, the logic of state forms development is determined by the dynamics of the manufacturing abilities, method of production and productive relations.

"The manufacturing abilities ... form the basis of the whole story." This story includes three successive stages of world development: primary or archaic; secondary, or economic, and tertiary, or communist. The Marxist idea of the stages of development of the manufacturing abilities was the key one in the conceptualization of the concept of social formation, which has resulted in typological fixation and formulation as a stage of world development. Marxism requires a clear distinction of formations associated with the type of manufacturing, interformational and intraformational stages associated with the methods of production, as well as smaller stages, not only related to the types of production relations, but also included aspects of the organization of labor, technology, production, distribution, etc. (Lyubashits, Mordovtsev & Mamychev, 2010; & Mamut, 1989).

Numerous followers of Marx and Engels, by virtue of all sorts of circumstances, including incorrect translation of Marx in Lenin's work "What is the "Friends of the People" and How do They Fight against the Social Democrats?" of the era of economic society formation as an "epoch in the history of economic formation of society", contributed to the emergence of so-called pentamer (pyatichlenka). Marxist interpretation of politogenesis was extremely tenacious and is

reflected in numerous neo- and post-Marxist studies. N.D. Kondratiev's concept of cycles is close to formation-stadial approach of Marxism. In a cyclical basis of history socio-economic formations, steps and stages of development of human society easily implant.

The structure of the Kondratiev cycles (cycle length is 40-60 years) is composed of two parts waves: buoyant wave and bearish wave. The buoyant wave is a period of prolonged prevalence of high economic conditions in the world economy. Bearish wave is a period of prolonged dominance of low economic conditions.

Long Kondratiev waves allow to consider not only the cycles of the state of the world, but also a manifestation of technological, economic, political and social changes occurring within such a wave or cycle.

One of the experts in the field of Kondratiev waves G. van Room outlined a themed series of social life, which can be investigated through the following paradigm: social stratification, social mobility, revolution and reformism, the development and dissemination of different ideologies - from liberalism to fascism, changes in religious beliefs, democratic change and others. (Room Van, 1984, p. 237-244).

In the context of the Kondratiev paradigm waves of the various intervals - from 3-5 years to 1000 years (Pashinsky, 1994) are examined; for individual regions temporal distance of their action are marked (Andre Gunder Frank, Barry Gills and George William Modelski); the political dynamics is described (Umov & Lapkin, 1992). Andre Gunder Frank in joint work with Barry Gills reveal the Kondratiev cycles of upturn and recession in the epoch of the Middle Ages and antiquity, which in a certain way structures the world history, setting five thousand years length of the world system against Wallerstein five hundred years length of European systems.

The driving force of the world system development is the accumulation of surplus value or capital associated with the change of hegemony and different combination of market and government.

Frank and Gills in addition to the economic situation consider the rise and expansion of the empires, establishment of the links between them, exchange activation or disintegration of empires and world-system connections.

Another expert in the field of social evolution analysis of world systems and long-term geopolitical cycles J. Modelski in own way structures the scheme of world history. Evolution is divided into four main stages: variation, cooperation, selection and conformation. Transitions from one stage (era) to the other are explained by the exhaustion of innovative impulses that had previously dominated and the preparation of new products of innovations.

Thus, innovative transition from the first era (3200 - 1200 B.C.) to the second one (1200 B.C. - 1000 A.D.) was associated with the formation of multiple cultures and characterized by the proliferation of cities-states, a small number of large empires, etc.

Rather original approach to periodization of the historical development of society was offered by Johan Goudsblom in his work "The History of Mankind and the Long-term Social Processes in the Synthesis of History and Phaseology» (Goudsblom, 1996, p. 22-23). In its research the main "Catalysts" (Fire control; agrarization and industrialization) as a kind of ecological transformations that are dominant at a particular stage of development are highlighted. Then four successive steps are distinguished:

1. The stage when there is no society with control over fire, or agriculture, or industry, or X (X stands for relative human achievement - statehood, writing, religious institutions, etc.).
2. The stage when some societies have control over the fire, but no one has no agriculture, no industry or X.
3. The stage when at least some societies have control over the fire and agriculture, but no industry or X.
4. The stage when at least some societies have control over the fire, agriculture and industry, but none have X.

If we fill X with such epochal innovation as the state (in the sequence from the less developed and simple to more complex and advanced types of political organization), we will obtain an effective tool for comparison and coordination of a wide variety of periodization.

A simple four-step criterion is introduced. For example, for the transition from communal autonomy to the state take the innovation (X) as a chiefdom: 1) this achievement is present in non social community; 2) there is a chiefdom in a social community; 3) some social communities has a chiefdom; 4) chiefdom is present in all social communities.

This life cycle of stages completes with the advent of the fifth stage, when some social community no longer requires such a form of social organization as a chiefdom. It is replaced by another innovation: a specific form of political organization - the traditional state. Traditional state comes into its own life cycle. Such an explication may be applied to other types of state forms.

In reviewing the various attempts of stagial structuring of models on must not ignore the researches of domestic science - Orientalist I.M. Diyakonov book "Paths of History" (1994). The author suggested stadial model of the history, including eight phases: primeval, primitive communal, early antique, Imperial antique, medieval, the stable-absolutist post-medieval, capitalistic and post-capitalistic.

The scientist in his periodization starts from the basic Marxist positions and states it himself: "From the point of

view of causality the theory of socio-economic formations, scheduled by Marx more than a hundred years ago (1859) and in the deformed form formulated by Stalin in 1938 has advantages. According to this theory, the manufacturing obilities, i.e the technology in combination with its producers as a social category, develop as long as the existing social relations of production correspond with the needs of their development " (Dyakonov, 1994, p. 6). Dyakonov believes that in the late twentieth century the Marxist theory of history, reflecting the realities of the nineteenth century, "is hopelessly outdated." He tries to take into account new factors, namely the level of technology and the state of socio-psychological processes. To establish new relations of production, it is necessary, in his opinion, "to bring innovative technologies, in particular technologies for armament production" (Dyakonov, 1994, p.10).

The transition from one type of economy to another and then - from one system of social relations to the other must be accompanied by a change of social values. Significant role is given to the role of military equipment and military science in general. This is important from the point of view of military affiliation with the political structure of the organization as a whole.

Thus, the level of technology and the state of socio-psychological processes is a criterion for a "change of the principle of social relations" or the nature of state system. Exactly these factors contribute to the change of upturns and declines both within a given phase and between them.

Only in the third Diakonov phase (early antiquity), the system of society management is institutionalized, gets generally recognized structure, enforcement machinery and becomes a state.

The phase transition to the primitive community crowned chiefdom (The second phase of the primitive communal). Public institutions typologically belong to the primitive community (The third phase).

In every single period of history societies of different phases of development co-exist, and in a single phase - different societies. This indicates that in every single period in the history societies of different phases of development co-exist, but in a single phase, different societies possess approximately equal opportunities (Parity) and the effectiveness of their political and legal modes.

About these discontinuities and inconsistencies between the generations of political systems, creating difficulties in interaction chronopolitically different in times, but calendarly compatible modern political systems (Ilyin, 1999).

It is interesting that the typology of world-systems proposed by Christopher Chase-Dunn and Thomas Hall (Chase-Dunn Ch & Hall, 2001), in the aspect we are interested in largely consonant with the periodization of Dyakonov. In comparing the two approaches we find out that the third Diakonov phase (early antiquity) corresponds to the primary state world systems which include Mesopotamia, Egypt, the Indus Valley, the valley of the Ganges, China, pre-Columbian Mexico and Peru. The fourth phase - the phase of Imperial Antiquity – corresponds to primary empires, into which autonomous states were united by conquest (Akkad, Egypt, Magadha, Zhou, Teotihuacan, Huari), and to partly multicenter, consisting of empires, states and peripheral regions (Middle East, India, China, Peru).

The fifth phase, medieval, partially covers multicenter imperial and commercialized world systems based on the state in which the important aspects of marketability are developed. Note that the "way of accumulation" is taken as a criterion for distinguishing between world-systems. Sixth, seventh and eighth phases are also corresponding.

For Chase-Dunn and Hall in historical development analysis the problem of the origin and development of chiefdoms and the state from the less hierarchical structures based on kinship of societies was very important. In the periodization they attempted to identify the importance of intersocietal processes and structures (world-systems) in the "core - periodization" aspect.

An essential aspect of the conceptualization of world-systems is the revelation of the effects of different types of interactions over a long distance for local societal structures. It is interesting that the key indicator that allows to provide the domination of the nucleus, where the technology of authority is developed the most, is, as for Dyakonov, a specialized military organization, rear and logistics, strategy and weapons, as well as organizational technique for managing remote provinces and tribute and taxes collecting (Chase-Dunn & Hal, 2001, p. 436).

On their own question: "What are the similarities and differences between the sequence of processes of political centralization and decentralization in various kinds of world-systems?" the authors answer with their own formulation of the hypothesis. It consists in the fact that, first, when the centralized empires improve the technique of authority, peripheral regions lag behind in their development; and, second, the peripheral regions more quickly assimilate social and technological features of the regions of the nucleus, as long-distance trade becomes more intense and based on commodity relations (Chase-Dunn & Hall, 2001, p. 437). Thus, the Chase-Dunn and Hall specify the conditions and nature of the influence of society, leaders (the nucleus) to other societies (periphery) within the world-system.

3. Methods and Materials

While studying the problems stated hereinbefore general scientific methods of knowledge were used: analysis, synthesis, comparison, analogy, deduction, induction, abstraction. Moreover such methods as functional-structural, comparative-legal, sociological and legalistic were applied. It should be noted that the consideration of the processes of state-adjust history structurization was based on the principles of system analysis which are used to solve the problem of the genesis and evolution of the state as a political and legal institution of society.

