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Contents

Title
Neuromarketing For Education: Rethinking Frameworks For Marketing Activities

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Keywords
Neuromarketing, neuroeducation, biofeedback, Current Mental State technique, ZMET.

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Abstract
The article analyzes the issues of neuromarketing theory and practice applied to education. Frameworks for marketing activities at the modern university are to be expanded due to new challenges. The urgent need to understand the emotional side of the educational process has led to the search for new approaches and tools for academics and practitioners. Neuromarketing is an emerging field that bridges the study of marketing with neuroscience. The importance of the multidisciplinary approach to the problems of modern education is emphasized. The article presents a modern approach to neuromarketing research and its innovative information about neurophysiological reactions during the process of educational activities that helps to enhance its performance. The basic directions of neuromarketing and neurobiological research in education are demonstrated: imbedding neuromarketing in the list of disciplines for a number of economic and managerial training areas; the implementation of neurobiological research results and recommendations concerning the audience's attention, students' engagement, creating teaching materials, instructional websites, e-books and courses, presentations and media, assessment of learning outcomes; using the neurobiological research results in the university marketing activities (advertising campaign, building brand awareness, etc.). The article summarizes the main issues of the neuromarketing studies in education and its implementation based on new research methods such as the Zaltman Metaphor Elicitation Technique (ZMET) and biofeedback.
Authors Names & Surnames
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Title
Neuro-Technologies For Knowledge Transfer And Experience Communication

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Keywords
Knowledge transfer, education, experience communication, competencies sharing, neural networks, neurotechnology.

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Abstract
The training and education systems can utilise the neuro-web and neuro-technologies for communicating and transferring knowledge and competencies and for correcting problems in the reality’ reflection, perception and understanding. The advantage of neuro-communications is built on the capacity to detect directly individuals’ perverse behaviours or attitudes, and to influence directly the emotions, feelings or sensations. The implementation of the neuro-technologies for the educational purposes permits one to adapt the process of getting and applying knowledge and skills with a higher level of individualization and concretization. Understood in this wide sense, the education or training process is similar to the socialisation, the knowledge and experience transfer concerns any situations of learning, as well everyday situations in the organisational or economic behaviour, in professional growth and in the social construction of networks of cultural activities. This paper aims to contribute to the analysis of the neuro-technologies within the knowledge transfer through the conceptual study of the potential ways of the neural networks’ implementation to exchange the skills and competences and to communicate the experience of a student towards a teacher, taking into account that in different moments any of the roles can be played by the actors.

The purpose of this conceptual analysis is to structure the approaches of the neuro-communications and to configure the ethical vision of the potential, carrying out the neuro-research, in cognitive economics or in the knowledge transfer.

Authors Names & Surnames
M.Yu.Ababkova*, N.N. Pokrovskiaia, I.R. Trostinskaya
Title
Information Prospects For Socio-Cultural Development: Contradictory Grounds

Doi
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Keywords
Information paradigm, information society, postindustrialism, analytical strategies.

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Abstract
The article discusses the reasons for the relevance of the information paradigm in the analysis of the modern social development and the specific features of the corresponding socio-technical transformations. Particular attention is paid to the problem of the genesis of the attitudes to the information society and its place in the national historiography. The focus is made on the changes in the scientific interest in the information parameters of the recent social development in Russia and on the new priorities of the research into social and humanitarian fields. Currently, the discussion of the problems of the "information explosion" is losing its popularity in the Western scientific space. It seems that the hopes for the information transfiguration of the society are now abandoned. The researchers are paying less attention to the long-term forecasts and hypotheses of full-scale social transformations, and they are becoming more concerned about the specific questions of the integration of information technologies into different social and cultural areas. In Russia, the informatization of social and cultural areas is mainly discussed in scientific and functional terms due to the fact that the researchers were hesitant to introduce Western analytical strategies and considered the issue as an opportunity to "withdraw" from the pressing social and economic problems of the Russian society. The article concludes that the exaggerated praise of the information paradigm often covers up the fact that the information concepts, being the continuation of the neo-industrial paradigm, have changed little in the description of socio-technical development prospects.

Authors Names & Surnames
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Title
Industry 4.0 Requirements For Quality Of Human Capital And Competences Formed Within Educational Institutions

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.4

Keywords
Knowledge transfer, education, human capital, competencies sharing, social networks, industry 4.0, connected factories.
Abstract
The connected factories and the internet of things raise new concerns in the field of the future competences that will be required by the labour market and that should be formed by academic institutions through educational programs. The new technologies and the digitalisation of everything will change the structure of the skills needed for enterprises; thus, the new human beings’ role will arise. In this context, machines will replace people at the routine functions including the simplest decisions to be made, but the human beings should be able to check, to control and to correct the functioning and choices made by machines. The machine learning algorithms compete with the traditional system of humans training; the division of labour is to be extended to the division of education.

The academic institutions are looking for new functional roles in the societal and social-economic space. The future business will need the innovative reasoning and competences of making choice in complex changing environment with an infinite diversity and deep humanity as a determinant for profitability. Education as traditional transfer of knowledge looses its importance due to the overload of information in the Internet, but its role even increases for transmission of culture and of thinking.

This conceptual paper reveals essential features of the new functional and system roles played by the educational institutions within the industry 4.0 context, taking into account the combination of the total digitalization and the global knowledge society fostering.

Authors Names & Surnames
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Title
Organizations Of Regional Culture In Assessments Of Quality Of Services

Doi
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Keywords
Culture, region, cultural organizations, quality of services, indicators.
Abstract

Independent assessment of the quality of services rendered by the organizations’ culture is one of the forms of social control and is carried out to provide citizens with information about the quality of services of organizations of culture, as well as to improve the quality of their work. One single model is used for independent assessment of the quality of services of cultural organizations using the automated information system of accounting two values: the views of recipients of services and accessibility of information on the official website of the organization. Indicators are determined by the Ministry of Culture of the Russian Federation. They are uniform for all regions of the country and have common criteria for assessing the quality of services of organizations of culture. They are the openness and accessibility of information about the organization culture, the comfort of the terms of service and the availability of their production, waiting time of service, kindness, courtesy, competence of employees of cultural institutions, satisfaction with quality of services. In Kursk region, the study of assessing the quality of services in the field of culture started in 2015 for 9 different kinds of organizations (libraries, museums, philharmonic societies, theatres, etc.). Independent assessment of the quality of services of organizations of culture involves the use of publicly available information about the organizations culture, including in the form of open data. These results have a unique character, and an independent assessment for each organization is posted on the official websites of public authorities.

Authors Names & Surnames
T.V. Andriyanova*, E.N. Kirnosova, I.F. Starodubtseva

Title
Diversification Indexes: Arrangement And Application Possibility For Company Towns

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Keywords
Diversification, index, company town, concentration, structural changes.
through the diversification strategy. The diversification process supposes the change of the company town structure from a single industry to diverse. The article contributes to the concept of company town diversification and the methodology of its evaluation. The authors compare “diversification” concepts at the regional level matching the objects of diversification. The article summarizes and systemizes the indexes of diversification measurement and offers to divide them into two groups – general and specific indexes. The general indexes can be implemented in different economic activities and objects whereas the specific ones focus on the micro or mezzo levels. The system of indexes for the diversification evaluation is complemented by shift-share and regional indexes. The results are figured out in a schematic way classifying the diversification indexes according to the object and the possibility to use the indexes for a company town diversification evaluation. All considered methods are compared by the range of results, possibility to assess the dynamics, and the variety of measured data. The comparative analysis made it possible to define the indexes that can be applicable for company town diversification evaluation and offer the diversification index for company towns that combines the considered measures.

Authors Names & Surnames
Irina S. Antonova*, Kristina A. Bannova, Ekaterina S. Solomahina

Title
Phobias Implementation Through Political Media Discourse

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Keywords
Phobia, migration, mass media, tolerance, society, political discourse.

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Abstract
In the given paper the authors consider linguistic mechanisms of formation, fixation and implementation of phobia units in the English and Russian-language press. The authors stress that media can realize the function of society’s unity or its stratification in the unstable economic and political situation, when fears and hopes of society are exposed as they are. Phobias are generated as a concept, and then broadcasted to the masses through the media texts, influencing the audience at the rational and emotional-and-psychological levels. The word “migration” is taken as the basis of the discursive practices involved in the phobias’ formation. The analyzed articles form and implement phobias by representing the dichotomy of “ours”-“theirs” through the attitude towards “alien”. In the articles within a political framework a political perspective is always focused on the subjective interpretation of a particular event. The authors compare and analyze the language material transmitting phobias in the Russian and American media. Analyzing contemporary authentic language material, the authors identify similarities and peculiarities in the phobias manifestation, stressing that phobias implementation and, consequently, the choice of language means of manifestation, are influenced by the political situation in the country. This means that the event in the studied discourses is described in a more uniformed manner due to the specific language employed.

Authors Names & Surnames
Title
Problems Of Counteraction To Corruption In Relationships Between Authority And Society

DOI
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Corruption, authority and business, civil society, expert institutes.

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Abstract
The problems of counteraction to the corruption in the Russian Federation are analysed. The authors chose the attitude of the authority to the society as an object of the research. The authors undertook the attempt to not only show the negative effect of corruption illegal actions, but also to determine the main direction of counteraction, including by means of expert institutions and other forms of influence of civil society on the processes of minimisation of the corruption in Russia. Activation of the struggle with corruption is determined by actualisation of the most important functions of expert institutes. These functions include provision of open, reliable information for government agencies; assistance in the early diagnostics and assessment of possible consequences of the made decisions; giving opportunity to the government bodies to extend the information and organisation base of solutions; reaching publicity and other groups of interests or, on their behalf, the government bodies. Besides, there is mediation between citizens and government institutions; involvement of citizens, public organisations in participation in specific political, socio-economic urgent questions; consolidation of the public order; legitimation of political, socio-economic solutions. In addition, they can include attaching legitimacy to state-social life and activity of government bodies; provision of the channel of interaction between “citizens and social structures”, “science and state”, “business structures and government bodies”, expression of public differentiation, the formal lobbying of objectively existing groups of interests on the government bodies and many others. These and other aspects of the problem have been reflected in this paper.

Authors Names & Surnames
T. V. Tselyutina*, Zh.N. Avilova, V.V. Moiseev, V.F. Nitsevich
Dynamics Of Social Chronotope Of Russian-Ukrainian Borderlands During Nonequilibrium Turbulent Chaos

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Keywords
Russian-Ukrainian borderlands, social chronotope, turbulent chaos, dissipative system, strange attractor, safety.

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Abstract
The paper studies the dynamics of the social chronotope formed in the Russian and Ukrainian border regions in times of nonequilibrium turbulent chaos, which was present in this geopolitical space for the past two decades. The cross-border social chronotope is referred to as an established cultural model inherent in the collective conscience of the borderland residents, which reflects the specificity of interpersonal relations between border dwellers and their self-identification with phenomena of the past, the present, and the future. This paper proves that following the disintegration of the USSR, the dominant cultural model in the Russian-Ukrainian borderlands ceased to exist and two separate chronotope systems emerged on either side of the border. Their autonomy is further proved by the growing mutual misunderstanding between the border communities and a broadening gap in their interpretation of the past, the present and the future. In this paper, each social chronotope is analyzed as a dissipative system. At the same time, the need for security affects ambiguously the dynamics of the social chronotope. On the one hand, it consolidates the regional border communities; on the other hand, it serves as a potential source of dissatisfaction with the actions of the authorities as incapable of removing a set of dangers and threats.

Authors Names & Surnames
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Title
Social Networks Modelling: The Case Of Virtual Buddhist Communities

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Keywords
Buddhism, mathematical modeling, social networks, Internet.

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Abstract

Social media has become an environment for the emergence of new forms of religious activity. They are a very promising field for the sociological research of religious activity and identity. Actually, digital religion is a new agenda in the Sociology of Religion and Digital Social Studies. At the same time, this field is connected to the methodological and technical problems of “Big Data” and studies of social networks with its weak structured and increasing volume. “VKontakte” is the most popular social network in Russia with more than 380 million users. So, digital sociological research increasingly requires application of modelling in the form of network structures; it allows obtaining valuable information on general regularities of interaction between community members and comparing different social groups. The article attempts to analyse a number of important topographic characteristics for creation of the graph model of Buddhist communities in the social networking service “VKontakte”. The authors have investigated assortativity, the degrees of vertices, and the lengths of the shortest paths for the friendship graph of Russian Buddhists. It is shown that currently there is a significant growth of the Buddhist segment of social networking service, a number of Buddhist communities and Buddhist users are increasing. This segment as a whole reproduces social networking characteristics, but Buddhism is not an assortative feature, and Buddhist communities are weakly structured and influenced by many differentiating factors.

Authors Names & Surnames

Timur Badmatsyrenov*, Maksim Skvortsov, Fyodor Khandarov, Vladimir Rodionov, Innokenti Aktamov
In general, in the theory of international relations, there are a number of the most common modeling methods. Logical-deductive models based on theoretical assumptions about the object under study are often used in theoretical research and comparative typological generalizations. The basis of theoretical modeling variability is political science development through change and competition of paradigms. Representations of the subject, methodological principles, characteristics of problems and empirical tools of political research are grouped according to ideological preferences, maintenance of the power structure within a scientific discipline and perpetuating the established order. The aim of the paper is to describe the modeling methodology in the field of international relations theories. The overview of classic paradigms of international relations has shown the absence of the adequate ones for a bilateral relationship analysis. However, the theory of modeling and a scenario approach has a high prognostic potential for bilateral relations studies.

In addition to theoretical and analytical modeling in the theory of international relations, empirical-oriented models have been developed significantly. They tend to use a large amount of empirical data and a great number of quantitative statistical methods of mathematical analysis. The construction of such models is often considered as a stage of general analysis, which assumes the formalization and mathematical expression of basic elements and relationships of the objects under study. Mathematical models have significant advantages from the point of view of specifying and clarifying conclusions and increasing analysis and generalization complexity.

Authors Names & Surnames
Vladimir Rodionov, Timur Badmatsyrenov*, Innokentii Aktamov, Dagbaev Erdem, Dashinimaeva Polina, Kombaev Alexei
Russian levels, to immerse students in the historical, cultural and spiritual space of their region, to create a life environment for the development of the individual, purposefully forming the spiritual and moral consciousness of the student.

Authors Names & Surnames
Olga Alexandrovna Bahchieva*

Title
Foundations Of Composition And Complexes Of Production Gymnastics For Increasing Working Environment

Doi
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Keywords
Society, labor productivity, working capacity, health, a healthy lifestyle, industrial gymnastics.

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Abstract
Unstable economic and political relations lead to the emergence of social and man-made stress factors that affect people. This gives rise to many problems that have a negative impact on the physical and psychological state of the population. The social importance of physical activity in society is increasing, and its role in shaping a healthy lifestyle of the Russians is growing. The formation of a healthy lifestyle should be an important policy direction in the field of health protection. The most effective means of reducing fatigue in the conditions of production is production gymnastics. The nature of industrial work has changed over the recent period: computerization, changing technical equipment, increased complexity and a significant amount of production processes change the role and place of labor in production. The intensification of labor causes an increase in the work load, the functional stress of the physiological systems and the organism as a whole, the growth of fatigue and a decrease in working capacity.

Preservation and strengthening of health requires the organization of physical culture and health work in production. To successfully increase the productivity of labor in enterprises, firms need to apply production gymnastics taking into account the specific nature of the work activity. Complexes, compiled taking into account the analysis of the nature of labor categories of workers, help to increase productivity.

Authors Names & Surnames
Bakulina Elena Dmitrievna*
Title
Forming Composite Financial Indicator For Company Ranging In Oil And Gas Complex

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Keywords
Financial index; oil and gas companies; resources extraction companies; financial statement; account report.

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Abstract
Investment and financial policy of companies facilitate getting additional resources for financing and strengthen their financial status. Various methods have been developed so far, and there are a lot of financial coefficients by which one can evaluate and mark not only financial but also industrial potential of companies. But every region of the Russian Federation and every industry have specificities that are very difficult to take into account in defining regulatory meaning of financial indicators. That is why, the authors suggest forming a single financial indicator, and they have analyzed some companies of the oil and gas sector of Tomsk region. In the authors’ viewpoint, the consolidated financial indicator allows assessing and analysing comprehensively the level of competitiveness of business entities. The obtained rating revealed that the first places belong to truly successful companies, which in fact undertake managing activity. The last places belong to the companies that do not manufacture goods, do not have any managerial and production expenditures. In this connection, the subsequent study and construction of an optimum business strategy is possible based on the constructed rating and comprehensive study of the leaders. The knowledge of factors, influencing the functioning of the organisation negatively, allows the agents of management to elaborate managerial decisions, correcting the managerial process. The number of taken corrective managerial decisions depends on the quality of managerial decisions made, which will lead to the change in the company’s position in the composite rating.

Authors Names & Surnames

Title
System Of Indicators For Economic Assessment Of Sustainable Regional Growth

Doi
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Keywords
Sustainable regional growth, business development, assessment method, economic, social and ecological environment.

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Abstract
Economic, social and environmental dimensions of the regional growth are relatively isolated, and the lack of necessary tools makes it difficult to evaluate their interdependence. These tools are needed to evaluate the overall stability and connectedness of the system and facilitate effective and prioritized decision making aimed at a stable growth. The authors think that the sustainability concept can be a foundation to develop such tools, including a system of performance targets and regional stability evaluation techniques.

A region as an isolated system must aim at a sustainable growth. It should be noted that almost all regions adopted their own economic growth strategies. These strategies must be amended with the three dimensions of sustainability “environment-society-economy”, each having a purpose-oriented program and closely monitored dynamics including the overall sustainability change. Administrative, economic, social levers and instruments of managerial influence are poorly linked, do not take into account the specifics of territorial development, do not have a systemic basis. The formation of an economically effective system of sustainable development of Russian regions should provide a basis for territorial development. Thus, there is a need to develop an effective methodology for assessing the sustainable development of the Russian regions, taking into account their features and development vectors, which determines the relevance of the research.

Authors Names & Surnames
K.A. Bannova*, A.S. Balandina, Yu.G Tyurina, M.A. Troyanskaya

Title
Forming Numerical Model For Calculating Optimal Tax Rate For Resolving Stakeholders’ Interests

Doi
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Keywords
Consumption, tax rate, tax, history of taxes, optimum tax rate

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Abstract
For a long time by means of taxes, many state issues of redistribution of finance were resolved, and its size defined the standard of living of the citizens residing on a certain territory. By means of taxes, it is possible to increase the standard of living of population, to provide competitiveness of companies within the country. Competitiveness of a company is defined by many factors, such as the level of expenses, including payment of taxes, which is key. For lack of the competition in the domestic market, the tax component does not strongly influence the consumption level, but determines production price. However, when entering the world market or when competing in domestic market with foreign goods, the lowering of the level of expenses is a necessary condition not only for the successful competition, but also for existence of the company as a structural economic unit. However, it is necessary to know the optimal level of tax rate to provide low cost, on the one hand. But, on the other hand, there is a positive dynamics of the state budget. The authors assume that at the optimal level of the tax rate, the value that is the ratio of the company's key indicators is maintained. The dynamics of the company's development is determined by keeping the ratios between the indicators as a constant value. It is assumed that these ratios will serve as an indicator of competitiveness and will determine the company's development strategy in the domestic and foreign markets.

**Authors Names & Surnames**
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**Title**
Non-Linear Nature Of Tolerance Characteristic “Sensation Of Closeness To One’s Family”

**Doi**
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**Keywords**
Closeness to one’s family, non-linearity, comparative weightiness, factor of the connection strength, coefficient of correlation.

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**Abstract**
Over the last 20 to 25 years, the psychology has been mainly concerned with the study of not such simple processes that might fit into linear models. At the same time, the so called “meaningful,” but very weak, correlation (0.2-0.3) is often interpreted by psychologists as a fairly strong one, which is worthy of attention when interpreting the results. This is connected with the shortage of really strong linear relations in the study of complex psychological objects. In doing so many grave errors are observed.

The article considers interpretations of six dependencies with a maximum and a minimum in the study of social tolerance. These are dependencies between types of tolerance as well as the relations of tolerance...
parameters and personality types in the framework of a personal self-portrait. In this case, the author chooses the parameter known as “The sensation of closeness to one’s family”, which acts as a cause or effect in the statistical relations with both the types of social tolerance. This parameter is considered to be the main and meaningfully integrative value. Other sensations include: “The sensation of closeness to people sharing your political convictions and positions”, “The attitude to the idea that Russia’s chief religion ought to be Orthodox Christianity”, “The sensation of closeness to fellow students (fellow workers)”, “The sensation of closeness to the people of one’s own generation (age)”, and the components of a personal self-portrait: “Type (I) Loyal,” “Type (D) Adventurous”.

Authors Names & Surnames
Mikhail Basimov*

Title
Transformation Of Research Programmes On Migrants' Communication Strategies

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Keywords
Migration, communicative strategies, research programme.

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Abstract
The article presents analysis of the transformation of research programmes on migration and the communication strategies of migrants. It justifies the relevance of studying the displacement processes, which is accounted for the fact that the twentieth century turned out to be a century of migration that defined the global nature of the phenomenon. The thesis of the interdisciplinary nature of studying migration and the role of economic knowledge are revealed. The purpose of the article is to identify and to analyse the dynamics of migration process conceptualization in economic theory. A study of the transformation of theoretical knowledge on migration issues is connected with correlating the ontological and methodological approaches of classical science, the neo-classical research programme, and institutional, structural and historical approaches. Such scientific principles as individualism and holism are also applied to analyse the methodological base of the conceptualization. Analysis of the dynamics of the migration processes conceptualization discloses significant changes in the migration research methodology, which are determined primarily by the fact that the homogeneous social ontology, on which classical and neoclassic theories relied, is giving way to a more complex description of economic reality. Such perceptions are associated with the idea that social ontology can be likened to dynamic chaos, where people, involved in economic relations, present complex objects, whose
choice is determined not only by their natural world but also by deep cultural, historical and ideological contexts. Such understanding should be reflected in modern economic research on migration processes and the communication strategies of migrants.

Authors Names & Surnames
Yuliya V. Belskaya*

Title
Migration: From Social Inclusion To Successful Integration

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Keywords
Social inclusion, integration, immigration, social psychology.

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Abstract
This article discusses the theoretical concepts of social inclusion and integration, topic, which have received new attention with the recent rise in international migration. According to the UN, "Social inclusion and integration are a key goal for social development", and a clearer understanding of these concepts can contribute to building better migrant programs. Here the authors develop a theoretical model based on empirical research conducting in Norway that reflects the relationship between social inclusion and integration, discuss the factors that affect these two processes, highlight the importance of the independent choice of the person in the two processes, rather than considering just the one side of society helping migrants. The authors conclude by describing possibilities for subsequent future empirical studies in this framework that can improve migrant outcomes. The article is exploring the origins and the definitions of social inclusion and integration to distinguish these concepts. Currently in science, there are many definitions of social inclusion. But it is still clear that the existing literature does not address the number of questions: what, if any, are the individual’s "obligations" when it comes to social inclusion? Are there different types of social inclusion? What are the main factors that affect the transformation processes from social inclusion to integration? The aim of this paper is to distinguish between social inclusion and integration focusing initially on origins and definitions of concepts and then its measurement. The authors used the semi-structure interview to explore the life experience of immigrants, studying and living in Norway.

Authors Names & Surnames
Aleksandra Belugina*, Svetlana Gurieva, Hroar Klempe
Title
Business Development Strategies For Oil-And-Gas Companies And Social Policies Of Eastern Siberia

Doi
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Keywords
Economy and territory development strategy, oil companies, deposit fields of the Eastern Siberia, municipal management and efficient development of social areas of oil and gas field development territories

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Abstract
The purpose of the efficient development of municipal social areas is to ensure a stable growth of the gross regional product (economic growth) due to satisfaction of social needs of the population of oil and gas extraction areas. Development of the oil and gas industry in the Eastern Siberia is one of the priorities of the Russian energy strategy. To identify an efficient business development strategy, SWOT analysis and analysis of Michael Porter’s five competitive forces industry are used. The first method aims to assess internal potential of the company and allows identification of development areas by comparing competitive environment (external threats, favorable possibilities, internal weaknesses, and advantages). SWOT-based strategy development involves several stages. To analyze activities of oil and gas producing companies of the Eastern Siberia, three leading enterprises were selected: a private oil company INK; a private vertically integrated oil company JSC Surgutneftegaz; a partially government-owned company VCNG. The article deals with methods applied to increase municipal and regional financial resources required for satisfying social needs of the population. Strategic issues of economic survival and prosperity of oil and gas producing companies and population of the territories should be solved. It can be possible due to development of markets and diversification of activities of enterprises (Ermilov et al, 1998). Differentiation of approaches to assessing the efficiency of social programs helps to identify possible changes of the component in the coordination of economic and social policies when introducing education, health care, non-for-profit entrepreneurship in northern territories with low-income budgets.

Authors Names & Surnames
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Title
Innovative Approach To Assessment Of Higher Education Learning Outcomes In Russia

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Innovative approach, sustainable development, higher economic education, mathematical competence.

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Abstract
The problem of assessment of modern learning outcomes under the multilevel system of training has been investigated. The importance of this problem is due to the transition of the Russian higher education to the usage of the FSES of the third generation. These new standards are focused on the competence-based mode of the quality of ESD. The authors have emphasized the importance of an innovative approach to the organization of the learning process which makes changes to the quality control system and assessment. In the context of the necessity to direct subject matters of the professional training of specialists toward the competence-based mode, the possibilities of an innovation-oriented evaluation of mathematical training of future bachelors and holders of a master's degree have been considered. It has been suggested that mathematical competence is a component of the professional competence that was formed as a result of the multilevel system of mathematical training. To detail the objects of the diagnostic assessment the structure of mathematical competence has been specified. The authors defined the assessment criteria and indicators of the formation of mathematical competence. The authors propose to distinguish the following levels of mathematical competence formation: substantive, interdisciplinary and professional. An innovative approach to the assessment of the results of mathematical training gave an opportunity to identify the meaningful basis for the renewal of the educational policy in the sphere of higher economic education.

Authors Names & Surnames
Nataliya A. Burmistrova*, Elena A. Kormil'tseva, Alexandra P. Shmakova

Title
Internet For Improving Students’ Communicative Activity While Studying «Physical Culture»

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Keywords
Internet, communication, cognitive activity, physical culture.

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Full Text Link
Abstract
The article touches upon the issue of communicative activity of student youth in the Internet and the advantages of applying modern information technologies in higher education institutions in the process of teaching the discipline "Physical Culture". Internet communication today is one of the priority ways of communication among students and undergraduate students. The authors tried to determine the main characteristics of the communicative user, the students' opinion about the role and the place of the Internet in their daily lives, a list of goals and objectives for implementation of which respondents use information technologies, as well as the motives and preferences of students - Internet users. Analysis of the data of the social survey made it possible to classify general trends in students' behavior in the network.

