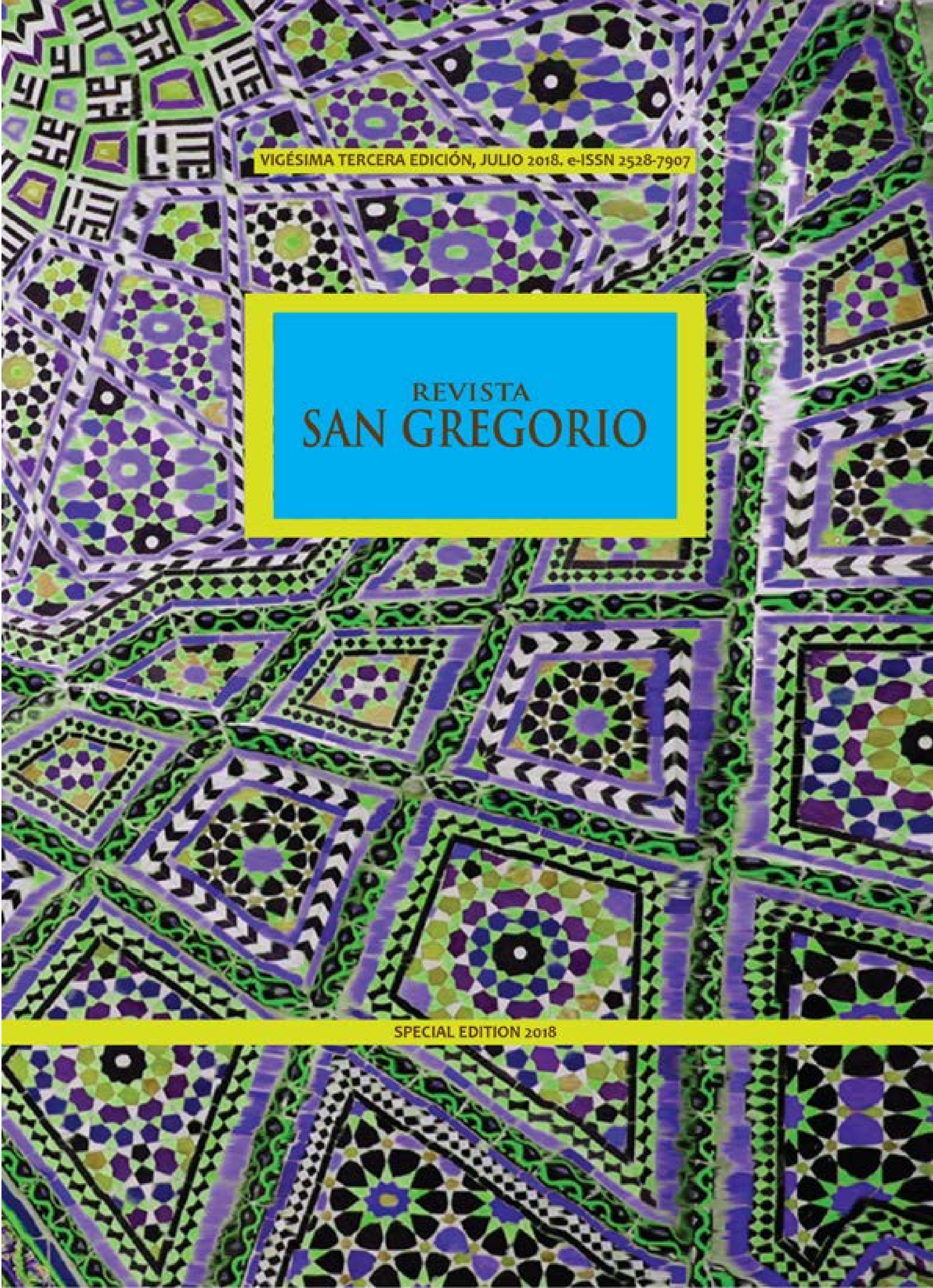


VIGÉSIMA TERCERA EDICIÓN, JULIO 2018. e-ISSN 2528-7907

REVISTA SAN GREGORIO

SPECIAL EDITION 2018

EDICIÓN: PORTOVIEJO- MANABÍ- ECUADOR

ENTIDAD RECTORA: UNIVERSIDAD SAN GREGORIO DE PORTOVIEJO

DIRECCIÓN: AVENIDA METROPOLITANA No. 2005 Y AVENIDA OLÍMPICA. PORTOVIEJO

TELÉFONOS: (593 5) 2935002/ (593 5) 2931259/ (593 5) 2932837

CÓDIGO POSTAL: 130105

La revista San Gregorio es una publicación científica, de frecuencia TRIMESTRAL, orientada a la investigación multidisciplinaria y dirigida a investigadores, estudiantes, pedagogos y comunidad científica nacional e internacional.

TODOS LOS ARTÍCULOS QUE APARECEN EN ESTE NÚMERO FUERON REVISADOS Y APROBADOS POR PARES EXTERNOS.

REVISTA SAN GREGORIO es una publicación del Centro de Investigación de la Universidad San Gregorio, de la Ciudad de Portoviejo, Manabí, Ecuador.

LOS ENVÍOS DE ARTÍCULOS Y COLABORACIONES SERÁN RECIBIDOS MEDIANTE LA PLATAFORMA OPEN JOURNAL SYSTEM DE LA REVISTA.

LOS ARTÍCULOS DEBEN SER POSTULADOS EN : www.revista.sangregorio.edu.ec

SUMMARY

PRESENTACIÓN

Dando continuidad a la labor de difusión de la producción científica, la Revista San Gregorio publica en este número especial 23, trabajos de investigadores de la prestigiosa Universidad Federal de Kazán y la Universidad Estatal de Belgorod, ambas de la República Federal de Rusia.

Para este número se han postulado más de cincuenta artículos, de los cuales veinticinco han sido seleccionados, teniendo en cuenta las líneas editoriales y temáticas afines a nuestra publicación.

La Revista San Gregorio continúa ingresando a nuevas bases bibliográficas de alta calidad, por lo que gran cantidad de profesionales nacionales y extranjeros eligen publicar con nosotros, en aras de alcanzar una mayor visibilidad e impacto con sus trabajos.

El Comité Editorial de la Revista San Gregorio agradece a los profesionales su decisión de postular sus artículos a nuestra revista, y espera que la publicación de este número especial contribuya al debate y la investigación científica, razón y esencia de nuestra institución editorial.

Continuing with the work of promoting scientific production, San Gregorio´s Journal publishes in this special issue 23, works by researchers from the prestigious Federal University of Kazan and Belgorod State University, both from Federal Republic of Russia.