The principles of the system analysis of the evolution of the state are:

- the principle of social conditioning of the genesis and evolution of the state, consisting in solving adaptive problems of society, requiring new management resources;
- the structural-functional principle, consisting in studying differentiation of the structural components of the state and their regulatory integration that allow to perform innovative public functions that characterize the emergence of a evolutionary new type of state;
- the exogenous-endogenous approach in which intrasocial reasons of the national state origin and international causes of the transition from a feudal to a national type of state are examined;
- the historical approach consists in studying process of formation, distribution and consequences of evolutionary types of state.

An agreement on the co-existence of state formations and stages of development in one and the same historical period is considered to be common for concerned typologies. In this case, the formation of states is a clear watershed in the development of society. State is a politically structured society with specialized institutions, including the military and bureaucratic ones performing control and monitoring functions.

4. Findings and Discussion

The concept of "political evolution" is taken from the work of Dutch researcher, a renowned expert on evolutionism H.J.M. Claessen (Claessen & Velde Van, 1985). Basing on multiline evolutionism Claessen tried to explain cyclical development and those cases where at different stages of evolution similar political structure appear. Evolution is a process of structural reorganization in time. The result is the emergence of some form, structure that is qualitatively different from the previous form. He established that similar political organizations (state or chiefdom) suddenly appear in various regions of the world and in different evolutionary streams. In search of a solution to this paradox Claessen drawn to the idea of Julian H. Steward, who long before tried to explain the appearance of patriolocal groups in a number of companies that are not related to each other. The appearence of disparate socio-political structures Steward explained by the presence of similar cultural forms in these groups. Attention is drawn to the idea of Claessen and his co-author Austen that in order to maintain law and order, to preserve the territorial integrity of the country and other such organizational structures are required that are forced to find effective and functionally successful solutions fast. Here a reasonable functional argument is put forward (Claessen & Austen, 1996). Each political organization goes harsh ordeal of efficiency and by virtue of this, there is little functionally suitable institutions. Claessen believes that evolutionary change is the result of a complex interaction of several factors, namely: economic, ideological, demographic and socio-political.

Structure, periodization proposed Novosibirsk researchers N.S. Rozov not radically different from the academic tradition of politogenesis studying, but it is rather innovative and demands attention. Rozov set the task of improving and restructuring of conceptual in explaining and understanding of history.

Based on his enough extensive philosophical and methodological studies (Rozov, 1992), he formulates a set of requirements for the periodization of the history and politogenesis: the principle of substantiality (periodization should be directly related to the main characteristics that define the qualities that define the specificity and stability of the different parts of the historical-political reality, as well as to the strongest factors (reasons, driving forces, patterns) of historical changes in these parts (Rozov, 1995); the principle of temporal comparability (division of the periods of history on the basis of based conceptually homogeneous and comparable criteria); the principle of spatial comparability (really existing diversity of historical forms, the obvious differences in the rate of historical changes taking into consideration); the principle of comparability of paradigms (conceptual structure of periodization should be comparable with the key categories of the most advanced and productive macrohistorical paradigms); the principle of flexible traditionalism (Rozov, 2001).

According to Rozov the substantial criterion of periodization is in the basic types of a variety of modes changing. Social mode, for example, includes the regular military, political, economic, moral, legal and other interactions. The character of the era is determined by the strongest dominant regime, and it is explicitly or implicitly presented in many

attempts to structure the history of mankind, starting with Hegel and Marx. Under the dominant regimes the author understands "their higher efficiency over a wide range and this efficiency manifested in the relentless spread through repression and assimilation of competing regimes" (Rozov, 2001, p. 247). Rozov introduces the concept of "type - attractor", which is defined in respect of structural approach as a mode complex which is stable within a certain range of conditions.

In the conceptual construction proposed by Rozov the scheme of shifts of dominant regime and mode complexes (types - attractors) is the most important element. Criteria for selection of factors of dominance consolidate the relation of the growth of the importance of political regime in the transition state and society from one phase to another.

Note that a noticeable impact on the allocation of factors of domination was made by the work of American political anthropologist R. Carneiro who in order to identify a political leader identified 14 categories. Of these, the category of "political organization" is the determining criterion of regime efficiency.

Thus, basing on Steward, Claessen idea of stages of political evolution, Carneiro workings-out, Gellner general history structure, I.M. Dyakonov's and others works, Rozov offers his perfectly typical scheme including six phases of development of society, of which four are state-adjusted. The third phase - a "society of early statehood"; the fourth – a "society of mature statehood"; the fifth – a "society through statehood" and the sixth – a "sensitive society" (the developed capitalism with liberal and corporate-state versions). Here also mentioned the basic state establishments in a particular phase of development of society. Each type-attractor or mode complex possesses its level of political evolution (the factor of universal value). The development of political structures and institutions determine the other factors of domination, which are grouped into factors of geopolitical, geo-cultural and geo-economic domination.

For our study it is the most relevant to select factors of dominance, or indicative criteria, which are correlated with the ideas of some scholars discussed above of the phases and the development of society, of the nature of the transition from one phase to the other, and of the reasons of dominance.

In its ideal-typical building the society, according to Rozov, is a set of human groups with the unity of the structures of authority, moral and / or legal rules, the unity of the order of exchange and distribution, the unity of the language or languages of social interaction.

But such criteria meet the advanced form of statehood, in particular, the nation state. Considering the aspect that the basic modes are political, legal and economic, we can define the state-adjust society as a set of human groups with the unity of the structures of authority, the rule of law and the common unity of order, exchange and distribution.

Despite of different ways of statehood forming, everywhere we find the established system of authority (political regime), which regulates the interaction between people (legal and moral mode), the procedure for the exchange of material goods and services and their distribution (economic mode). For communication and social interaction one needs a common language (cultural mode).

The first statehood in the world that has arisen in the Ancient East (Egypt, Babylon) was characterized by special laws, due to the specifics of the Egyptian, Babylonian and other contemporary civilizations (History of political and legal doctrines, 1985), and the ancient states of ancient Greece and Rome - examples of state that emerged, developed, reached the height of civilization and deadlocked within a given culture - Greek and Roman; and feudal states, which were characterized by their peculiar traits, and all other forms of government is inherent in the basic unity of the social and cultural modes. If the unity of the basic modes is broken one can talk about such a society in terms of "falling states" or "failed states". Modern specialists have counted forty-one state, which can be categorized as falling or failed states. The vector of the development of these countries shows their rapid social, economic, political and intellectual degradation. Often the governing board simply leads to the extinction of their own people (Rwanda, Somalia, etc.). One of the parameters of such formations is the inability of the leadership of these countries to ensure basic human rights in their territories.

5. Concluding Remarks

The problems of structuring of state-adjust history are very complex, primarily because of the huge variety of social, political, government forms, varying tempo of politogenesis. Isolation of the stages of development of political institutions (statehood) is complicated by the uncertainty of the common units of analysis, terms and concepts regarding the different paradigms of structuring and periodization of history.

Analysis of the evolution of society through the change of combinations of distinct structural features which differ the society from the preceding one, is carried out in this paper in the basis of Steward, Claessen individual ideas of concepts of history structuring, Carneiro workings-out, Gellner history structure, Rozov general conceptual approach. Although the conceptual schemes of these authors do not offer definitive solutions of the problems of periodization of

historical and public process, but represent an important step towards the knowledge of the internal structures relations (social processes and patterns) and external structures (the division into historical intervals). It is obvious that the review and classification of political formations (the State) largely reflects the values of the classifiers.

Consideration of different points of view on the structuring of the state-adjust history has shown the importance of the problem of the basic criteria for periods distinguishing. Statement of the society's transition from one phase of state development to another requires the allocation of basic criterion or factor - the level of political development, which, in our opinion, is universal in its significance.

The essence of any historical period which discloses the source of changes, the decisive force that causes the transformation of all other sectors of society is the growth, distribution and retention of dominant position of the most efficient, in terms of the period, political regime.

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EFL Learners' Learning Styles and Their Attributes

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Abstract

The influence of branch concentration, the state support, a direct foreign investments and abilities to training, on enterprises borrowing and generating new technologies in the branches of information and telecommunication technologies is analyzing in the articles. The analysis of these factors importance for enterprises using various innovative strategies has been carried out by means of Pearson's correlation factors. On results of the analysis it has been revealed that the main shares of the enterprises in branch are using the strategy of borrowing new technologies. Thus the major factors influencing the enterprises, using this strategy, are: the concentration of branches, volume of direct foreign investments and the state support. The technological progress lies on the bases of economic development. But the innovative processes being the basis of technological progress have various characteristics in advanced and developing countries. In developing countries of the innovations are generally created at the expense of absorption and adaptation of technologies developed in the other countries. The development process of absolutely new technologies in developing countries has a very weak intensity. The strategy of innovative development directed on innovations production, inclusive an engineering and creation of new technologies is applied on a large scale in advanced countries. In developing countries it is applied the strategy of innovations borrowing.

Keywords: the enterprise innovative strategy, dynamic abilities, direct foreign investments, state support, hi-tech sector, ICT.;

1. Introduction

Despite of importance of innovative activity for technological progress the majority of existing researches accept for strategy of borrowing and manufacturing of new technologies as reality, without analyzing, why the advanced countries buy the technologies, instead of generating. Absence of such researches in Russia has defined the tasks of this article which results can become important for state policy of regulation of innovative development of high-technology industries Shevchenko, Razvadovskaya (2013).