The use of computer programs and Internet technologies, as well as training in cooperation, allow solving the tasks of activating the performance of each student in the process of training, the formation of situations for their creative activity, establishment of interpersonal relations in the network, and uniting into communities by interests.

The authors suggest ways to increase the communicative activity of students in the informative space of physical culture throughout the entire period of training.

Authors Names & Surnames

Title
Interactive Rituals And Practices Of Intellectuals’ Participation In Grassroots Movements

Doi
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Keywords
Intellectuals, grassroots, social movements, habits, interactive rituals, emotional energy.

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Abstract
The article is devoted to the study of the experience of intellectuals’ participation in the development of grassroots movements. The purpose of the study is the socio-philosophical analysis of subjective grounds of interaction between intellectuals and social activists (leaders and civil activists as well as participants of civil initiatives) in the following aspects: the analysis of the situation and the dynamics of interaction, the identification of the factors promoting successful collaboration. Particular attention is paid to the development of attitudes (activist habitus) that contributes to the integration of the intellectuals into civil movements’ activities. The analysis of theoretical positions on the problem revealed that the situation of direct interaction between intellectuals and civil activists should be considered as the interactive ritual. On the basis of the analysis of specific cases of the intellectuals’ integration into grassroots practices, the authors identify the
objective conditions of the development of interaction situation, related to its success. The article presents the results of investigations of the intellectuals influence on the following aspects of the civil movements’ development: identity formation and dynamics of settings of movements’ participants; ensuring the symbolic sphere of grassroots; methods of action, forms of achieving the objectives; resource mobilization and development of movements’ organizational capacity.

Authors Names & Surnames
Y.S. Appolonova, A.V. Butina*, I.V. Cherdanceva, T.V. Medvedeva

Title
Peculiarities Of Interpersonal Communication Of Adolescents – Active Internet Users

Doi
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Keywords
Communication, virtual reality, communicative competence, sociability, virtual communication, adolescents.

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Full Text Link

Abstract
Analysis of foreign and domestic approaches to the problem of studying the peculiarities of virtual communication and interpersonal communication in adolescence is presented in the paper. The increasing influence of information-communicative technologies on the social and interpersonal interaction of participants of communication is demonstrated. A significant role of virtual reality (cyberspace), existing on the basis of network technologies (Internet environment), in the life of the human being, and first of all, of the adolescent, was determined. Peculiarities of the influence of the long-term communication in the social networks on the personality of the oncoming generation were discovered. The results of empirical study of peculiarities of virtual and real communication of adolescents, the level of formation of communicative situations are presented. A comparative analysis of peculiarities of adolescents’ communication showed that adolescents, preferring virtual communication to the real one, are characterised by a low level of sociability, insufficiently formed communicative abilities, demonstrate dependent and aggressively-competence reactions in the situations of criticism (both just and unjust), of conflict, the necessity to make a request, to show and accept sympathy and support, to come in contact with other person. On the basis of the obtained results, recommendations for parents of adolescents, spending a significant amount of time in cyberspace, which are reduced to setting a time limit, which can be spent on the Internet, blocking the programmes, lacking educational and pedagogical nature; for psychologists of educational organisations, including the complex of psychological-pedagogical measures, aimed at formation of communicative competence in adolescents.

Authors Names & Surnames
Valentina Buyanova, Alena Zhuina, Diana Zhuina
Title
Spatial Determination Of Organization Of Cultural-Communicative Eco-Environment

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.25

Keywords
Human, space of eco-environment, communication, information society, eco-philosophy, culture.

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Full Text Link

Abstract
The article presents an analysis of the cultural and communication environment of the modern information society from the point of view of the ecophilosophical approach. Based on the objectives aimed to determine significant features of the modern cultural and communicative environment, this article explores what effective criterion of selection of the flows of information is in communicative environment, and what categories will help to describe successfully the processes occurring in the modern cultural and communicative environment. Based on the principles of integrity and consistency, the authors used the principles of holistic methodology, analysis and synthesis. The article shows that ecophilosophy as a perspective direction of modern philosophy, examines the human problem in his organic connections with the external and internal world in order to maintain the ecology as integrity, which is an effective criterion and a basis for selecting information flows in the communicative space. It also contains the target orientation connection of nature and culture, due to which the processes occurring in it can be regulated in time. It also constantly forms and establishes the criterion for human life-support, culture and nature connections in their unity. The article also reveals the concept of media-culture as one of the effective tools for regulating the contemporary cultural and communicative eco-environment. It also defines the important social and humanistic role of the media-cultural ecology as a world view and the doctrine of the media-culture and human relationship and the Earth as their environment in various aspects.

Authors Names & Surnames
E.V. Barkova, M.I. Ivleva, O.M. Buzskaya*, M.P. Buzskiy, A.E. Grigoryan

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Title
Evolution Of Smart Mob: From Flash Mob To Smart City Element

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.26

Keywords
Abstract
Over recent years, new digital communication technologies have had a big impact on established social institutions. These technologies naturally exert some pressure on modern society. The article reveals such phenomenon as a smart mob, which appeared due to the development of information technologies and social networks and is widespread now. The research shows the evolution of the smart mob and the flash mob as its kind in the way of constructing new formats for mass communication and social group management. Analysing different types of smart mobs, the authors identify four stages of its development: "creative", "game", "business" and "smart". Four main stages of the smart mob evolution determine the principles of its organization and the main characteristics. The classic flash mob at its first stage has the principle of artistic creativity, which assigns the flash mob like a work of art. This creative act displays social processes beyond the habitual perception, drawing attention of an external observer to something, presenting this object in a new way by destroying established communication patterns used in everyday life. At the second stage, the smart mob loses its mystery, uniqueness and becomes a mass phenomenon attracting many thousands of participants. The third stage has practical characteristics, a goal-setting matrix for political, commercial and other purposes. At the last stage, the smart mob can evolve to the smart city element that helps to attract attention to a problem and to solve it.

Authors Names & Surnames
Daria S. Bylieva*, Victoria V. Lobatyuk, Anna V. Rubtsova

Title
Who Is Responsible For Preservation Of Native Language In Russian Regions?

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.27

Keywords
Mother tongue, state language, the preservation and development of language, education, power, responsibility.
Abstract
Today, the world is getting complicated, and a modern man can think and speak two – three languages. The majority of the population in Russia speaks the main language of international communication - Russian. However, in all national regions there is an acute problem concerning the preservation and development of the native language of indigenous peoples (Dagbaeva & Taraskina, 2015), as for them it is a kind of an important link, connecting them with the past, and those living at present with future generations. Commonly, the native language loses its pragmatic value for young people, and it is moving from actions in the sphere of the practical necessity of language knowledge to the spiritual sphere (Sanzheeva, 2014). The decision "yes" or "no" to learn the native language is taken at the level of consciousness, which mainly is trained and achieved at a certain stage of intellectual and spiritual development. In this regard, a great role belongs to education, formal and informal at all levels (Dagbaeva, Taraskina, 2012). The authors believe that strengthening the position of the native language should primarily occur at the ethnic homeland. This paper is based on the data of a sociological survey conducted by scientists of Buryatia, presents the analysis of the situation with learning the Buryat language, and the study of prospects for its development. The questions put forward are on whom the preservation and development of the Buryat language depends, whether the efforts of educational institutions and intentions of the governmental structures are enough.

Authors Names & Surnames
Nina Zh.Dagbaeva*, Erdem D. Dagbaev, Larisa Ts.Sanzheeva

Abstract
This paper provides a philosophical analysis of the Internet technologies from the perspective of trans-science development. According to the author, these technologies should be explored as a qualitatively new sphere of human creative and constructive activities as they become a powerful generator and a good amplifier of cultural progress and innovations. It is proved that the active role of cognition is the most important aspect of the constructivism paradigm as the methodology of this type of technologies. The idea that trans-humanism is directed to the decision of trans-science issues, mostly having a constructive nature under the influence of virtualization of human consciousness and social relations, is developed. The article demonstrates by the example of the ‘instrumental rationality’ paradigm that any technologies including the Internet cannot be used in
vacuum; they are interconnected and imply a number of political, economical and social aspects, which accompany them. As a result, they are becoming a characteristic of the public style of thinking. The author concludes on the basis of the analysis performed that the Internet technologies are able to settle the challenges arising under the influence of the current severe ecological crisis taking into consideration such concepts as stable social progress by means of searching reasonable answers to trans-science issues and passing the limits of trans-humanism.

Authors Names & Surnames
Naira Danielyan*

Title
Ethnic And Religious Aspects Of Tolerance Of Altai Population

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.29

Keywords
Tolerance, religion, ethnic groups, conflicts.

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Full Text Link

Abstract
The article is devoted to the characteristic of ethnoreligious tolerance of Altai Krai population (Russia) on the basis of sociological poll of 1100 people: 62% were female and 38% were male respondents. All respondents were divided into four groups by age: 1) 16–21 years, 2) 22–35 years, 3) 36–45 years, 4) 46–60 years. The most part of respondents belong to the first age group (54.8%). The second and the third group of respondents made 22.9% and 13.8% respectively, and the fourth group made 8.5%. Such distribution on age proceeded from the task to look at degree of religiousness, tolerance and valuable orientations of youth first of all, as it is this group who is exposed to the influence of transformational changes of modern culture. As a result of the research, it was concluded that the majority of the respondents is familiar with all the world religions and much less is interested in new religious movements. The tolerance level at Altai Krai residents is rather high and people in general are very well-wishing to representatives of different cultures and nationalities. About 90% of respondents can easily find contact with people of other ethnic origin. According to the majority of respondents, religious situation in Altai Krai should be estimated as stable. At the same time, 22.3% of respondents note that still there are contradictions on religious grounds in the region, first of all with representatives of Islam religion.

Authors Names & Surnames
P.K. Dashkovskiy*

xxiv
Title
Grouping Criteria For Training Foreign Language Interpersonal Communication Skills Of Engineering Students

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.30

Keywords
Communicative language competence, interpersonal communication competence, cooperative learning, small groups, grouping criteria, homogeneous and heterogeneous groups.

ISSN
2357-1330

Pages
264-272

Abstract
The article proves the necessity to develop interpersonal communication skills of engineering students for their successful functioning in the modern professional community. Current requirements of the Russian Federal State Educational Standard for Higher Education regarding the sphere of foreign languages insist on training competent interpersonal communication at EFL (English as a Foreign Language) classes. Teachers of foreign languages should involve the students into active communication and interaction through small group work. To divide the students into small interactional groups a survey was implemented in the spring of 2017 and targeted at the students of the National Research University of Electronic Technology (MIET). Four grouping criteria were used: language proficiency, an academic background, a personality type and a social status. Application of the criteria involved the methods of ranging the students according to their advancement with the help of Corporative Technological Information Platform for Distributed Data Exchange in Corporative Environment (DDECE), Eysenck Personality Inventory (EPI) and sociometric techniques. Eight group types obtained include four homogeneous and four heterogeneous ones. The authors consider the four heterogeneous group types to be more efficient in fostering the communicative interpersonal competence than the corresponding homogeneous group types. For overcoming communication difficulties, students learn to manifest extreme flexibility in the process of professional interaction, show empathy to each other, think critically, cooperate and collaborate, exchange information to mutual benefit and join efforts in order to reach a common goal.

Authors Names & Surnames
Mary Evdokimova, Natalia Baydikova, Yelena Davidenko*
Abstract
The paper presents some aspects of organizational and substantive foundations for the development of network cooperation in education as a set of interrelated substantive, technological and managerial ideas, principles and conditions designed to:

- increase communication of educational institutions with the external environment (society, industry, academic organizations, the education system in general);
- streamline management of network cooperation in the organizational plan;
- create conditions for the effective implementation of management activities, scientific validity and optimal ratio of network cooperation of tradition and innovation in the content, forms and methods, taking into account the individual needs and requests of the participants of the cooperation.

The leading theoretical research method is structural-functional approach which allows considering the content of the main components of a developing scientific-educational network and the dependencies between them.

Main factors and organizational-substantive conditions for the formation of an effective infrastructure for scientific and educational network are described. It is established that the creation and development of research and education networks in the education system largely contributes to the desire of educational institutions to self-development and self-organization.

Authors Names & Surnames
N.N. Davydova*, E.M. Dorozhkin, V.A. Fedorov
Abstract
The relevance of the research problem is due to the need to identify new approaches to the development of integration processes in the sphere of education, creation and active use of managerial innovations in the education system. System and cluster approaches to the study of pedagogical possibilities of the cluster as an ordered and complex object, composed of interconnected elements, are used as a basic guideline of the established scientific finding of the current system. The authors used theoretical research methods, providing a systematic analysis of scientific and methodological literature; empirical methods in the study of normative, directive and methodical documents; the modeling method to simulate the properties, structure and functions of the studied object on a specially developed model.

The article presents the methodology of the teaching cluster in the regional educational space, the management mechanisms of cluster’s and algorithm’s development of separate participants of network interaction. It is shown that the success of pedagogical formation of clusters is determined by the acceleration of information exchange and networking, by the facilitated access to new educational technologies, improving the efficiency of knowledge transfer processes, using intellectual, material and information resources in training teachers and conducting research activities.

Authors Names & Surnames
N.N. Davydova*, A. A. Simonova, S. L. Fomenko

Title
Development Of Creative Component During Training Pedagogues In Professional Education

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.33

Keywords
Pedagogue of professional education, decorative and applied arts and design, special competences, creative component, practically-oriented project activity.
Abstract
This article is devoted to urgency of creative personality development, ability to self-development and self-improvement and formation of professional competence in future pedagogues in the field of Decorative and applied arts and design. The theoretical fundamentals of the competence approach in higher education are considered; the essence and structure of the general cultural, professional and special competences are revealed. The professional competence is an important constituent of person’s professionalism. For the future professional education of pedagogue in the field of Decorative and applied arts and design, it is the development of skills and habits of creative activity, creative thinking, creative abilities that are considered as the constituents of a creative component in special competences for this area of training. The creative component reveals itself in the creative approach to the solution of any professional problems. As a result of the analysis of theoretical literature, standards, programs, practical experience of pedagogues in this field and of the authors’ own experience, the pedagogical conditions for the effective development of the creative component in special competences for a profile of Decorative and applied arts and design are proposed. The pedagogical conditions are experimentally verified at practical classes. The students made practically oriented projects in the course of their professional training and then they participated with these projects in various creative contests and exhibitions. In the article, there are examples of the creative projects made by the students under the guidance of the pedagogues-practitioners, folk masters of the Republic of Buryatia.

Authors Names & Surnames
Irina L. Dulchaeva*, Gennady A. Korytov, Alexander Ts. Erdyneyev, Olga L. Zhalnina, Alexandra M. Khaltueva

Title
Attitudes And Values Of Political Tolerance In Minds Of Russian Youth

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.34

Keywords
Young people, tolerance, intolerance, political tolerance, values.

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Abstract
In the 1990s, in the Russian society in the conditions of formation and development of pluralism, the debate on the issue of tolerance has intensified. The problem of tolerance plays a key role in the quest for integrating the foundations of modern society. The solution of problems of the successful transformation of the Russian society is impossible without ensuring two conditions: on the one hand, the accumulation of various socio-cultural backgrounds, and on the other – a constructive one. These conditions allow solving common problems of social and political development. For political sociology, the youth share of the population is of particular interest. In
future, they will form the basis of society, which presents peculiar idealism and a priori propensity for conflict. The article is devoted to the problem of the formation of political tolerance of modern Russian youth. It reveals the sociological meaning of the concept of political tolerance and the results of empirical studies, showing the complex and contradictory nature of tolerance formation in the Russian society. Besides, the authors of the article formulate conclusions about the nature of the relationship between the values and attitudes of political tolerance among students. The article proves that in Russia, young people are more intolerant in politics than in simple interpersonal communication.

Authors Names & Surnames
S.M. Elissev*, I.V. Vicentiy, V.A Gluchich

Title
Internet Memes In Electoral Process As New Trend Of Modern Politics

Doi
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Keywords
Memes, social networks, electoral processes.

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Full Text Link

Abstract
The role of network interactions is significantly increasing with rapid development and deep penetration into all spheres of the modern society of information and communication technologies. The network structures represented by social networks that are increasingly built into modern political processes. Network communities take a form of public policy, where a public opinion is formed and political decisions are made. The network environment gives not only new opportunities for civic participation, opposition, and protest movements, but also under certain conditions for control over public policy.

The tendency towards an electoral activity decline is one of the most acute problems in the sphere of political relations. This trend can be seen in most democracies. The models of economic and political behavior are changing due to development of information society. On the one hand, citizens spend more and more time in social networks, plunging into virtual reality, moving away from the problems of social reality or the first-order reality. On the other hand, social networks create new social bonds which exist on the basis of certain social relationships (such as kinship, friendship, neighborly and professional ones, etc.) characterized by a high level of trust and solidarity.

The article shows the problem of using Internet memes in electoral fight for votes. This trend has recently revealed itself and it represents a new tendency in modern politics. The article briefly outlines the main ideas of the theory of memes and distinguishes the practices of using memes in modern politics.

Authors Names & Surnames
S.M. Elissev*, V.A. Gluchich, E.A. Samarina
Title
Tolerance In Structure Of Spiritual And Moral Values Of Modern Societies

Doi
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Keywords
Church, tolerance, charity, rite, faith.

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Full Text Link

Abstract
The role of tolerance in the structure of the spiritual and moral qualities of the population in various countries is examined in the article. Interdenominational tolerance expresses various configurations of the positive and neutral attitude of representatives of some religious nationalities to others. Understanding interethnic tolerance is a prerequisite in addressing the issue of key personal rights, which include the right to act independently from the others. The article deals with an insufficiently studied problem that reveals the functioning of civil society in the Russian state, based on the structuring of fundamental democratic ideas, where tolerance comes to the fore. The tolerance has become one of the main problems for the modern Russian state, because of its multi-confessional nature, where various prejudices and fears have manifested themselves. In the article, the authors prove that it is necessary to overcome the ideology of terror, enmity and impose beliefs on the public opinion based on consent, dialogue, study of history, which reveals the common destiny of all nations and countries. The presented complex synthesis of the concept of tolerance from the position of various trends in scientific knowledge suggests that the universal complementarity of cultures is the necessary element of intercultural existence. The results obtained from the generalized data in the article can be used in studies devoted to the issues of tolerance as a moral and spiritual property of the personality of the modern individual since the main components of man’s tolerance are charity, pity, justice, kindness.

Authors Names & Surnames
Ershov Bogdan Anatolievich*, Ashmarov Igor Anatolievich, Bulavin Roman Valentinovich, Fursov Vladimir Nikolaevich, Muhina Natalia Evgenievna

Title
Russian Orthodox Church In Views Of F.M. Dostoevsky In Xix Century

Doi
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XXX
Abstract

The article considers the significance and role of the Orthodox Church and religion in the historical heritage of Dostoevsky in Russia in the XIX century. Particular attention is paid to understanding the specifics of the Orthodox faith in the writer's work. The identified scientific problem reveals the writer's connection with the spiritual nature of man, with his inner moral world, which changed in different historical epochs.

The article gives a detailed analysis of the interpretation of Dostoevsky's Orthodox faith, reveals the individualism of the writer, manifested in the context of the key content of the Russian religious tradition. Understanding these features of Orthodoxy in Dostoevsky's worldview will help to supplement and generalize the notion of the Orthodox Church in Russia as an important spiritual institution in the system of modern historical knowledge.

The article first disclosed that one of the obvious achievements of the present period in understanding the originality of Dostoevsky's "creativity" was the interconnection of the spiritual, moral and poetic level of the writer's work, which led to the emergence of Dostoevsky's special artistic methods.

The article describes a monastic tradition in the Russian Church, which is connected with the evangelical virtue reflected in Dostoevsky's work. In addition, after studying the life of the Russian clergy shown in Dostoevsky's works, one can make personal observations of practical importance for historical science.

Keywords
Church, orthodoxy, faith, man, worldview.

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37

Full Text Link

Authors Names & Surnames
Perevozchikova Larisa Sergeevna, Ershov Bogdan Anatolievich*, Volkova Ekaterina Alexandrovna, Frolova Elena Vladimirovna

Title
Property And Land Relations Of Russian Orthodox Church And State In Russia

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.38

Keywords
Church, land, property, diocese, state, society.

ISSN
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Pages
Abstract

The article examines the property and land relations of the Church and the state in the history of Russia. It is shown that the current normative documents in the field of material and land maintenance of the Church do not always reflect the specifics of the activities of the Church. This can be explained by the fact that the structure of the emerging land-material structure of the Orthodox Church and its application are fundamentally new and little studied in the current conditions of our country. A detailed analysis of this article in the historical aspect of all components of the land and material base of the Orthodox Church in modern conditions seems relevant from all points of view.

The article deals with the previously insufficiently studied problem, which determines the key evolutionary factors in the agrarian sector of the Russian Church economy. At the same time, the transformation of the economic layer of diocesan farms, chapels and private owners from the spiritual hierarchy is revealed. Particular attention is paid to the modern experience of the work of church farms, which makes it possible to determine the theoretical aspects of financing the Orthodox clergy and its place in the organization of accounting for the property of the Orthodox Church.

The article comprehensively summarizes and comprehends the state experience in providing the churches and monasteries with land plots, identifies factors that led to a change in state policy towards the Church in the 1990s of the XX century.

Authors Names & Surnames
Ershov Bogdan Anatolievich*, Ashmarov Igor Anatolievich, Drobyshev Alexey Viktorovich, Zhdanova Tatyana Alekseevna, Buravlev Ilya Alexandrovich

Title
Innovation Strategies Of Profession-Oriented Foreign Language Education

Doi
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Keywords
Engineering education, reflective skills, autonomous learners, virtual environment, innovation learning strategies.

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Pages
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39

Full Text Link

Abstract
The paper deals with the major changes in the professional activities of technical specialists caused by the development of information society, which makes new demands for their professional competences and particularly for their foreign language communicative skills. The new aims of foreign language education require new approaches to all aspects of the language teaching and learning process, including its methodology and instruments. As professional communication between the members of the professional societies generally occurs in the English language, in order to be active participants of this communication, engineers must possess communicative skills allowing them to be engaged to the socio-cultural context of their profession. The author argues that this context should be used as a resource for the English language learning curriculum and considers virtual professional communities as an element of professional socio-cultural environment. The concept of “a virtual socio-cultural professional context” is introduced which gives grounds to the concept of “a foreign language professional socio-cultural competence”. Foreign language skills of technical students in information society are revealed. Learner autonomy and autonomy development are viewed as a permanent and dynamic process. Particular attention is given to the methodology and strategies of the ICT-based foreign language education. The most appropriate strategies for developing learner autonomy in ICT-based language teaching and learning environment are proposed. Three strategies of applying ICT in profession-oriented foreign language teaching and learning are introduced, each of them corresponding to different ICT-based language teaching and learning materials and different levels of learner autonomy.

Authors Names & Surnames
Mary Evdokimova*

Title
Values Of Physical Education In Students’ Life: A Sociological View Of Problem

Doi
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Keywords
Physical education, motivation, values, student's personality.

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40

Full Text Link

Abstract
Physical education and sports as a remarkable social phenomenon have reached their modern high level of development, supported and facilitated in most countries at the national level, having passed a long historical way. A significant increase of mental labor proportion in the modern production process does not reduce the requirements for physical fitness of workers, as technological progress further sharpens the problems of human security and safety in the production system. Physical education is a complex social phenomenon solving the problems of not only physical, but also mental, moral, spiritual and professional development of a person. Physical education discipline in university education achieves its humanistic goal if its forms meet the principles
of accessibility and maximum attraction of youth, and physical exertion corresponds to the level of functionality. The article analyzes students’ values in the field of physical education. The quantitative and qualitative characteristics of physical education and sports activity can be expressed through the time spent consuming this culture, the regularity of physical exercises and the students’ motivation in the field of physical education. The research results lead to the conclusion that the present amount of motor activity does not provide students’ full-fledged development and health promotion. Modernization of the students’ physical education process using an innovative sports approach can significantly enhance its socializing and cultural component.

Authors Names & Surnames
V.V. Evseev*, V.P. Sushchenko, E.G. Pozdeeva, J.O. Obukhova

Title
Technologies Of Political System Modernization In New Communicative Environments

Doi
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Keywords
Political system, modernization, legitimacy, information technologies, crowdsourcing.

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41

Full Text Link

Abstract
The relevance of this research is proved by political processes change under the influence of information and communication environment factors and technologies. This change is worth studying since it directly affects involving great mass of general public into political communication, and determines the framework of human interaction with social environment. This article analyzes the communicative resources and tools for maintaining political system legitimacy. The political system stability based on authorities’ credibility and recognition in the conditions of information pressure from media seems to be very difficult to obtain. The research rests upon the methodology of political system analysis by D. Easton and G. Almond, examining up-to-date methods of political interactions modernization. Following M. Castells, the authors acknowledge the increasing potential of network technologies in politics, and so does their role in public space. Under the influence of new information and communication tools, the horizontal hierarchy of socio-political interaction consolidates. On the other hand, information technologies facilitate individuals’ free expression and act both as the basis of action for all the participants in political process, and as the powerful resource for interactions beyond established political institutions. The article draws on crowdsourcing platforms analysis, and leads to the conclusion that there are growing opportunities for citizens to display their active position and desire to participate in public life, whether expressing support of the government or implementing their right of "feedback". Crowdsourcing projects allow participants of the political process to collaborate in solving common problems, what meets the essential parameters of society democratization.
Title
Satisfaction With Life Of Rural Youth In Western Siberian Region Of Russia

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.42

Keywords
Rural youth, sociological research, satisfaction with life, hierarchy of needs, social well-being.

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42

Full Text Link

Abstract
The article is devoted to the satisfaction of the economically active group of rural youth (age category is 23 - 35 years) in various aspects of life. The paper analyzes the results of the sociological study implemented within the framework of the comprehensive study of rural areas in Tyumen region. A feature of the structure of satisfaction of the group under consideration is revealed. Secondary data analysis is used, during which the results of the study are compared with the satisfaction the Russian youth and the Russians in general. The comparison shows that in almost all aspects rural youth satisfaction is higher than that of Russians as a whole. If one compares the rural youth of the Tyumen region with the Russian youth, it can be noted that the differences are less significant and are in the higher satisfaction of the villagers with economic, as well as partly recreational and aesthetic aspects. Socio-demographic and geographical factors which affect the satisfaction with various aspects of respondents' lives are revealed. It is shown that respondents' satisfaction is not affected by gender and age with rare exception. The authors make the conclusion about the heterogeneity of modern rural youth as a social group, which requires a special approach when implementing state policy affecting its interests.