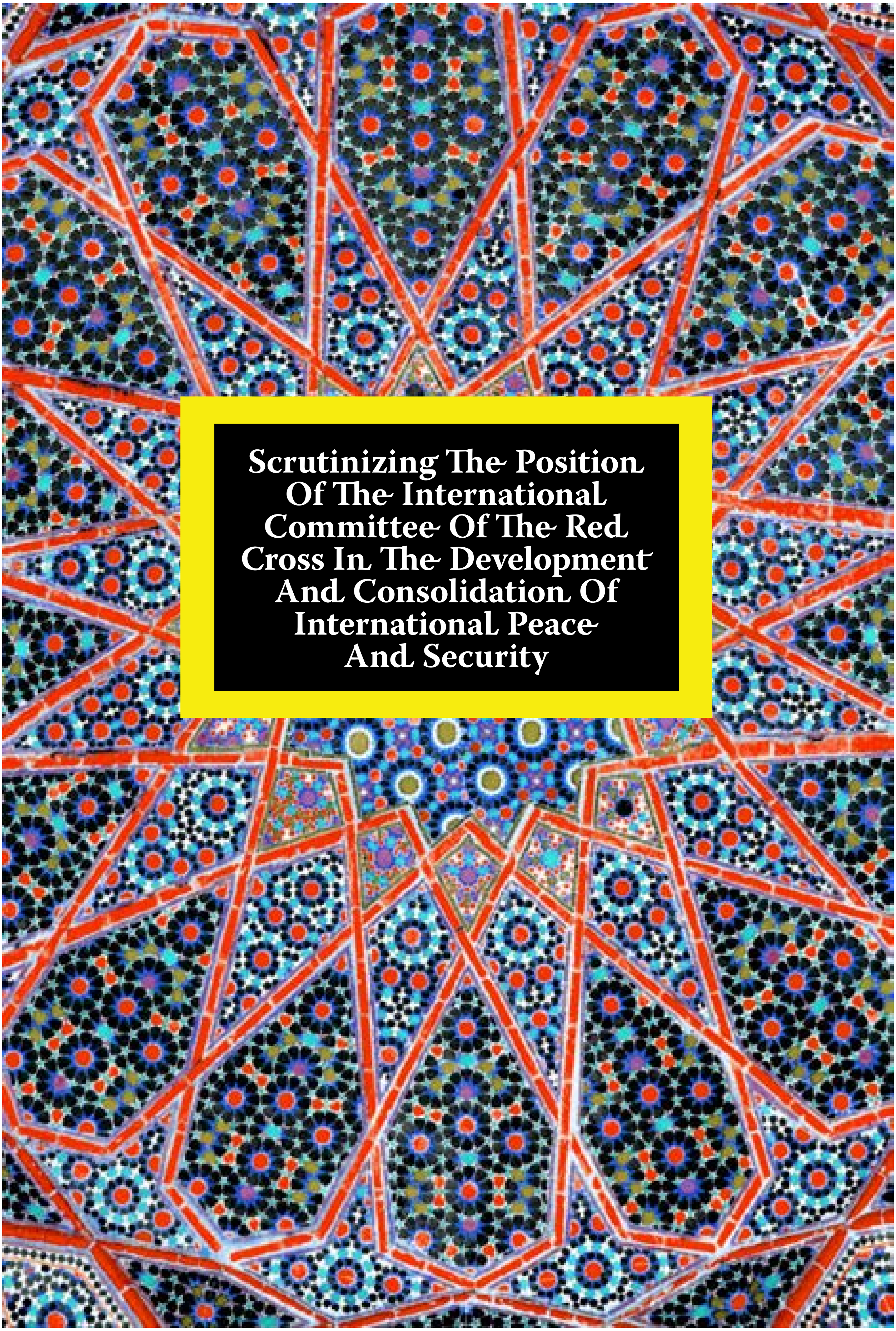
For this issue, more than fifty papers have been postulated, of which twenty-five have been selected, taking into account the editorial and thematic lines related to our publication.

San Gregorio´s Journal has been approved in new high quality bibliographic databases, which is why a large number of national and foreign professionals choose to publish with us, in order to achieve greater visibility and impact with their work.

The Editorial Committee of the San Gregorio´s Journal thanks the professionals for their decision to submit their articles to our journal, and hopes that the publication of this special issue will contribute to the debate and scientific research, reason and essence of our editorial institution.

COMITÉ EDITORIAL

Scrutinizing The Position Of The International Committee Of The Red Cross In The Development And Consolidation Of International Peace And Security



Scrutinizing The Position Of The International Committee Of The Red Cross In The Development And Consolidation Of International Peace And Security

Escrutinio de la posición del Comité Internacional de la Cruz Roja en el desarrollo y consolidación de la paz y la seguridad internacionales

ABSTRACT

The International Committee of the Red Cross is an unbiased and independent organization whose unique humanitarian task is to protect and assist the lives and dignity of the victims of war as well as domestic violence. The international committee is responsible for the conducting and coordinating the relief supplies of the movement in times of conflict. Besides, it tries to alleviate human problems by promoting and strengthening international humanitarian law and universal humanitarian principles. It seems that the International Committee of the Red Cross has contributed effectively to reduction of the risks of helping victims of natural disasters, ratifying the Fourth Geneva Convention and its two additional protocols, and monitoring the implementation of international law instruments, so promoting and consolidating peace and international security for human beings. The present study has been done using descriptive - analytical method.

KEYWORDS: Humanitarian, Red Cross, Victims, International Peace and Security.

RESUMEN

El Comité Internacional de la Cruz Roja es una organización imparcial e independiente cuya única tarea humanitaria es proteger y ayudar a las vidas y la dignidad de las víctimas de la guerra, así como a la violencia doméstica. El Comité Internacional es responsable de la conducción y coordinación de los suministros de socorro del movimiento en tiempos de conflicto. Además, trata de aliviar los problemas humanos promoviendo y fortaleciendo el derecho internacional humanitario y los principios humanitarios universales. El Comité Internacional de la Cruz Roja ha contribuido eficazmente a reducir los riesgos de ayudar a las víctimas de desastres naturales, ratificando el Cuarto Convenio de Ginebra y sus dos protocolos adicionales, y supervisando la implementación de los instrumentos de derecho internacional, promoviendo y consolidando la paz y seguridad internacional para los seres humanos. El presente estudio se ha realizado utilizando el método descriptivo - analítico..

PALABRAS CLAVE: Humanitario, Cruz Roja, Víctimas, Paz Internacional y Seguridad.