In many researches it is noted that the knowledge base, structure of the market and technology influence on innovations Malerbra Fagerberg, (2008); Srholec, (2003). Thus only some researches analyze the influence of foreign competitiveness, structure of external and internal investments into enterprises using a various innovative strategy. In nowadays it is observed the lack of researches which analyze an influence of such factors as the competitiveness and investments on activity connected to production and borrowing the new technologies of the hi-tech enterprises in developing countries Cantner, Pyka, (2001) Malerba, (1997).

Unlike the previous researches considering the results of separate firms' activity, in this article the data is considered at branches level that makes available identification of branch innovative development determinant. The results received during analysis of separate firms are difficult to apply for branch or industry, thus the analysis results of one branch can be employed for some other branches of hi-tech sector. Hence, the results of research allow looking at innovative development of domestic enterprises of hi-tech sector in a new way. The researches results are actual for Russian economy which is aiming to realize the structural shears in the industry and to pass to high-technology economy industries development. The received results can be applicable for many developing countries, in particular, for other countries of BRIK group occupied on formation of innovative system.

2. Theory and Hypotheses

By the present moment there were some actual directions of research of connection existing between the innovations and industry growth in developing countries. It is macro - and microeconomic directions in which is noted that the development of innovative system can occur in two ways. The first way assumes the international transfer of technologies. I.e. an application of strategy of new technologies being borrowed at the expense of technologies exporting through the direct foreign investments and transnational corporations Shevchenko, Razvadovskaya (2014). The effects from new technologies and the scale of their distribution can be unequal in different countries. It depends on ability of the countries effectively to absorb the new technologies Lall, (1992) Park, (1999). Hence, the level of innovative development depends not just on access to new technologies, but also from absorbing abilities of the country Cohen, Levinthal, (1989). In the report of the World Bank it is said that the absorbing possibilities of the country depend on many factors, including the literacy level of engineering staff, investment climate and institutional structure as well.

Thus, in this article an attempt is undertaken in order to reveal the dependence between the concentration, foreign competition, level of knowledge, state support and strategy of innovative development in ICT branch. On the analysis of theoretical provisions on this perspective it is formed the hypotheses which equity will be established by means of analysis of empirical material and modeling.

2.1 Concentration of the branch.

Concentration of branch plays an important role in definition of enterprise strategy. According to theory of industrial organization the branch structure creates a behavior of the firms that in turn defines the branch productivity Scherer, Ross (1990). The support of this thesis is provided also by other researches Donsimoni, Geroski, Jacquemin (1990); Belman, Heywood (1984). Analyzing the literature concerning the organizational efficiency in the branch it is possible to draw the conclusion that the competitive pressure in the branch leads to more effective work of the enterprises. The high competition stimulates the development of innovations, professional improvement and development of new administrative solutions in the branch. At low concentration of the branch the effective distribution of resources [weakens. According to hypothesis about X-efficiency the absence of competition raises inefficiency of production and drives to increase in expenses Lawrence, Lorsch (1967).

Hypothesis 1. High concentration in the branch will strongly influence the enterprises buying and creating the technologies.

2.2 Direct foreign investments.

The direct foreign investments promote an economic growth in host countries directly and indirectly. They assist an employment, increase of competences, and also a creation of new technologies in the host country. FDI represent the most important and cheapest source of direct technologies transfer to developing countries Buisseret, Cameron, Georghiou, (1995).

Hypothesis 2. FDI will influence more strongly on enterprises which are using the strategy of borrowing the new technologies.

2.3 Dynamic abilities to training.

In many researches it was discovered an inverse relationship between the quality of the human capital and activities on new technologies production. At these researches it was proved an importance of knowledge modulation, as the mechanism for promoting the innovations creation Brown, Duguid, (1991); Jaffe, Trajtenberg, (1993). The intensity of workers qualification is one of the main characteristics of the knowledge base in the branch Malerba, Orsenigo, (2000). The qualification of workers is the characteristic of their skills and encloses the contribution to creation of new technology cost. Extension of the knowledge base renders a direct impact on the enterprises taken with development of new technologies.

Hypothesis3. A high level of ability to training positively influences on enterprises making new technologies.

2.4 State support.

The main priority with support of branch is presented the importance in technological progress Fonotov (2013) Djankov,

Hoekman, (2000). In connection to this argument the main objects of the state subsidies in Russia are the high-technology industries, including ICT. Due to that the state intervention into innovative policy is connected with own innovative potential development, the main part of the state investments will be concentrated in the domestic enterprises occupied with development of new technologies. Such subsidies shall influence positively on upswing of research works activity in organizations occupied with new technologies engineering.

Hypothesis5. The state investments exert an influence more strongly on enterprises which are using the strategy of new technologies productions.

3. Data and Methodology

In this research the panels of Russian statistical data compendium utilize since 2005 till 2012 on the branch of information and telecommunication technologies are used. The value of the given branch in innovative development of Russian economy is difficult for overestimating Ganichev (2013). For calculation of indicators the data of statistical year-books «Information oriented society», «Indicators of innovative activity», "Industry" were used. As the analysis unit in this research the branch acts. All enterprises of branch are divided into the enterprises buying technologies (borrowing strategy) and the enterprises creating technologies. For analysis of influence of industry architecture on the enterprises manufacturing and buying technologies the dependent and independent variables are used.

The technologies production: the ratio of expenses on development of new technologies and products to total number of firms in the branch. The higher in the branch the share of firms manufacturing the new technologies, the higher own innovative potential and the closer is branch to technological border Hoekman, Maskus, Saggi, (2005).

The technologies borrowing: the ratio of expenses on purchasing the new technologies and products to the total number of firms into the branch.

3.1 The variables dependent

The direct foreign investments: the ratio of direct foreign investments volume to the total amount of investments into the branch.

Internal abilities to training: the ratio of workers number with the highest level of qualification to the total number of workers in the branch. The higher the indicator the higher the intensity speed of training dynamic aptitudes.

The state support: the ratio of the state investments to the total amount of investments into the branch.

Concentration of the branch: the ratio of the volume of the branch enterprises release to the total number of enterprises in the branch. The higher the indicator the higher a concentration in the branch and the more intensive the internal competition is.

Outsourcing: the ratio of expenses on off-site organizations services to the total amount of expenses on ICT in the branch.

The outlays of Russian organizations on training of employees connected to utilization of ICT: the ratio of outlays of Russian organizations on employees training connected to ICT to the total number of outlays in the branch.

3.2 The technology of analysis

For analysis of industry architecture influence on the enterprises borrowing and manufacturing the new technologies have been worked out the estimated equations:

Borrowing the technologies = (borrowing firms) + (volume of production) + (year) + (FDI + internal knowledge + the state investments) + (concentration + abilities to training + outsourcing) + mistake

Production of technologies = (manufacturing firms) + (volume of production) + (year) + (FDI + internal knowledge + the state investments) + (concentration + outsourcing + abilities to training) + mistake

The equations involve with the variable and constant factors. The system of the equations contains unknown parameters. Therefore the assessment of the equations occurs with the help of the method of smallest squares. The equations involve with indicators of the enterprises borrowing and manufacturing the new technologies that allows considering them as mutually dependent.

4. Empirical Analysis

For carrying out the correlation and regression analysis in research it is used the package of the statistical programs
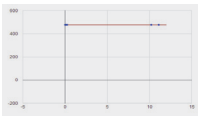
SPSS 11.0.

The greatest interest represent causal-investigatory relations between the phenomena of the innovative sphere of the state development that allows to reveal the factors, making the greatest impact on process of production and borrowing the new technologies. For calculation of parameters α_0, α_1, α_2, …, α_n numerical values it was used the previously cumulative massif of observations for the period since 2005 till year 2011. The results of analysis are provided in table 1.

Regression analysis results (tab. 1) have not revealed an extent of exogenous factors influence on endogenous factors that accounts for by the low number of presented surveillance file on studied process and considered factors joint development.

On the first step of the factorial analysis procedure in the research there is standardization of variables preset values (z-transformation) takes place that allows to solve an objective of data normalizing; then by means of standardized values the calculation of correlation Pearson factors between the considered variables has been carried out. Initial element for further calculations was the correlation matrix. For which construction it was defined, so-called, own values and complying to them own vectors of matrix diagonal elements.

Table 1. The results of correlative and regressive analyses

Technologies Production					
	Linear Regression Equations	Dispersion Diagram and Scheme of Regression Equations	Factors of Linear Correlation and Determination	F-criteria of Fisher	t-statistic of Student
Year 2011	$\hat{y} = 0x + 477.17$		$r_{xy} = \dfrac{n\sum x_i y_i - \sum x_i \sum y_i}{\sqrt{\left(n\sum x_i^2 - (\sum x_i)^2\right)\left(n\sum y_i^2 - (\sum y_i)^2\right)}} = $ $\dfrac{6 \cdot 10416.6211 - 21.83 \cdot 2863.02}{\sqrt{(6 \cdot 227.5567 - 21.83^2)(6 \cdot 1366147.2534 - 2863.02^2)}} \approx 0;$	$F_{\text{tabl}} \approx 7.7086$; $F_{\text{fakt}} = \dfrac{r_{zy}^2}{1 - r_{zy}^2}(n-2) = \dfrac{0}{1-0} \cdot (6-2) \approx 0;$	$t_{\text{tabl}} \approx 2.7764$,
Borrowing the technologies					
Year 2011	$\hat{y} = 0x + 320.35$		$r_{xy} = \dfrac{n\sum x_i y_i - \sum x_i \sum y_i}{\sqrt{\left(n\sum x_i^2 - (\sum x_i)^2\right)\left(n\sum y_i^2 - (\sum y_i)^2\right)}} = $ $\dfrac{6 \cdot 6993.2405 - 21.83 \cdot 1922.1}{\sqrt{(6 \cdot 227.5567 - 21.83^2)(6 \cdot 615744.735 - 1922.1^2)}} \approx 0;$	$F_{\text{tabl}} \approx 7.7086$; $F_{\text{fakt}} = \dfrac{r_{zy}^2}{1 - r_{zy}^2}(n-2) = \dfrac{0}{1-0} \cdot (6-2) \approx 0;$	$t_{\text{tabl}} \approx 2.7764$,

The factorial analysis was carried out for identification of degree of variables dependence on development of the enterprises buying or creating the technologies. As a result of carried-out factorial analysis, 6 factors (see table 2) have been selected.