Authors Names & Surnames
Farakhutinov Shamil Faritovich*, Mekhrishvilli Lamara Lengizovna
Abstract
The urgency of the problem of the research is conditioned by the radical transformation of the entire system of modern education in Russia, which is connected with the development and implementation of the concept of inclusive education. Problem statement of the research is the study of the specifics, features and problems of inclusive education in modern higher education. The conduct of sociological research aimed at studying the attitudes of students with disabilities to psychological, social and everyday problems in education. The purpose of this research is the analysis of the process of psychological and pedagogical support of students with disabilities in the educational area of the university. The research of scientific literature is empirical research with the use of methods of questioning, interviewing, observation. The vast majority of students have positive attitude toward persons with disabilities; however a high percentage of negative and indifferent attitude towards people with disabilities. Students with disabilities noted that they need more attention from their teachers, and support and help from their fellow students. In summary, the author can say that a lot of people treat students with disabilities as “second-class people”. The society should approach the decision of the problem “disabled person is an individual” not from the position of a pity for some phenomenon of “disabled person is outside society”, but from the position of fellowship, participation, assistance, co-creation.

Authors Names & Surnames
Fomina Olga Evgenyevna*

Title
Models Of Self-Identification In Digital Communication Environments

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.44

Keywords
Self-identification, Digital environment, cyber-anthropology, the individual consciousness unity.
Abstract
The article considers topical issues of personal self-determination in the conditions of ever-increasing complexity of information exchange in digital communication environments. The ideas of cyber-anthropology on the informational nature of personality are under debate. The purpose of the article is to reveal the correlation between philosophical and informational approaches to the individual consciousness unity in the interpretation of a self-identification process in terms of a multi-agent system. Analysis of information and semantic structures in the process of personal identification is based on system methodology and the cognitive paradigm. The new practices of information consumption, self-representation, community organization, manipulations with technological artefacts in everyday life are emphasized to form digital generation representatives’ clip thinking and cognitive orientation towards fractal narrative as a way of creating narratives, concepts, and cognitive practices. The process of self-identification is closed in the circle of virtuality. The consciousness unity, which maintains integrity of the personality, is replaced by the modules of digital cyberspace. The Internet can be associated with a creative laboratory where a modern human being experiments with his own identity. The opportunity to experiment with one’s identity in virtual environment leads to the fact that in the modern world personal identity is constantly being transformed and thus remains incomplete. A “virtual person”, exercising one’s self-identification many times in a digital space, turns into a function of the information technology structure and loses its individuality.

Authors Names & Surnames
Elena M. Gashkova*, Irina P. Berezovskaya, Olga D. Shipunova

Title
Concept Of Noospheric Education: Innovative Methods For Developing Personal Cognitive Strategies

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.45

Keywords
Educational technologies, noospheric education, development of cognitive strategies, creativity, brain asymmetry.

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Abstract
The “noospheric” ideas of a sustainable and harmonious coexistence of man and nature emerged in Russia as a result of its spiritual search for its own, unique way of survival and a long experience of preserving its identity throughout the history of the country's coexistence with Europe and Asia. The latest reforms in Russian education are aimed at developing professional competencies focused on the regional economy. The
shift in the educational paradigm demonstrates the abandonment of methods for developing cognitive skills in favour of practical skills, rarely sought by students, which encourage discrete thinking. Social sciences and humanities are trying to preserve the foundations of Soviet pedagogy in understanding the systemic and integrative interaction of an individual with society and nature. The concept of noospheric education has generated some innovative methods for developing personal cognitive strategies. Their aim is to develop spiritual, moral and intellectual foundations for a child’s personality by stimulating creative functions of the brain asymmetry. The continuous scientific information exchange contributes to a system of harmonious coexistence of man and nature, with the values of man’s self-preservation and self-development together with nature, regarded as the system-forming factors. Providing opportunities for learners to develop their cognitive abilities of emotional and visual thinking and formal logical thinking lays spiritual, moral and intellectual foundations in a child’s personality while stimulating creative functions of his or her brain. This article presents research data from a study of functional brain asymmetry in university students, carried out at Kemerovo State University.

Authors Names & Surnames
E.S. Goldshmidt*, T.I. Gritskevich, S.M. Mesheryakova, A.Y Cherepanov

Title
Mobilization Of Social Resources Within Political Innovations: Network Communication Practices, Tendencies, Vulnerabilities

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.46

Keywords
Social resources, political innovations, network social communication, social vulnerabilities.

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Full Text Link

Abstract
The paper considers opportunities of application of sociological approach to identify mobilization of social resources within political innovations placed on on-line platforms. Formation and development of political innovations in the society is bound to resources’ provision for new and adopted (transfer) projects. The complexity of such research is caused by vague characteristics and properties of the Internet users. There are conditions that likely influence the choice of participants/users of socio-political practices within the network community. The sociological survey deals with issues of resources mobilization in the region within financial support of the Russian Foundation for Basic Research (RFBR), Grant 17-33-01108 Mobilization of initiatives of local population in solution of social territorial problems. The paper suggests both traditional and new mobilization forms of social resources application within political innovations. Domestic and foreign studies note high potential of modern information and communicative systems. In this regard, the Internet communication demonstrates an opportunity to unite communicative practices of its users in time or even space
(virtual). Gaming technology and various visual design tools are distinguished among modern methodological approaches, which are successfully combined with information and communication media. Political innovations in the Internet foster mobilization of social resources in their new form, place (space) and quality of socio-political communication. The study of social resources of political innovations within the Internet communications is a new methodological field of sociological study, which is characterized by flexibility of research levels, depth of study, modern research methods and conditions of “place” and “time” of participating parties.

Authors Names & Surnames
Evgeny V. Golovatsky*

Title
Volunteerism As Indicator Of Social, Economic And Emotional Wellbeing

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.47

Keywords
Volunteering, charity, wellbeing, bioethics, animal welfare.

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Full Text Link

Abstract
Some types and directions of charity and volunteerism as donations, volunteerism, direct aid to beneficiaries are examined in the given work. The activity of animal welfare organizations and some organizations, as well as manifestations of ethical and legal problems in the animal welfare area, are analyzed. The primary principles and rules of bioethics correspond to the primary values of volunteerism. Bioethics, while forcing to change one's attitude to another, represents a change of human's attitude to himself and his life. Such behavior algorithms as compensation and adaptation are discussed from the bioethical point of view, having in mind the model of the information-synergetic approach. The phenomenon of degustation as an opportunity to implement different social algorithms is described. Degustation is also working in the volunteerism area. Owing to this phenomenon, volunteers have a chance to test themselves in different roles. Social, economic and emotional levels of volunteerism and charity, as well as the way these characteristics represent the status of one or another sphere, are discussed. A phenomenon of a “creative class” in modern culture is marked as one of conditions of the preliminary motivation of the volunteer. Social egoism is manifested in denial of cultural traditions, and social altruism is manifested in creations of the science's future.

Authors Names & Surnames
Maria S. Gorbuleva*

Title
Application Features Of Virtual Reality In Diagnostics Of Human Psychophysiological Characteristics

Doi
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Keywords
Virtual reality, psychophysiological features, diagnostics.

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Full Text Link

Abstract
The paper discusses possible application of high technology, including virtual reality (VR), in diagnostics of individual typological features of the person. The authors have revealed application features of virtual reality in diagnostics of psychophysiological professionally important qualities that determine potential or actual abilities for a certain effective professional activity. They have classified psychophysiological features as well as application features of virtual reality in diagnostics of the former. The main methods of medicine, diagnostic medicine, virtual reality technology aimed at diagnostics, identification of respondents’ state, professional orientation are determined on the base of an integral methodological approach. The research is focused on increasing the effectiveness of occupational orientation processes and psychophysiological rehabilitation in case of retraining or returning to profession. Achievement of an objective provides a qualitatively new level of determining how a person corresponds to the selected profession and social integration after retraining. Special attention in the article is paid to methods choice and ways of obtaining information on a status of the trainee realizing the consolidated methodological approach to the pursuance of the research. For instrumental realization of the developed approaches and their approbation, soft hardware of the pursuance of the multiple diagnostic research and intellectual simulator complexis provided.

Authors Names & Surnames
Rimma Gorokhova*, Nikitin Petr, Chernykh Dmitry, Petrenko Oksana

Title
Value Of Reforming Social And Economic Models Of Interaction In Society Development
Abstract
The paper presents the social and philosophical concept of the reformation process based on a directed system of interaction with an object of social reality. The reform is a targeted intervention directed at the selected object (institutions, social relations, and ways of interaction). The systematicity, dynamics, enforcement by the state authority, the development due to people interactions in social action are justified under the framework of this concept. Identification of the existing concept of the reform process and the diversity of phenomena of social change is a problem of creating a universal model that allows describing the practice of reforms. Authors analyze social and philosophical search of overcoming the negative alienation of the person in society through the statement of humanistic forms of transformation of society in economic, social, political and legal spheres. Revolution, transformation, modernization, and reforms have special meaning among the forms of changing of social, political and economic institutions. Authors fairly point to obsolescence and too private character of the available models of a concept of reform in social knowledge, thereby indicating the need definitions the new bases for its description. All the forms of social changes are realized by means of reformations. Reformation is a directed technology of the social institutions’ changes. The authors define reformation as a type of social reformative activity, based on the social construction of the objects changes.

Authors Names & Surnames
T.I. Gritskevich*, E.F. Kazakov, A.B. Konovalov
Abstract
In the article, the problem of selection of the adapted training technologies and methods of estimation of integrative qualities of students within requirements of educational standards of the third generation of colleges is analyzed. The point of view of domestic and foreign scientists about understanding the term "pedagogical technology" is considered. Methodological requirements for pedagogical technologies are noted. Stages of development of pedagogical technology and levels of an assessment of its efficiency with and without information and communication technologies are described. The following issues are considered in detail: the technique of formation of universal educational actions of first-year students; end-to-end technology which focuses on assessing the degree of formation of students’ general and professional competences in the form of numerical characteristics, starting from the second and subsequent years of study; the method of the prolonged estimation by means of the mark and rating system allowing one to trace step by step the students’ level of knowledge, abilities, the degree of formation of practical experience, readiness and ability to carry out a certain activity throughout the entire period of studying the corresponding subject matter; the method of calculation of absolute progress, and also an indicator of full assimilation of a training material.

Authors Names & Surnames

Title
Features Of Professional Interpersonal Relationships: Organizational Cultures In Russia And United States

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.51

Keywords
Interpersonal relationships, workplace relationship, satisfaction, organizational culture.

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Full Text Link

Abstract
This article discusses a current problem of the modern society that requires developing a scientific approach to research of interpersonal relationships in the professional world. There are different approaches to understanding how interpersonal relationships and satisfaction show up in the organization. The goal of this research is to deepen the concept of interpersonal relationships in the workplace, while describing their main components. Employees of Russian and US organizations who took part in the research were individual
contributors, first line and middle managers in Russia (229 Russian speaking persons living and working in Russia) and in the United States (279 English speaking persons living and working in the United States) (N=508). The study was performed using: Interpersonal checklist by T. Leary (both “Real Me” and “Ideal Me” scales); projective methods of “Incomplete sentences” by J. Sacks and S. Levy (author’s version); content analysis, used for qualitative analysis of the results obtained with the projective methods. Data analysis included content analysis, analysis of the significance of differences (Chi-square, Mann-Whitney U), correlation analysis (Spearman’s rho), analysis of variance, one-factor ANOVA analysis, IBM SPSS Statistics 20.0. The results of our research demonstrated that both countries (using Russian and American organizational cultures as an example) have a unique and sufficiently strong cultural identity despite the multinational, multicultural, multilingual, multireligious qualities of each country. Moreover, in the present article, the authors are demonstrating that workplace interpersonal relationships exist and develop in the space defined by emotional attachment and the amount of social clarity between relationship partners.

Authors Names & Surnames
Svetlana D. Gurieva*, Olga V. Tararukhina, Vera A. Chiker, Tatyana G. Yanicheva

Title
Customer-Oriented Approach As Management Technology Of High School Development

Doi
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Keywords
Customer-oriented approach, higher school, competitiveness, business partnership, higher education.

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Full Text Link

Abstract
The paper is devoted to the study of directions of improving competitiveness of a higher educational institution. The authors emphasise the role of business-communities in formation of a new model of higher education on the basis of partnership of higher schools and business communities. A customer-orientation paradigm of the higher school, aimed, first of all, at development of partnership relations between the higher school and the business-community, possibilities of higher school entrance to an international arena of the educational market, and as a consequence, reorientation of the higher educational institution to the demand of the main consumers of higher school services, was considered by the authors as a reference point. The specificity of the customer-oriented approach in the context of the study consists in consideration of the student’s role as a main link of an educational process, one’s professional, organisational and social socialization in the process of study at the higher educational institution. The customer-oriented approach as a management technology of development of the higher school is built on the principles of identification of customers, provision of customers’ adherence to the organisation by means of formation of corresponding models of teaching organisational culture, differentiation of customers and personalization. Development of a joint strategy of higher schools and the
business-community, aimed at clear description of priority directions and final results of joint activity taking into account specific peculiarities of performance of higher schools and the business community.

Authors Names & Surnames
Vladislav S. Gusairov*, Galina B. Kosharnaya, Irina V. Shavyrina, Inna A. Demenenko

Title
Conflictogenic Factors Of Modern Integration Practice: Case Of Estonia

Doi
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Keywords
Russian-speaking population, integration, ethnic minority, ethnic conflict.

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Full Text Link

Abstract
The article deals with structural factors which impede ethnic minorities integration and also can lead to potential outright ethnic conflicts, through the example of integration of the Russian-speaking population in Estonia.

The main integration practices of the Estonian Republic have been analysed, such as free Estonian language tuition, setting up special information and counselling centres, as well as policy of migration flows selectiveness and closedness.

The study features six major conflictogenic factors, namely, population size, i.e. the ratio of ethnic minorities to titular nation which safeguards the “master” position to the latter; history and ethnosocial memory, ideology of the country, its political system, chosen economic model and welfare of the citizens, as well as interdependence in terms of ethnic group status. In the course of analysis, the conclusion was made about delusiveness of success of the current integration programme in Estonia; about co-existence of Russians and Estonians in two parallel worlds and high conflictogenity of the Estonian society. The following steps are recommended: the thorough monitoring of public moods and labour market for early detection of a problem in the making; correct and shrewd media coverage without enemy image development and intrusion of false stereotypes based on “Russiansdidit” principle; and finally government support of real integration instead of replacing it with assimilationism and “sites cleanup” policy.

Authors Names & Surnames
Halliste Olga Vladimirovna*
Towards Question Of Social State’s Strategies In Russia In Xxi Century

Available experience of the proclaimed welfare state, including its socio-economic efficiency and conceptual provisions, requires discussing and analyzing. Authors consider the topic to be meaningful, rational and significant for institutional forms and structural-functional technologies of the Russian state from national, historical and geographic specificity. The health of the nation is a social order for the theory and practice of the welfare state. This implies an effective strategy and socio-political technologies of the society at the state of socio-psychological distress, distress and anxiety, which in future will manifest itself in positive and optimistic trends of the country development. Personal moral cleanliness, labor, and ability are the qualities that must be demanded by the government, which called itself social. The moral recovery of the nation is needed at all hierarchical levels of society and in all social statuses of citizens; it means that the state, in the name of managerial human resources, acts in the interests and for the welfare of the whole society. The welfare state should be based on moral certainty and mutual responsibility between citizens and the government. There is a great need in socio-behavioral standards that have evolved over millennia of the world history and especially in the history of Russia. These standards should include socio-economic tools and technology for the removal of total alienation at the macro and micro levels of the nation.

Authors Names & Surnames
L. Martseva, L. Shabatura, O. Tarassova, O. Iatsevich*

Innovative Approaches Of Landscape Design In Solving Comfort Problems Increasing Urban Environment

Available experience of the proclaimed welfare state, including its socio-economic efficiency and conceptual provisions, requires discussing and analyzing. Authors consider the topic to be meaningful, rational and significant for institutional forms and structural-functional technologies of the Russian state from national, historical and geographic specificity. The health of the nation is a social order for the theory and practice of the welfare state. This implies an effective strategy and socio-political technologies of the society at the state of socio-psychological distress, distress and anxiety, which in future will manifest itself in positive and optimistic trends of the country development. Personal moral cleanliness, labor, and ability are the qualities that must be demanded by the government, which called itself social. The moral recovery of the nation is needed at all hierarchical levels of society and in all social statuses of citizens; it means that the state, in the name of managerial human resources, acts in the interests and for the welfare of the whole society. The welfare state should be based on moral certainty and mutual responsibility between citizens and the government. There is a great need in socio-behavioral standards that have evolved over millennia of the world history and especially in the history of Russia. These standards should include socio-economic tools and technology for the removal of total alienation at the macro and micro levels of the nation.

Authors Names & Surnames
L. Martseva, L. Shabatura, O. Tarassova, O. Iatsevich*
Abstract
The article is devoted to an actual problem of design innovation development, studying the signs of novelty of design solutions, changing stereotypes of the urban environment formation as an ecological system, providing conditions for the people’s productive life, making it more comfortable and beautiful. For the solution of environmental problems, it is necessary to apply a set of interrelated technical, social, environmental, aesthetic and other measures. It is useful to highlight in this regard that the innovative approaches of landscape design are examined for creating human’s stable life environment full of creative, spiritual, attractive, safe, harmonious and comfortable things. Authors stress the idea that the basis of prosperity is the individual citizens’ culture. The technocratic imbalance in the formation of a sustainable cities’ environment contributes to the serious environmental and social problems. Only the creative transformation of nature is a way of revealing the essential forces of a man, the realization of his nature, potential and culture. This position gives one the opportunity to take another look at landscape design, seeing it not in the narrow sense, as the part of the project activity, but as an innovative and versatile approach to the organization of natural and anthropogenic components’ interaction of the human environment, pursuing the main goal – the creation of highly comfortable the semantic subject-spatial environment of man.

Authors Names & Surnames
N. Bauer, L. Shabatura, O. Iatsevich*
Abstract
Contemporary Russian society is in the process of transition to a new form of social organization, which is constantly undergoing profound transformation. The changes dramatically modified not only the system and the structure of all society’s spheres but also public consciousness. This reason explains the Russian society’s condition of fragility, instability and socio-economic processes of ambivalent character. All these processes reflect the qualitative development in the Russian society. In recent years, a positive dynamics in the social sphere (health, education, culture) is observed. However, it is impossible to consider that these changes are productive. Development dynamics of the modern Russian society is instable, having difficulties in transition to the market society, reflecting the instability of social institutions, unsustainable development of economy and social sphere. The reforms led to the destruction of the state, social and professional relationships and, as a result, to the changes of social structure. Mistakes, miscalculations in the organization, management and control on the part of the state contributed to the crisis. This situation gives rise to contradictions of social consciousness causing the discontent of the people, provoking a protest phenomenon in society. Instability and imbalance are the reasons giving a strict answer to the question why social norms, moral principles and values are of a temporary nature, which contributes to the manifestation of destructive phenomena.

Authors Names & Surnames
N. Isachenko, O. Iatsevich

Title
Problems Of Yamal Socio-Linguistic Diversity

Doi
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Keywords
Ethnic groups, traditional culture, polyethnic space.

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Abstract
The analysis of social trends, the emergence of modern social knowledge and a changing picture of the world reveal the new unfilled gaps. The research of the communicative space of Tyumen region has become relevant since the end of the last century. Now special attention is paid to intensive communicative contacts of Russian speakers with speakers of other languages. In this regard, the pragmatically significant problem of the world community of the twenty-first century is the problem of the effectiveness of intercultural communication, which can be regarded as an applied problem. There is a collision of different cultural and specific views on the world when communication is represented by components of different cultures. Therefore, the research of the functioning of various languages gives invaluable material for the analysis of prospects of Yamal ethnic and language development. The subject of the current research is the crossing of several urgent directions of
development of sociology and sociolinguistics, studied by the example of Yamal as a multicultural, poly-ethnic and multilingual region with a complex interaction.

Authors Names & Surnames
Alla Isako*, Anna Isakova

Title
Features Of Studying The Youth’s Social Activity In Tyumen

Doi
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Keywords
Youth, social activity, participation, social capital.

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58

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Abstract
In the article the youth is seen as a resource for formation and development of the urban society. Young people’s inclusion in the urban governance, their development and social activity with participation in society is the key of the society development.

The youth’s participation in society’s life depends both on the state and the living position of the youth. Development of the youth policy is equally useful for the state (a new view, innovations) and for the young people (personal growth, social communications). For this reason, the question of social activity and social participation of youth is urgent. Innovative approaches to the concepts "youth activity” and "participation” are analyzed, the social capital is considered as a development resource.

In the context of Tyumen region, the social activity of youth, its direction and degree of youth’s inclusion in the city development are analyzed. The paper gives the results of questioning "The analysis of youth’s social activity in Tyumen". Having analyzed the main directions of work with young people and the problems of youth’s low social activity there have been also suggested different forms and methods of youth’s activation. Organizations and communities whose work is aimed to include young people in the city life are determined.

Authors Names & Surnames
V. Iudashkina*, N. Stafeeva
The present article is focused on issues of state policy formation in gender discrimination countering actions in Russia. Current situation assessment in the country, concerning women and men equality, is made by international organizations, public figures, scientists, public organizations, and state structures. WEF data on the gender gap in the most important areas of society are analyzed. Problem issues were identified in these areas.

The influence of gender equality on demography, growth of birth rate and GDP growth per capita is underlined. The Russian state had relied on strengthening traditional family values and financial encouragement on this issue. Thus, the state encourages the "reproducing function" of women. Research results relate to the relevance of problems concerning women discrimination to directions of the emerging national policy on gender discrimination countering actions. State achievements in the field of gender antidiscrimination have been revealed over the past ten years. They are prohibition at the state level of the vacancy announcements publication that contain requirements for sex, age and marital status; state support for socially oriented non-profit organizations whose activities are aimed at improving the status of women, family and children. The issue was considered whether there is the understanding of the existing gender discrimination problem in Russia, and importance of gender equality in life quality improvement and civil society development. Among the problems concerning citizens at the moment, the problem of women's inequality is not considered as significant. Possible actions to formulate an efficient policy to eliminate gender discrimination in Russia are presented.

**Authors Names & Surnames**
Kabeeva Natalia*, Anna Kalinina
Abstract

This paper aims at developing and introducing an onto-epistemological concept of afterlife in a modern philosophical worldview. In particular, it leads to expanding the scientific instrumentation in knowledge of being. The authors define three relational models, which form the concept of afterlife in accordance with axiological social communities’ constants: the mortal, the future, and the middle models. Social-worldview models are based on philosophical notions “purpose of life” and “purpose of death”. The main aspect of the mortal model of the afterlife concept is ignorance of religious sense, confirmation of creature comforts and death inevitability. The future model has the priority of spiritual values and the total denying of material ones. The middle model comprises the spiritual and material balance of values. The authors construct the Afterlife worldviews (ALW) concept and classify it into anthropocentric ALW, theocentric ALW and anthropotheocentric ALW. These notions give the possibility to see the historical Afterlife worldviews development as dialectic conformity of ALW opposite’s abrogation in the diachronic structure of the social-historic process. The paper uncovers theoretical categories such as a category of binarity and a category of ternarity in an evolution of the notions of afterlife. Furthermore, evidences of dialectic change of these three models are studied from the perspective of ontology and epistemology.

Authors Names & Surnames
Igor Karnaukhov*, Natalia Khramova

Title
Physical Rehabilitation Of Preschoolers With Cerebral Paralysis By Means Of Hippotherapy

Doi
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Keywords
Cerebral palsy, spastic form, rehabilitation, 4-6 year old children, hippotherapy, health effect.

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61

Full Text Link

Abstract
Social integration and comprehensive rehabilitation of people with disabilities with cerebral palsy occupies one of the leading places in physical rehabilitation. In all corners of the globe, medical workers and specialists of therapeutic physical culture constantly use the means of hippotherapy (Equine-assisted therapy) as a rehabilitation of people with cerebral palsy. The authors developed and tested the technique of hippotherapy in the process of development of motor functions and the formation of skills of household self-care in children aged 4-6 with the manifestation of a spastic form of infantile cerebral palsy. Subjects had different degrees of motor disorders; the average assessment of the degree of clinical manifestations prior to the start of the experiment was 2.2 points. The technique includes three stages of conducting exercises with the performance of exercises riding on the horse, aimed at normalizing the pathological muscle tone, the formation of the correct motor stereotype, the stimulation of tactile and proprioceptive sensitivity, the development of motor skills and the reduction of dysarthria, increasing the level of motor functions, which contributes to social rehabilitation of children with this disease. A low degree of social adaptation is due to the age of sick children and the short duration of mastering skills, as well as excessive guardianship by parents.

Authors Names & Surnames
Vladimir Y. Karpov*, Natalia A. Pilosyan, Olga N. Stepanova, Elena D. Bakulina, Maxim V. Eremin

Title
Creating New Reality Based On «Heroic Past» Strategy

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.62

Keywords
German Reich, the «big myth» communications, caesarism, «Prussian socialism», «popular nationalistic attitude», leader of the nation.

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62

Full Text Link

Abstract
Spengler’s antiliberalism was caused not only by his feeling of intellectual superiority over other Germany’s «prophets», but also by his understanding of the need to rebuild the country, which was impossible under liberal ideology. For Spengler, external and internal enemies were to blame for the collapse of Germany in 1918. Only a strong country may be rebuilt and developed further, so liberalism had to be repudiated. A strong state can be based on «blood and soil», the past, i.e. History. The past, the history were important ontological and ideological elements of the state and culture. Ontologically, culture-bodies grew on a certain soil and had a definite past. Ideologically, there was a necessity of re-creating such past that would make it possible to unify Germany, so he created «unifying» history. This history had to be vivid, endowed with a common moral and political goal. «Beautiful» history was gradually transformed into mythological ideas of
great and mighty Germany of the past, with a savior mission not only for itself, but for other European countries as well. «Prussian Socialism» had to become a communicative marker for home consumption, when the stress was on Prussian, and for outside use, where the stress was on Socialism. Strategies to rebuild desolate Germany must rest upon the «sacrosanct past» and built on concepts of race and blood: mythological patterns’ peculiarities may serve as a basis to reshape the past or serve the future. Caesarism of the epoch agrees with the ideals and algorithms of re-creating the Empire.

Authors Names & Surnames
Tatiana B. Karulina*

Title
Anticipation As Psychological Factor Of Ensuring Individual’s Security

Doi
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Keywords
Anticipation, psychology of security, danger prevention, professional training.