Azam Badroghli Tabrizi

Islamic Azad University. Iran

rezahsn88@gmail.com

Mohammadreza Hosseini

Islamic Azad University. Iran

rezahsn88@gmail.com

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

In order to reduce and decrease such various threats, violence and atrocities aiming at reducing human suffering and protecting "intrinsic dignity of man", since 1863, a committee which is called "the International Committee to Assist the Wounded in Geneva to help The injured and the war victims" began their efforts. Also, within few years later the "International Committee of the Red Cross" has replaced the committee. On the one hand, the committee developed its position as a role model for NGOs by expanding its diplomatic activities among countries. On the other hand, it spreads its support in favor of war victims. In the fundamental formation and gradual development of international humanitarian law which belongs to non-international armed conflicts, there have been various actors, both governmental and non-governmental, in which the ICRC has played a prominence role and a high position. This committee is one of the oldest and most active organization in the field of international law. From the time of the formation of the International Committee of the Red Cross (ICRC), the Committee's assistance to victims of armed conflict has been considered as one of the committee's major responsibilities. The committee has been participated in the formation and implementation of these rights as the guarantor of international human rights law and humanitarian law actively. The study of the formation of international humanitarian law principles demonestrates the core role of the International Committee of the Red Cross in the advancement of international law. Moreover, regarding the vital role of the institution in shaping international law, the International Committee of the Red Cross (ICRC) has been towards to the orderly implementation of these rights. The researcher wants to demonestrate a holistic image of the direct and indirect role of the International Committee of the Red Cross (ICRC) in the integration of international peace and endurability and its analysis of its actions and its evolution from the beginning up to now. In this case, there are some questions that are being asked in a chronological order which we are attempting to answer them. Does the ICRC play a role in reaching international peace and security? If the answer is yes, how does this role apply and how does this role work for? By what methods does the committee sketching its supportive role? What are the rules and regulations behind it in support of peace and security? What are the challenges and limitations of the Committee in contemporary times? And has its actions been effective so far? All of these questions are summarized as the role of the ICRC in supporting international peace and security.

2. THE INTERNATIONAL COMMITTEE OF THE RED CROSS AND ITS IMPACT ON INTERNATIONAL NORMS

The Red Cross and Red Crescent Movement, established in 1863, is a coordinated collection of independent national and international institutions. These institutions are common in the goal, the basic principle and flag. Creating this movement is in fact a response to the plight of wars and an attempt to "humanize" them through legal rules. By such rules, the movement intends to prevent from brutality and oppression of the war and to provide support and assistance to the military and civilian war veterans.

2.1. Tasks, principles and organization of the International Committee of the Red Cross

2.1.1. Objectives and tasks

When on February 17, 1863, the International Committee for the Assistance to the Wounded, which later became the name of the International Committee of the Red Cross, was formed, its main goals were as follows:

- Establish a National Committee to help the wounded.

- Adjusting of a global unit logo to clean and distinguish volunteer rescuers.

- Adoption of a publicly accepted agreement to protect all persons who are formally or informally involved in helping victims of war.

- Respect and support of relief workers.

In general, the primary goal of the committee was to help and provide relief to the wounded, injured and, in other words, the victims of armed conflict, gradually expanding its operations and its activities with assistance, care, relief measures and prevention of disasters during the armed conflicts, which involve under the global log.(Momtaz, 1994).

The statute of the International Committee of the Red Cross (ICRC), in its Article 4, specifies the goals and duties of the Committee:

- Maintaining the basic principles of the Red Cross announced by the Twentieth International Conference of the Red Cross.

- Identify any new Red Crescent population that has been created or re-established, and has met the conditions for valid identification, and declare this identification to other national populations.

- Commitment to the tasks entrusted to the Committee by the Geneva Conventions.

- Carrying out activities as an impartial body.

- Provision of central medical information agencies and provision of health services needed in armed conflict in cooperation with organizations and other proper authorities.

- Action for the completion of international humanitarian law and for the understanding and promotion of the Geneva Conventions and for providing the tools for their possible enlargement.

- Taking over some representatives from the International Red Cross Conference has been delegated to the committee.

2.1.2. Organizations

International Red Cross members are elected by the former members of the Committee from among Swiss nationals under Article 6 of the Statute. This selection is done through "admission to partnership"(Bugnion, 1995). In the course of expanding the outlook of its activities and the need to integrate and adapt the committee to the labor pressures caused by the changing circumstances, the members increased from 5 to 7 during the French-Prussian War in 1870-71. Then it increased to 16 people at the end of World War I and 21 at the end of World War II. Since 1945, its members have been between 15 and 25 people (Yessembayeva, 2018 and Bossier, Pierre, 1985).The composition and membership of the International Committee of the Red Cross is a matter that has been duscussed since the formation of the Committee. The committee is a privately held Swiss-Swiss private law firm with members of the Swiss community and, on the other hand, an international institution for its kind of activities and duties. Accordingly, this is an issue that has always been a source of ambiguity and controversy, even by great figures such as Fiodor Fiodovitchde Martens . a legal adviser to the Russian emperor, and the founder of Martensia's principle of armed oppression. At the Fourth International Conference of the Red Cross in Stamper, 1887, he stipulated that "I do not find any legal link with which an institution that calls itself the Geneva Committee could be linked.

The selection of committee members from Swiss citizens initially was just a coincidence; however, after many years now, this has been consolidated as a constitutional principle (Salavati-Niasari et al., 2015) Article 5 of the Statute of the International Red Cross and Red Crescent Movement, adopted at the 25th International Red Cross Conference in Geneva (October 1986), as well as in paragraph 1 of its own, stipulates that the International Committee of the Red Cross (ICRC) of its members Chooses from the members of the Swiss. (IbidI). The procedure for choosing its members among Swiss citizens has always been interpreted as guaranteeing neutrality, independence, and the reason for the continuation of its operation. But this has been viewed as unusual by many observers for making international contributions to committee activities and suggestions for reform(IbidI).

2.3.1. The territory of the International Committee of the Red Cross

As stated, the committee is a Swiss-based body governed by the law of the state and all its members are Swiss. Nonetheless, the scope of its activities is international, which has led some to protest this feature of the committee, and some opposing it Insist that this feature preserves the independence of the committee, making it easy to make decisions and guaranteeing the secrecy of its activities. However, the impartiality of Switzerland may conflict with the status of the committee and its activities.

The committee usually conducts its work with confidentiality and without advertising, and believes that it can help the poor more without advertising, unless there is a gross violation of international humanitarian law, which in this case may open the issue. For example, the International Committee of the Red Cross (ICRC) called for the overt human rights violations in 1983 and 1984 during the Iran-Iraq war or in 1989 by Israel.) Bretton ,1977)

National Red Cross and Red Crescent Counts exist in more than 147 countries) Beigbeder, 2005(. In the Islamic countries, instead of the Red Cross, a red crescent is used in the white background. These populations are in fact nongovernmental organizations.

The activities of these populations vary according to the headquarters state (place of activity). These activities include immediate assistance, health services (Mafi et al. 2012), social assistance to individuals or groups, training nursing staff, transporting and delivering blood to patients, and programs for young people.

During the war, the populations act as backing to the armed services of the armed forces. They take care of sick and injured soldiers and come to the aid of prisoners and refugees.

In order to recognize themselves from the International Committee of the Red Cross and admittance to the Union of Red Cross and Red Crescent Societies, they must comply with the conditions, including respect for the fundamental principles of the movement, with the same impartiality and neutrality. They should also be known to their own government as volunteers to assist the government.