From table 2 it is visible that there 6 own values are surpassing the unit that means the selection of six factors is done. The first factor explains 32,475 % of the summary dispersion, the second factor of 13,569 %, the third - 11,221 %, the fourth factor - 5,833 %, the fifth factor - 4,882 % and the sixth factor - 3,861 %.

Table 2. The explained cumulative dispersion(production of technologies and technologies borrowing)

Component	Initial own values			Rotated summary of loading square	
	Sum	% dispersion		Sum	% dispersion
1	10,21	32,475	32,475	12,340	32,475
2	9,07	13,569	46,043	5,156	13,569
3	8,264	11,221	57,264	4,264	11,221
4	6,217	5,833	63,097	2,217	5,833
5	4,855	4,882	67,980	1,890	4,882
6	1,467	3,861	71,840	1,007	3,861

Selection method: The main components analyses.

To explain the selected factors the turned matrix (tab. 3,4) allows. On matrix diagonal in block view the factorial loadings of six factors are located. The variables are inside of one block, are sorted in decreasing order of factorial loadings. As it has already been noted, the factorial loadings should be understood as the correlation coefficients between the variables and factors.

Table 3. Results of the factorial analysis (production of technologies)

Variables name	Indicators for calculation		Factor 1	2	3	4	5	6
Concentration of the branch	2005 - 6,06	85,85	0,704	,,,	,,,	,,,	,,,	,,,
	2006 - 6,95	83,40						
	2007 - 6,12	74,36						
	2008 - 8,24	72,40						
	2009 - 10,02	69,84						
	2010 - 9,87	170,09						
	2011 - 10,21	477,17						
Russian organizations outlays on personnel training connected to use of ICT	2005 – 0,01	85,85	,,,	0,681	,,,	,,,	,,,	,,,
	2006 - 0,01	83,40						
	2007 - 0,01	74,36						
	2008 - 0,01	72,40						
	2009 - 0,01	69,84						
	2010 - 0,01	170,09						
	2011 - 0,01	477,17						
The state support	2005 - 0,1	85,85	,,,	,,,	0,532	,,,	,,,	,,,
	2006 - 0,1	83,40						
	2007 - 0,06	74,36						
	2008 - 0,09	72,40						
	2009 - 0,11	69,84						
	2010 - 0,11	170,09						
	2011 - 0,24	477,17						
Direct foreign investments	2005 - 0,02	85,85	,,,	,,,	,,,	0,428	,,,	,,,
	2006 - 0,02	83,40						
	2007 - 0,02	74,36						
	2008 - 0,04	72,40						
	2009 - 0,08	69,84						
	2010 - 0,07	170,09						
	2011 - 0,07	477,17						
Outsorting	2005 - 0,16	85,85	,,,	,,,	,,,	,,,	0,386	,,,
	2006 - 0,17	83,40						
	2007 - 0,19	74,36						
	2008 - 0,18	72,40						
	2009 - 0,19	2009 - 69,84						
	2010 - 0,19	170,09						
	2011 - 0,2	477,17						
Aptitudes for training	2005 - 7,5	85,85	,,,	,,,	,,,	,,,	,,,	0,356
	2006 - 6,8	83,40						
	2007 - 6,4	74,36						
	2008 - 6,8	72,40						
	2009 - 10,1	69,84						
	2010 - 10,7	170,09						
	2011 - 11,1	477,17						

Table 4. The results of factor analyses (borrowing of technologies)

Coefficient name	Indicators for calculation			Factor 1	2	3	4	5	6
Branch concentration	2005 - 6,06	133,92		0,985	,,,	,,,	,,,	,,,	,,,
	2006 - 6,95	127,10							
	2007 - 6,12	132,20							
	2008 - 8,24	141,80							
	2009 - 10,02	175,88							
	2010 - 9,87	166,76							
	2011 - 10,21	320,35							
Direct foreign investments	2005 - 0,02	133,92	85,85	,,,	,,,	,,,	0,758	,,,	,,,
	2006 - 0,02	127,10	40,5						

	2007 - 0,02	132,20	74,36						
	2008 - 0,04	141,80	72,40						
	2009 - 0,08	175,88	69,84						
	2010 - 0,07	166,76	170,09						
	2011 - 0,07	320,35	477,17						
The state support	2005 - 0,1	133,92	85,85	,,,	,,,	0,633	,,,	,,,	,,,
	2006 - 0,1	127,10	83,40						
	2007 - 0,06	132,20	74,36						
	2008 - 0,09	141,80	72,40						
	2009 - 0,11	175,88	69,84						
	2010 - 0,11	166,76	170,09						
	2011 - 0,24	320,35	477,17						
Outlays of Russian organizations on training of personnel connected with use of ICT	2005 – 0,01	133,92	85,85	,,,	0,495	,,,	,,,	,,,	,,,
	2006 - 0,01	127,10	83,40						
	2007 - 0,01	132,20	74,36						
	2008 - 0,01	141,80	72,40						
	2009 - 0,01	175,88	69,84						
	2010 - 0,01	166,76	170,09						
	2011 - 0,01	320,35	477,17						
Aptitudes for training	2005 - 7,5	133,92	85,85	,,,	,,,	,,,	,,,	,,,	0,456
	2006 - 6,8	127,10	83,40						
	2007 - 6,4	132,20	74,36						
	2008 - 6,8	141,80	72,40						
	2009 - 10,1	175,88	69,84						
	2010 - 10,7	166,76	170,09						
	2011 - 11,1	320,35	477,17						
Outsorting	2005 - 0,16	133,92	85,85	,,,	,,,	,,,	,,,	0,386	,,,
	2006 - 0,17	127,10	83,40						
	2007 - 0,19	132,20	74,36						
	2008 - 0,18	141,80	72,40						
	2009 - 0,19	175,88	69,84						
	2010 - 0,19	166,76	170,09						
	2011 - 0,2	320,35	477,17						

5. The Results of the Analysis

The results of analysis testify that such factors as concentration of branch, direct foreign investments, the state support, outlays for training of employees and outsourcing with different degree influence ton he enterprises productions using the strategy and borrowing strategy.

Such indicator as concentration of branch more influences on the enterprises which use the strategy of technologies borrowing and is equal 0,985, besides that for the enterprises using the production strategy this indicator is equal 0,704.

The second on its importance factor, for enterprises using the strategy of new technologies production are the costs of the Russian organizations on employees training connected with ICT. For this group of companies the indicator is equal 0,681, and for the enterprises using the borrowing strategy - 0,495.

On the third place on importance of influence on activity of the enterprises manufacturing new technologies there is the state support which is considered as the state investments. This indicator is equal 0,532 for the enterprises manufacturing new technologies and 0,633 for the enterprises using the borrowing strategy.

The received results disprove the hypothesis that the state support will influence in more extent onto enterprises employing the strategy of new technologies productions. The results of the analysis testify that the state support exert strong influence on both groups of entities, with little deviation in favor of the enterprises borrowing the new technologies. This tendency can be connected with that the public financing is used by enterprises for purchasing the new technologies in the countries advanced. That also is a positive tendency at stage of technological base accumulation, the knowledge base in the conditions of developing economy.

The least value has such factors as an outsourcing and the aptitudes to training which values are equal 0,386 and 0,356 for the enterprises using the strategy of new technologies production. The importance of these factors is not essential, nevertheless, the abilities to training are very significant indicator of the enterprises of high-technology

industries.

6. Conclusions and Restrictions

On the basis of these statistical data on ICT branch, in this article it is given a try to analyze the processes in the field of technological development in developing countries by assessment of influence of internal and external factors onto enterprises have chosen the strategy of borrowing and manufacturing the new technologies.

From our point of view the orientation on the Russian economy allows to analyze the development of high-technology industry in the country with emerging market of hi-tech goods. The heritage of the isolated economy and protectionism policy and the huge domestic market as well allow analyzing the importance of international relations and the state support for development of innovations.

In this article it is received the number of conclusions which are reliable according to specification. First, in Russia, as well as in other developing countries, the innovative strategies are connected generally with loan of new technologies. This tendency is not negative as for development of own innovative potential it is required the accumulation of new knowledge and technologies from the developed countries.

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Methodological Problems in Determining the Basic Features of the Sample Set Controlling the Activities of the Enterprise

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Abstract

This article examines the transformation of initial point of concept of "potential" in the dynamic process from the standpoint of dialectical aspect. Disclosed the essential characteristics of scientific concept of "potential", substantiated methodological approaches in the management of contact with the effective direction of the research category of "resource potential"; revealed the dynamic susceptibility as a key feature of the sample set of resources. The study is based on a comprehensive, integrated methodology for studying the problem of combining the basic tools and resource efficient approaches. An effective approach supposes principal settings and is treated as an economic entity's ability to use resources in the production process, the factors of production. This approach reflects the administrative aspect in the study of the economic category of the resource potential. Resource-based approach integrated with a targeted approach, involves the use of aggregate resources available entity. In identifying a key feature sample set of resources, the authors highlighted immanent and transcendent property of resources. Immanent property resources manifests in their ability to objectively, and comprehensively interact interconnected within the material conditions of the resource potential. Transcendental resources in its subjective form the aggregate sample of organizational conditions of the resource potential. The authors consider the category of «resource potential» as the material condition for the qualitative reproduction of its basic structural elements of a complex, and dynamically interacting with the modalities for the purpose of stable operation of enterprise in market conditions.