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No
63

Full Text Link

Abstract
The article deals with the problem development of anticipation as a psychological factor of ensuring individual’s security. The developed anticipation enables an individual to forecast the results of his activities aimed at ensuring security, which may be a source of direction and self-regulation of the activity undertaken. The object is to substantiate theoretical and methodological foundations of development of anticipation in an individual as a psychological factor ensuring security. Work methods are: theoretical analysis of literature on the subject of development of anticipation; a psycho-pedagogical experiment, including tests of anticipation training; testing by means of the Peisakhov method “Ability of self-regulation”. The research results were substantiation of theoretical prerequisites for development of anticipation in future psychologists in the context of fostering skills of ensuring social security in them; substantiation of efficient imitational forms of training in the development of an ability of self-regulation as a manifestation of anticipation. The results of the study show that initially the students demonstrated low results, not higher than level 2 (a level below a medium one). In the process of introduction of the above said training, the students demonstrated a high result in all indicators: levels 4 and 5 (levels above medium and high). The sphere of application of results is the system of higher education.

Authors Names & Surnames
Pavel Kislyakov*, Valeriy Kartashev, Natalia Belyakova, Mihail Tarasov, Dmitriy Savchenko, Olga Silaeva
Title
Crisis Of Social Identity As Threat To Socio-Psychological Security

Doi
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Keywords
Social identity, socio-psychological security, pro-sociality, egocentrism, conformism.

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Full Text Link

Abstract
The article deals with the problem of crisis of social identity as a threat to socio-psychological security of a person and society. It is shown that in modern conditions, given there is the need to ensure national security, an order has evolved in Russia for development in the younger generation of socio-psychological fundamentals of positive social identity, pro-social norms and standards. The formation of social identity of youth is characterized by awareness of the existing congregate values based on the principles of patriotism, cultural spirituality, as well as by formation of a socially mature person. The article presents the results of research to detect among youth students a level of development of the following indicators of socio-psychological security as a factor of positive social identity: pro-sociality (altruism) and egocentrism, resistance to conflicts and aggressiveness, suggestibility, conformism, readiness to risk, and social tolerance. The study has shown a high level of egocentrism and a low level of altruism in most students. This corresponds to the trends the authors pointed out for growing individualism in the Russian society. These trends testify to the possible emergence among modern youth of an intrapersonal conflict between social standards and their own desires, needs, and ambitions.

Authors Names & Surnames
Pavel Kislyakov*, Elena Shmeleva, Anna Rybakova, Elena Babich, Natalia Belyakova, Dmitriy Semenov
Keywords
Psychological security, corporate security, socio-professional group, leadership style, educational establishments.

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No
65

Full Text Link

Abstract
Today, the psychological science and practice face the task of singling out and systematizing the social risk factors, emerging either at the level of society in general and its specific subsystems (an organization, a working group) or at the level of an individual person in terms of his behavior and lifestyle. Security of a socio-professional group presents as such a condition of social work environment that does not disturb the psychological prerequisites of integrity of the subjects of labor, their adaptability and development. This research aims to substantiate the indicators of psychological security of the staff. The object of the study is a socio-professional group of educational organizations. The authors single out the following psychological indicators of security of a socio-professional group: managerial competence of the executive body; optimum psychological climate; corporate identity, referential significance of professional environment and positive group motivation. The study showed credibly correlative connections between the style of management in an educational establishment (democratic or authoritarian), psychological atmosphere and collective motivation. The study showed that in an educational establishment with a democratic style of management, the employees feel more psychologically secure as compared with employees at an establishment, run in an authoritarian fashion. A tough position of a leader causes the employees’ anxiety, which renders the psychological atmosphere unfavorable. In conditions of authoritarian management, the employees share the values and motives of their group less compared to the employees operating in a democratic atmosphere.

Authors Names & Surnames
Pavel Kislyakov*, Natalia Belyakova, Dmitriy Savchenko, Evgeniy Polyakov, Lyudmila Senkevich, Anzhela Romanova

Title
Functions Of Flagship University In Regional Development

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.66

Keywords
Flagship university, innovative science and technology policy, integration, interaction among the authorities, education and business, flagship university functions, university interaction with regional economy.

ISSN
Abstract

The principal originality in the research of the integrating idea is in its significant impact on the relationship contents among the authorities, society and business. First of all, this concerns science, education, economy and management, inseparably linked with each other and transforming the process into a wide and significant research environment. The article covers the features of social economic development of the post-industrial societies, principles of integration of authorities, education, science and manufacture of the advanced technologies. Let us highlight the necessary conditions to reach the innovative results within the system of education and science. The functional features of a flagship university are stated in the innovative activity based on general scientific notions. In addition it is possible to point out the characteristics of an integration course of the flagship university. Using interdisciplinary and transdisciplinary types of integration of scientific knowledge demonstrates one of the main goals for a flagship university.

Authors Names & Surnames
N.A. Knyazev*, R.G. Buyankina, M.V. Savelyeva

Title
Cognitive Grounds Of Strategies In Modern Educational Practices

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.67

Keywords
Knowledge, information, education strategy, cognitive management.

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Full Text Link

Abstract

Modern science exerts influence on all kinds of social practices, demanding complex ways of regulating knowledge and information from activity of scientists and specialists. In this connection, in the education sector, a new concept “education strategy” implies a general structure of actions and ideas in each particular case on the
path to solution of the assigned task. Different aspects of this situation were combined into a complex of pressing problems of modern studies. One of such problems is a problem of cognitive grounds of strategies existence in educational practices. The objective of the research is to reveal correlation of knowledge and information as a factor, being a leading one in formation and evolution of educational practices. A methodological basis of the research is a concept of post-industrial society and its modern phase of development. Scientific knowledge as a main factor of production and consumption of information is identified. A concept that denote the inner organisation of educational practices, a target guideline in complex aggregates of theoretical and practical actions is an “educational strategy”. The result of the conducted research is a conclusion that the concept “education strategy” is adequate to “knowledge society”. In the framework of the innovative education strategy, knowledge has transformed into a main factor of production and application of information and provided the development of cognitive management. Appropriateness of usage the concept “education strategy” under condition of conducting scientific studies was substantiated, which determines the cognitive management existence. It represents a cognitive ground of social educational practices.

Authors Names & Surnames
N.A. Knyazev*, R.G. Buyankina, R.A. Zukov

Title
Tourism As Method Of Forming Ethno-Confessional Tolerance In North Caucasus

Doi
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Keywords
Ethno-confessional tolerance, tourism, North Caucasus, Chechen Republic.

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580-588

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68

Full Text Link

Abstract
The article considers the problem of searching the ways towards mutual understanding and concord between peoples, based on the ethno-confessional tolerance principles. The key object of the research is the North Caucasian Region, a unique multicultural, multinational and multiconfessional community in the Russian Federation, which has been the centre of ethno-confessional tensions and conflictogenity over the years. More than a hundred peoples belonging to different cultures, language groups and practising all world religions live in this region. Special emphasis is put on the Chechen Republic, worldwide notorious for its recent military history, experiencing a hard stage of revival after the long military conflict. The Chechen people are a unique community having their special national culture with a well-preserved tribal structure, which greatly differs from other North Caucasian ethnic groups.
Today’s objective necessity and qualitative changes in the social and political life of the North Caucasian peoples demand a new paradigm of ensuring peace and security in the North Caucasus, based on the positive dialogue of cultures and tolerant attitude to diverse ethnic, confessional traditions and values existing in the region. The North Caucasian peoples should choose a new direction of the economic development, which can become an effective alternative to confrontation. Tourism is considered to be a way towards mutual understanding between peoples with different, even opposite, attitudes to reality. Tourism contributes to the knowledge of ethnic history and culture, helps to justify and accept other people’s approaches to life, beliefs, values, traditions and customs; promotes good-neighbourly coexistence.

Authors Names & Surnames
T.A. Kolchugina*, I.I. Kosinets

Title
Transmedia Storytelling As New Format In Modern Media Landscape

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.69

Keywords
Transmedia storytelling; journalism; digitalization; media convergence; multimedia; universal journalist.

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Pages
589-595

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69

Full Text Link

Abstract
In the age of information society, new communication technologies bring great and rapid changes in the modern media landscape and development of mass communication. Under the conditions of media convergence and the processes of digitalization, the new kinds of media formats are emerging. One of them is transmedia storytelling. The paper focuses on the etymology of the term ‘transmedia storytelling’, the issues of difficulty of giving definitions to such concepts as ‘convergence’, ‘transmedia storytelling’, ‘digitalization’, and pays attention to the searches of transmedia projects research methods in the framework of journalism. The matter is that modern media text is a combination of semiotic resources and is presented at different levels: verbal language, image, sound and picture (video). In transmedia storytelling, journalists use a new set of innovative tools: parallax scrolling, a computer graphic effect, creating an immersive experience, maps and graphics; rollover effects; a slideshow of pictures, and others. This multimedia approach creates a so-called immersive effect, a feeling of taking part in the events.

As a new format of digital journalism, combining traditions and new trends, transmedia storytelling can be actively used at different media platforms for coverage of current events that take place in modern communication environment.

In order to create transmedia storytelling project, journalists need to master new competences and techniques.
**Title**
Reliability And Risk Treatment Centered Maintenance System

**Doi**
http://dx.doi.org/10.15405/epsbs.2018.02.70

**Keywords**
Maintenance; risk processing; reliability; monitoring.

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696-605

**No**
70

**Full Text Link**

**Abstract**
The authors developed a new method for applying well known tools - RCM, RBI and SIFpro. Risk-based Inspection (RBI) is an optimal maintenance process used to examine and maintain equipment. It is a widely applied strategy in processing industries (oil and gas industry, petrochemical plants) (Filimonov, Belatskiy, 1973). RBI is used to specify monitoring plans for pressure equipment, including pressure vessels and piping (Henly, Kumamoto, 1984). Safety Instrument Function process (SIFpro) is a strategy used to optimize control loop inspection intervals (Belyaev, 1969). SIFpro examines random safe and unsafe safety system failures, including emergency signals. It is used for measuring devices. SIFpro is usually preceded by HAZOP or PHA. These methods determine the areas where SIF is required. The method aims at reducing risks owing to adequate maintenance. The methodology is based on the complex use of all three methods simultaneously, not separately. The developed approach involves only one control group for reliability and risk treatment centered maintenance (RRTCM) with simultaneous use of RCM, RBI and SIFpro methods. The approach reduces the duration of engineering works. The activities were divided into five stages and structured so that to eliminate double application of the tools. The new approach helps to save 45-50% of the workload and significant financial resources. But RRTCM implementation can face some obstacles due to changes in the organizational structure, responsibilities and other business processes. RRTCM implementation difficulties can result from high demand for data input, analysis quality, maintenance, management, poor company culture, low top management support, etc.

**Authors Names & Surnames**
Vladimir Y. Konyukhov*, Evgeny V. Makovsky, Aleksandr V. Chemezov, Anastasiya A. Migunova, Olga M. Stefanovskaya
Title
Evaluation Of Psycho-Emotional Health Of Students Of University City In Siberia

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.71

Keywords
Youth, psycho-emotional health, mental health, risk group, psychoactive substances, social adaptation.

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Full Text Link

Abstract
Many university students smoke, drink alcohol, and use various psychoactive substances. Among them there are people who have problems with addition to these substances. Some can not cope with it and they need help from psychologists or health professionals. Increased psycho-emotional loads become a frequent reason for using psychoactive substances. The purpose of the study was to identify the facts of non-medical use of narcotic drugs and other psychotropic substances by students of a university city, and to establish reasons for it. The study was conducted in March–June 2015 among students of a university city in Western Siberia. 22 199 students aged 18 to 25 were examined by the method of a continuous survey. The average age of the respondents at the time of the study was 20.9. The authors found that the main problems of students are related to their status and social role: household difficulties, high study loads, the need to make their own money (work and study). Great pressure in these spheres can provoke a desire to relieve tension by smoking, drinking alcohol, using narcotic or other psychotropic substances. The result of the study proves that the problem of the emotional security of the educational environment is broader than the prevention of smoking, alcoholism and drug addiction. Today high loads of the university study provoke stress and endogenous diseases that in their symptoms, without clinical studies, coincide with addiction and withdrawal symptoms.

Authors Names & Surnames
Elena Rodionova, Tatiana Konyukhova*, Valeriya Kashpur, Polina Arlyapova
Abstract

Many university students use various psychoactive substances, including drugs. Some of them have problems with drug abuse. Thereafter it provokes problems not only with health, but also with building a future career, life and professional success, reducing motivation to achieve goals. Social and economic changes in Russia have led to a high competition in the labour market and promoted activation of career activity of youth. Students who could not adapt to such activation are left out and cannot find their place in life. Many of them are those who use psychoactive substances. The current study identified a high-risk group of students who are prone to substance abuse. The authors suggested the primary prevention measure for such people in the form of career construction. At the beginning of the sociological research, a questionnaire survey was used. The continuous poll included 5559 first-year bachelor students from eight universities in Tomsk, Russia. The average age was 18. At the second stage, on the basis of the results, the “Profile of the Risk Group” was formed. Finally, recommendations for the development of activities for building the future career for the first-year students were formulated. The authors assume they could be the primary method of prevention of the tendency to use drugs. In particular, trainings were developed in accordance with the objectives of the three stages of professional training of students: adaptation, intensification and identification. The findings of the study are applicable to the interaction on career planning questions with youth prone to substance abuse.

Authors Names & Surnames
Tatiana Konyukhova*, Elena Rodionova, Ekaterina Konyukhova, Olesya Osokina, Elena Suhushina

Title
Formation Of Students’ Personal Physical Culture In Preparation For Physical Fitness Tests

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.73

Keywords
Students of institutions of higher education (university students), personal physical culture, GTO physical evaluation programme, physical fitness.
Abstract
This article presents the experience in forming the students’ personal physical culture through implementation of new types of physical training and sporting activities. In that context, the implementation of the “Ready for Labour and Defence (GTO)” physical evaluation programme seems to be a new promising and pertinent activity of higher education institutions. In order to ensure the effectiveness of the training system in question for the proper formation of physical culture of students on the basis of the contents and requirements of the “Ready for Labour and Defence” programme qualifying standards, questionnaire surveys among the students of four higher education institutions were carried out before and after our pedagogical experiment. As a part of the study, an academic programme in “Physical Education” (64 hours) was created for 32 training sessions based of the content of the “Ready for Labour and Defence” programme and focused on the formation of “Personal physical culture” of the students involved. The programme was implemented in cooperation with the second- and third-year students. The implementation of the training technology provided an increase in the formation level of some components of personal physical culture in the second- and third-year students. After the completion of the research, it was found that most students (59%) had a high level of their personal physical culture formation (increase by 21%); the rest of the students (41%) having a medium level thereof (increase by 18%), which demonstrated the effectiveness of implementation of the above-mentioned Physical Education Experimental Programme.

Authors Names & Surnames
Aleksandr Kornev*, Yurii Nikiforov, Mikhail Pravdov, Vladimir Karpov, Ekaterina Ivashkova

Title
Physical Education Effect On Social Adaptation Of Children With Visual Impairments

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.74

Keywords
Children with visual impairments, social adaptation, physical education, sporting activities motives.
visually handicapped children within any special institutions allow determining the importance of adaptive physical education and adaptive sports in the light of social adaptation of such children into the present-day society.

An analysis of sporting activities motivation was made to determine the influence of sports clubs activities on socialization of children with visual impairments. Nikolayev’s method (2003) determined the basic motives of sporting activities of children with special needs. The rating scale was reduced up to 5 points for the children attending special (rehabilitative) schools to ease their answers.

The study identified the most and the least significant sporting activities motives for the schoolchildren in general schools and those with visual impairments, who are engaged in sports clubs. Motives aimed at the sporting activity process itself and personal development are the most significant motives for all schoolchildren. A “Material reward” is considered as the least significant by the schoolchildren. In general, it was determined that physical education and sports have a clear effect on social adaptation of children with visual impairments.

Authors Names & Surnames
Aleksandr Kornev*, Marina Nekrasova, Margarita Petrova, Elena Bakulina

Title
Net Globalization In Modern World

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.75

Keywords
Globalization, global community, global network society, network, network structures.

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Full Text Link

Abstract
The paper presents interpretation of globalization concerning the net community formation, which exploits a normatively attractive alternative to existing concepts of globalization. It is argued that development of the contemporary world community manifests the implementation of a form of the global net community.

In most recent theoretical debates depending on the character of the globalization process (homogeneous or fragmentary), two trends of investigation of this process arise: (i) globalization on the basis of the idea of progress which leads to a homogeneous world and maintains hierarchical structures (universalism), (ii) globalization on the basis of the representation of the world real diversity which supports net community formation (multiculturalism). Multicultural concepts of globalization, based on the recognition of the world diversity, are popular because of their non-repressive, tolerant and net form.
The theorists of globalization stress the fact that the modern globalization process includes many instances of globalization. The paper mainly concentrates on several trends of interpretation of globalization: historical, social, legal, informational and net globalization. It is argued that informational nets change the actual production, consumption, power, experience and culture to a great degree. Global net organizations represent a new type of the net structure based on political institutions and international, national, local institutions of decision making. Individualization and decentralization are opposite with respect to the socialization work, vertical integration and big production, which characterize industrial society forms of organization and interaction. Modern net organization guarantees the flexibility of firms, individuals, countries in conditions of globalization.

Authors Names & Surnames
L.A. Korobeinikova*, A.Yu. Gil

Title
Concept Of "Sustainable Development" And Social Space Of City

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.76

Keywords
Concept of "sustainable development", management of the city development, social design, social space of the city, territorial identity of citizens, social activity of citizens.

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No
76

Full Text Link

Abstract

The concept of "sustainable development" as the main basis for management of the city development is focused on the need of application of a method of the city social design of social space for administrative practice. According to the system approach, the city as a difficult social system gains the property of systemacity on condition of development of its own backbone complexity and commitment, that is, development of elements of the internal environment and not just a result of external influence of the megasystem. Development of the city should be subordinated to its ability to create by means of control facilities the conditions, which are making active internal factors and elements of the system as the general and specific character. Development of the city is put into dependence on development of its social space. The author proceeds from requirements of the accounting of complexity of the social system which the city is. And one needs to accept existence of interference of material and non-material elements of space according to P. Bourdieus's tradition and the actors-network theory of Latur B.

The indexes and indicators, characterizing a state and development of social space of the city, have been developed. Results of a research of territorial identity and social activity of citizens, as indicators of
development of the city social space, are presented. The study used the following methods: content analysis and mind maps.

Authors Names & Surnames
N.A. Kostko*

Title
Evolution And Mobilization Of Russian Women Engagement In Non-Governmental Organizations And Associations

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.77

Keywords
Political consciousness, gender, political involvement, political activity, etacratic conditions.

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Full Text Link

Abstract
The paper considers changes and mobilization of women engagement in non-governmental organizations and associations (NGOs). Engagement of women in non-governmental organizations allows the latter to participate actively in public policy. In Russia, the problem is not so much the quantitative presence of women in power structures as absenteeism and deficiency of women engagement. Various development stages of women’s NGOs relate to meeting key women interests and their consciousness politicization. At a pre-revolutionary stage, interests of women were focused on professional employment, economic independence, on the access to higher education. The Soviet period was characterized by etacratic conditions where women’s NGOs acted as a form of ideological work and political mobilization. Interests of women as a social group were never considered separately; hence women tried to solve problems of their social role (family and childcare, daily routine, etc.). The Post-Soviet period is characterized by a spate of women’s NGOs where ideas of equality, political and social reforms are brought to the forefront. Political consciousness of women changes under altered social philosophy. By the late 1990s, positive anticipations had been replaced with apathy and estrangement. The decline in the social and economic status of many Russian families made women’s NGOs to reject personal political interests, and focus rather on protection of disadvantaged groups. At present, women’s NGOs act as a mouthpiece of various social groups and solve a wide range of issues. Non-governmental organizations face a number of difficulties, including organizational difficulties, underestimation of the need for political involvement, weak resourcing.

Authors Names & Surnames
Elena A. Kranzeeva
Title
Impact Of Cognitive-Teaming Approach On Development Of Knowledge In «Learning Organization»

Doi
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Keywords
Knowledge, learning organization, the cognitive-teaming approach.

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Full Text Link

Abstract
The problem of using and developing knowledge in a «learning organization» has become important over the current period of global competition, when the stable and sustainable development of the enterprise depends not only on the production and financial resources but also on human resources. Therefore, the issue of the impact of the cognitive-teaming approach on the development of knowledge in a «learning organization» is worth discussing.

In today's reality, businesses are faced with three key tasks: to maintain business acumen; to maximize the use of the important information which is becoming more complex, specific, dynamic for the benefit of the company; to coordinate multifaceted tasks to achieve a synergistic effect. These areas are necessary and relevant to any learning organization, as they form the necessity of the formation of a core team, that is, the basis of the development of a learning organization. Key teams play a fundamental role in the implementation of an integrated approach to management at all levels, the central part of which is dispersed leadership.

In the cognitive-teaming approach, leadership that permeates all levels of management of a learning organization ceases to be a competency of top managers. It is formed at all levels of management and different levels of managers of a learning organization.

Authors Names & Surnames
Khalidia Z. Ksenofontova*

Title
Sejms And Sejmiks Of Lithuanian Duchy As Communication Tool Of Xvi Century
Abstract
The paper is devoted to the analysis of social communication of the gentry in the Grand Duchy of Lithuania of the XVI century and aims at identifying its significance for the development of the state. The work is based on the principle of historicism, historical-genetic and historical-comparative, retrospective methods. After the analysis of legislative acts of the Grand Lithuanian Duchy, some features of social communication among the nobility in the Grand Duchy of Lithuania in the XVI century were identified. The author has revealed the peculiarities of the socially significant information transferring channels. It was concluded that the subjects of social communication in the Grand Duchy of Lithuania were "szlachta people" as a single ethnic community and a single social group. The information environment can be described as an environment that activates deeds of a nobleman owing to sufficient information. The nature of the information circulation can be described as open because information circulated from the Grand Duke through the sheets to the county regional councils. One can distinguish several hierarchical levels: global, regional and local. The global level was implemented in the discussion of critical issues of national character. The regional level was implemented at the preliminary sejmik, and the local one – in the regional councils work. The regional councils (sejms) were, the bodies that ensured the exchange of social information. Besides, they were a channel of information transmission, regulated by laws and norms, enshrined in the Lithuanian statutes of the Grand Duchy of Lithuania in 1566 and 1588.

Authors Names & Surnames
Regina-Elizaveta Kudriavtceva*

Title
Historical Memory About Great Patriotic War In Communication Of Modern Russian Society

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.80

Keywords
Historical memory, the Great Patriotic War, Victory, the modern Russian society, communication space, spiritual potential.

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Abstract
The historical memory of the Great Patriotic War is one of the major factors for the unity of the modern Russian society. It contributes to the maintaining of the spiritual potential; it generates moral ideals and values, develops the worldview of younger generations. The modern society’s idea of the events of the Great Patriotic War today is ambiguous. Despite the interest of the scientific community to the problems of the war period, a significant range of issues associated with the historical memory of the Great Patriotic War, requires further study. Special attention is paid to the analysis of the contribution of the Soviet Union and the countries participating in the anti-Hitler coalition into the Victory, a prominent place is given to the problems of the German occupation regime and collaboration. The authors’ interest lies in the events connected with the repressions, deportations of peoples, the situation with prisoners of war. Mechanisms of the war memory formation have changed significantly today. With the veterans of the war passing away, interpersonal communication disappears. There is a growth of public transfer of information about the past by using technical means, such as periodicals, radio, television. Today the formation of the historical connections of Russians’ generations meets many obstacles. First of all, these are attempts to distort the historical truth about the war, which threaten the national security of modern Russia. In these circumstances, it is necessary to form respect for the past and respect for the historical memory about the Great Patriotic War.

Authors Names & Surnames
E.E. Krasnozhenova, S.V. Kulik*

Title
Cognitive Cross-Curriculum Approach To Studying Natural-Science Disciplines (By The Example Of Physics)

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.81

Keywords
Cognitive, cross-curriculum approach, integration of natural-science disciplines, use biophysics while studying physics.

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Pages
683-688

No
81

Full Text Link
Abstract
The article is devoted to the problem of integration of the material in the course of studying natural-science disciplines at school. The authors pay attention to the importance of formation of cross-curriculum knowledge while studying physics, biology, etc. By the example of studying physics, the authors describe the elements of integration of the students’ knowledge while studying natural-science disciplines. The article gives the concrete examples of application of the elements of integration of some aspects of physics, promoting the formation of the students’ knowledge. The use of concrete examples is the most expedient during the explanation of some regularities of the physical nature of the phenomena and processes. Besides, concrete examples broaden the students’ outlook. Much attention in the given article is paid to the techniques that allow teachers to develop the students’ individual abilities and create the atmosphere of success for each pupil both during the lessons and after school, during the independent preparation for classes. This independent creation of tasks in physics with the use of biophysical material, writing papers, making up presentations, making reports and visual aids are among the techniques. Creative pupils with art abilities can create drawings, schemes, and even shoot films. The article describes the element of the laboratory-based work with the use of biophysical material.

Authors Names & Surnames
E.V. Ermakova, I.M. Kungurova*, L.V. Gubanova, G.S. Koshcheeva

Title
Motivation As Instrument Of Students-Biologists' Bilingualism Formation During Foreign Language Teaching

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.82

Keywords
Process of non-native language acquisition; intrinsic and extrinsic types of motivation; transformative motivation; test-questionnaire of educational motivation orientation.

ISSN
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No
82

Full Text Link

Abstract
The Russian Federation entry into the Bologna process has led to changes in the Russian education system generally and in the higher professional education in particular. Russian science has got a great impetus to create new methods and techniques of training students due to changing the higher professional education into the two-tier system of education. A lot of educators and scientists are looking for and developing the methods of foreign language training that can help students to use the acquired skills in their professional activity. As a rule, foreign
language training at higher educational establishments takes place apart from the language environment due to a number of reasons, such as a low level of students’ foreign language skills and impossibility to invite a native speaker to teach the foreign language. The paper studies motivation as the instrument of bilingualism formation in students of a biological department during the process of foreign language training. Therefore, the author studies some problems of the definition of a bilingualism phenomenon. Intrinsic and extrinsic types of motivation; some types of motives of forming bilingualism are investigated in the article. Some attempts of defining the orientation of learning motivation to study the foreign language have been undertaken by the example of the first year students at the beginning of the educational program and among the second year students at the end of the educational program.

Authors Names & Surnames
L.A. Kushnyr*

Title
Reality Quests And Emotional Happiness Of People

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.83

Keywords
Adaptation, reality quests, social stress, happiness.