2.2 The Impact of the International Committee of the Red Cross on the international norms

2.2.1. Developing the international humanitarian rules

The legal system applicable to the committee is of a wide variety. It includes, International human rights law conventions, general principles of law, human rights treaties, in particular the Geneva Conventions of 1949 and the 1977 protocols, the customary international law applicable to armed conflict, the rules of the Red Cross, certain agreements, headquarters agreements, regulations Swiss domestic law conferring powers on the committee, resolutions of the General Assembly of the United Nations or the Security Council on victims, resolutions and decisions of international bodies, transport, communications, taxation and postal documents and legal regime Ruling the committee. At the same time, in the past and today, one of the prominence challenges faced by the committee during each war or conflict is the lack of rules and the lack of rules for its activities(Bossier, 1985).

The fields and development of human rights regulations, centered on the Committee, after the Second World War, in addition to wounded soldiers in land and sea warfare and prisoners of war, can be found in the following cases: 1) Protecting civilians throughout the period Conflicts 2) Limitation and the use of certain weapons.

2.2.2. Promotion of human rights

The promotion of humanitarian law represents activities aimed at upgrading its culture and its consolidation "among nations, and it can be applied to all acts that the committee, in the pursuit of humanitarian action, and promoting the status of international humanitarian law carries out (Central tracing agency and protection protection extract from ICRC Annual Report 2008) .In this regard, the committee takes into account the level of audience and the rules of the subject and improves it by raising awareness of the rules, organizing educational and awareness-raising programs for different groups.

The target groups are the committee, armed forces and police, youth and academics. In 2005, for example, in Mexico and Haiti, the

Committee has been pursuing human rights education in military exercises and outlining police duties. The publication of books and guiding articles, such as the book "Service and Support", "Anti-Personnel Mines", "War Rights: Guide for Professional Soldiers," "Behavior in War: Rules of Behavior in War," "First Aid," "Police." And the security forces "is mentioned for this group(Promotion international humanitatian humanitarian law by ICRC: http://www. Icrc.org/eng/ICRCactivitties/ promotion IHL/ 2005/Mexico).

2.2.3. Prevention of Conflict

According to the Prevention Committee, "a set of tools and activities aimed at addressing harmful effects or limiting its unpleasant consequences. The committee's view in this regard is that, firstly, it should prevent harmful events; secondly, in the event of occurrence, it should limit its extent; thirdly, in order to minimize its harmful consequences. Before the dispute, the role of the committee focuses on holding workshops, training courses, arranging seminars and exhibitions, and issuing a report(Kosirrik, Rene 1977).

In the course of the conflict, the preventive measures of the committee are intended to change and correct the hostile behavior. In the committee's view, victims should know how to survive and receive help for their owner. In this regard, the committee has set up organized teams, such as nurses' teams, medical staff, logistics experts and medical equipment. The family union is based on the "help-and-donate" rehabilitation of the victims and the interaction with the National Red Cross and Red Crescent Societies, including the Committee's principles, for preventive measures, after the conflict. For example, in the wars of Somalia, Mozambique of Eastern Europe, the Committee paid special attention to this, and the Committee's priorities were addressing the vital and main (Grunewald, 1986)needs of the victim.(ICRC: prevention policy Adopted by the Assembly of ICRC on 18 sep. 2005).

2.4.2. Monitoring correct implementation of Human Rights

In addition to the acts of the Committee's normalization process, as a regulatory element, it controls the implementation of humanitarian rules by the parties to the conflict, and has played a role in various ways so far. In principle, the committee can not judge the hostile behavior, as it is not the judicial authority. However, in general, it stated the guiding principles of impartial acts and violations in the International Red Cross in April 1981; in principle, the Disclosure Committee Has fulfilled the following conditions:

A) Violations are frequent; B) Confidentiality measures that result in the termination of violations are not fruitful; C) Disclosure is in favor of individuals and groups that are threatened or attacked; D) Representatives of the committee are witnesses Violations or claims of breach of regulations that have been reported from trusted sources. (Extract from IRRc, 1981)

2.2.5. The role of the Red Cross Committee in supporting the military

In this section, we analyze the role of the committee by analyzing the committee's support and examining its procedures and practices in relation to the types of offenders of war victims, both potentially and actual. In a general division, the victims of the war can be divided into two main groups: A) war victims; B) civilians who are always at risk of war.

2.2.5.1. Creating safe areas and evacuating injured soldiers

The Committee's repeated proposals to the military over the past several years, and then to the diplomatic conferences of the Geneva Conventions, were eventually covered in Article 15 of the Fourth World Trade Organization Convention.(Article 15 of the 1949 Geneva Act of 1949(.Typically, the permanent areas of the flood were in the Spanish Civil War, between China and Japan, in the Palestinian-Arab War, Lebanon and most recently in Gaza. At the same time, such sites may be abused and the parties question its impartiality (Ibid, p.119-117).

Secure areas require a ceasefire in a small area of the battlefield. In these cases, the Committee may be requested or the Rasa Committee intervenes in the light of humanitarian initiatives; in the next step, the Committee will further develop its activities by educating its representatives on assisting and facilitating the organization of fire and supervise them. However, the lack of funding, credit allocation and transportation equipment undermines access to victims, which plays a crucial role in defeating the committee.

2.2.5.2. Tracing and identification of injured military personnel

The extent, and scope of such actions depends on the circumstances of each conflict and the terms of the committee. Basically, the Central Tracing Agency is trying to find out about the situation of the injured military personnel and finding the patient and monitoring their conditions. Sending detention cards, announcing the change of address of the transferees, exchanging family messages, records of military personnel who have died in detention and researching the prisoners' health are among other tasks by the agency of tracing(Grunewald, 1986).

The relief and rehabilitation acts in favor of the wounded, the sick and the medical personnel of the armed forces, in addition to the fact that the principle of the collection and care of human beings is impartial and fair, is rooted in the Geneva regulations, and it is also seen in the Committee's proceedings, Austria-Prussia in 1866 until now. The burden committee takes responsibility for the need for help, so that, so far, on a regular basis in each conflict, the national populations have informed the neutrality of the needs of the victims. First, the Committee transmitted only the list of needs that were received from the hostile national populations, but after World War II, it generally deployed a delegation to assess needs. This has enabled the committee to always provide first-hand information in full detail. The type of supplies depends entirely on the reported needs and resources available to the committee; these include drugs, blood, clothing, surgical equipment, stretcher, bedding, tents, blankets, ambulances and from multiple cartons to a complete field hospital (The scale of these acts has been steadily increasing, depending on the type of conflict and its dimensions. For instance, in the Lebanese Civil War in 1982).

2.2.5.3. Protection of prisoners of war

The common feature of this group of victims is the seizure and imprisonment; due to the similarities in their needs in this section, we also consider issues related to the arrest of civilians. In these cases, extractive funds from the Committee's procedures include regular or intrusive visits to detention centers, estimates of needs, relief, attention to the interests of individuals, the provision of recommendations, the preparation and setting up of reports, the creation of a sense of responsibility between governments, in some General awareness-raising cases, the fight against torture and inhuman treatment, the restoration of family unity, the enforcement of judicial safeguards, confidential, effective and flexible dialogue (Ibid,p.124). Initially, the Committee evokes the fundamental obligations of governments to protect those who are in the hands of the hostile government.(Including the Committee's reminder of Article 3, the principles contained in Article 12 of the Third Treaty, Article 27 of the Fourth Protocol and Article 5 of Protocol II.)