Keywords: resource potential elements, immanent resources, transcendental resources, controlling.

1. Introduction

The effectiveness of any socio-economic system, the solution of many problems of social development in reforming the economy, which is directly linked to the extensive, detailed assessment procedure to mobilize resources and, in particular, the results of human activity. Moreover, it is important to note that the analysis of the impact of the production system depends on two interrelated positions - objective and subjective. Objective reflects the possibility of the system itself and subjective position characterizes a person's ability to use these features. Thus, the effect of the current system determined by the degree of utilization of its total capacity, and effectiveness is dependent on the value of the use of existing capacity. Therefore, before proceeding to the definition of the resource potential, we consider it important to stay on clarifying the concept of potential.

2. Methods

In the research used an integrated methodological approach to the problem of combining the basic tools and resource efficient approaches. Resource-based approach involves the complex of the available resources of an economic entity, already in her integrational orientation finds purpose - the choice of resources; the linkage between resources, i.e. resource-based approach does not exist without a targeted approach. Productive approach, as well as at the stage of formation of resource potential, and at the stage of its use, the intended target setting (that's a choice of key resources, and identifying the most appropriate forms of pooling resources, and identifying opportunities rational and efficient use of resources, etc.). Same effective approach that treated as an opportunity, the ability of the economic entity involved in the

manufacturing process of resources, factors of production, largely reflects the administrative aspect in the study of economic category of the resource potential. Thus, efficient approach takes into account the total resources, and all the factors of production, which can ensure the effective functioning of the system.

3. The Main Part

Origins of ontological research subject area the term "capacity" is its etymological meaning. Therefore, translated from Latin, the term "potential" means the power, the power of possibility. It should be noted that many modern industry science took knowledge of the term "capacity" of the physics- energy state of the object, its tension (Shatalova, 2014). So, in biology capacity is viewed as a physical-chemical energy of biological modifications (Chebykina & Bobkova 2014); in sociology - the energy of the individual, which is the starting point of the possible energy reaction of another subject (Chebykina & Bobkova, 2013); in the social sciences - as a source (nat. pulse), the use of fragmentary sections of scientific knowledge to solve any problems in the field of public thinking (Shatalova & Zhirnova, 2014). However, the original definition of this notion should attributed to the philosophy of Aristotle, who considered the Genesis as a synthesis of matter and form. Matter he treats as a possibility of being (or "potency", in the sense of ability to form). The form treated as an "Act" of this ability (ability). Unification of form and matter gives the Act. If explore an act by the part of the form, in the philosophy of Aristotle, it would be "entelechy" (i.e. inner strength, a source of potential enclosing the chain and the result). If explore the Act by matter, it will be a mixture of potency and act. Philosophical aspect of scientific categories "capacity" has allowed many researchers to describe the potential of economy uncertain, not detailed, without possible features. Transformed into actual opportunities they can only result - the action (process). We consider that the process approach to the definition of "capacity" significantly cuts back its essential characteristics. Here, in our opinion, should enter into force on the dialectical principle of universal interconnection (the interaction between matter and form). The substantiation of this position we find in Aristotle himself in the developed by them the concepts of dynamism to the purposes, for which it, revealing form as the main reason for existence, isolated (it classified) reasons (elements of mechanism) the causing changes from the opportunity to the reality: formal - essence of thing; material - substratum (structure) of thing; acting - that which sets in motion (is revealed initial moment to the process, i.e. prime movers); purposeful - aims of the perfect actions. In figure 1 authors presented the diagram of the transformation of the initial moment of concept "potential" into the dynamic action: dialectical aspect.
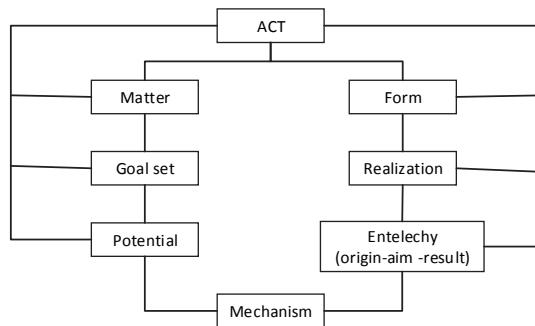
Figure 1. Transformation of the initial point of the concept of "potential" in a dynamic process: the dialectical aspect

All of above allow us to consider the term "potential", as a starting point (source) process; secondary as a dynamic process of achieving the goals. In the first case, the essential characteristics of the concept of "potential" is defined formal reasons of possible changes (sources, targets). In the second case, the essential characteristics of the concept of "potential" is determined directly by a dynamic process (mechanism) transition opportunities into reality; implementation of targets in the results (Table 1).

Table 1. The essential characteristic of the scientific concept of "potential"

Concept definition	The essential characteristic of the concept	In relation to the concept "resource potential"
Potential as a material condition, as a starting point in the process.	1) Defined formal reasons of possible changes: sources and targets.	1) Determined by the structure-forming elements of the resource potential (sources) depending on the target system settings.
Potential as a dynamic process to achieve the goals.	2) Identifies specific dynamic processes (mechanisms) transition opportunities into reality; implementation of targets in the result.	2) Defined by an effective mechanism for managing resource potential.

Data from Tabel 1 and Figure 1 allow justify theoretically system-process approach to the definition of the scientific term "potential". This approach can formulated as identifying the elements of the original component of the potential that have systemic effects on the dynamic processes of transition opportunities into reality. For further clarify the category of resource potential were analyzed existing research areas of his research in the economics literature, see. Tabel 2. (Ashmarina & Sorochkin, 2012; Chebykina & Bobkova, 2014; Chebykina & Bobkova, 2014; Shatalova, 2014; Tushavin, 2014; Shatalova, Chebykina, Zhirnova & Bobkova, 2014 & Semenova, Smirnova & Tushavin, 2014).

Tabel 2. Approximate classification definitions of resource potential on basic scientific research approaches

Scientific approaches	The definition of resource potential
Resource-based approach: an ordered set of resources. Was quantified value of individual resources, their quality characteristics. If we investigate, only a collection of resources, their interaction and influence on each other is not considered. If we study the system (ordered) set of resources, it is necessary the introduction of certain indicators that will clarify this system.	- the totality of available resources, coupled with each other, the use of which allows to achieve the economic effect
	- quantity and quality of resources at the disposal of one or another economic system
	- generalized, collective characteristics of resources
	- set of resources without real relationships prevailing in the production process
	- the collection of all funds, stocks, their sources and reserves
	- system resources used by the complex, i.e., provides for the interchangeability of resources, and used in social production
	- includes human resources and staff organization, production resources, material resources
	- resource actual (real) and organizational factors of production
Effective approach: the potential considered from the viewpoint of the economic entity involved in the manufacturing process of actual resources, factors of production to produce a certain amount of wealth. The result in this case is a "platform" to assess the resource potential as a whole, and its building blocks	- the ability of the economic system to develop, process resources to meet social needs
	- the ratio of the benefits of the use of resources at a certain point in the branch system to the value of the resource (rate of return of resources)
	- co-operating set of resources that have the ability to produce a certain amount of product
	- the dynamics of the market value of the test as an integral indicator of the effectiveness of the company
	- value of a business, as reflected in the balance sheet
	- macroeconomic category, ie total capacity of sectors of the economy
	- level of economic efficiency, which depends on the variety of resource factors
	- Sources improve efficiency - reducing the labor intensity, material consumption, capital intensity and capital intensity of production
	- set of labor, natural and material costs, which are determined by the quantity, quality and internal structure of each resource.
Targeted approach: resource potential considered in terms of the ability of the economic entity to identify, organize, implement and adjust the target setting to achieve the best possible results, using the available resources.	- Resource capabilities of the system for different purposes
	- The ability of the system, in view of account of the total resources and reserves, to achieve strategic objectives and operate stably
	- resource potential is more consistent with the objectives of tactical rather than strategic management
	- set of natural and economic resources involved in achieving the objective
	- the intended use of each element of the resource potential in the production process
	- the use of structural elements of the potential for the realization of social and economic goals
	- implementation of targets of each element in the structure of the potential

Results of the analysis allowed establishing that they are more or less in common both among themselves and with the methodological approaches in the field of management.

Having summarized in Table 2 the main research areas in the study of economic category of resource potential (resource-based approach, effective approach targeted approach), we can say that they are more or less in common, both among themselves and with the methodological approaches in the field of management. Thus, the resource-based approach that involves the totality of the available resources of an economic entity, in the direction of their integration is the goal - the choice of resources; the linkage between resources, i.e., resource-based approach does not exist without a targeted approach. Effective approach, as well as at the stage of resource potential, and at the stage of its use, the intended target setting (this is, and key resources, and identifying the most appropriate forms of pooling resources, and identifying opportunities rational and efficient use of resources, etc.). The very same effective approach that treated as an opportunity, the ability of the economic entity involved in the manufacturing process of resources, factors of production, largely reflects the administrative aspect in the study of economic category of the resource potential. Thus, efficient approach takes into account the total resources, and all the factors of production, which can ensure the efficient functioning of the system. Its essential characteristic manifested in such management practices as a system, process; comprehensive, economic, adaptive, situational (Table 3).