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83

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Abstract
Reality quests are becoming very popular in different studies conducted by researchers and practitioners as they see how many people are interested in this kind of games, especially those, who want to get freedom, leadership and independence. That’s why this phenomenon should be studied from sociological and psychological point of view. Under constant stress it is necessary to examine the ability to transform it into constructive, socially approved channels. Quests can help people realize their desire to be free and independent. When people participate in such social practices, they socialize and become more stable in the face of stress. In the paper the authors tried to prove the positive impact of quests on people, i.e. adaptation to the modern way of life, a sort of training to get ready for stressful situations. We consider the quests, taking into account their importance in everyday life, influence on the processes of socialization and adaptation at different levels: individual, group, and society.

Authors Names & Surnames
Marina Kicherova, Galina Efimova, Oksana Lazareva*
Title
Flash Mob In The Context Of Social And Cultural Space

Doi
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Keywords
Flash mob, social space, information society, culture.

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84

Full Text Link

Abstract
Nowadays many researchers study the problem of social and cultural space. It cannot be considered separately from symbolic space. The symbolic space of the society is a great resource for the society management, as the symbol control forms models of people’s behavior and organizes the space in general. This can lead to both positive and negative trends in the society.

In this article we have analyzed such a phenomenon of the modern symbolic space as a flash mob and revealed its role and significance in the information and communicative society. We studied people’s attitude to flash mob and its influence on their lives on the example of Tyumen region. We all live here and can prove that Tyumen region is a multicultural system with dynamic development and contacts with international partners.

Global technologies determine the functioning of the regional social and cultural space, where the information component is becoming increasingly important. In our study we came to the conclusion that the phenomenon of flash mob is a typical product of information and communication civilization. Flash mob allows people to show their creativity and skills in practically no time, which is important for our fast life.

Authors Names & Surnames
T. Kononova, O. Lazareva*, O. Goreva, L. Zakharova

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Title
Education As Universal Tendency Of The Present

Doi
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Keywords
Universaliya, education, development, global, trends, culture.
Abstract

The article analyses the term "education" taking into consideration the universalism concept. Anthropological, philosophical and sociological approaches to the category "universaliya" are regarded and these social institute transformations depending on existential characteristics are depicted. The authors emphasize the following tendencies of this universaliya: integration of domestic education into the world system, realization of continuous education process, internationalization of higher education, its modernization, interconditionality of education in a global scale.

It is accentuated that the globalization processes determine the rapid development of multimedia, network technology and satellite communications, contributing to the formation of global information space and the process of modernization of education. The article reveals the importance of higher education internationalization, which implies its diversification; the unification of curricula and Russian students training at foreign universities; dissemination and strengthening of regional universities; improvement of the quality of education and research by universities participation in the international educational space, etc. Internationalization promotes the accessibility of higher education, the universalization of knowledge, the establishment of international quality standards.

The authors emphasize the factor of the international activity as one of the most important components of higher education internationalization, the main form of which is students’ mobility. In conclusion, the article presents the thesis that we can observe cyclicity and bifurcations in the evolution of education, and at the same time we can see that the educational system, like other universals, has the regularized nature.

Authors Names & Surnames
Tatyana Kononova, Oksana Lazareva*, Olga Goreva, Alexandr Sokolov
Abstract
The study presents an analysis of the coach’s role in the powerlifters’ sports activities. The issue has been studied from the point of view of the coach’s real and desired actions in training male and female powerlifters. The questionnaire containing 13 coach’s actions was used to survey 30 male and 30 female athletes. The study reveals that the most significant actions used by the coach when interacting with male athletes are “rendering assistance at competitions” (I rank), “possession of a unique method of training athletes” (II rank), “taking into account the athlete’s individual characteristics” (III rank). The most significant actions used by the coach in relation to female athletes are: “taking into account the athlete’s individual characteristics” (I rank), “assisting at the competitions” (II rank), “explaining the methodology for doing exercises” (III.5 Rank), “evaluation of the athlete’s success / failure” (III.5 rank). When the athletes describe the coach’s desired actions in relation to them, male athletes single out the following as significant: “possession of a unique method of training athletes” (I rank), “assisting at the competitions” (II rank), “being present in training classes” (rank III); whereas female athletes single out: “taking into account the athlete’s individual characteristics” (I rank), “explaining the methodology for doing exercises” (II.5 rank) and “assisting at the competitions” (II.5 rank). The results of the study can be used by coaches in training powerlifting athletes with regard for their gender (sex) affiliation.

Authors Names & Surnames
Volkova Kadriya Rafikovna, Ldokova Galiya Mikhailovna*, Bekmansurov Rail Hadiyarovich

Title
University As Axiological Platform Of Educational Space: Retrospective Analysis

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Keywords
Axiological, valuable priorities, education, socio-cultural system.

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Full Text Link

Abstract
The modern reality with permanently changing socio-cultural, political and social, technical and information conditions offers a new view on education as on the driver of all processes in society. The university as one of the main social institutes is urged to realize axiological tasks: ensuring continuity of cultural
traditions, valuable orientation of pupils, introduction of the individual to the world of culture, formation of public and spiritual life of the personality. The modern university shows trinity of systems: education, culture and science. At different stages of historic development of society, within this or that political and economic formation, value-oriented function of university received the differentiated nature of realization. Values are in turn created by a certain, socio-historical practice, used for personal development and achievement of social progress, play the principal role in the course of integration of the socio-cultural system and the personality. It reveals a role of the valuable bases in formation of culture both professional, and university. However, in the conditions of globalization, information oversaturation, a humanization of educational processes, the university gains some traits which are new and initially uncharacteristic for it.

Authors Names & Surnames
I.V. Legostaeva*

Title
Experience Of Application Of Semantic Approach For Brand Analysis Of University

Doi
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Keywords
University brand, psychosemantic methods, Osgood semantic differential, the ZMET technique for education.

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88

Full Text Link

Abstract
The article deals with the issues of branding higher educational institutions. In higher education, it is paid less attention to branding than it is paid in the commercial field. However, this situation has changed recently. In marketing researches in the commercial sector, there is interest in projective and psychosemantic methods of research. In this article, features of psychosemantic methods are considered. Methods of experimental psychosemantics allow one to receive information about ideas and attitudes of a person, including attitude to a particular product or service. The possibility of using the semantic differential of C. Osgood for the purposes of the conducted research is substantiated. Zaltman's ZMET method was modified as a method of investigation. The objects of the study were students of Peter the Great St. Petersburg Polytechnic University. The lexical material obtained during the study was processed using scaling. In the process of analyzing the lexical material, 8 bipolar scales were singled out in which students described their attitude to the university. Further, these scales were analyzed on compliance with the scale of the semantic differential of C. Osgood. The study reveals that respondents perceive the university's brand as strong, active and evaluate it in a positive manner (feel unity
with the University, its involvement in their life). The obtained results can be considered as satisfactory since
the students’ perception of the university brand is adequate to the idea laid in its development.

Authors Names & Surnames
V.L. Leontieva*, M.Yu. Ababkova

Title
Lifestyle Of Moscow Dwellers: System Of Values, Behavioural Patterns, And Social Practices

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Keywords
Moscow dwellers, lifestyle, behavioural patterns, social wealth, production resources, household incomes.

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Abstract
The relevance of the paper is attributed to the fact that higher standards of living are closely connected to
prosperity at the state level, which does research of the way of life of the citizens important both theoretically
and practically. The purpose of the paper is to identify contemporary trends in everyday life, the contradictions
between consciousness and real behaviour of people, and between social promises made by the state and the real
conditions of life. The main method of the research is a questionnaire survey of the population, which allows
identifying reliable indicators that characterize the modern lifestyle of Moscow dwellers. The article presents
major elements and factors which impact the tenor of life and living standards of Moscow dwellers, as well as
their social well-being; it raises the issues of the citizens’ trust in power institutions, of optimal distribution of
social wealth, production resources and household incomes. The authors argue that the solution of many
problems of Moscow dwellers, including the reduction of disparities in their income and property status and
offering targeted social assistance, depends largely on the executive and municipal authorities. The materials of
the article are of practical value for further studies of the way of life of the population of megacities, and for the
bodies of state power in the city of Moscow.

Authors Names & Surnames
Irina Valerievna Leskova*, Galina Ivanovna Osadchaya, Tatyana Nikolayevna Yudina
Abstract
The authors analyze lessons learned and implications of events of the revolutionary year of 1917 and note that the Russian people conducted a certain selection of positive and negative consequences of the October Socialist Revolution. Unfortunately, the Russian people did not have enough free and calm time for the global analysis because for most of the post-Revolutionary period the country was at either war, or preparing for a war. Despite extreme conditions of life and acuteness of perception and assessment of the past in the collective national conscience, the Russian society seems having been succeeded in understanding the main adages and general rules of life necessary for its continuing existence with the support of its whole preceding developmental experience. Most people in Russia believe that another Socialist Revolution for Russia is contraindicated. From the historical experience, people understand that new man-made catastrophes will lead the nation and the state to demise, while modern technogenic factors may extend this process to a global scale. Russian people have built up tolerance to revolutions. Among the hard evidence in favor of this conclusion, there are inescapable facts that in both 1991 and 1993, during the dissolution of the USSR and the siege of the Russian parliament, most of the citizens did not allow themselves to be involved into a dangerous struggle of powers. Today the majority of citizens does not want to join the protests to create a mass sufficient to launch a color revolution project in Russia following the Ukrainian scenario.

Authors Names & Surnames
V.V. Moiseev*, V.F. Nitsevich, V. Ch. Guzairov, Zh.N. Avilova
Abstract
The article analyzes theoretical and practical developments of Russian Soviet scientists, and the creation of universal technological programs for the formation of a child’s personality, the formation of individual psychological and social qualities of a person in the process of teaching in Soviet Russia schools, as well as the study of cognitive mechanisms that mediate the behavior of Soviet schoolchildren. The paper gives concrete examples of how Soviet science, following the decrees of the Party, planned to form and educate the students’ international solidarity and intolerance to human oppression and other behavioral characteristics. In addition, the reader is invited to consider selective pedagogical and psychological ideas associated with options for assessing the overall personality development of a child in the system of socio-cultural educational space in educational institutions of Soviet Russia. The paper analyzes a retrospective search for a solution to the problem of choosing methods for assessing the overall personality level of a student’s development. The authors present the results of the research, which indicate that the scientific achievements of teachers and psychologists of Soviet Russia are unique and require a revision of their value in the modern world.

Authors Names & Surnames
Olga A. Loginova*, Marina A. Lygina

Title
Sten Score Method And Cluster Analysis: Identifying Respondents Vulnerable To Drug Abuse

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Keywords
Sten score method, cluster analysis, drug use, drug addiction, sociological research, statistical information.

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Abstract
In this article, the authors assess the methodological reliability of big data processing in sociological research. The authors compare sten score method and cluster analysis as methods of processing the results of socio-psychological tests aimed at identifying groups of young people potentially vulnerable to drug addiction. The survey was conducted in eight universities in a city in Siberia with a large student population where 22884 students aged from 18 to 25 were questioned. First, the obtained results were processed by using the sten score method. Then, cluster analysis was conducted to define a high-risk group of students having a propensity for drug consumption. Advantages and disadvantages of the two methods for processing a large sample of data are compared. The results of this comparison demonstrate that the cluster analysis method is the most appropriate method for this type of research as it produces statistically correct data. The use of cluster analysis makes it possible to work with any type of information, both qualitative and quantitative data. On the other hand, the sten scores method can only be applied in certain conditions, i.e. where the original distribution resembles a normal distribution; where some theoretical basis to expect normal distribution exists, and where there is certainty that the normalization group is sufficiently large and representative to be a true reflection of the population.

Authors Names & Surnames
Natalia Lukianova*, Yulia Burkatovskaya, Elena Fell

Title
Child Abuse Prevention Through Development Of Parental Competencies

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Keywords
Child / adolescence abuse in Russia, parental behavior, parental competence training.

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Full Text Link

Abstract
The paper presents the problem of child abuse in Russia and measures of its prevention. According to the statistics of the Ministry of Internal Affairs of Russia, the situation worsens - the facts of domestic minor violence are registered more often. These data are different for the regions of Russia. Therefore, it becomes increasingly important to record, describe and disseminate the successful experience of small non-governmental and inter-agency associations. Theoretical basic factors of domestic child abuse have been considered from the viewpoint of Russian social and general cultural background. Cruel treatment of teenagers by their parents is caused by: 1) high tension of parents due to social frustration, low emotional control, 2) conflict, developing
between emancipation of teenagers and invariable parental impact. On the basis of this insight, the authors developed a training program for parents of teenagers, culminating in joint action of children and parents. Parents learn to control their emotions. Team work provides common information and makes it possible to analyze particular cases. The program for parents should culminate in a positive, creative and joint action with their teenagers: this consolidates the training effects and introduces them into family routine. Success of presented trainings for the parents of teenagers largely depends on solution by the parents of their own problems and on readiness to change. Parents need emotional support to overcome the difficulties in relations with their own maturing children.

Authors Names & Surnames
Antonida K. Lukina*, Zinaida B. Yeflova, Mariya A. Volkova

Title
Confrontation And Tolerance Of Cultures: Pro Et Contra

Doi
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Keywords
Cross-cultural interactions, enculturation, transculturation, counterculturation, tolerance, confrontation.

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Full Text Link

Abstract
The article presents the idea that the modern cultural-historical realities as the form of co-existence of separate cultures are, at one and the same time, the area of tolerance and the area of confrontational cross-cultural interactions. The tolerant character of the cross-cultural interactions is ontologically determined by the complementarity of cultures with harmonious mentalities. Their mentalities prompt these cultures to enter the enculturational and transculturational interactions. The tolerant character of cross-cultural interactions prevails as the modern cultural area is predominated by the cultures with a harmonious paradigm core. This core presents a well-proportioned entity of cultural and civilizational values that makes them potentially complementary, capable for modifications and interactions without the loss of cultural identity. Confrontation, as the fact of cultural interaction, is ontologically determined by the non-complementarity of the value basis of certain cultures, the inharmonicity of their mental basis with the predominance of self-exclusiveness. The ontological bases of such cultures incline them to the clashes of counterculturational interactions. Such counterculturational interactions are typical, as a whole, to the history of cross-cultural relationships. The fact of the world’s “narrowing”, the constant interaction of cultures at the level of a person, a group, governmental units are the realities of the modern world. This leads to the reaction opposite to the mega-synthesis; to the cultural self-identity growth, to the situational counterculturation. Whereas the situational counterculturation as the response
to the global challenges does not necessarily bear the confrontation character provided that the principle of cultures equality is followed.

Authors Names & Surnames
M.N. Kokarevich, V.G. Lankin, T.B. Lysunets*

Title
Improvement Of Infrastructure Support Of Russian Innovation System

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Innovative infrastructure; improvement; innovative system.

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Abstract
This article analyzes ways and means of improving the infrastructure support of Russia's innovation system as an instrument for achieving its social and economic development. Today almost all countries of the world are trying to form an innovation type economy based on the implementation of the latest knowledge and technological solutions in the real sector of the economy in the current economic conditions. Leading scientists and economists predict in the near future to reduce the degree of dependence of economic systems of states on hydrocarbon raw materials, since new technologies and new ways of energy supply that can replace natural energy resources will be of primary importance. At the same time, human capital will become even more valuable, since it is the person who can generate, implement and perceive innovative solutions at all levels of society at a qualitatively high level. This explains the priority role of innovation in the economic development of world powers. But for this, it is necessary to provide infrastructure support for innovative activities of the state, in particular, Russia. It is important to create a set of interrelated elements of the national innovation infrastructure that can create conditions for the effective implementation of innovative processes.

Authors Names & Surnames
Yury A. Doroshenko, Irina O. Malykhina*, Yury I. Seliverstov, Natalia N. Glagoleva

Title
Representation About Objects Of Destruction And Adults’ Use Of Violence Against Them
Abstract
The article deals with the problem of developing a general mechanism for adults’ destructive behavior. The purpose of the research is to study the relationship between the representation of intra-, inter- and metapersonal objects of destructive impact and also the evaluation of the contribution of violence as a means of implementing destructiveness. The empirical hypotheses are: a) the presence of relations between the objects of destructive influence and b) the influence of the concept of violence on the specification of the destruction object. The study is carried out through questionnaires and takes into account 188 adults (age: M = 33.7, SD = 4.21, gender - 46% male, 52% female).

The first hypothesis is not confirmed: representations of destruction objects are not conjugate with one another, which indicates the isolated and non-contiguous nature of adults’ destructive actions and does not conform to the data of studies of destructive behavior of teenagers and youth groups. The second hypothesis supported the idea that violence concretizes representations about objects of destruction. Regardless of the type of violence, its level contributes to the strengthening of ideas about the destroyed object. The obtained results show the prospects for developing the concept of a general mechanism of destructive behavior from the point of view of the psychological behavior theory.

Authors Names & Surnames
K.V. Zlokazov*, M.S. Krivoshchekova

Title
Virtualization Of Youth Deviation As Trend Of Information Society

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Keywords
Youth, information society, social problems of youth, social deviations, virtualization of youth deviation.

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Abstract
This article presents the process of virtualization of youth deviation as a trend of information society. In accordance with performed researches, it is concluded that youth as a special social community in virtue of its performance specifications has a prepossession for irregularity in all its forms and manifestations of both positive and negative dispositions. This community is innovative, initiating new behavior patterns, its own slang, fashion, values and subcultural communications. Reference is made to a tendency of virtualization of youth deviation. Basic social needs are set up to actualize through the Internet and web virtual contacts, aggression has spurted, ties of interchangeable nature are settled, and the crimes are committed. The youth is presented as a special social community, which mentality and functional characteristics dispose to breaking different kinds of rules; moreover, the irregularities might be of both positive and negative nature. It is established that the social deviations among the youth are often determined by not meeting their basic needs – by the lack of communication, the lack or absence of ability of self-affirmation or self-fulfillment. The approaches to possible preventive measures of youth deviation are developed.

Authors Names & Surnames
L.A. Zhuravleva*, T.I. Kruzhkova, Т.V. Lazutina
In the article, the authors examine the theoretical implications of the dialogue of the civilizations’ concept. Particular attention is being paid to the ways to solve the conflicts between civilizations, causing social tensions and political instability. The article analyzes the famous American concept of S. Huntington “The Clash of Civilizations”. This concept is summed up throughout the 20th century, the century of the two World Wars and the Cold War, of the geopolitical and military methods in world politics.

The concept of "civilization" does not figure in any of the theories of international relations - neither positivistic nor postpositive. It is not a state, not a political regime, not a class, not a network, not a community, not an individual or a group of individuals. Civilization is a community united by the participation in the same spiritual, historical, cultural, mental and symbolic tradition (most often religious in its roots, although not necessarily realized in terms of a particular religion), whose members realize their closeness to each other, regardless of national, social, political or ideological affiliation.

The authors suggest that the "dialogue of civilizations" paradigm should replace the "clash of civilizations" paradigm and become the foundation of a multipolar world. In conclusion, it is noted that the interreligious Joint Russian-Iranian Commission for Orthodoxy-Islam Dialogue is a unique platform where representatives of various faiths and civilizations discuss international issues in order to develop a common approach for any given problem.

Authors Names & Surnames
I.V. Zeleneva*, A.S. Matveevskaya, M.A. Ermolina
public esteem in Russian region. In this context the idea of solidarity can be realized only in case of declaration and unconditional realization of the rule – the same measures (laws, rules, norms, etc.) for all people.

Authors Names & Surnames
Boris Zalivanskiy*, Elena Samokhvalova, Irina Golikova

Title
From Signal To World Of Meaning: “Assemblage Point”

Doi
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Keywords
Glance, longer-form narrative, assemblage point of meanings.

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Full Text Link

Abstract
Smart mobile gadgets encourage production of news in the “glance” format. “Glance journalism”, listicles, and other SEO-optimized genres speed up information consumption in media communication, media content circulation, and its commodification. However, skimming information may lead to disastrous loss of socially important meaning. Media producers are concerned with searching for “assemblage of meaning” forms for their audience. World’s leading mass media and journalist experts turn to digital promotion technologies of long-form news. Hypertext, synesthesia of sign forms of information (video, audio, color, graphixation) are used to create stories with valuable meaning. Multimedia storytelling helps network media communicants find their “assemblage point” of meaning. This study demonstrates the effectiveness of narratives used by Russian mass media (www.izvestia.ru and www.vedomosti.ru) to cover currently important events in lives of ordinary people. Hypertextuality, scalability, cross-platform long-form structures provide interactivity and communicative mobility for readers of online editions. The semantics of media texts, found in the investigated websites, proves to be widely variative, and hyperlinks and addressing are targeted at complementarity of messages about current facts and events. Long-form project comments demonstrate the concern of communicants for different types of information. Thus, it is possible to conclude that modern digital environment of mass media reveals new opportunities for the propagation of social values to communicants of global network space.

Authors Names & Surnames
Mansurova Va;entina Dmitrievna*
Abstract
Traditional logic and theory of knowledge were normative disciplines. They saw their task in establishing universal rules of thinking and cognition. In contrast to this approach, the research program of social epistemology, forming the basis of this article, involves studying real knowledge, immersed in a cultural and social context. Real knowledge does not always follow general norms, but this does not mean that there is no logic in it. It functions according to its own rules. Thus, logic can research the specific logical means that are used only in certain areas of knowledge and form their own alternative logical standard. The author considers advertising as a specific area. One can distinguish five basic logical techniques typical for constructing advertising message, although the traditional logic interprets them as deviations from the universal norm. A contrast analogy identifies fundamentally different objects based on broadcast quality. Second, there is a logical inversion or transition from judgment with the form "All objects of class A have property B" to the proposition "All objects, having property B, belong to class A". Third, quasi-dilemma is limited solely to modifications of the same object. Fourth, linear concretization gives transition from an unconditionally acceptable general position to maximally specific prescription from the general and unconditionally acceptable position to a direct instruction for action. Finally, super-idealization is elimination of all possible negative associations from the object image. The author concludes that these logical schemes now turn into a new logical standard of advertising and determine its manipulative potential.

Authors Names & Surnames
Natalya Martishina*
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102

Full Text Link

Abstract
Correspondence between actions of three social technologies is discovered – bioethics, urban planning and knowledge management. The correspondence is discovered on basis of the "paradox of ignoramus". The essence of paradox is the fate of ignoramus guaranteed to everyone in the society of knowledge. The paradox manifests the situation in which each professional becomes an expert in a single area of knowledge while staying helpless as an ignoramus in all the rest areas, but living in modern society requires a special awareness to navigate in a complex reality. These three technologies protect an ignoramus: knowledge management protects the intellectual freedom of specialist; urban planning – the rights of urban communities; bioethics – individuality. On basis of information models, the task of knowledge management in urban planning is specified and a role of verbal symbolism of bioethics in finding the "semiotic attractor" of urban planning was established. This symbolism serves as the fostering of needs and recodes the pragmatics of social egoism into the pragmatist of social altruism. Such change in symbolism's pragmatics causes the positive self-organization of urban community, which is the object of urbanistic theories. The structure of urban space is interpreted as localization of the spectrum of processes each if which is examined in separate trends of urbanism. These processes are interpreted as information processes that allowed one to uncover invariants in urban space, under which conditions of the unacceptable effects of urban planning (equifinality and heterotopy) and the limits of concepts' applicability are manifested.

Authors Names & Surnames
Irina V. Melik-Gaykazyan* Maria V. Melik-Gaykazyan

Title
Forming Doctor's Set Of Values During Vocational Training: Semiotic Diagnosis Of Results

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.103

Keywords
Bioethics, sociology, medical education, models of healing.

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871-879

No
103
Abstract
The work presents the results of the sociological survey conducted in the 2015/2016 academic year at Siberian State Medical University resulted in obtaining students' opinions on the basic moral and ethical problems of medical practice. The task of the research was to identify the dynamics of transformations of worldview and a set of values of students and related changes in their attitudes to primary issues of bioethics over the past 10 years (using the results of the previous research conducted in 2005). The solution of the first task resulted in emergence of the second task - the transformations revealed required a philosophical analysis and identification of its causes.

Semiotic diagnostics of models of healing, based on the ethical square of Ruben Apresyan (2008), allowed one to categorize them in accordance with ethical stands and models of behavior. It was concluded that medical students must master all the models of doctor-patient relationship, and thus adopt all the goals (as well as corresponding ethical components, in other words, paradigms of values) on which these models are based. To exclude the appearance of deviations in the future professional activity, moral education of a modern medical student must begin as early as possible. Mastering the ethical component of doctor's profession must go through a difficult route in all directions of the value paradigms, indicated in the ethical square.

Authors Names & Surnames
Tamara V. Meshcheryakova*

Title
Bioethics: Border Area In Foundations Of Modern Biomedical Technology

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.104

Keywords
Bioethics, ethics, religion, scientific and non-scientific.

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880-887

No
104

Full Text Link

Abstract
In the work, the author, starting from Potter's metaphor of «bridge» (Potter, 1971) as applied to bioethics, identifies a whole series of new manifestations of bridge properties in bioethics. Bioethics as a «bridge» is placed at the border area (Tischchenko, 2011), which typical feature is it is always at the intersection of the scientific and the non-scientific. For the analysis, aspects of science and ethics' interaction, as well as science and religion, are highlighted. The problem of relationship between science and ethics cannot be deducted only to the problem of applying scientific achievements. Therefore, the features of modern development of science and
influence of bioethics on it are considered. As an example of religious assessment of scientific research in biomedicine, the position of Russian Orthodox Church regarding the problems of bioethics is presented. It is noted that specifics of this position is quite slow development of theological bioethics.

Bioethics, being on the edge of the scientific and the non-scientific, manifests itself as a special science that transcends the borders of traditional understanding of science as such. Defending the interests of human, bioethics as a science closely interacts with society not only with regard to biomedical research regulation (producing regulations and prohibitions), but also stimulates scientific discoveries. In conclusion, the asymmetry of bioethical dialogue and necessity in further study of primary bioethics' paradigm are noted.

Authors Names & Surnames
Tamara V. Meshcheryakova*

Title
Using Chess Potential For Improving Welfare Of People With Limited Health Capacities

Doi
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Keywords
Chess, disabled person, information and communication technologies.

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888-899

No
105

Full Text Link

Abstract
The articles addresses the practical experience of the Russian State Social University researches in the field of designing a theoretical model and approbating a practical model of a game of chess as a means and mechanism of the process of actualizing the intellectual and activity potential of people with health impairments and disabilities. The aim of the study was to research the pedagogical and heuristic potential of chess training, sportive and recreational activities regarded as an innovative multifactorial tool in the complex system of rehabilitation of people with special needs in the Russian Federation. The researches managed to create an advanced inclusive learning environment using an Internet portal “Chess Planet”, a software complex “Chess Lessons by Anatoly Karpov”, an electronic database “Schematic Thinking”; to structure the levels of the students’ information competence and to introduce the models of competitive activity used in adaptive chess sport, taking into account the sportive and medical classification of disabled people. There was given a formalized description along with a classification of chess information retrieval systems, educational and methodological complexes, electronic textbooks, databases and web game portals. Using the problem integrative field of the theory and practice of adaptive physical education, the opportunities to correct the pathologies of mental and intellectual development of different groups of students were found; it was made possible to reduce communication disruptions in properties and types of attention, memory and thinking.
Authors Names & Surnames
Irina Mikhaylova*, Alexander Makhov

Title
Modular Training Of General Chemistry

Doi
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Keywords
Integrative training, invariant and variable components, adsorption.