2-2-5-4. Supporting the restrictions on the methods of war

The role of the committee in these cases is mostly in the area of issues that highlight the obligations of governments to respect humanitarian principles. In addition to drafting documents, preparatory acts for diplomatic conferences, training and awareness-raising, assistance in the cleaning and demolition of mines, are central issues for the Committee, regarding practical action. Apparently, the Committee's achievements are limited to certain cases, and, like the Geneva regulations, it has not pioneered. For example, in 1956, the Committee sent draft rules on the limitation of the perils of civilian populations during the war to the 19th and 21st international conferences of the Red Cross, but its actions failed. At the Diplomatic Conference of 7th, 1974, there were no clear results. By holding the Lebanon and lokano Conference, along with the UN's efforts, it facilitated the conclusion of the 1980 Treaty on the Limitation and Prohibition of Certain Conventional Weapons.

2.2.6.The Red Cross Committee supports the civilian population

Today, civilians, both as offenders and victims, play a more pre-determinant role in the result of the conflict. The unlawfulness of the attack on civilians depends on their behavior in the conflict and is corrolated to the principle of direct participation in the hostilities, which means a behavior that, if carried out by civilians, will halt their support against the dangers of military action. "Direct Participation "is an exceptional to the principle of separation, which is based on article 51, paragraph 3, of the Additional Protocol and Article 13, paragraph 2, of the Additional Protocol II, and constitutes a long-standing concept of the rights of armed conflicts. But the recent decade was the scene of complex international humanitarian rules on war, since, on the other hand, existing documents do not provide a precise definition of the concept of direct participation. on the other hand, international law has witnessed major developments regarding the presence of civilians in armed conflicts. The International Committee of the Red Cross (ICRC) is committed to supporting and HELPING civilians in four main categories:

2-2.6.1. Protecting Civilians against Armed Conflict

The committee's efforts to support civilians against the impacts of the conflict can be divided into various areas:

(A) Efforts to restore respect for the principle of immunity of the civilian population: the Committee, by any tools, to objectify and satisfy the civilian immunity, such as notification, recalling of the Geneva and humanitarian principles, frequent requests, suggestion of humanitarian services and initiatives, use has done.(The number of requests is numerous. For example, in Beirut on July 7, 1978).

(B) Support for civilian defense personnel and their facilities: the reflection of this entity, in the second protocol and its approval by governments, created a milestone in the series of committee support measures.

(C) Ceasefire and civilian evacuation.

(D) Secure areas for civilians

2-2.6.2. Paying attention to women and children and uniting displaced families

The committee is more sensitive to some individuals who are more affected by war like women and children. The focus of the Committee's activities on the battlefield for children can be summarized as follows: paying particular attention to unaccompanied children, reuniting children with their families, sending Red Cross messages , (For instanse, in 1999, the committee collected and distributed more than 300,000 family messages among children. (Ibid)). supporting acts in favor of detained and rehabilitated children (For instanse, in 1999), tools concerning about recruiting children, and promoting children's humanitarian rights (Children in war htpp// www. TCRC.org/home/ focus/ children in war.htm).

To help families unite and restore vital communications from the war, the Central Committee for Tracing the Committee has so far sent hundreds of letters among separated members of the family, which has estimated around 24 million family messages only during the Second World War. Today, with the provisions of Article 25 of the Fourth Convention, this has become more organized and the right to receive or transmit news of a family is considered as an absolute one. In this context, the committee faces less challenges (Report of ICRC onIts activities during the Second World War 1939).

2.2.6.3. Relief supplies

One can consider the prominent challenging issues of the committee as a siege, because it has painful impacts on the people of the country, and in turn, the committee has little freedom of action. For example, during the Lebanon Civil War of 1996-1997, representatives of the Committee organized about 30 relief convoys for a non-Pakistani population under siege between April and June 1981; they either negotiated for a ceasefire or evacuated 361 wounded, sick, child and elderly, and their operations Was successful. On the other hand, in order to reach the Palestinian camps in Gaza, in particular over the past two years, the Committee has rejected some of its demands. In numerous cases, such as the Suez War of 1956, civilians in the Golan Heights, the occupation of Gaza, Sinai and Northern Cyprus, the Committee intervened to relieve the civilian population in the occupied territories, referring to Articles 47 below, the Fourth Charter, with paying attention to the breadth of the area and the number of victims that has won many successes. It should be noted that in the field of relief efforts to help civilians on one side of the conflict, the presence of nutrition experts, medical personnel, paramedical staff, logistics experts, pilots, drivers, transportation staff to assist and distribute items, is efficient in helping Which the committee uses for them. (Ibid, p, 834).

7.2.2. The role of the Red Cross Committee in the develop of international humanitarian law

The custom is one of the most important sources of humanitarian law, which gradually began to formulate in the second half of the nineteenth century. These rules play core role in the development and strengthening of international humanitarian law, and, if necessary, can fill the gaps and defects of the treaty. Accordingly, the Norwegian court declared that the Code of Conduct under the Fourth Hague Convention of 1907 on the laws and treaties of land warfare must be regarded as part of the customary law that all hostile state is committed to (proce s drs grands criminels de guerre devan le tribunal militaire international, 1947.)

The formation of the material element is the first stage in the process of creating customary rules. Indeed, the material element of the custom derives from the function of the main factors of international law, that is, governments. Given the fact that the International Committee of the Red Cross (ICRC) is associative, which has been formed in the realm of Swiss law, must now see whether the specific actions of this committee can, like the actions of the primary and secondary subsidiary bodies of international law, be effective in the formation of an element of material law? Professor Doms Tismott believes in his analysis of the formation of the spiritual element of the custom that the ICRC has played an important role in the adoption of the resolution of the 1921 conference. This resolution is important in that it introduces main ideas that appear to indicate the emergence and expression of legal conviction. "The Red Cross is committed to helping all people involved in the civil war, and the International Committee of the Red Cross, as a representative of the population, is in charge of international assistance (Ibid, p, 214.). In his view, "the ICRC did not pause to criticize its method to the basic principles of humanitarian law, while certain rules that might be applicable in this case were not yet shaped. As was the case with the bombing of cities during the Spanish war.

2-2-8. Actions of the International Committee of the Red Cross to initiate the International Criminal Court

The chairman of the committee expressed appreciation in several announcements from the preliminary committee to produce the opportunity to participate and attend the preparatory committee and give its views. During the course of its activities, the organization has evidenced extensive international crimes including war crimes, most of which unpunished and believed to change the situation, so that the international community is not fully responsible for these rights. Therefore, the committee was very important to follow up on the actions of the preliminary committee and of what was discussed in the committee due to its close relationship with its duty to improve respect for international humanitarian law (Perparatore Committee for the Establishment of an Interantional Criminal Court statement of the ICRC before the United Nations, 1997).