Table 3. Methodological approaches in the management of contact with the effective direction of research category resource potential

Methodological approaches	Brief characteristics
Economical	Determines the most cost-effective management of the organization.
	In effective approach manifests itself in determining the rational structure of the resource potential (i.e. to reduce the proportion of the cost of the building blocks of capacity; to improve the efficiency of their use).
Complex	Implies taking into account all the components of the control system - goals, objectives, operating conditions, management strategy and development.
	In effective approach manifested in the quantitative assessments of the effectiveness of integrated management resource potential of the system.
Adaptive	Involves the construction of (organization) of the mobile control system that, when changing internal and external conditions, the flexibility to change and determine, in turn, operational adaptability to business instability of the environment.
	In effective approach manifests itself in the modification of the building blocks of the resource potential, production factors affecting its formation as a function of changes in the external and internal conditions.
Process	Assumes control of the system considered as a series of interrelated activities (functions), each of which in itself is a process
	In effective approach manifests itself in the target setting for the pooling of resources for optimum utilization of the resource potential, which implies functional actions of managers to plan, organize resource base of economic entity, as well as the implementation of the organizational and economic processes efficient use of the resource potential.
Systematic	Suggests that considering the organization as a whole system, all of whose elements are interconnected. Each indivisible (as part of the system) brings its own characteristics in the overall system. Any system has inputs and outputs.
	In effective approach manifests itself in the target plants at the entrance of the system (identification of the resource base of the subject), which in a functioning system can be taken as a result of (fact) and results in the target output system (efficient use of the resource potential).
Situational	Implies taking into account specific situations, the conditions of the internal environment and the external environment in which the system operates. This approach reflects the quality of the organization's management system, that is, is a necessary component of the system approach.
	In effective approach manifested in the regrouping of the resource base, production factors influencing the resource potential for the realization of the possibility of providing the maneuverability of the system in a changing market environment.

Thus, identified systemic-process elements in the characterization of the notion of "potential", summarized research directions in the study of interpretation of the definition "resource potential", and allowed us to disclose the essential content of this category logical approach from the perspective directions of system and process research. As the resource potential, is a complex, multifaceted economic category, manifested and structural element and starting (starting) point for the development of other types of building, consider legitimate explore a category from the perspective of the social mode of production.

Traditionally, public mode of production characterized by economic theory as a way of organizing social production, which in turn is defined as the unity and interaction of productive forces and relations. Production itself, as a process of social labor classified into phases: direct production; distribution; interchange; consumption. Material basis of the economy are productive forces. These include natural capabilities of society, the factors of production and resources capable of creating public goods and ensure the growth of labor productivity. (Algina& Bodnar, 2011 & Chebykina, Bobkova, 2014.). In economic theory, the productive forces are divided into two groups. The productive forces of the first sequence, which include primary (classical) factors of production – labor power, means of production, entrepreneurial abilities (Ashmarina & Sorochkin, 2012; Chebykina & Bobkova, 2014 & Shatalova 2014).

With reference to the investigation of the resource potential, we consider them as legitimate determine actual resource conditions, as factors of production is, above all, the resources used in the production process and by certain conditions are creating goods and services. It should be noted that in the economic literature remains controversial question of inclusion in the first group of the productive forces of the actual condition of the resource of entrepreneurial skills. In the market conditions of economic management of enterprise, while have been increasing dynamism, as well as the flow of innovations in production processes and division of labor, particularly gets important the resource management, ensuring coordination linkages between different resource conditions in the effective functioning of the system. In this case, management resources rightfully belong to the group of the productive forces of the second order. The productive forces of the second order include a number of other factors (innovation, environmental, etc.), which indirectly effect on the results of the labor process. In the research of the resource potential of these factors, we will characterize as organizational conditions of the production. Ways of connection the productive forces of the first and second order in their totality defines (form) resource potential. Effective use of (consumption) resources - resource potential in the production process, we define as productive consumption, which can be a result of production or production potential. In research have considered consumers' production with defining qualitative content of consumption performance.

Consumer-production - a set of processes (organizational, social, technological, etc.) whereby which reproduces the social content of life (Ashmarina & Sorochkin, 2012, Chebykina & Bobkova, 2013). Quality content is manifests in new useful properties of the results of labor, namely, the use value of the product. Use value - a set of useful properties of the product, due to which it is able to satisfy any requirement of the person (Algina & Bodnar, 2011; & Shatalova, 2014). In the aspect of the research of this category, (that is not the purpose of our work), can be considered and multivariate sides of the impact of the economic potential, which can be shown, for example, in the productive capital, in the consumer capital, etc. If the result considered as a use value, then we can talk about the implementation of the principle: the production in order to satisfaction needs. Moreover, here become important industrial relations. Relations of production traditionally characterized as a set of economic relations between people, folding in the process of social production and social movement of the product from production to consumption (Ashmarina & Sorochkin, 2012; & Shatalova & Zhirnova, 2014). They are divided into organizational and economic; socioeconomic; techno-economic. Economic-organizing relations reflect the form of organizational constraints (specialization, cooperation, concentration and centralization, organization of social production, management) accompanying joint activities of people in the process of production, distribution, exchange and consumption (Algina & Bodnar, 2011; Chebykina & Bobkova, 2014; Chebykina & Bobkova, 2014, Shatalova & Grachova, 2014; Chebukina, Shatalova, Jirnova & Bobkova, 2013 & Semenova, Smirnova & Tushavin, 2014). Socioeconomic relationship - that is relationship between social groups, separate groups over use and disposal of the means of production. These relationships are defined with forms of ownership of the means of production (Ashmarina & Sorochkin, 2012; Chebykina & Bobkova, 2013, Shatalova & Grachova, 2014). Techno-economic relations develop between people in the process of creation and use of objects of labor. They characterize the tangible nature of social production - the state of the art; level of technology, etc. Thus, at the stage of production of consumers' form of implementation of the productive forces are the relations of production. In addition, here, we believe that the economic potential is more pronounced in the prevailing inter-relations of production.

The economic potential that's primarily- economic capabilities of the system, which are determined by the level of development of productive forces, but are economically dependent on the level of development of industrial relations that arise between employees, teams, management personnel of the enterprise over the use of their ability to create a product. Relations of production, to the economic possibilities of the system (economic potential) can both encourage and slow the development of the productive forces (the resource potential) because either diminish incentives to work in economic entities, or increasing the incentive by multiplying.

Many scientists exploring the resource potential (which, together with production potential, as we noted above, is an integral part of the economic potential) based on the hierarchical structure of indicators approaching to the analysis of the influence of the dynamics of the effectiveness of the exploitation of certain types of resources in order to determine

the contribution of a particular resource on changes in the total factor of efficiency.

Thus, the total number of scientists' textured performance expressed as the sum of the weighted average rate of growth of certain types of resource efficiency, where the weighting factors are the share of costs related resources in the total national economic cost (Ashmarina & Sorochkin, 2012 & Chebykina & Bobkova, 2014). That is the basis for the calculations are taken by symbolic full national economic costs. Other researchers have proposed a method of expression of labor embodied labor (Algina & Bodnar, 2011). The authors hold the view, according to which production is spent on living labor workers in this industry and the means of production, industrial production.

The means of production in turn are the result of human labor and associated costs of means of production in the previous stages of production. Materialized labor is taken into account in terms of value, and live - in person-hours or number of employees. In this regard, the problem of calculating the total cost of labor is reduced primarily to the isolation of homogeneous material costs and the cost of the recount of money in labor expression. In this case, different approaches are possible.

Application of these calculations in practice is not always possible due to the cumbersome calculations and lack of primary data. In addition, in the present conditions suitable valuation of the total cost.

By this line of reasoning, it can be summarized that the problem of relations between the basic elements of the economic potential of the enterprise can't have and constant shape, as the different stages of the production process change and driving forces (conditions) that determine the quality characteristics of all the components of the potential.

However, for many years in our country and in it's terms of reforming of the national economy, many companies have frozen the structure of the resource potential, and hence of the economic potential. It was connected with the unrealistic value of fixed assets, which in any ratio distorted and causes an imbalance full potential, which, of course, affects the functioning of the enterprise. At present, there was a dramatic change in the structure of the material factors. In addition, here it is advisable to carry out the analysis in terms of "fullness" components from the point of view of the economic potential of qualitative content. Fundamental (primary) as part of the economic potential are the resources (material factors).

We consider that just its effective use is correct and actual valuation of these factors with the new quality content will allow reasonably assessed as production potential and the economic potential of the enterprise.

We back the view of the authors, who believe that the occupancy of the economic potential of the enterprise quality content can be done through environmental factor (Semenova, Smirnova & Tushavin, 2014). Environmental factors as well as the land is part of the economic potential, fully dependent on natural conditions and force majeure. This provision in the analysis of the economic potential of the company allows us to highlight the environmental factor as an essential condition for constant evaluation adjustment as labor, material and technical resources and evaluation of the potential of the company. Quality content through environmental factor determines and reveals certain relationship private performance of individual elements to each other, and hence the elements themselves. Based on the fact that the material factors of economic potential and their performance is diverse and valued by us, of course, in the valuation, then explore all the components of capital expedient in their entirety. Considered separately, each factor is necessary for the economic potential of its role in the creation of value of the product. In this case, once again emphasize that the resources in conjunction with the production activities of the enterprise reflect the efficiency of the production potential. Manufacturing same potential with income businesses reflects the economic potential of the enterprise.