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Pages
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106

Full Text Link

Abstract
Modular teaching is a novel approach, which integrates basic science - General Chemistry with a medical profile in the form of a module. The integrative-modular technology that was introduced at the Chemistry Department of the Siberian State Medical University (SSMU) for the study of general chemistry has shown high efficiency of the successful mastering of the subject.

To design educational programs the paradigm of training was exchanged to the paradigm of productive exercises with greater independence of students who become designers of their own knowledge, professional and universal competences.

The developed integrative course is professionally oriented to solve future clinical problems. For the implementation of this technology, a new teaching and methodical complex has been created. The following technologies are most often used during training: informative-developmental, interactive and practice-centered, contextual training, team work, games etc., developmental, task-oriented and learner-centered technologies. The article describes the use of combination of academic and innovative methods and technologies of training.

At present, the offered training materials on General Chemistry are being adapted for students taking bilingual training. General feedback obtained from the students showed that all of them felt that modular training was a more interesting and useful teaching learning experience than conventional teaching.

Authors Names & Surnames

Title
Effectiveness Of Implementing Practice-Oriented Higher Education Programs Based On Stakeholders Feedback
The article covers the issues of higher education development in the framework of innovative economy and the role of practice-oriented education technologies in this process. It presents substantial characteristics of successful international practice-oriented models, which potential can be used to solve problems that occur in the national system of education. It is shown that the successful implementation of practice-oriented programs involves the development of various forms of interaction between business and education, including: requirements for the quality of specialists' training, holding of training sessions for students by the employers' representatives, integration of professionally-oriented education technologies, creation within universities of innovative forms of professional employment in accordance with the learning profile, formation of professional skills of students through their immersion in professional environment, project integration.

To meet labor market needs, programs are to consider the opinion of all stakeholders. In this paper, the authors first identify key stakeholders to be considered in the process of study programs development. Then they argue that online surveys are a preferable method of data collection for this purpose. Secondly, the authors focus on these online surveys being the main object of this research. They outline selection parameters which should be taken into account when planning such surveys by asking questions and giving guidelines based on practices and experiments within the universities. Thirdly, the authors identify some common pitfalls to be avoided when designing such surveys. The described survey's methodology can be accordingly included in the content of study programs in management and pedagogy.

Authors Names & Surnames
Gevorg Margarov, Elena Mitrofanova*, Valeriy Konovalova, Alexandra Mitrofanova, Konstantin Trubitsyn

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Title
Social Work As Prerequisite Of Social Welfare Of Personnel In Organization

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.108

Keywords
Social welfare, concept of social work, principles of social work, functions of social work, methods of social work with personnel, technologies of social work with personnel.

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Pages
915-923
Abstract
The article investigates and describes essence of social work with personnel and draws some conclusions based on a new approach to defining social work with personnel, describes scientific and theoretical foundations of the concept of social work with personnel in the organization and its main elements. It focuses on methodological foundations and identifies main elements of the methodological base of social work with personnel, defines its subjects, objects, target, goals and tasks. This study is also devoted to analysis of conformity of social work with personnel within natural laws and examines general and specific principles of social work with personnel, its general functions (ethical, prognostication, preventive, communication) and concrete functions (social security, social aid, social services, social insurance). It classifies methods of social work with personnel based on such indications as direction and forms, objects and subjects of social work. The article also deals with means of social work with personnel and describes its technologies, identifying differences between traditional general technologies (social diagnostics, social examination, social foresight, communication skills, public regulations, skills, social insurance, social adaptation, social counseling, social security), special technologies (used when dealing with workers having very young children or large families, elderly or young workers applying for a job for the first time, disabled workers) and innovation technologies. It also defines essence of management and organization of social work with personnel. The main result of the study is a proposed methodological concept of social work with personnel in the organization representing the content of the given notion.

Authors Names & Surnames
Vasilij Svistunov, Elena Mitrofanova*, Valeriya Konovalova, Alexandra Mitrofanova and Konstantin Trubitsyn
This article discusses the causes and conditions of wage differentiation in modern Russia. On the basis of numerous facts and figures, including examples of school teachers’ and higher school teachers’ salaries, it shows the state policy on the formation of state employees’ wages. The authors argue that, despite the multifactorial problem, including the fall in oil prices, Western sanctions, etc., the state wage policy has real prospects for the successful implementation of the planned programs. These are the adopted implementation programs, the importance of the fulfilment of the May decrees of the President and the Strategy for Socio-Economic Development of the Russian Federation till 2020. In article 7 of the Constitution of the Russian Federation adopted by the general national voting on December 12, 1993 it is stipulated that the Russian Federation is a social state whose policy is directed to the creation of conditions providing welfare life and freedom of development of each person. From the Constitution we deduce that the main goal of the social state is to create welfare living conditions to all citizens. Frankly speaking in the last two decades in Russia certain attempts have been made to create conditions for life improvement of the citizens. In the Russian Federation, labour and health of the people are protected. A minimum salary index has been established, provision for family support, childhood and motherhood, disabled people and senior citizens, the system of social services is developing, pensions, grants and other guarantees of social support have been established.

Authors Names & Surnames
V.V. Moisees*, O. A. Sudorgin, V.F. Nirtsevich, S.N. Glagolev

Title
To The Question Of Effectiveness Of Government Management

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.110

Keywords
Public administration, efficiency criteria, personnel policy.

ISSN
2357-1330

Pages
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No
110

Full Text Link

Abstract
In the Russian Federation, owing to permanent crisis phenomena, stagnations and recessions, the toughening of anti-Russian sanctions, the decrease of real income of the major population, the lowering of living standards of Russians, the issues of efficiency of public administration, as well as criteria, by which one should assess this effectiveness, are actively discussed. The concept of “performance criteria” means a set of criteria, based on which one should assess this efficiency of a certain system of public administration as a whole, as well as individual administrative decisions, is assessed. The efficiency of the state is ensured by the well-functioning system of state bodies, the ability to articulate and to protect legally the public interest, to implement successfully the state social and economic policy, ensuring not only the interests of the state or the ruling class, but also the entire population, certain social groups and every human being. In this article, the authors attempt to justify theoretically an
assessment of the public administration effectiveness through the comparison procedure of the results of certain managerial decisions with criteria features, as well as the degree of achievement of the key objectives when implementing the state policy on the whole and solution of its separate relevant problems. Specific examples, official statistics, comparing them with the developed countries of the world, the authors clearly show the inefficiency of Russian public administration when solving both economic and social problems. The authors make quite a reasonable conclusion that Russia cannot become a prosperous country due to ineffective public administration.

Authors Names & Surnames
V.V. Moiseev*, V.F. Nitsevich, O. A. Sudorgin, E. V. Galkina

Title
Tolerance And Its Limits

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Keywords
Tolerance, recognition of difference, religious tolerance, multiculturalism, religious freedom, freedom of conscience.

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945-953

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111

Full Text Link

Abstract
The decades around the turn of the 21st century have been marked by many interesting processes taking place in society, wherein some social phenomena are deliberately destroyed, and others carefully cultivated. Perhaps it does no good to deny everything that is being denied, or to foster all that seems new, modern, and right. History will put everything to its place. But there is one social phenomenon – an attitude of tolerance towards others – that seems to be at least a useful phenomenon. To respect others, to hold them as equals, not to preach at them and not to place them on a pedestal – this is essentially the basis of any social process. This article explores the concept of tolerance in terms of its practical application. The author analyzes the degree of tolerance in modern society, and delineates its limits. In modern society, it is often possible to observe the balance between what is understood to be for the good of the polity as a whole and the dignity of the individual human person; most often the scales tip towards the needs of the state. But it is incumbent upon the state to protect the rights and freedoms of every citizen, putting an end to any manifestation of intolerance or discrimination. The limits of tolerance, in turn, are to be determined by the goals and intentions of the parties in relation to each other and each of the parties separately. Although tolerance must be considered as a virtue which has its drawbacks.

Authors Names & Surnames
E. Molodykh-Nagaeva*
Abstract
The article is devoted to the consideration of the methodological framework for assessing the differences in the living level of the population in the regions. According to the authors' study, the existing regional classifications for the most part do not presuppose a comparative analysis of the situation in the territories at the federal level and a dynamic assessment of its change. This circumstance prompted the authors on the idea of creating their own unique methodology that makes it possible to compare the situation in the regions with the federal level in the static and dynamic sections. It also allowed forming the corresponding two-dimensional typology of regions, which enables to specify the situation in the territory at the federal level, depending on how its indicators change in absolute terms (statics) and relative estimates (dynamics). This method was tried out using the example of the data on the development of the regions of the Siberian Federal District for the period 2003-2013 (13 years). The results of this study let us conclude that the majority of the SFD regions have a marked lag in living level from the other subjects of the Russian Federation within the framework of both analytical sections (in absolute and relative terms). In some regions, the situation varies considerably.

Authors Names & Surnames
A.V. Mukhacheva*, E.A. Morozova
The purpose of this paper is to study identity issues from different points of view. The analysis is based on the economic science tools. Economic identity introduces a framework that develops the emerging literature on personal identity by using a form of production functions in order to depict investment decisions in social identities. In particular, it focuses on the interpretation of the production functions. The proposal uses the structures of the social realm that are external to the individual, but which can affect his/her social identity. The concept of personal identity in economics has received a lot of attention in recent years. The use of personal identity requires expanding the psychology foundation behind the concept of identity in economics in order to account for the psychological dimension of what is required when trying to maintain a personal identity. This paper tends to examine the usefulness of considering developmental psychology in addition to the traditional social psychological foundation of identity economics within a framework of institutional economy and economic identity based on so-called insiders – scientific category.

Authors Names & Surnames
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Title
Cognitive-Affective Aspect Of Humor Influence On Development Of Students' Innovative Abilities

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.114

Keywords
Cognitive-affective foundations of humor, humor, innovative abilities, cognition, effective communication.

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Pages
972-978

Full Text Link

Abstract
The cognitive-affective content of humor is described; the possibilities of using humor as a means of developing innovative abilities through the organization of effective communication in the learning process and the inclusion in the methodology and content of training are analyzed. An innovative educational technology based on the use of a system of heuristic humorous tasks is proposed. The cognitive-affective content of humorously formulated tasks simultaneously meets the requirements of cognitive goals and is perceived as emotionally attractive. The emotional attractiveness of the task contributes to its accepting for solving and,
Accordingly, to the development of innovative abilities. Thus, the understanding of the implicit meaning by means of humor is based on the following: the generation of a new meaning in the corresponding context; a linguistic form that generates a transformation of the semantic content; creation of alternative meanings by means of deviations from normative expectations; choosing the optimal solution based on anticipation of the consequences of decision making. The effectiveness of the analyzed system of humorous heuristic innovation tasks lies in the fact that the tasks simultaneously meet the requirements of cognitive goals and are perceived as emotionally attractive in terms of their content. The emotional attractiveness of the task contributes to its accepting for solving and, accordingly, the development of innovative abilities.

Authors Names & Surnames
M.V. Musiichuk*, O.V. Gnevek, S.V. Musiichuk

Title
Managed Social Chaos As The Technology Of Export Of Liberal Democracy

Doi
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Keywords
Liberal democracy, the United States, the export of democracy.

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115

Full Text Link

Abstract
The article deals with the theoretical aspects of technology export liberal democracy. Authors concrete examples show how the rapid imposition of "American-style democracy" with the use of soft and hard power of a world power in other countries and on different continents. The article stresses that liberal democracy can be approved and successfully function only under the condition that the dominant liberal ideology in the society and the political elite and civil society institutions are willing to voluntarily follow its basic principles, including such as the presence of regular channels of expression and representation interest and values of citizens in the form of parties, associations and independent media; separation of powers, ensuring an effective system of checks and balances, including independent judiciary and the rule of law, and others. Democracy, in a well-known sense, means the power of the people, but for a long time, since its inception in the Ancient World to the present day, this term and phenomenon have been filled with relevant content, received great theoretical diversity, and practice has already gone beyond the framework of existing theories. Nevertheless, especially in recent decades, there has been a rapid spread of a sample of "American democracy" - liberal on ideological foundations, which some authors consider "the only true". Thus, the researcher Lebedev T.P., analyzing a deeply liberal democracy, argues that "democracy is only a political device that carries the qualities of liberal democracy".

Authors Names & Surnames
V.F. Nitsevich*, V.V. Moiseev, O. A. Sudorgin, S.N. Glagolev
Interaction Of Educational Paradigms: New Approach To Knowledge Management

Doi
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Keywords
Additional education, cognitive management, educational paradigm, innovative paradigm, paradigmatic framework, traditional paradigm.

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2357-1330

Pages
992-1000

No
116

Full Text Link

Abstract
Requirements for engineering education in the field of professional and personal characteristics provide conditions for self-development and self-realization of the individual, as well as rational management of new knowledge. The need for constant updating of knowledge and maintenance of readiness to perform more complex social and professional functions led to the emergence of various types of further additional to higher education. The existing conditions call for addition of the framework of the traditional educational paradigm with the settings of innovative ones for effective implementation of educational programs. The paper shows the interaction of educational paradigms as an innovative way to acquire knowledge at the university by the example of additional education. In the current situation, an appropriate organization of the educational process is necessary, ordering the action of various educational strategies. The role of cognitive management as the organizing factor of a new perception of knowledge that does not reject any of the directions of social transformations and adapts them to a specific situation is highlighted. Conclusions are drawn that when implementing the programs of additional higher education, traditional and innovative educational paradigms are effectively complementary. The simultaneous functioning of various paradigmatic settings is noted at each stage of implementation of the educational program, with the determining role of one of the paradigms. A combination of different educational paradigms is due to the general trend of the cognitive management, involving the preservation and adaptation of any new knowledge for the most effective organization of social processes, including the educational one.

Authors Names & Surnames
I. Nordman*

Title
Traditions And Innovations In Modern Information Space: Distance Learning Technology

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.117
Abstract
Transition to an information society is one of the main development characteristics of contemporary education. The intensity of information processes calls for the formation of a new educational policy, aimed not only at obtaining specific knowledge in various branches, but also at providing the conditions for self-development and self-realization of the individual, able to manage the tasks in an ever-changing world in the conditions of rapidly growing information flows. Capacities for searching the information, its processing and further use become the most important features for the career of a future specialist. In this regard, the importance of information and communication technologies for improving the effectiveness of training is emphasized.

Creation of information and communication educational space at the university is considered as one of the most important conditions for self-development of the individual. The distance learning technology is accounted to the main means of its implementation. It is pointed out that the use of distance learning technology is observed mostly for organization of students’ independent work and implementation of control and evaluation activities at the university. The above mentioned technology is considered by means of the paradigmatic approach. Traditional and innovative paradigmatic settings are revealed. Conclusions are drawn about the importance of combining the possibilities of traditional and innovative elements of educational paradigms for the effective organization of modern educational and information space at university.
Abstract
In the modern society, people must learn how to adapt to new social and economic conditions, and this requirement causes certain changes in the professional training system - it should develop the creativity of students and teach them how to obtain knowledge using a comprehensive approach. In the authors’ opinion, to achieve these goals one should find new ways to solve two basic problems. Firstly, the methods of information delivery should be reconsidered, and, secondly, students’ self-learning activities should be organized in a new way. The aim of the new self-learning system is to make students comprehend new material after learning it, thus internalizing this information, which should be achieved during students’ self-learning activities. It means that the status of a student should change. So, students must be taught how to interact with the informational environment as part of their self-learning activities. Thus, developing students’ information culture should become one of the most important goals related to improving the quality of higher education professional training. The article addresses some aspects of students’ information culture development as part of self-learning activities taking place in a higher educational institution. It describes the concept of the information culture of a graduate and its components. The authors specify the role of the information technology infrastructure and point out the potential of the didactic computer environment in the development of students’ information culture as part of self-learning activities.

Authors Names & Surnames
Pavel I. Obraztsov*, Arkady I. Uman, Marina A. Fedorova

Title
Problems Of Relations Between Russia And European Union Under Conditions Of Sanctions

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.119

Keywords
Russia and the EU, sanctions, prospects of cooperation.

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Full Text Link

Abstract
The article focuses on the crisis aspects of Russia's relations with the EU, and a number of European states. The cause and effect determinants of climate deterioration of multi- and bilateral cooperation are determined. First of all, this is a destructive line for "restraining" Russia on the part of NATO, events in
Ukraine, strict sanction measures. The European policy of Russia isolationism has affected bilateral multinational relations.

The authors reveal contradictory aspects of Russia's interaction with some European countries - France, Great Britain, Poland, and the Baltic Republics - Latvia, Lithuania, and Estonia. Some positive examples of partnership with Austria, Hungary, Greece, and Italy are noted. The specific statistical and factual data are given. The areas for intensifying cooperation are determined.

Many aspects connect Russia with Europe: history, geography, culture, religion, decades of experience in economic cooperation. So, before the crisis of relations, the trade turnover between Russia and the European Union amounted to hundreds of millions of Euros per year. Unfortunately, what was viewed by both sides as an important mutually beneficial project 20 years ago, was destroyed by the military-diplomatic crisis around Ukraine. Europe has taken a course toward isolating Russia.

Authors Names & Surnames
V. V. Ogneva, T. S. Bolkhovitina, E. V. Galkina, V.V. Moisees*

Title
Tolerance: Scientific And Theoretical Discussions

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.120

Keywords
Conflicts, tolerance, society, situation, limits.

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1027-1032

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Full Text Link

Abstract
Each society faces a complicated problem of tolerance, which includes different spheres of social life. Manifestations of intolerant relations in behavior can be connected with social differentiation, social, economic and political conditions in the country, as well as with ethical, moral and cultural wealth in society.

Analysis of a tolerance’s concept and matter is represented in this article. It is known that demonstration of tolerance is determined by a social and cultural situation and therefore it is acceptable to distinguish some types of tolerance. Considering types of tolerance, the author suggests the basic principle of public conduct, which is based on acceptance of various opinions.

An attempt to determine limits of tolerance is made; they allow understanding what has the right to exist and what must be prohibited in society. The author comes to a conclusion that there is no true tolerance in the modern world because it is supposed to admit different opinions and viewpoints.

Objective of research:
1. To analyse and synthesize the definition and interpretation of tolerance.
2. To determine types of tolerance and its limits.
3. To consider the factors, influencing tolerance behavior.
   Used methods: analysis, synthesis, comparison, generalization.

Research results have shown the problems of tolerance in the modern society and confirmed the necessity for design and implementation of programs, aimed at forming tolerant consciousness and prevention of intolerance between people in multicultural states.

Authors Names & Surnames
N. Omelaenko*

Title
Management Efficiency Of Public Finances As Basis Budget System Development Of Russia

Doi
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Keywords
Effectiveness, management, public finances, authorities, assessment, public funds.

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1033-1041

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121

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Abstract
During the research, the authors found that the interaction of the Russian Federation with foreign partners in the field of state financial (municipal) management expressed by the membership of the Accounts Chamber of the Russian Federation in International, European and Asian Organizations of Supreme Audit Institutions (INTOSAI, EUROSAI and AZOSAI) is aimed at harmonization with international principles of control over public finances and improvement of the regulatory and legal framework in the sphere of public finances in the Russian Federation. However, Russian regional municipalities are subjected to a problem of ineffective management of public finances. Thus, the municipality of Tyumen (Russia) city district suffers significant shortcomings related to the lack of interrelation between the documents of strategic and budgetary planning (strategies of social and economic development, municipal programs and municipal tasks) and strategic planning documents of the subject of the Russian Federation and the municipality (state and municipal programs). These shortcomings are also connected with insufficient representation of measures of legal and political regulation for various spheres in municipal programs (tax exemptions, preferences and other regulatory tools that do not involve the allocation of public funds from the budget); with system imperfection in monitoring and evaluating the effectiveness of municipal programs, expressed in a formal control by responsible authorities; with the impossibility of applying a single formalized approach to define basic standard costs for providing municipal services.
Title
Health Disorders Prevention In Preschoolers By Means Of Physical Education: Historical Aspect

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.122

Keywords
Preschoolers, physical education, health, education curricula.

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Full Text Link

Abstract
The article analyzes preschool physical education curricula since 1935 and presents approaches to physical education concerning child health promotion, prevention of such diseases as scoliosis, flat-foot, etc. Preschool age is an important stage for child health, therefore, by the present time there has been developed a bulk of methods on how to prevent various health disorders in children (scoliosis, flat-foot, vision disorders, etc.) through physical education. On the other side, lack of the science-based concept of child health disorders prevention causes the situation when the majority of these methods fail to involve peculiarities of this educational process, and, consequently, it is hard to apply them, their practical usage is not systematic and has no positive impact on health. Development of pedagogy and national educational policy is known to be enforced in educational curricula. Physical education, as a rule, is a constituent part of these curricula, that is why, their estimate, especially concerning the purpose and content, enables us to identify socially-historical prerequisites of the health enhancement function of preschool physical education.

Authors Names & Surnames
Irina V. Penkova*, Natalia V. Karpova, Svetlana V. Shmeleva, Valeriy P. Kartashev

Title
Neuropedagogy And Bioethics' Symbolism: Place In Knowledge Management

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.123
Keywords
Neuropedagogy, bioethics, perception of symbolism, information-synergetic approach, “semiotic attractor”, knowledge management.

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Pages
1048-1056

No
123

Full Text Link

Abstract
The convergence of information, biomedical and cognitive technologies results in growing popularity of neuro-sciences. Neuro-sciences related to humanitarian research (including educational) emerge. The goal of the research described in the work is to define a measure of conceptual novelty in combining neuro-science and pedagogics. To reach the goal stated, the author solved the following tasks: searching for criterion dividing the initiative of naming from the initiative of neuro-science's research; setting the stand from which researching programs of neuro-science were developed; uncovering ethical aspects of neuro-science from a bioethical point of view; defining the relevant position for discovering neuropedagogy’ perspectives in knowledge management. As a criterion of neuroscience, the one suggested by A.Y. Alekseev was selected: a science may be reasonably called “neuro” if its methods are mostly connectionist. This criterion emphasizes two moments: specification of neuroscience methods and the interdisciplinary nature of this new branch of science. Neuropedagogy must take into consideration the specifics of neuroethics’, neuroaesthetics’ and neurophilosophy’s epistemology. Along with this, “neuro” prefix supposes examined impacts aimed at the brain and corporeality. In its turn, this causes the necessity to take into account the bioethical problematics while implementing such impacts. Popularity of neuro-science in humanitarian research is a symbolic reaction to convergent technologies. This is implemented in bioethics’ symbolism within the modern culture and related to knowledge management.

Authors Names & Surnames
Nina A. Pervushina*

Title
Visual Perception Of Artefact: Significance Of Museum In Bioethical Education

Doi
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Keywords
Bioethics, bioethical symbolism, education, bioethical education, perception, visual perception.

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Pages
1057-1065
A combination of several specific characteristics of modern times makes bioethical education necessary. First, visual presentation of information largely replaced the verbal one. Secondly, life itself became a product of technology, so it turned into an artefact. Thirdly, the pace of innovation reveals how frail the intellectual traditions are. Fourth, the innovations of convergent and biomedical technologies create new risks. And, finally, existence in the environment of new risks requires a new degree of responsibility for choice made by an individual. In this case, an individual must make both bodily and mental choice again and again. Bioethics is placed at the intersection of some trends: it protects the individuality from the arbitrariness of a biomedical operation, assess the new risks, retains the moral positions of philosophical traditions for determining the permissible limits of intervention of the artificial into the natural. From this perspective, the work is aimed to find an answer to the question, is it possible to adapt theories of perception of visual information to bioethical education in principle. For this purpose, the role of a museum in forming an attitude to unique artefacts is considered. By the example of the museum, an optimal combination of methods of psychological influence for developing the perception of visual information is shown. Based on this, it was concluded that the museum, which meets the above-mentioned requirements, is suitable for bioethical education.

Authors Names & Surnames
Nina A. Pervushina

Title
Linguistic Personality And Fake Reality

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.125

Keywords
Linguistic fractal, linguistic personality, fake reality, interpretation, discourse, understanding.

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Pages
1066-1074

No
125

Full Text Link

Abstract
As K. Marx thought (Marx, 1959), people's opinion about reality was influenced by the material conditions of life, a basis. A superstructure of the basis, of science, of culture and ideology depends on it. But the subsequent development of social thought disapproved this theory. Today, the person who masters the minds
of the people can determine their behaviour and life of society as a whole. The rapid development of social media in particular led to the formulation of the question about alternatives in science, culture, social life, i.e. the alternatives of civilization. It is the concept of fractal that can explain the mechanism of the formation process of opinions about the reality in modern conditions. Fractal is a new methodological tool in humanities. “A withdrawal” of most dichotomies, an integration of various points of view on the subject, including the opposing ones are its advantages. The fractal concept can be the algorithm not only for understanding and explaining the world, but also for its designing through the production of statements. If the dialogue and criticism suggest the pluralism and plurality of opinions, their result (culture and civilization) on the contrary would be based on a consistent and progressive development of a unified system of ideas. A fractal vision of the world allows resolving this contradiction.

Authors Names & Surnames
Petriakov Leonid*

Title
Healthy Lifestyle As Value System Of Student Youth

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.126

Keywords
Health, healthy lifestyle, physical education and sports, state policy, youth, value system.

ISSN
2357-1330

Pages
1075-1084

No
126

Full Text Link

Abstract
Public health is an important resource for ensuring the state stability, a key factor in social development and national security. The current stage in the implementation of the state policy in the field of physical culture and sports is characterized by an increased attention to the formation of a healthy lifestyle across the population. Nevertheless, the percentage of citizens involved in mass sports remains low. The article considers scientific approaches to the definition of the concept of "healthy lifestyle", which is a set of measures aimed at improving the health of the individual, the way (or forms) of life activity and the consciousness or psychology of people in relation to one's own health.

The authors propose considering a healthy lifestyle through the prism of social significace as a global social problem, an integral part of the society life as a whole as consciousness and psychology of a person in relation to one's own health. The role of physical education and sports in the formation of a healthy lifestyle is defined.

Through the author's sociological research, the role of physical education and sports in the lifestyle of the modern youth was analyzed. The main reasons preventing youth from physical education and sports were revealed.
The authors conclude that a new approach to the formation of the physical education of society and the individual calls for essential changes in state policy in this branch and the appeal of its vector to the mass sports development.