2.2.8.1. How the Committee participated in the establishment of the International Criminal Court (Tribunal)

The committee participated in establishing the court in various ways and has proven its active presence at all stages of the Supreme Court's collection, including the presentation of the work documents submitted to the preparatory committee and the preparatory commission. Also, at all steps of the construction of the Court, the announcements Issued a number of articles in which they supported the establishment and jurisdiction of the Tribunal. In this note, in order to ascertain how the committee cooperates with the introductory committee, we briefly review these documents and the Court's declarations. A detailed survey of these documents is made in the second part of this essay.

A. Working Document February 13, 1997

On the occasion of the February 1997 summit, the Preliminary Committee prepared the Sandy Committee's non-members for war crimes, according to which the Court had jurisdiction over these crimes. According to this document, the Committee set up an effective modification to finalize the irresponsible actions and put forward three conditions for its establishment:

1. The Court shall have jurisdiction over all war crimes

2. The Tribunal will have inherent jurisdiction over crimes against humanity, war crimes and genocide.

3. The Court, as an independent and impartial body, has the power to initiate investigations(Beigbeder, 2005).

In this document, the committee has taken into account the war crimes during international and non-international armed conflicts. The first part of this document counts violations of international humanitarian law in international armed conflicts, and in the latter part. The serious international humanitarian law applicable to international armed conflicts is stated, and in the third part it is a serious violation of the humanitarian law applicable to non-international armed conflicts. The discussion of this document is part of the second part.

B) Working Documents 1999

Following the ratification of the Statute of the Court, the Committee presented three preliminary documents to the Commission on May 28, 18 and 29, 1999, in order to help determine the elements of war crimes. In these documents, after examining a crime element in Article 8 of the Statute of the Tribunal, the Committee has stated in detail in each of these offenses individually the elements of the offenses setting forth in the work of May 28, the elements of the war crimes in Section (c), paragraph 2, of Article 8, and In the documents on June 18 and 29, 1999, the elements of the war crimes in sections (b) and (e) of article 8 of the Statute of the Court are reviewed.

In these documents, the Committee has conducted a deep analysis of judicial procedures, international humanitarian law documents and other international human rights instruments. In generating these documents, the Committee has used different sources, including the International Criminal Tribunal for the Former Yugoslavia and Rwanda, and the decisions of international and constitutional referrals specializing in human rights.

These documents, with stress on the violation of the Geneva Conventions, contain a deep, theoretical and practical analysis of crimes committed in international and non-international armed conflicts. Also, while determining the material and spiritual elements of each crime separately, they also have elucidated each of these crimes (A. International Committee of The Red Cross (ICRC), working Paper, 1999).

2-2.8.2 Committee participation in the preliminary work of the Statute of the International Criminal Court (tribunal)

As armed conflict proceeds, unfortunately, the atrocities continue to be extensive due to the ratification of the Rome Statute of the rules on warfare and the protection of victims of such conflicts. Governments were committed to prosecuting such crimes. Unfortunately, most of them never did such a follow-up. The necessity of ending the irresponsible cycle required the establishment of the Tribunal (Establishment of an Interantional Criminal Court Twards the end of impunity, 2013) The United Nations, in accordance with UN Security Council Resolution 33/47 of 25 November 1992, appealed the United Nations Commission on International Law to draft the Statute of the Court. The Commission presented to the General Assembly its report on the Statute of the Court in September 1994. The General Assembly convened in 1995 with the establishment of a preliminary committee to consider the draft commission fee for the introductory committee from March 25 to April 12 and from August 12 to 30, 1996. The discussions of the PrepCom on six main lines was namely, the establishment of the Tribunal, the definition of crimes under the cover, jurisdiction of the court, the mechanism for initiating prosecution, (Rapport de position N2 de la F.I.D.H. ,pour la paix, par la justice, jiuin 198, p.2 cited in) and on April 3, 1998 it is ended, and eventually the plan was examined in July 1988 in the form of a Diplomatic Conference on the Establishment of the Court of Rome. (Establishment of an Interantional Criminal Court Twards the end of impunity, 1998).

3.CONCLUSION

The International Committee of the Red Cross is an impartial, and independent organization whose merely humanitarian task is to protect the lives and dignity of victims of war as well as domestic violence. The international committee conducts and coordinates the relief efforts of the movement in times of conflict. By getting its actual information from the battlefields and from the Red Cross hospitals, the Committee displays its concerns and attitudes in the form of its legal rules and elucisations, but since the rules of the convention are cumpulsory to the States Parties of the Convention, the committees therefore to oblige non-member States to human rights conventions, as well as to oblige non-governmental groups, and even individuals, develop customary rules of international humanitarian law and. In doing so, in addition to relating conflicts Non-International to International Humanitarian Assistance, a ruling overment will be shaped.

The International Committee of the Red Cross (ICRC) is at the heart of the International Red Cross and Red Crescent Movement, and is the driving and centerpiece of humanitarian activities, contributing positively to the appointing the international humanitarian law and the creation of a legal literature, the formulation and development of supportive provisions. And has been groundbreaking. Clearly, we can evident the broad definition of the context of support and assistance for war victims and the idea of their immunity from war disasters in the work of the committee. Generally, from the Committee's point of view, Victims are divided into two classes: the potential victims that are considered diplomatic and the actual victims who are supported on the battlefield. They are an individual or a group of human beings who are in danger of violence from war and humanitarian violations, and should be protected from the destructive effects of war.

On the diplomatic level, the Committee, using its experiences, has motivated and facilitated the organization of diplomatic conferences with representatives of countries, preliminary work, drafting of documents, expert work, participation in the negotiation process, and presentation of proposals and real reports. The humanitarian assistance of the committee is a progressive tool or in order to achieve its missions, especially in non-international conflicts; this active diplomacy, besides its diplomatic use, includes negotiation, corresponding with the authorities, between the committee and the victims under their authority, has introduced the position of the committee as a neutral mediator to the global public opinion.

4.SUGGESTIONS

1. In general, conventional and customary rules play an important and decisive role in the formulation and regulation of non-international armed conflicts. What more than anything else is important in identifying the customary rules is in fact filling the defects of treaty law and providing more effective support to victims of non-international armed conflicts.

2. In the post-war period, the issue of human rights has been expanded internationally, which has, in turn, linked human rights violations with international security. Other peace is not equated with non-military action, but poverty, hunger, discrimination, lack of democracy, inefficient government, human rights violations, the basis for the threat to international peace and security. In such circumstances, it seems necessary to pay attention to the new dimensions of the threat to international peace and security, together with consideration of the rights of war.

BIBLIOGRAPHY

Beigbeder, Yves, International justice against Impunity, progress and new challenges, Leiden the Netherlands, Ledien Brill Academic Publication, 2nd edition, 2005.