4. Conclusion

Above author's methodological position research category of the resource potential in the broad sense of the word considered as a result of the development of the productive forces of society in the structure of economic potential, which in turn is largely dependents on the level of development of the relations of production, is logically justified. So, if connect the philosophical aspect of the economic content and capacity development from the perspective of the social process of production, the first part of the production process reflects the material side of his process (initial) - t. E. The productive forces. The second part of the process of social production reflects the relations of production, i.e., dynamic (target) motion (process) of the productive forces (the resource potential) for productive consumption (production potential) and then to use-production, as a result of the second order of the productive forces (the resource potential) at a better round of development, defining, eventually - use value. Figure 2.
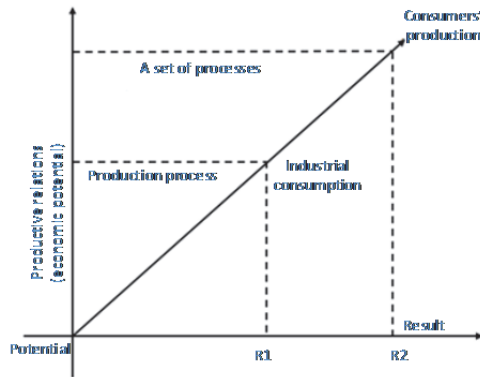
Figure 2. Economic transformation of resource potential in the structure of the social process of production

On the figure 2. impact of the first order (production potential) is designated as R1, and the impact of the second order (use value) - as R2. Should be noted that the authors believe that the resource potential is the "starting point", "momentum" to the formation of productive capacity and thus share these categories. The productive capacity of the enterprise reflects the efficiency of resource potential productive capacity of compositionally manifested in the production of the manufacturing process, which results in the output (Ashmarina & Sorochkin, 2012; Chebykina & Bobkova, 2014; Shatalova & Zhirnova, 2014 & Shatalova, Chebykina, Zhirnova & Bobkova, 2014). From this perspective, can be regarded as the productive capacity of the actual possibility of an economic entity to produce (wealth). This ability of the enterprise depends on the quantitative and qualitative correlation of the resource base of enterprise and organizational conditions of its operation. Justifying the dynamic susceptibility as a key feature of the sample set of resources (see. Figure 3), the authors consider it necessary to divide them into immanent and transcendent resources.
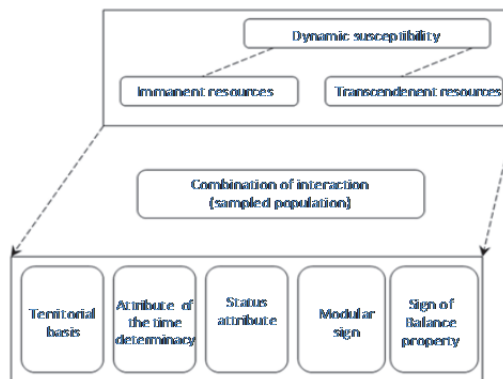
Figure 3. Dynamic susceptibility as a key feature of the sample set of resources

Immanent resources - resources that are directly involved in the process of production (labor, material and technical resources, land resources). Immanent property resources is manifested in their shaping, i.e. in an objective ability to interact in a complex and interconnected within the material conditions of the resource potential. Transcendental resources - the resources that are involved indirectly in the manufacturing process. Transcendental property resources is manifested in the fact that, firstly, they act as the subjective sources of coordinating and organizing the inherent quality resources. It should be noted that this property is functionally reflects the essence of the controlling activities of the facility, namely: focus on the efficiency of enterprises in the relatively long term - the philosophy of profitability; the formation of the organizational structure aimed at the achievement of strategic and operational objectives. Secondly, transcendental property resources act as subjective sources successful interaction inherent resources with the

environment that ensures stable operation of the enterprise market. Transcendental resources in its subjective form the aggregate sample organizational conditions of the resource potential. All of the above allows us to specify the essential content of the concept of resource potential as a material condition for quality reproduction of its basic structural elements of a complex and dynamically interacting with the modalities for the purpose of stable operation of enterprise in market conditions.

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Higher Educational Institutions: Efficiency, Competitiveness, Rating

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Abstract

In the article it is carried out the analysis of indicators of efficiency, competitiveness and ratings of higher educational institutions for the purpose to detect an interdependence and interrelations of these categories and definition of their role in formation of implementation of main mission of Russian leading higher education institutions - joining the leading group of universities of international educational and scientific space. The main directions of formation of competitiveness of the university and offers his concept of "integrated competitiveness." Position of leaders of Russian higher education institutions in international ratings is analyzed, and on the example of Southern federal university its movement trajectory in world and Russian ratings of universities is considered. Thus, substantiates the fact that improving the competitiveness of higher education is the driving force that allows the efficiency and rating of high school to go to a more prominent position in the assessment of their activities.

Keywords: efficiency, competitiveness, rating, higher educational institution, federal university;

1. Introduction

Competitiveness in this or that quality is present at all types of public work. The essence of determination of competitiveness consists in comparison of the results achieved in relation to similar objects and subjects in questions of activity, production, scientific, personal and other objects and characteristics. The assessment of competitiveness level is carried out by various methods and according to this results its level could be treated as "more-less", "better-worse", "above-below" and other similar phrases (Masych et al., 2014).

Thus, the competitiveness is the dynamic process reflecting condition of object during of certain period of time taking into account external and internal factors in comparison with similar organizations.

2. Higher Education Institutions Competitiveness

Competitiveness of higher educational institutions depends on many factors (Kobets et al., 2010). The major of them, according to the Ministry of Education and Science of the Russian Federation are: an educational activity - the Unified State Examination point, research work - research and development volume counting on one scientific and pedagogical worker (SPW), international activity - a specific weight of being trained foreign students, financial and economic activity - the higher education institution income from all sources counting on one SPW and infrastructure, i.e. the total area of educational - laboratorial buildings counting on one student (Government of Russia, 2012). Taking into account these criteria using a special methodic the Ministry determines a level of efficiency of higher education institution and in comparison with other similar higher education institutions it is possible to judge the competitiveness level between them.

But the sense of competitiveness lies much deeper than the provided list of indicators. Thus some indicators, for example a number of being trained foreign students, for the majority of higher education institutions of Russia are low-real.

Michael Porter notes that the «competitiveness is conditioned rather by efficiency with what the firms on places are using the facility for production of goods and services» (Porter, 2001).

Refracting this statement for criteria inducted by the Ministry of Education and Science and carrying out a monitoring of higher education institutions efficiency, it is possible to identify quite reasonably the concept efficiency of higher education institution - competitiveness of higher education institution (Government of Russia, 2013). At the same time it should be noted that if efficiency of higher education institution is defined by five criteria, then the competitiveness

of higher education institution it is the wider concept which has absorbed in the essence a set of indicators. Nevertheless, it is possible to consider the efficiency of higher education institution as the integrated cut of its competitiveness, and the estimates per research and financial and economic indicators of activity are the markers of exit to the Russian and international rating level.

3. Integrated Competitiveness of Higher Education Institutions

Let's consider the main directions of higher education institution competitiveness formation. The parameters of entrance competitiveness of higher education institution is accepted the average point of USE Unified State Examination for school level, the volumes of scientific and technical development offered for implementation, the competition level on positions replacement of scientific and pedagogical workers, the number of invitations for participation of employees in the All-Russia and international scientific and educational conferences and symposiums, the number of foreign students, desired to study at given university, the number of foreign teachers and scientists participating in educational and scientific process, brand, prestige of higher education institution and so on (Kobets et al., 2010).

To output parameters of higher education institution competitiveness relate: the demand of employers of higher education institution graduates per target factor and independent job search on specialty. The employers' references on professional level of workers earlier graduated in higher education institution, the actually achieved scientific and financial results at performance of scientific and technical development, the scientific articles citation index, articles for international publishing houses, the graduates' references on quality of training in higher education institution and others.

Entrance and output competitiveness is connected to the internal competitiveness. It is possible to carry to parameters of internal competitiveness the condition of material and technical basis and higher education institution infrastructure, the level of workers salary, the condition of methodical base of students training and its compliance to requests of the market, the qualification of scientific and pedagogical employees of higher education institution, the progressiveness of organizational structure of governing and efficiency of management at all its levels, the social security of workers and so on.

External competitiveness of higher education institution can be characterized by such parameters as competition among similar higher educational institutions, influence of federal, regional and municipal policy in education field, communications with employers of graduates and customers of scientific and technical development, financing arrangements by the state and private business for higher education institution activity, communication with scientific educational and methodical institutional structures in Russia and abroad.

Thus, the competitiveness of higher educational institutions develops of four components: entrance competitiveness, internal competitiveness, output competitiveness, external competitiveness. Having united all these types of competitiveness into whole it is possible to apply the concept of integrated competitiveness which gradient aims at exit to the Russian and international ratings of higher educational institutions (fig. 1).
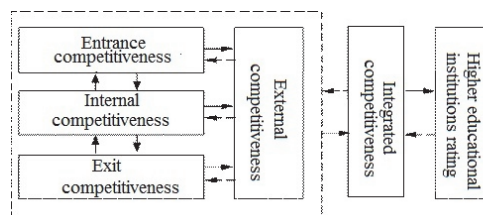

Fig.1. Integrated competitiveness of higher education institutions.

The parameters of all of competitiveness types mutually dependent on each other both: directly, and indirectly. For example, the salary of scientific and pedagogical workers influences the level of entrance competitiveness and if it is worthy, it promotes an attraction of more qualified personnel and vice versa.