Authors Names & Surnames
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Title
Problem Of Relations Between Human And Society In Conditions Of Social Transformations

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.127

Keywords
Discourse, consent, society, personality, tolerance, homo ludens.

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127

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Abstract
The paper presents the analysis of the relationship between human and society in conditions of social transformation that threatens uncertainty when one is trying to build his life without any tension. The attention is focused on the fact that in the process of human interaction and society in the modern world, man is in a state of two mutually exclusive modes of existence: extreme individualism and the presence of a deep state of depersonalization of the individual. The first leads to narcissism and egocentrism, the other to the loss of the image of their holistic selves, status, apathy, mental anemia, disorientation and helplessness. In this situation, the shift in social theory from the task of protecting people from the dominant forces of society to its opposite, when a private hijacks public space. The article substantiates the position that modern man, cultivating for himself "game" attitude towards life loses its values of integrity, hinging only in its individuality. In contrast, the role of tolerance, namely, it is possible to prevent the disintegration of personality through the mechanisms of its retention in the framework of "permissible" and "accepted". Determined that assuming freedom of choice, tolerance, through dialogue with the "Other" is aimed at the personification of personality. The desire to understand the other does not allow the dialogue to turn into another imposing of their beliefs, for it involves the representation of the understanding.

Authors Names & Surnames
V.M. Zolotukhin*, O. Zhukova
Title
Problems Of Personality Type Transformation In Current Conditions Of Russian Society

Doi
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Keywords
Personality type, Soviet human, social character, life purposes, personality transformation.

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128

Full Text Link

Abstract
The article examines features of stability and transformation of the personality type emerging as a normative and value image of the modern Russian society. Based on approaches of Erich Fromm, David Riesman, Yuri Levada, two trends can be revealed: one of them aims to preserve those archetypal characteristics so typical of "Soviet human", another one deals with formation of new properties that would meet goals of market oriented society and define features of individual success. Russian society is characteristic of global processes of values modernization, reasoned by R. Inglehart and C. Welzel, and reflecting individual’s pursuance of greater personal freedom and self-expression. The new value system of the Russians is still nascent; giving up on old social and cultural reality is of phantom nature. Previous research analysis allows concluding that the personality type is balancing between two poles, caused by socio-economic conditions fluctuation, poor establishment of institutional factors for system implementation of the new model, missing of a clear vision of the future, which could serve as a reference. Russian society appears to be split according to the typological dominance factor into two groups - active and passive. The problem arises on how lack of uniform symbolic and semantic field effects the modern personality type formation as it leads to social relations mobility, ongoing risk and complex processes in semio-physiological space. However, the personality type instability may be also caused by socio-cultural specifics, traditions, lack of public communication space development, preservation of former institutional structures and a particular lifestyle.

Authors Names & Surnames

Title
Factors Of Soft Power In Russia's Foreign Policy Towards Mongolia

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.129

Keywords
Soft power, Russia, Mongolia, language, relationship.
Abstract
The paper deals with the role of "soft power" in the foreign policy of modern Russia. Soft power is a concept developed by Joseph Nye. It divided the methods of foreign policy of countries into hard and soft. The first group of methods includes armed violence, military intervention, economic pressure, bribery. The second group of methods is attractiveness of economic growth and well-being of the population, creative power of the nation, attractive foreign policy strategy, culture, and science. Along with political, economic, military methods of influence, no less important are methods, related to education, science, mass information and culture.
Considering the rich history of Russia's cultural influence on Mongolia in the socialist period, cooperation in this area seems promising and significant for modern Russian-Mongolian relations. Among the positive grounds for the successful use of Russian education as an instrument of foreign policy influence towards Mongolia are the historical tradition of involving Mongolian citizens in the system of higher education of the Soviet Union, the Russian language that relatively widely spread in Mongolia, the presence of branches of several Russian universities of Moscow, Ulan-Ude, and Irkutsk in Mongolia. At the same time, there is a number of impediments related to successful use of education as an instrument of Russia's foreign policy in Mongolia.

Authors Names & Surnames
Vladimir Rodionov*, Timur Badmatsyrenov, Innokentii Aktamov, Damdin Badaraev, Vinokurova Anna

Title
Paradigmatic Approach In Philosophy Of Education

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.130

Keywords
Philosophy, Education, History, Paradigm, Pedagogy, Knowledge.
Abstract

The research deals with a problem of existence and development of educational paradigms in the history of European culture. Thus, Antiquity, the Middle Ages, the New and Modern times are original epochs that created within themselves original educational paradigms, corresponding to their historical specifics. They reproduced themselves through educational paradigms as stable cultural forms. According to the generally accepted division of history in the epochs mentioned above, the authors consider the educational paradigms corresponding to them intuitive-discursive, exegetical-apologetic, rational-experimental and existential-personological. The identified educational paradigms are determined by the duality of the methods used in them (intuition and discourse, exegesis and apology, experiment and rationality). The noted methods are related by a horizontal and vertical scale, demonstrating the continuity of historical methods of the social reality cognition. The authors can define this study as a theoretical analysis conducted on the basis of the history of philosophy and representing a peculiar philosophy of history. The modern education can be studied both in statics considering the forms and methods of its functioning, and in dynamics - carrying out a theoretical analysis of the process of its genetic development which allows one to address the actual problems of the modern education.

Authors Names & Surnames
Inna B. Romanenko*, Yuriy M. Romanenko

Title
Formation Of Post Material Values In Conditions Of Transversality Of Educational Paradigms

Doi
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Keywords
Post material values, transversality of educational paradigms, theory of generations, modernization of education.

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Pages
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131

Full Text Link

Abstract

The study analyzes the post material values of the Y generation, which has developed in the conditions of the transversality of educational paradigms in Russia. The attention is drawn to the importance of social networks with horizontal communication. Another aspect is the growth of the digital technologies in the sphere of education. The post material values shared by teenagers make it difficult to motivate and stimulate them with a help of traditional means. The research is based on the modern theory of generations. The main provisions of the W. Strauss and N. Howe theory of generations, which are applied to the Russian problems of education, are
described in the article. The authors agreed with the basic characteristics of generations "Y" and "Z". They are characterized in the article as the main actors of the modern educational process. The attention is paid to the basic difficulties encountered in teaching practice while working with these groups of young people. The researchers pay attention to the importance of the personal-oriented training in this situation, the need to use different models of education, the creation of a highly professional environment for the educational institutions, the significant increase of the humanitarian profile disciplines and the creation of individual educational routes, the applied baccalaureate system and etc. All these factors show the need of creating a fundamental theory that allows one to organize effective interaction with the young people.

Authors Names & Surnames
Inna B. Romanenko*, Yuriy M. Romanenko, Alexey A. Voskresenskiy

Title
Toleration And Intolerance In Mentality Of Russian Man

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.132

Keywords
Mentality, a Russian man, toleration,intolerance, contradiction, interaction.

ISSN
2357-1330

Pages
1122-1128

No
132

Full Text Link

Abstract
The prevailing idea of an article is a mechanism of relationship between toleration and intolerance in the mentality of a Russian man. Toleration in the mentality of a Russian man coexists with intolerance based on contradictory relationships. Toleration is interpreted as respect and clever understanding of complex diversity in various manifestations of the changing world. Toleration is understood as forms of self-expression of each individual, as willingness or readiness to accept different ways of behavior and beliefs of other people. The idea of long-term or prolonged patience and lenience in the personality of a Russian man as a transformative process of Russian toleration is reviewed in this work. Tolerant identity of behavior of a Russian man, representing a peasant-proletarian social layer in Russian society is justified and shown. Intolerance is assumed as disrespect and rejection to accept the world manifestations diversity, diversity of self-expressive forms and ways of manifestation of each individual, as unwillingness to recognize and accept behavior and beliefs of other people that differ from one’s behavior and beliefs. Intolerant behavior of a Russian man, belonging as an identity to the intellectual social stratum is substantiated. The developing process of Russian intolerance into marginality and estrangement is taken into consideration. Main methods of this research are methods of analysis and synthesis, comparison, extrapolation, a historical and logical method. The most important result of the study is
development of specific recommendations for studying contradictory relationship of Russian unique toleration
and intolerance with further involvement in active social activities.

Authors Names & Surnames
Askadulla Galimzyanovich Sabirov*, Lilya Andreenva Sabirova

Title
Affinity Of Gender Stereotypes And Political Culture: From Discrimination To Equal Rights

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.133

Keywords
Gender, political culture, stereotypes, politics, masculinity, femininity.

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2357-1330

Pages
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133

Full Text Link

Abstract
The paper considers problems of influence and affinity of political culture dominating in society and
gender stereotypes. Political culture is seen as an integral notion, which includes previous experience,
knowledge and emotions. Historical experience, which is retransmitted from generation to generation, is an
important determinant in formation of gender stereotypes. Gender stereotypes act as a factor of political culture,
which forms political preferences of voters today. They affect evaluation of subjects of the political process.
Herewith, concepts of masculinity / femininity correlate with perceptions of strength / weakness - the masculine
is valued as more positive than the feminine, which allows concluding about the androcentrism of political
discourse. At the same time, gender stereotypes, as an integrated part of political culture, are in close relation to
politics. First of all, their influence on politics reveals itself in how they impact the political behavior of women
and men - both voters and politicians. Thus, as a whole, gender stereotypes act as a factor of culture which
limits female representation in power. This is a factor of discrimination against women in the political sphere.
Despite the fact that transformation of the political system is accompanied by reproduction of stereotype
perceptions of social communities about the leading role of males in politics, it can be claimed that there is
gradual correlation of gender stereotypes in the direction of comparatively balanced condition of male and
female potentials and there are growing opportunities for women to participate in the sphere of public policy
and management.

Authors Names & Surnames
S.S. Skorniakova, A.S. Safonova*
Abstract

In this article based on the materials of a sociological survey conducted in 2015-2016, the state of the health forming environment of Russian universities is analyzed. The research was carried out using the methods of questionnaire, expert survey and content analysis, within the framework of which weak aspects of the health forming university environment were identified. The opinions of students of four courses of full-time education were analyzed, as the most involved ones in the life of the university, as well as the views of experts-specialists competent in the formation of health values among students. As a result, specific features, essence and content of the health-forming environment of the modern university were revealed, as well as factors affecting its implementation and development. On the basis of the findings, a comprehensive concept for the development of the health-formulating environment of the university was developed that meets the requirements of modernizing the contemporary system of higher education.

Authors Names & Surnames
A.V. Samarin*, L.L. Mehrishvili, S.S. Siteva
Abstract

The paper is devoted to the problem of Catholics’ adaptation to the life in non-traditional communication environment of Saint-Petersburg in the first half of the XVIII century. The author applies a multidisciplinary approach that allows her to consider the subject of the research from a position of different sciences using a wide range of scientific methods: the principles of historicism, of scientific objectivity; the historical-comparative method; the method of historical content analysis and the method of typology. Using the concept of U. Thomas and F. Znanetskiy, the author proposes a typology of groups within the Catholic community, each of which had characteristic features in the process of adaptation to a new communicative environment: "active minority" and "inert majority" groups were allocated, the latter of which included two subgroups –"inclusive community" and "traditionalists". Analysis of the preserved metric books from St. Catherine of Alexandria Church, devoted to baptisms and weddings, allowed the authors to trace the social relations of St. Petersburg Catholics and to characterize the selected groups. The author concludes that a significant part of the Roman Catholic community of St. Petersburg belonged to the so-called "inclusive community", which expanded their social networks imitating the "active minority", who created behavior models for the adaptation process. These models contributed to the gradual process of assimilation of foreigners-Catholics, as well as to their adaptation to the life in the communicative environment of Saint-Petersburg in the first half of the XVIII century.

Authors Names & Surnames
Ekaterina A. Samylovskaya*

Title
Economic Diagnostics In Environment Of Staticized Relationship Marketing

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.136

Keywords
Diagnostics, methodology, relationship marketing, parameter, assessment.
Abstract
Strategic operation of the enterprise of the real sector of Russian economy is one of the most important instruments of protecting its interests, raising to a new development level, consolidating its competitiveness in the long-term. Scientifically substantiated management implies the use of extensive and available instruments including reliable methods of business diagnostics. The article considers the essence and significance of economic diagnostics to ensure smooth functioning of a company. Diagnostics is aimed at detecting weaknesses in the organizational structure as well as identifying and assessing reserves for the development of the company. The paper presents different views on the definition of economic diagnostics and describes the methodology to carry out economic diagnostics that includes three main stages, namely descriptive, analytical and diagnostic synthesis. With this in view, the authors developed a framework for monitoring key competence indicators of the company. In this paper, the authors state that elaborately crafted business ties with partners, clients, suppliers, which is basically referred to as relationship marketing, have a big impact on the functioning of the company at large. To this end, the authors reviewed the structure and principles of relationship marketing and added a corresponding unit to the diagnostic system. Besides, the authors assessed the main parameters of such relationships, followed by the identification of regularities and possible ways of their development.

Authors Names & Surnames
Ekaterina Danilovna Schetinina*, Svetlana Konstantinovna Kochina

Title
Competitiveness Management Mechanism Of Industrial Enterprise Under Conditions Of Import Substitution Policy

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.137

Keywords
Competitiveness assessment; import substitution policy, competitiveness of industrial enterprise; economic entity competitiveness; food embargo; national economy.

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2357-1330

Pages
1163-1172

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137

Full Text Link

Abstract
In this paper, the method of assessment of economic entity competitiveness in modern conditions of applying the import substitution policy by the Russian leadership is considered. Foreign experience of using the import substitution policy and its influence on the country’s national economy are also analysed. The authors of the paper suggest a mechanism of competitive recovery of an industrial enterprise as an economic entity under condition of import substitution. In addition, the authors consider in detail the method of assessing competitiveness, based on researching the works of greatest scholars in the economy field. The main purpose of the paper is to preserve competitive sides of the economic entity, and in some cases, to increase competitiveness of the enterprise. The examples of application of the import substitution policy, which, during the long-term use, leads to the competitiveness reduction in the home market, are given. The authors consider the application of import substitution by the leadership of Belgorod region. An extensive literature review on the problem of assessing the competitiveness of industrial enterprises in modern conditions, as well as on the problem of realisation of the import substitution policy, is conducted. In addition, during development of the mechanism of
competitive recovery of industrial enterprises under conditions of realisation of import substitution policy, the authors have taken into account the foreign experience, during analysis of which it has been revealed that long-term application of import substitution leads to the reduction of internal competitiveness and national security.

Authors Names & Surnames
E. D. Shchetinina*, T. N. Ponomareva, N. In. Dubino, T. A. Dubrovin

Title
System Grounds Of Social Management Theory

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.138

Keywords
System grounds, social management, social activity, system management, social self-organisation, social self-management.

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Full Text Link

Abstract
In the present scientific paper, methodological ways of formation of systemic grounds of the modern concept of social management are studied. For these purposes, in the beginning of the paper, a critical analysis of different interpretations of social management, existing in modern science, is carried out, as well as system ways of overcoming methodological difficulties in formation and development of the theory of social management are determined. Then, in the paper, system principles of the modern concept of social management are identified and clarified. They are principles of objectivity, integrity, self-organisation, subordination, social activity of a human being and society as a whole, self-management, self-development, social sustainable development, etc. In the paper, special attention is given to disclosure of the content and the structure of new trends in modern science – synergetic and cybernetic movements. At that, initially, the connection between the synergetic movement and backbone principles of organisation and self-organisation of complex self-managed systems of inanimate, animate and social nature is clarified. In the paper, the cybernetic movement, its connection with self-management, management, self-development and information of complex social systems are also comprehended. In the paper, an integrate model of social management is constructed on such methodological grounds. In conclusion, the importance and necessity of elaboration of this problem for deeper and complete comprehension of common regularities of organisation, functioning and development of the social world as a whole are emphasised.

Authors Names & Surnames
S.N. Semenkova*, S.G. Bannykh, M.V. Doronina, M.A. Novoselova, V.I. Taburkin, R.S. Turov
Abstract

This article is focused on the poststructuralist thinking from the perspective of the ontological problems. Poststructuralism is asserted as a project of overcoming the boundaries of the previous philosophy and a break in the deadlocks of structuralism. Analysis of the key poststructuralist concepts, such as “hyperreality” and “simulation”, in Baudrillard’s and Derrida’s redaction, allows disclosing the crossover points with Heidegger’s problems of fundamental ontology. Poststructuralists approach the language as one of the orders of simulation, which enables them to interpret the “experience of Nothingness” more radically as well as to renew the question of Being at the new historical and philosophical stage. The essential task of the investigation of reality meanings in the postmodern discourse is to realize how the reality is penetrating into it. Regardless of the purposes and intentions of postmodernist philosophers, something that superficially seems to be situated out of the boarders of reality appears to be the revelation of reality as it is. Compromised in all variants of realistic, naturalistic and materialistic philosophy, ontology finds its theoretical realization exactly in the postmodern discourse, in which the concept of “reality” is always “in quotes”. This is another trick of the postmodern philosophy. The pathos of postmodern analysts is to realize the consequences of one’s own methodological proposals. The indifferent, superficial, or insidious glance could consider that philosophical judgments do not have their ontological consequences. The world is logocentric; words rule the world, and they are the starting point of existential cataclysms – wars and reconciliation, happiness, and disasters.

Authors Names & Surnames
Vera A. Serkova*, Aleksandr A. Pylkin, Alla S. Safonova, Julia A. Savitskaya
Abstract
In the modern world, which is often called a society of postmodern, a new form of worldview and lifestyle gathers force, which can be conventionally called mobility. Mobility implies unattachment of a human being to a place of residence, a place of work, permanent human environment. In the paper, mobility is considered as a constituent of a life strategy, allowing one, according to individual representations of testees, to achieve personal security more effectively, in contrast to settled lifestyle, implying greater vulnerability. The results of the research, conducted based on the youth sampling, are presented. The objective of the research was the study of mobility as a social phenomenon of postmodern society and determination of its individual-psychological determinants from the position of personality security psychology. The following was used as research techniques: a questionnaire, the method of studying value types by M.S. Yasnitskiy, the author’s method of studying strategies of providing personal security, the method of depth interview with subsequent meaningful and content analysis of data. Obtained results indicate high popularity of mobility as a preferable reference point in alignment of a life strategy of providing personal security. Strategic preferences are analysed in the context of value types and other psychological and social characteristics. A conclusion on the increase of “mobility tendencies” among postmodern youth is made, and unattachment, bordering with impermanence, becomes a part of “postmodern self”.

Authors Names & Surnames
M.S. Ivanov, A.V. Seryy*, M.S. Yanitskiy

Title
Experiment On Teaching Mini Football To Children With Down Syndrome

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.141

Keywords
Physical rehabilitation, Down syndrome, mini football.
Abstract

In the framework of cooperation undertaken by the Russian State Social University and the Downside Up Charitable Foundation, a research group, with support of FIFA’s social program “Football for Hope”, has been implementing since 2015 an experiment for teaching Down syndrome children to play mini football. The object of the comprehensive study is development of Down syndrome children engaged in playing mini football. The subjects of the comprehensive study are: the impact of mini football sessions on the improvement of Down syndrome children’s physical assets; the impact of mini football sessions on the children’s morpho-functional indicators; the technical instruction of the Down syndrome children playing mini football; and physical rehabilitation of the Down syndrome children by means of adaptive sports, such as mini football. The first stage of experiment is teaching the elements of playing mini football. The following results were obtained: primary skills of ball control; positive dynamics both in physical and psychic development of children; increased working capacity; improved mental concentration and improved memory. At the second stage of the experiment, work continues on improving the acquired skills in compliance with the authors’ experimental model; also, practical recommendations are elaborated for using the approved methods of teaching in other regions of Russia.

Authors Names & Surnames
Alexander S. Makhov, Aleksei I. Seselkin*, Mikhail B. Zubenko, Svetlana V. Shmeleva

Title
Female Genius: Some Aspects In The Context Of Philosophical Discourse

Doi
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Keywords
Philosophy of creation, genius, female genius.

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1206-1213

Abstract

The paper is devoted to philosophical problems of female creativity, which acquire a status of a promising field of research in the modern world. Their relevance is conditioned by historically established cultural anonymity of a woman. Being involved, along with a man, in a historical and cultural process, frequently taking part in the change of cultural paradigms, a woman has found herself beyond the status of genius. In this regard, the author aims to consider the evolution of views on a phenomenon of genius with emphasis on evaluation of the place and the role of a female in culture-creativity. The paper demonstrates that the idea of female subjectivity,
mediated by specific bodily nature, acquires a new importance in the XX century. Transformation of views occurs in the framework of the shift of value benchmarks towards recognition of female freedoms and rights that are equal with those of men, including creative self-realisation. The author believes that cultural realisation of the creative potential of a woman, including in its highest manifestation – genius, can be realised not only in the framework of creation of values by the “male pattern”. In the latter case, a woman inevitably moves towards development of masculine qualities in herself, which in creativity are anticipated and recognized as essential for obtaining a status of genius. The true genius of a woman consists in her ontological specificity: female subjectivity, basing on bodily experience, acts potentially as a basis for one of the alternative ways of culture development, experiencing dehumanization today.

Authors Names & Surnames
Marina V. Shalaeva*

Title
Civil Activism In Local Communities: Motivation Of Participance, Performance And Resource Relationship

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.143

Keywords
Civil activism, self-organization, social participation, activist mindsets, local community.

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Pages
1214-1224

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Full Text Link

Abstract
This article considers conditions and factors of civil activism at micro-local and meso-levels of social relations. Civic activism is viewed as attitudes and practices oriented towards solving social problems of different levels through social creativity and self-organization of citizens. Self-organization is the process of establishing direct ties and contacts between citizens to solve personal and socially significant problems. Participation in collective actions, associated with provision of amenities and assistance, becomes increasingly widespread among representatives of local communities in cases of legal insecurity and a deficit of material and information resources. Initiators of collective action are citizens themselves, their neighbors in the house (street), representatives of public organizations, less often - representatives of government bodies or management companies. As results of the survey showed, respondents are more willing to engage in any initiatives organized by others than to act as their immediate initiator. Basic motives of civil activism are a pursuit of preventing social environment of a residential territory from degradation, helping people in a difficult life situation and satisfying needs for altruistic and collective types of behavior. Actors of social work consider it to be quite efficient in terms of social significance (e.g. improvement of apartment houses and surrounding areas, improvement of a legal base, educational effect for the younger generation, preservation of cultural traditions) and personal development (e.g. acquisition of experience, specific knowledge, competencies in the field of public benefit, multiplying social capital, increasing self-esteem, improving self-esteem, obtaining diplomas, letters that can be useful for career advancement).

Authors Names & Surnames
Irina Valerievna Shavyrina*, Evgenij Viktorovich Reutov, Marina Nikolaevna Reutova, Inna Aramovna Demenenko

**Title**  
Interactions Design In Technogenic Information And Communication Environments

**Doi**  
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**Keywords**  
Technogenic space, interactions design, information environments, interdisciplinary approach, ethical connection, partnership.

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**Pages**  
1225-1232

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144

**Full Text Link**  

**Abstract**  
The article is devoted to the problem of humanitarian control of interactions in modern technological culture. Particular attention is paid to the technology of information manipulation, the relationship of digital culture and the individual lifeworld. The objectives of the article include identification of the specifics of interacting subjects in information environments, clarifying the principles of their design in the network order. The need is stressed for a civilizational approach that emphasizes the relevance of ethical relationship as the basis for the humanitarian control over the design of interactions in technogenic environments. Nowadays, civilization is interpreted as a “society of knowledge” that unites the components of the technosphere and the political, ethical, cultural, mental aspects of social life. The study is conducted in terms of the interdisciplinary approach, in which context any object is treated as a sociotechnical one, included into the communication environment and into the system of subject interactions. The article specifies the methods of subject interactions design in information environments. The practical aspect of interactions designing technology is demonstrated in the process of making optimal decisions when a new product is created. The main conclusion is that in the network space, the interaction of human and technology should be considered from the standpoint of partner relations.

**Authors Names & Surnames**  
Olga D. Shipunova*, Vasilyi A. Rabosh, Alexander V. Soldatov, Anton V. Deniskov

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**Title**  
Sociotechnical System In Communicative Environment: Management Factors

**Doi**
Abstract
The article is devoted to sociotechnical system management in the network society. The characteristic peculiarities of the sociotechnical system functioning are described by means of systemic methodology within the socio-anthropology approach. It has been empathized that the sophisticated system can not function without human involvement and outside the sociocultural environment where it exists. A multicomponent sociotechnical system includes noneconomic intangible assets in the form of the nominal capital to which, in particular, ecological, intellectual, ethnocultural and ethical ties are referred besides traditional technological structures and economic indicators. Coordinating all these aspects of such system functioning has become an unconventional scientific, engineering and organizational task. Artificial objects and systems created based on modern technologies, particularly biotechnologies and genetic engineering, as well as the informational and intellectual technology, can not be considered conventional either for technologies or sciences and humanities. It has been proved that system management factors are rooted in the communication system possessing a matrix structure, ultimately based on value paradigms and conventional norms of the intellectual, professional and corporate culture.

Authors Names & Surnames
Ivan V. Kolomeyzev, Olga D. Shipunova*
Abstract
The analysis of the mythological creation of meaning as an objectified form of societal life regulation is carried out in the context of the socio-communicative paradigm of the study of myth. The paper is devoted to the analysis of the most significant methods of mythological creation of meaning and to the identification of the algorithms perceived in the dynamics of the mythological creation of meaning. The socio-communicative aspects of the study of myth allow one to analyze the logical mechanisms of mythological thinking and to carry out a consistent analysis of the mythological creation of meaning as an invariant structure underlying human communication. Structuralist and post-structuralist approaches form the methodological basis for investigation of the communicative aspects of modern myth. Methods of information theory and structural linguistics are also used since social communication is revealed in the context of the existence of language. The analysis of the mythological creation of meaning as an objectified form of societal life regulation, allows one to come to a number of conclusions. The ability of the myth to codify and sacralize the traditions, norms and rules of life in society is associated with the reproduction and consolidation of the most stable social relations and connections. Social space may be understood as an area in which the mechanism of active myth-generation functions constantly. Modern social myths are formed as a result of conscious reflexive goal-setting and represent a means of manipulating the mass consciousness and a peculiar component of political and ideological practice.