Beigbeder, Yves, International justice against Impunity, progress and new challenges, Leiden the Netherlands, Ledien Brill Academic Publication, 2nd edition, 2005.

Bossier, Pierre, History of the ICRC: form. Solferino to Tsushima, Henry Dunant Institute, Geneva.1985.

Bossier, Pierre, History of the ICRC: form. Solferino to Tsushima, Henry Dunant Institute, Geneva.1985. p85

Bretton philippe le comite international de la Croix – Rouge et les protocols de Geneve du 10 juin 1977 « in »les O.N.G. et le droit international op.cit.p.61-93

Bugnion, Francois, The composition of ICRC, IRRc, NO, 307, 1995.

Central tracing agency and protection protection extract from ICRC Annual Report 2008, Annual, 27-05- 2009.

Children in war htpp// www. TCRC.org/home/ focus/ children in war.htm

Establishment of an Interantional Criminal Court Twards the end of impunity, 01-02-1998, statement, Avalble at www.icre.org.12may2013.

Establishment of an Interantional Criminal Court Twards the end of impunity, 01-02-1998, statement, Avalble at www.icre.org.12may2013.

Extract from IRRc, Action by the ICRC in the in the event of breaches of IHL, No, 221, March- April. 1981.

Grunewald, Francois, from prevention to rehabilitation action before, during and after crisis, IRRC, No, 1986, p, pp. 239- 240.

Grunewald, Francois, from prevention to rehabilitation action before, during and after crisis, IRRC, No, 1986.

ICRC: prevention policy Adopted by the Assembly of ICRC on 18 sep. 2005, IRRC, Vol. 91, No, 874, Tune 2009.

International Committee of The Red Cross (ICRC), working Paper, 29june1999, B. International Committee of The Red Cross (ICRC), working Paper, 18june1999, c, International Committee of The Red Cross (ICRC), working Paper, 28mey, 1999.

Kosirrik, Rene 1977, some questions and answers regarding the ICRC and preventive action, official statement.

Momtaz, Jamshid, Law of War, Master's Degree in International Law, Tehran University, Faculty of Law and Political Science, semester 1994-1995.

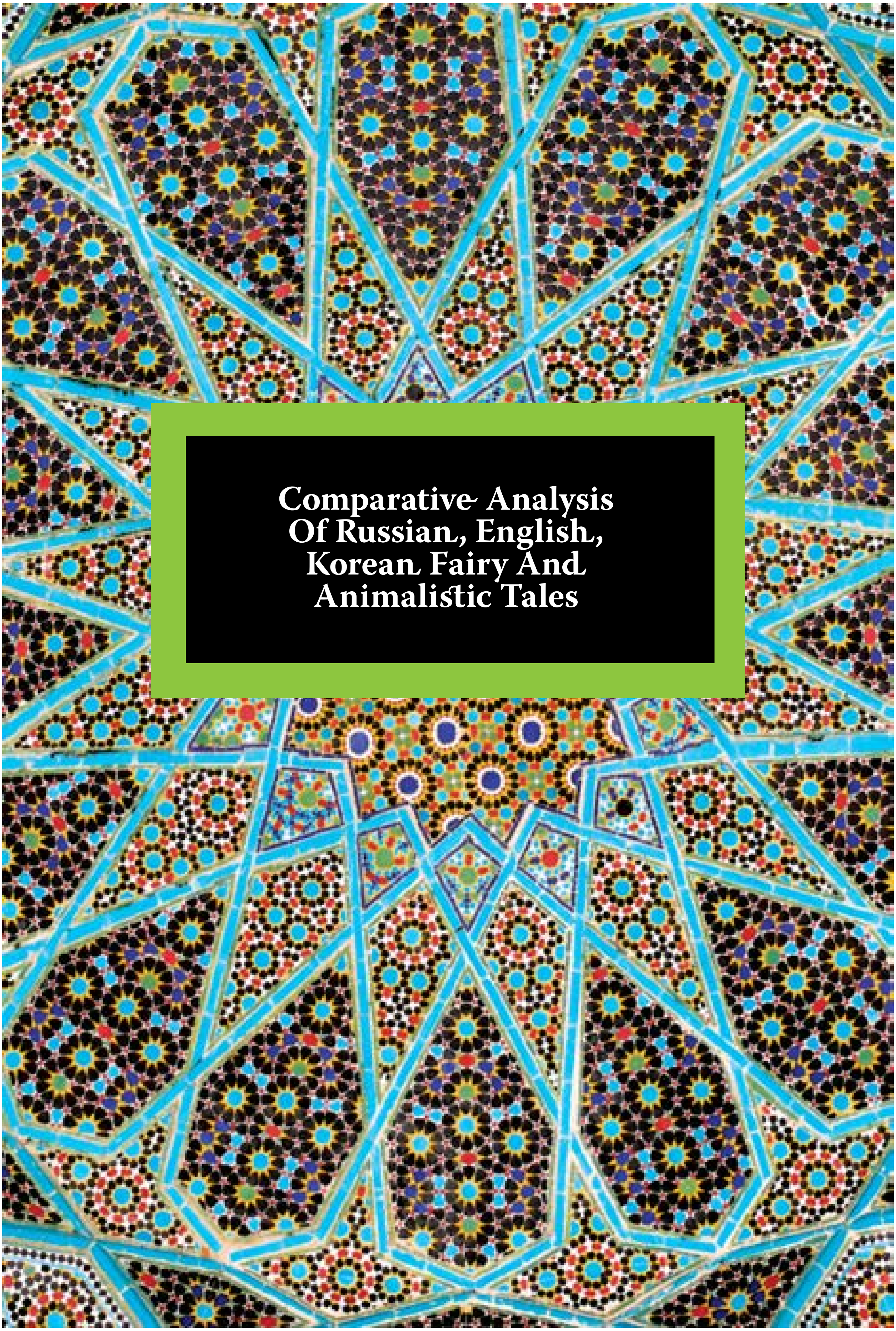
Perparatore Committee for the Establishment of an Interantional Criminal Court statement of the ICRC before the United Nations, NewYork 14Februar1997, Available at: www.Icrc.org. 12May2013.proce s drs grands criminels de guerre devan le tribunal militaire international, Nuremberg, 14novembre 1945- 1er octobre 1945, Nuremberg, 1947, vol, l, 267.

Promotion international humanitatian humanitarian law by ICRC: http://www.Icrc.org/eng/ICRCactivitties/ promotion IHL/ 2005/Mexico.

Raie Dehghi, Hajar; The role of the International Committee of the Red Cross in establishing the International Criminal Court; Master's Thesis, Professor Mohammad Hosein Ramezani, 2013.

Rapport de position N2 de la F.I.D.H., pour la paix, par la justice, jiuin 198.

Report of ICRC onIts activities during the Second World War 1939- 1947.