4. The Position of Higher Education Institutions - The Leaders in Russia in International Ratings

The Russian leading higher education institutions' mission for last years' happens to be the entrance into Russian world ratings reflecting the success of their activity (Petrosyants and Tchaplygin, 2014). These higher education institutions are passing to the international criteria of activity assessment due to connection with transition to dual-level education system, with the number of scientific articles of employees for foreign magazines, with index of citing, share of foreign teachers and students and with some other indicators.

In the Decree «About measures for realization of the state policy in the fields of education and science», signed by President V. V. Putin of 07 May, 2012 it is a task to provide an occurrence by year 2020 not less than 5 Russian universities into the first hundred leading world universities list according to global world ratings (Putin, 2012).

The plan of measures has been worked out on increasement of leading universities competitiveness and occurrence in the first hundred in one of three global ratings THE WORLD UNIVERSITY: the world rating of universities (THE), the academic rating of universities of the world (ARWU), or rating of best universities of the world (QS). Financing has been for this purpose planned from the state side in the volume of 35 billion rubles and an open competition was announced in which 54 Russian higher education institutions have provided the programs. Per results of assessment by the special commission the 15 higher education institutions have been selected, leaning on their today's condition and potential abilities. Unfortunately, by results of year 2012 only the Moscow State University and the St. Petersburg State University have hit the list of 400 best higher education institutions according to version THE, and in year 2013 in this category there was only Moscow State University. In year 2012 of MEPhI has appeared in rather prestigious interval (226-250 place) which is the best result of this higher education institution. Thus on separate indicators of rating these higher education institutions occupy higher places. For example, in TNE rating in year 2012 the highest grade 100 indicator of MEPhI reaches owing to two scientific articles with all time citation indexes (3306 and 4916). But on quoting in summary rating it is possible to gather at most 30 points from 100, and the backlog per other criteria didn't allow to MEPhI to hit higher position in the general rating(Arefyev, 2014). The general rating on TNE in year 2013 was the highest at the Californian Institute of technology - 94, 9 points. Ranging of higher education institutions on global ratings (THE, ARWU, QS) as a whole is based on similar indicators, such as training and training environment, research-volume-income-results, quoting index, income from scientific production activity, international image, winners of the Nobel and Fildsov awards who have graduated from this educational institution or working in there and some others (Arefyev and Moshnyaga, 2014).

In QS rating the basis is an expert polling in scientific environment on which it is possible to receive 40 % of points, polling of employers - 10 %, ratio of students and faculty - 20 %, number of quoted articles per one scientific and pedagogical worker - 20 %, share of foreign students - 5 %, share of foreign scientific and pedagogical workers of 5 %. The Russian higher education institutions participate in this rating. Thus the Moscow State University in year 2013 has taken the 120th place and has gathered 63, 9 points, the St. Petersburg state university 240th place with about 45, 9 points. On the first place the Massachusetts Institute of Technology with 100 points. The first hundred obturate the universities which have gathered from 68 to 70 points. From this it is visible that the greatest competition for entry into the first hundred higher education institutions is in these limits (Arefyev, 2014).

In the Shanghai rating (ARWU) which is also the global rating, there are no indicators on number of students, teachers and financial results. The main role is played by only scientific activity and existence at employees - graduates from higher education institution of awards of Nobel and Filds. In ARWU rating by special technique it is estimated the quality of training, quality of the faculty, scientific productivity per one worker. Thus the scientific articles published in Nature and Science magazines give the main value. The Russian higher education institutions in this rating are unobtrusive. The Moscow State University of Lomonosov since 2001 till 2005 has hit the first hundred digit group of universities, and the St. Petersburg State University has taken the places from 301 till 400. The Voronezh and Novosibirsk State universities, the Kazan and Ural federal universities have got rather appreciable points on separate indicators of rating (Arefyev, 2014).

Quite successfully the Russian higher education institutions participate in the international rating of WEBOMETRICS universities at the heart of which it is ground the growth of online publications, communication expansion between the scientists and teachers, formation of new communications, efficiency, simplicity and profitability of information volumes (Karpenko and Bershadskaya, 2014). This rating characterizes the network component of higher education institutions (Gusev and Novikova, 2014). In rating more than 12000 universities of the world are ranged.

Indicators of rating are the quantity of web pages which give 20 % of points, number of external references on site from Majestic SEO and Ahrefs (50 %), number of saturated files (15 %), the indicator considering the scientific articles in authoritative international magazines (15 %). The Russian higher education institutions in last six ratings (2007-2013 y.y.) are included into the first ten the countries (Gusev and Novikova, 2014). The regional federal universities dominate among the best Russian higher education institutions, this confirm an efficiency of such schoolings creation, but insufficient quality of scientific researches scotches Russia in this rating of advancing to higher places.

Having considered the movement of Russian higher education institutions in the most significant world ratings it is possible to ascertain the positive tendency consisting in the inclusion of higher education institutions into international system of quality assessment of education and scientific researches (Birnbaum, 2014). The more increasing number of higher educational institutions issues the challenge before themselves on participation in various ratings. But thus the

success of participation in this or that rating should depend on the weighed approach to assessment of current component of scientific and pedagogical activity, potential of development and prospects of objectives implementation. The short analysis of statistical information on points quantum gathered on various indicators in ratings for the last 2 years, can serve as reference point for university from the point of view of participation in this or that rating. As a rule, the universities accept a participation in several ratings and can achieve good result as a whole on rating, and on its separate indicators (Khodyrev, 2014).

In recent years there were new international ratings, such as rating of universities of CIS countries, rating of universities of former Soviet Union countries, TNE rating of higher education institutions of BRIKS countries and of countries with the rising economy, new rating of higher education institutions of BRIKS countries according to QS version, the international rating of young higher education institutions, and also internally ratings of various countries. At the heart of these ratings are put both criteria of leading international ratings, and new indicators.

5. Trajectory of Movement of the Southern Federal University in Ratings

On the example of the Southern federal university (FSAI) we will consider its trajectory of movement in world and Russian ratings of universities. The Russian academic rating is estimated in 2010-2013 by five criteria which define level of efficiency of higher educational institutions. It is thus supposed that the higher education institutions which have got in TOP-100 appear in the sphere of fixed interest of consumers, the authorities and business. The generalized rating on the basis of calculations of factors of activity and stability gives the first three places to the higher school of economy (100 points), the Moscow State University (83 points), MGIMO (76,5 points). The southern federal university the first of federal universities has taken honorable 11th place, having gathered 38,5 points. Following the results of 2012 of FSAI has taken the 867th place in the international rating of WEBOMETRICS instead of planned 600. It was the first real test of level of competitiveness in the international ratings. The rating of WEBOMETRICS is included into number of leading ratings, analyzing not educational activity of university as a whole, and representation of higher education institution in Internet space. The rating allows estimating indirect way research activity of higher education institution through comparison of Internet sites. FSAI possesses the powerful diversified scientific base, allowing mastering considerable volumes of research and development. The scientific potential of scientific and pedagogical workers dynamically grows that is positively reflected in productivity of scientific achievements. In this rating more than 12000 best educational institutions of the world and the 867th place - quite good result are ranged, considering that it in essence the first showdown.

Following the results of 2013 of FSAI has shown high-quality break, having accepted fate in rating of the best universities of the world (QS) having taken position in cluster 601-650, thereby has confirmed the joining to group of dynamically developing universities of the world (Borovskaya, 2013). Among 15 Russian higher education institutions participating in this rating of FSAI has taken the 14th place. In world rating of WEBOMETRICS for January, 2013 of FSAI has taken the 999th place in the world and the 12th place among the Russian universities. As of August, 2013 1351 places and the 10th place in Russia respectively.

Improvement of positions at rating level in comparison with year 2012 specifies probably the growth of information volume on university web pages with simultaneous accretion, of indicators of scientific activity.

In Russian ratings the position of FSAI are quite successful. So in national rating of INTERFAX agency among 105 Russian higher education institutions following the results of 2012, FSAI has taken the 12th place, and on indicator «research activity» the 3rd place. In rating of higher education institutions of Russia according to the Expert RA rating agency version per criterion «research activity» the higher education institution has taken the 6th place among 100 of Russian universities and the 24th place in summary rating of year 2013 (Borovskaya, 2012). Analyzing the FSAI achievements in ratings of year 2013 in comparison with 2012, it should be noted an appreciable increase of competitiveness of university both: in international, and in Russian space. The results shown characterize the high level of FSAI competitiveness among the Russian higher education institutions.

For more productive advance of FSAI in new international authoritative ratings it is necessary to increase the tendencies of main criteria of indicators which are considered on them. As FSAI possesses a powerful scientific base (rather large scientific research institutes, experimental design bureau, laboratories, scientific and technological centers, etc.) and also an effective scientific activity of departments, in our opinion, it is necessary to emphasize such ratings in which the greatest number of points can be received for scientific development, researches, scientific articles, citing index. It is necessary to increase a number of scientific articles and reports in English, published on sites of university and in magazines. Thus the other criteria considered in ratings, shall be improved and developed continuously that will promote an advance in summary rating.

Thus, having considered an essence of efficiency of higher education institutions, competitiveness and rating it is

possible to note their close interrelation and interdependence that, in fact, characterizes a competitive position of higher education institutions in the sphere of their activity. Competitiveness is the base of development of higher education institutions efficiency and positioning in Russian and international ratings. Formally the concepts efficiency, competitiveness, rating reflect a quantitative assessment of ranging and a place which was occupied by higher education institution for the current period in comparison with previous. At the same time the competitiveness includes the bigger number of indicators and criteria, than the efficiency of higher education institutions and ratings. As a whole an increase of competitiveness of higher education institutions presents that dynamics which allow to efficiency and rating of higher education institution to chalk up on higher positions at assessment of their activity.

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