Authors Names & Surnames
E.V. Ivanova, A.V. Shutaleva*, E.A. Putilova
authors have put forward an assumption that to lay foundations of inclusive education properly and to avoid failures during its implementation, it is necessary, already at the regional level, to consider and evaluate all essential and situational contradictions and constraints, risks and resources. Analysis of statutes and regulations, provided for implementation of inclusive education at the regional level, at the country level (the Russian Federation), as well as at the level of the region under study, has shown that inclusive trends have rooted themselves in domestic education and have already gained the status of official government policy. Moreover, when analyzing practical aspects of inclusive education, the authors have faced discrepancies between theory and its practical implementation, which is a problem of Primorsky Krai and each region of the Russian Federation taken separately. The authors have analyzed legal regulations providing for inclusive education implementation, and current issues hindering such implementation, and eventually have offered their solutions in part of substantiation of the most suitable model under conditions of Primorsky Krai, the Russian Far East. The authors believe that each territory should follow its own way of inclusion development, taking into account its own peculiarities, opportunities, economic factor of each region taken separately, combining certain elements of already existing models and approaches, weighing their pros and cons, advantages and disadvantages.

Authors Names & Surnames
Valeria V. Nemtsova, Irina B. Repina, Natalia G. Sidorova*

Title
Use Of Analytical Procedures By Internal Control System In Construction

Doi
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Keywords
Internal control; management; business process; control procedure; administrative decision.

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148

Full Text Link

Abstract
The most important procedure of the system of internal control in the construction branch is the accounting of expenses and the income at the corresponding stages of the performed works (business cycles). To check the compliance of production of construction works to the project, permanent internal control at all stages (cycles) of construction production. Accounting on cycles allows to reveal indicators, separate segments and management in a result of construction production. Therefore, the part of indicators is formed for application of adopted administrative decisions at the level of separate divisions, and the other part – by the management of the entire construction organization, which allows accounting information to be distributed by business cycles for adoption of the relevant administrative decisions. Control procedures must be performed at
all levels of the organization and in all business centers. Control procedures shall include: approval, authorization and reconciliation of transactions, activities efficiency analysis, safety of assets and distribution of obligations. Control actions shall be directed to achievement of specific purposes of information processing, such as, ensuring completeness and accuracy of information processing. It should be noted that information created for internal control shall be sufficient, but not excessive. The redundant information not only requires funds for its forming, but also slows down process of forming information necessary for preparation, reasons and decision making. The result, which is main from the viewpoint of creation of an effective internal control system, is achievement of information transparency of the main business centres.

Authors Names & Surnames
Irina Aleksandrovna Slabinskaya*, Iuliia Aleksandrovna Tkachenko

Title
Russian Labor Protection Legislation Of Women And Children Of Xix Century

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.149

Keywords
Factory industry, labor of children and women, factory inspection, labor legislative regulation, worker.

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Pages
1270-1280

No
149

Full Text Link

Abstract
This article is devoted to the study of exploiting women and children labor in the factory and plant industry. In second half of the XIX century in Russia, the government policy on working issues (where child and women labor was concerned) were inconsistent, selective and vague in nature. The authors consider the measures which have been undertaken by the Government in the connection with the involvement of children and women labor into the sphere of industrial production. The study of problems of legislative regulation of women and children labor and factory supervision activities protecting the work of this category of workers were undertaken. The causes and characteristics are considered; qualitative and quantitative characteristics of the employment of children and women in the factory industry in Russia are given. Under the impact of the crisis of overproduction and increasing competition among entrepreneurs and public pressure, the government was forced to issue legislation regulating the women and children labor. On the base of various sources, circumstances of the content of publication laws regulating the children and women labor are analyzed in detail. The strong and weak causes of adopted legislation aimed at the protection of women and children are discussed and analyzed.

Authors Names & Surnames
Oksana Alekseevna Smolenskaya*, Tatyana Aleksandrovna Zaitseva, Evgeniya Aleksandrovna Vlasova
Title
“Magazine War” Between Russia And France: To The Origin Of Information Warfare

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.150

Keywords
Information war, Russian-French relations in the 19th century, indoctrination, Russophobia, Russian threat.

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Full Text Link

Abstract
The article is written within the framework of the interdisciplinary synthesis methodology and is devoted to the study of the information warfare between Russia under Nicholas I and France under King Louis Philippe of Orleans. The theme under discussion is relevant: the information wars are the attribute of the modern political and international life, which makes it important to discuss the origin of this problem both in scientific and practical terms. The study of the information warfare is closely connected with such important phenomena of political life as the Russian threat and Russophobia that has deep historical roots. On the one hand, the reasons for this phenomenon are the civilizational differences between Russia and the West. On the other hand, Russophobia was provoked by the active foreign policy of Russia, aimed at the protection of its national and geopolitical interests. Such policy was very often perceived in the West as the expansion, the flow that must be stopped. The article also analyzes the information wars mechanisms, namely, the phenomenon of indoctrination that is the introduction of necessary schemes and structures into the mass consciousness with the help of media. The main results of the study are the following: the information war as a socio-political phenomenon has deep historical roots and is fraught with escalation into the real war that can be traced on the example of Russian-French relations in the 19th century, when the “magazine war” eventually was transformed into the Crimean war of 1853-1856.

Authors Names & Surnames
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Title
Future Of Russia In Metaphors (Retrospective Analysis Of Xix Century American Discourse)

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.151

Keywords
Retrospective analysis, political discourse, linguistic political prognostics, future, metaphor.
Abstract
The future is one of the implicit categories of political discourse. Any event occurs in the course of a very long duration of time through the structuring effects of social and political relations. Time is inseparable from human beings: it models them as social beings, and they, in turn, model time, so there is always a desire to foresee or to anticipate future events. In political discourse, forecasts, scenarios and models of the future are powerful means of influencing the addressee. Models of the future and their interpretation require certain conceptual operations. Linguistic political prognostics is a new branch in the study of political discourse that involves the integration of future studies, political science, and cognitive linguistics. The material for the construction of models of the future is prognostic texts of various chronological periods. The key unit of knowledge is considered to be a cognitive metaphor. The article presents a piece of the study of the retrospective models of the future of Russia. The material is prognostic texts of American political discourse of the XIXth century (1855–1881). Retrospective analysis allows one to penetrate into the past and study it, as well as to look through the text at the part of the past reality that lies behind the text. Historical analogies can help in solving the problems facing the modern state.

Authors Names & Surnames
Olga Solopova*, Anatoly Chudinov

Title
Student Self-Fulfillment At Enterprises As Activating Factor Of High-Tech Economic Sector

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.152

Keywords
Small innovative enterprise; high-tech business; trends of students’ self-fulfillment; human-focused model of small innovative business.
Abstract
The humanitarian aspects of activity of small innovative enterprises for high-tech sector established on university base are considered. The authors reveal essence of students' self-fulfillment in work of these enterprises, and also the main psychological trends of self-fulfillment, such as: a personal involvement into high-tech activity, realization of internal capacities and potential, social cooperation into scientific work and innovation projects. The human-focused model of small business development in university infrastructure combines two levels of activity: subjective and imperative. The first level reveals the attributive manifestations of students' self-fulfillment, the second level is constructed above it and contains the implementation regulations of innovative entrepreneurship, realizing these signs. The presented model provides the main psychological trends of students' self-fulfillment by inculcating of the humanitarian standards of using high-tech technologies in the entrepreneurial activity of the university. Such approach to the development of a culture of small innovative business in the university environment provides more fully integration of scientific, highly technical, commercial and educational practices. Students receive not only knowledge, but also the experience of innovative entrepreneurship; they become developers and implementers of various know-how the field of high-tech business, which significantly enriches their personality and allows them to successfully advance in their future profession and career.

Authors Names & Surnames
Yury A. Doroshenko, Andrey I. Shutenko, Elena N. Shutenko, Petr I. Ospishchev, Irina V. Somina*

Title
Important Aspects Of Forming And Realisation Of Region’s Innovation Strategies

Doi
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Keywords
Innovations; innovation strategies; region; problems; prospects.

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Abstract
This article analyzes the most important aspects of the formation and implementation of innovative strategies of the region in the current conditions of development of the domestic economy. Problems of research, study and application of effective methods and mechanisms of transition to an innovative way of development is of concern not only to the leadership, but also to the scientific sector. The demand to form an innovatively oriented economy based on the latest knowledge and technologies predetermined the importance of developing methodological approaches to the formation of a mechanism for implementing the region's innovative strategies. Today, all regions of the Russian Federation are focused on the introduction of innovations in all spheres of management, the result of which will contribute to the socio-economic development of regional and national economic systems. However, there are certain legal and regulatory
problems affecting the mechanism for implementing innovations. Innovative development strategies of the region can be presented as a goal-oriented process of forming and implementing decisions of strategic management decisions related to the generation of product, technological, process, and marketing innovations. The innovative strategy as an innovation management tool is a functional strategy aimed at transforming the region's economic opportunities into an investment climate favourable for innovation, with the aim of developing innovative entrepreneurship.

Authors Names & Surnames
Irina O. Malykhina, Irina V. Somina*, Vladimir V. Moiseev, Natalia N. Glagoleva

Title
Assessment Of Integration Climate Of Countries As Tool For Formation of Strategic Business Partnerships

Doi
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Keywords
International integration, strategic business partnership, integration climate, business environment assessment, country rating.

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Abstract
Predictive views on globalization can be combined into two scenarios: the strengthening of globalization as a result of the development of new technologies and the weakening of globalization as a result of the revival of national identity. In any scenario for the development of the world economy, priority is given to deepening the links in the sphere of high technology development. The creation of international integration business groups for any country in the current socio-political and economic conditions remains an instrument of involvement in global economic relations. Formation of strategic business partnerships in foreign economic activity is a defensive reaction to the possible negative consequences of globalization. The initial tool of the mechanism for forming strategic partnerships in an international format is to assess the integration conditions prevailing in the countries of the intended partners. The article proposes a methodology for assessing the integration climate of the country of business interaction partners. The evaluation system is based on the integration of the world ratings used to characterize various aspects of public life in states. Approval of the methodology allowed dividing countries into three groups according to the degree of similarity of the integration climate. The expediency of choosing a business partner is determined by the similarity of the integration climate in the countries of functioning of entrepreneurs initiating a strategic partnership.

Authors Names & Surnames
Women’s Weight Lifting As Sport Discriminated Against On Grounds Of Gender

Doi
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Keywords
Women’s weightlifting, gender-related stereotypes, gender-related discrimination, teenagers of 17 to 19.

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Full Text Link

Abstract
The research is devoted to the study of peculiarities of perception by adolescents (by both potential weightlifters and / or future parents, who in due time will have to participate in formation of the worldview and sporting interests of their children) of one of the gender denounced kinds of sports – women’s weightlifting.

The research methods are as follows: interviewing students in the form of essay and questionnaire survey, qualitative and quantitative content analysis of interview results. 184 Moscow students (67 young men and 117 young women) at the age of 17-19 took part in the interview.

On the whole, the attitude of modern adolescents to women’s weightlifting can be characterised as negative. At that, young men demonstrate greater rejection of this kind of sports than young women do. Voicing their discontent with women’s weightlifting, young men operate predominantly with exclusively gender-related epithets, the considerable part of which is of discriminating nature.

In case of young women, 62.9 % of negative responses are of gender-related nature, they include: “unsuitable/unacceptable kind of sports for women”, “unwomanly kind of sports”, etc. The rest 37.1 % of negative responses of young women characterize women’s weightlifting as “dangerous and harmful for health”, “complicated”, “connected with heavy physical loads”, “injury-prone”, etc.

The obtained findings suggest that the role of gender stereotypes in perception of women’s weightlifting by adolescent is extremely large. It manifests itself particularly in young men. However, young women tend to establish frameworks, limiting their own freedom of choice and actions.

Authors Names & Surnames
Olga N. Stepanova*, Daria P. Stepanova, Alexandra A. Pirogova, Vladimir Yu. Karpov

Peculiarities Of Communication Processes In Self-Managed Work Team

Doi
Theoretical and methodological foundations of research of communicative processes in a self-managed work team are considered in the paper. The self-managed work team has been studied as a form of organisational self-management. Communication processes act as a foundation of management of social relations. Therefore, the study of communication processes is connected with the change of the structure of the team, the structure of communication, decentralization and complexity of tasks of self-managed work teams, which implies the necessity of free access to information and effective exchange with it. Analysis is conducted based on the study of models of teams, models of communication processes, as well as materials. The empirical sociological study is undertaken in the company “Lubimyi Krai” in 2009-2016. The paper includes a characteristic of the study; an interdisciplinary approach underlies the study. The purpose of the paper is to reveal the peculiarities of communication processes in the self-managed work team and to develop the directions of improvement the activity of self-managed work teams. General scientific methods and the methods of concrete-sociological studies are used in the paper. The authors of the paper provide analysis of the findings. It is possible to conclude that it is necessary to improve the process of introduction and formation of self-managed work teams as a form of organisational self-management, the programmes of lifelong coeducation of employees and tutorship, which allow involving the participants of the work team in the production of sociocultural models of behaviour.

Authors Names & Surnames
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Title
Problems And Prospects Of Information And Communication Technologies As Political Communication Element

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.157

Keywords
Information and communication technologies, political communication, information, power authorities, dialogue.

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1339-1346
**Abstract**

Political communications in a new information environment have become a basis of both reforming traditional political systems and forming modern social institutions and processes. Political communications change policy and require further reflection and description of these aspects in political theory. Such perception of communication processes not only caused a scientific interest to political communication but also made communication tools use in different political spheres. One can observe attempts in synthesis of different research spheres in publications of political communication research, but from the viewpoint of solution of practical tasks, clear striving for effective interdisciplinary interaction has already been envisaged. However researchers of political communication face new challenges caused by new problems and perspectives of implementation of information and communication technologies. The paper notes that the growth of the number and the quality of communication flow via the use of mobile information technologies can result in rising the competition among communicators and emergence of the new communication spaces. This can be a subject of particular interest from the viewpoint of conflict interaction and tools of its control and regulation. Authors concluded that political communications together with the use of network information technologies can be an effective mean for dialogue establishment between different social groups and communities.

**Authors Names & Surnames**
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**Title**
Complex Strategy Of Differentiated Development Of Managerial Staff Of Educational Organisation

**Doi**
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**Keywords**
Educational organisation, strategy, managerial staff development.

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**Pages**
1347-1355

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**Abstract**
The results of the study of the quantitative and qualitative composition of managers of Russian educational organisations are presented in the paper. This study reveals the problems in the development system of managerial staff: a large share of managers of retirement age; disproportion in the staff structure by
managerial experience; a small share of a specially trained corps of managers of educational organisations, having basic managerial education; a significant share of managers with a low level of abilities and readiness for management with a simultaneously low level of motivation for professional development. Analysis of the managerial corps’ condition allows suggesting a hypothesis of the study: elaboration and realisation of the complex strategy of differentiated development of managerial staff of educational organisations will be provided by satisfaction of the staff’s needs in professional and personality self-development. The purpose of the study is to elaborate and to characterise a complex strategy of differentiated development of managerial staff of educational organisations. The development aims of the managerial staff of educational organisations are formulated in accordance with interests of the main stakeholders. Group differentiation is carried out by the level and stage of professional development. In accordance with distinguished groups of managers, an authors’ classification of strategies of differentiated development of the managerial staff of educational organisations is elaborated and characterised. The methods of logical analysis and synthesis, statistical and sociological methods are used.

Authors Names & Surnames
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Title
Problem Of Studying Social Deviation And Formation Of Legal Culture Of Youth

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.159

Keywords
Deviant behavior, legal culture of a personality, education, up-bringing, youth.

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Abstract
In periods of socio-economic instability with the growth of protest social groups, intensifying migration processes, the questions of formation of legal culture of a personality are becoming critical. One of the main indicators of formation of legal culture in society, along with the dynamics of the legal offenses, is the inclination to deviant behavior. As social expectations are diverse and are often considered disputable, to define this or that action as deviant is not an easy task. Dynamism of mental activity of young people makes them equally pliable to socially positive as well as to socially negative deeds.

This provision is confirmed by the results of sociological study of social deviations among young people held in 2016. The sociological study revealed the importance of the problem of social deviations among young people, allowed one to rank the main problems, to identify their views on the causes of social deviation and their attitudes towards this phenomenon. The study indicated factors that could reduce the social deviations of youth
by the decision of problems of formation of legal culture of society. The article substantiates the increasing role of the state youth policy in the formation of legal culture of the individual in order to maintain social stability.

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**Title**
Conflict And Stress Management At Customs Offices

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**Keywords**
Conflict competence, conflict counselling, customs management, professional stress, stress monitoring.

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**Abstract**
A model of human resources technology for conflict and stress management at customs offices, focused on a complex study of the causes of destructive conflicts and professional stresses and development of the administrative decision-making process for their prevention, is proposed. An urgent problem of developing the conflict competence of managers and staff as a strategic method for conflict and stress management in the process of public service in customs bodies is considered. An effective design of conflict counseling in customs bodies is provided. Theoretical background, development of methodological and practical recommendations on the establishment of a human resource technology for conflict and stress management, the formation of a conflict counseling system in the work of human resource management in customs authorities are proposed. A number of potential problems and risks associated with the introduction of conflict and stress management technology in the customs authorities are presented.

The authors suggest considering conflict counseling as a method of human resources risks minimization in customs bodies. The results of various sociological surveys, including anxiety level, conflict intensity and the coping strategies, conducted among students of Samara State Technical University (specialty Customs) are presented. Integrated information maps of professional stress for various categories of staff in customs authorities are developed.

**Authors Names & Surnames**
Olga Kalmykova, Konstantin Trubitsyn*
Title
Socio-Cultural Leisure Space Of Soviet Women In 1920s

Doi
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Keywords
Communication strategies, sociocultural environment, communicative barriers, history of leisure, deviant leisure, soviet women in 1920s.

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1377-1386

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161

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Abstract
Based on the methodology of gender history, the history of everyday life and the history of leisure, the article discusses the issue of discrimination of Soviet women in the field of leisure in the 1920s. The authors assume that topicality of this research is determined by its lacking study, and additionally, by today’s Russian realities, when problems of women’s emancipation need solutions to face challenges similar to the ones of previous generations. The paper presents stereotypes of gender roles and leisure norms of a Soviet woman in the post-revolutionary socio-cultural environment in the 1920s. The results of the research showed that in everyday realities of a Soviet city in the 1920s, women were restricted in their opportunities to realize themselves in leisure. In the conditions of lower wage and the necessity to do household chores, women had no time and money for leisure. The Bolshevik slogan of women liberation was mainly of a declarative type. Actually, the government tried to regulate quite severely emancipation of Soviet women, who had to keep the balance between conventional patriarchal values, revolutionary ideas and everyday routine, which, in theory, granted the right to leisure, but gave no time, no money, no freedom in reality.

Authors Names & Surnames
Svetlana Ulyanova*, Ilya Sidorchuk, Maria Sosnina

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Title
Trends And Future Prospects Of Marriage In Russia

Doi
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Keywords
Family, marriage, values, marriage forms, crisis of family and marriage.

ISSN
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Abstract
Social transformations led to a crisis of marriage and family relations, manifested in the destruction of the moral foundations of the family as well as loss of vital family and marriage values. The mentioned trends are the reasons for decline in Russian population. The tendencies of the marriage of modern Russia are manifested in the increase in the number of unregistered marriages, the mass marriage refusal, and the change in boundaries of a marriage age. The paper presents the results of a survey of residents of the Urals Federal District, reflecting the depreciation of family and marriage values. The value of "family well-being" retains the leading position in the hierarchy of values of respondents. But the value of the traditional marriage form, registered by the state, lost its institutional role. The authors concluded the need to revive the value of the registered marriage, which is the basis for the creation of a family and the birth of children. They pointed out the need to strengthen the state influence on the process of formation of value orientations of the family and the individual. The authors noted the existence of at least two theories about the prospects of the institution of marriage. According to the first one, the relationship between the sexes will change in accordance with the social transformations; therefore, the model of marriage will undergo further changes. The second theory takes into account the property relations and rights of spouses and children. It indicates the long-term nature of registered marriage.

Authors Names & Surnames
O. Ustinova*, Yu. Zubareva, V. Garabagiu
Abstract
The process of education modernization emphasizes the need for the proper competence formation, as one of the main indicators of education quality. Activity in the field of civil aviation makes strong demands on the professional training and the competence level of future experts. The conducted study includes searching for and development of the most effective means of professionally-applied physical training, which can be used to achieve the expertise of professionals in this field. These means allow one to form the necessary professional competencies in short time periods, including the development of physical qualities, the increase in physical performance and formation of the communicative skills of students - future pilots, dispatchers, flight attendants and other members of flight and ground civil aviation personnel. The main difficulties in a professionally-applied physical training process are selection and implementation of the most effective tools, based on the physiological, social, psychological patterns of human body development, along with modern technologies. The developed methodology includes the preferential use of sports games and special physical exercises that allow improving students' both physical condition and communicative skills. This methodology is aimed at an important aspect of human activity in the high-tech civil aviation system - the human factor that remains the most vulnerable link in solving safety and reliability problems, and is therefore of great relevance.

Authors Names & Surnames
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Title
Influence Of Social Communications On Changes In Marketing Concept

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.164

Keywords
Social communications, marketing 3.0, globalization, web 2.0, information society.

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164

Full Text Link

Abstract
In the article the influence of social communications on marketing concepts changing in the context of globalization development is considered. Using a combination of historical and socio-cultural approaches, the development of social communications was compared with the changing in marketing concepts. In order to trace the changes of social communications caused by the globalization, two globalization models were built (one for the period from the late 1980s to the end of 2000's and one to describe the current situation). It has been revealed, that a marketing concept, considered at a certain period as the basic one, is conditioned by the audience coverage, by its efficiency, and by the means of interaction that social communications and current global integration processes are capable to provide. Developing new, more effective social communications provides new opportunities for marketing activities and leads to the change of the basic marketing concept.
Also, the main features of the most contemporary marketing concept “marketing 3.0” and of the business concept “Enterprise 2.0” which appeared due to the development of information technology and the new social communications (created through Web 2.0 technology) are presented. The positive and negative aspects of the concept “marketing 3.0” in the context of globalization development are shown.

Authors Names & Surnames
Mikhail Voronov*, Victor Chasovskikh

Title
Innovative Development Strategy Of Higher Education System And Features Of Its Implementation

Doi
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Keywords
Innovative development strategy of higher education, innovative modernization, innovative thinking, higher education, innovative development, cognitive learning technologies.

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Pages
1415-1424

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165

Full Text Link

Abstract
The basis of the author's judgment is the thesis of a principled changing of the role of education in modern conditions. In the authors’ opinion, it is education that forms the necessary qualitative characteristics of the society, enabling it to achieve successes in the social and economic sphere. However, the change in the qualitative characteristics of the society is possible only if the qualitative characteristics of the education change, which implies the introduction of innovative strategies in the educational process.

In the opinion of the authors, the wide use by the advanced countries of new technologies of scientific work, which significantly reduces the time intervals of the innovation cycles, creates competitive advantages for the economies of these countries. This does not meet the national interests of the Russian Federation, as it threatens its technological backwardness and dependence. In turn, this circumstance requires an early modernization of the Russian scientific and educational sphere on the basis of innovation, which first of all implies the creation of an innovative learning environment in the higher education system, training highly qualified personnel for all branches of science and production.

The authors also refer to the geopolitical, industrial-technological and demographic problems, which Russia is facing now, as the factors stimulating the innovative development of higher education in Russia.

The paper analyzes the main directions for the implementation of the strategy of innovative development of higher education in the Russian Federation. The peculiarities and shortcomings of the innovative modernization of higher education are also noted.

Authors Names & Surnames
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Cxxxvi
Empirical Research Of Threat Perception

Doi
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Keywords
Risk assessment, cyberharassment, threats, health threat, reputation threat.

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1425-1433

Full Text Link

Abstract
The paper studies perception of the threat by the reader. It is argued that threat is a verbal manipulation act, which often persuades readers to change their behavior. The paper describes the procedure of the experiment and discusses its results. The persons under test were offered three informational messages that contained threat to health, threat to social status and threat to reputation. 70 students took part in the experiment (52% of them were men, M=20, σ=1,1). The experiment aims at revealing the accuracy of perception of the threat, it also focuses on emotions that are caused by the informational message containing threat. The results show that perception of the threat in different messages is not the same. It depends on two groups of variables. These variables influence the accuracy of the threat perception and the response to the threat. The first group of variables is determined by socio-cultural features of the students, their gender and age. It is found that girls are more exposed to the reputation threat, while boys are affected by the health and social status threat. The second group of variables is determined by emotions. It is shown that the health threat is perceived more precisely if it is accompanied by fear and the social status threat is accompanied by anger and sorrow. The reputation threat is stronger when the person is calm and cool-headed.

Authors Names & Surnames
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Dynamics Of Moral Panics Concerning Children And Youth: Historical-Sociological Analysis

Doi
http://dx.doi.org/10.15405/epsbs.2018.02.167
Abstract
This article presents a historical-sociological analysis of dynamics of moral panic emergence in the Western and Russian society. On the secondary analysis ground of sociological research data 1980-2000s and their correlation with the historical facts it has been established that the focus of moral panic is around vulnerable groups: young people and children. Youth and children can be a subject as well as an object of moral panic, since they are either “victim” or “offender” in different contexts. The author explains this pattern from the point of view that the younger generation is taken as the “successor” of the current socially active group. Therefore, it causes the concern for the moral health of the society future “basis”.

Expressive social movements, which are getting more popular among young people, constitute a particular danger regarding the society future “basis”. Joining a certain subculture, the individual adopts its behaviour patterns and value system. Attracting more and more participants, this process becomes natural and widespread, it is seen by the society and the media as a moral decline, the total deformation of values and worldviews.

According to the results of the research, it has been concluded that moral panics produce ambivalent social changes. On the one hand, a control and sanctions are toughened, on the other hand, the archaic values and norms are eliminated and individuals are adapted to the contemporary social reality.
Abstract
Under conditions of the multipolar world and the society, undergoing transformation, the study of the problem of peculiarities of religiousness of the Russian population acquires particular significance. With widespread of Orthodoxy in Russia and, correspondingly, orthodox religious values, attitudes, the problem of interrelation of peculiarities of religiousness of orthodox believers and perception of the surrounding world by them has been insufficiently settled. The chosen research approach was aimed at the study of religiousness peculiarities of orthodox believers and their interconnection with peculiarities of perception of the surrounding world, their own life, gender specifics of these phenomena. In the paper, the authors shed light on the results of the empirical study of religiousness peculiarities of orthodox believers with consistent internal religiousness, undertaken in sociocultural conditions of the Chuvash Republic as a region where the religious and cultural tradition of orthodox creed has been historically established. Individual religiousness of orthodox believers is characterised by the fact that testees consider themselves religioners. In religion, they seek support and comfort, which is an important prerequisite of formation of their religiousness. Gender specifics of individual religiousness of orthodox believers with consistent internal religiousness manifested itself in the assessment of importance of observing external signs of religiousness, with respect to religion as a philosophical concept and in perception of benevolence of the surrounding world. The indicators of life meaning orientations among orthodox believers do not differ significantly on a gender basis.

Authors Names & Surnames
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