Comparative Analysis Of Russian, English, Korean Fairy And Animalistic Tales

Comparative Analysis Of Russian, English, Korean Fairy And Animalistic Tales

Análisis comparativo de los cuentos de hadas, rusos, ingleses y coreanos

ABSTRACT

The problem of this topic is reflected in the need for understanding and awareness of other cultures. The barrier of cultures becomes obvious only when the native culture collides (or compares) with others different from it. That is why we considered it necessary to research and compare different types of cultures, namely, their representatives are tales, since they are familiar to us from childhood and which reflect the soul of the people. In our research, we decided to consider folklore texts A.N. Afanas`eva [2014], N.E. Onchukova [2017] and other authors. Methodological and theoretic base of research compose fundamental studies for theory of text and folklore (A.N. Veselovsky [1939], V.I. Gusev [1995], I.I. Kravcov [1977], E.V. Pomeranceva [1975] etc). Main method is comparative analysis folkloristic texts. As a result of our research, we came to the conclusion that the religious, cultural and other preconceptions of nations are not a barrier for appreciation of the different cultures. Russian, English, Korean cultural mentality are different, but have common features. All tales connect advocacy of positive humanity, exposure of the evil, acculturate. We consider general national aspect in every tale, in particular educe national specific of folklore, and conclude that it has similar didactic tasks and there is cultural historical value for every nations, because this form of folklore factor influenced the cultural and social progress. This conclusion is based on comparative analysis and historical fact correlation.

KEYWORDS: folklore, culture, Korean tales, Russian tales, English tales, nation, traditional culture.

RESUMEN

El problema de este tema se refleja en la necesidad de comprender y conocer otras culturas. La barrera de las culturas se vuelve obvia solo cuando la cultura nativa colisiona (o se compara) con otras diferentes de ella. Es por eso que consideramos que es necesario investigar y comparar diferentes tipos de culturas, a saber, sus representantes son historias, ya que nos son familiares desde la infancia y que reflejan el alma de las personas. En nuestra investigación, decidimos considerar textos folclóricos A.N. Afanas`eva [2014], N.E. Onchukova [2017] y otros autores. La base metodológica y teórica de la investigación compone los estudios fundamentales para la teoría del texto y el folclore (A.N. Veselovsky [1939], V. I. Gusev [1995], I.I. Kravcov [1977], E. V. Pomeranceva [1975] etc.). El método principal es el análisis comparativo de textos folclóricos. Como resultado de nuestra investigación, llegamos a la conclusión de que las ideas preconcebidas religiosas, culturales y otras de las naciones no son una barrera para la apreciación de las diferentes culturas. La mentalidad cultural rusa, inglesa y coreana es diferente, pero tiene características en común. Todos los cuentos conectan la defensa de la humanidad positiva, la exposición del mal, la aculturación. Consideramos el aspecto nacional general en cada cuento, en particular el específico nacional del folklore y concluimos que tiene tareas didácticas similares y que hay un valor cultural histórico para cada nación, porque esta forma de factor folklórico influyó en el progreso cultural y social. Esta conclusión se basa en el análisis comparativo y la correlación de hechos históricos.

PALABRAS CLAVE: folklore, cultura, cuentos coreanos, cuentos rusos, cuentos ingleses, nación, cultura tradicional.

Enzhe M. Dusaeva

Kazan Federal University. Russian Federation

info@ores.su

Violetta L. Lee

Kazan Federal University. Russian Federation

info@ores.su

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018

ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018

ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

The barrier of cultures becomes obvious only when the native culture collides (or compares) with others different from it. That is why we considered it necessary to research and compare different types of cultures, namely, their representatives are tales, since they are familiar to us from childhood and which reflect the soul of the people. Their author is people, and so they are devoid of subjectivity, that makes them the most reliable source, the repository of information about the people character, customs, traditions.

The target of research is national features of tales of English, Russian and Korean people through cultural analysis and studying different folklore works.

In our research, we decided to consider folklore texts that reveal the mentality and national features that form the scale of value orientations of a cultural society.

2. METHODS

Folklore has been studied by philologists, linguists, culture experts. But in this research we make accent on the culture specific analyzing tales and comparing at once three types of national cultures (The Russian, The Korean, The English). The methodological basis of tales research is to analyze the national-cultural world building and the people's mentality through the folklore, also identify specific characteristics of personages. Firstly, we make literary texts selection, analysis and comparison of works. We use structural analysis studding the structure features of the tales, linguistic, cultural and lexical-semantic, comparative analysis.

3. RESULTS

As a result of our research of national Korean tales, we came to conclusion that the Korean people formed a spiritual culture from tales. This type of tales is characterized by an unusual beginning, because of which the exact periodization of tales is unknown. The Korean people call the tale "enmal`" or "enniyagi" [1904].

In Korean fairy tales the main is the image of a Wise wizard, henin, for sure, this image is caused by patriarchal-Confucian veneration of old age. Also a story about brothers. Most often the elders deprived the younger, but with his perseverance, kindness and diligence, he sought rewards.

In addition, in Korean fairy tales, the theme of a poor woodcutter and the theme of a simple young man without a specific name.

The action in these tales takes place in the province, the county of Korea, the place of action is described with exactly to give the fairy tale reliability.

1. After analyzing Russian fairy tales, we revealed a certain plot scheme: the beginning, sometimes the saying. Then follow the main events and the ending [Propp P.Y., Morfologiya 2002].

Favorite heroes of Russian fairy tales are images that show strength, good and youth; Female images represent diligence, purity and beauty; and the side of dark forces.

Also characteristic is the use of epithets, short adjectives and diminutive affectionate suffixes to make folk folklore works fluent and emotional. In the Russian fairy-tale, good triumphs evil, and therefore it was encouraging and making it incessant to believe in a miracle.

After examining English fairy tales, we determined some features. The first collection of English folk tales was made by the president of the English folklore club Joseph Jacobs. He retained the true content of the texts [Anikst A.A., 1956 and Yessembayeva, 2018). Heroes of fairy tales can be fictional characters possessing evil spirit. Also a popular central character in English fairy tales is the usual peasant son - Jack, who fights against devilry.The main motive of the English fairy tale is to avoid failure. The central characters of English fairy tales are not always brave and noble, they can deceive, although they have enterprise and energy. We think the tale characters have been changing all the time because people, country, culture, mentality also had been changing, developing. The basis of English fairy tales is concretized and contains some facts, which makes English tales the sad stories. In English folk works is not the traditional structure [Dundes A., 1956]. We compare the Russian fairy tale "Ivan Tsarevich and the Gray Wolf", the English "Bluebeard" and the Korean "Three Brothers". (Ling et al., 2016)

In the writings there are the same introduction and central personages. But a certain difference is represented by expositions in which the specificity of each of the peoples is most clearly reflected, also build-up: If a firebird appears in a Russian fairy tale, Bluebeard appears in the English tale, then in Korean heroes find the root of ginseng. The culmination differs significantly. But it ends the same way: the older brothers decide to kill the younger one.

In the Russian fairytale the Gray Wolf is the central helper, in the English fairy tale - a magic ring, in the Korean - the characters act without any help from the outside.

Decision everywhere is the same - murder.

The ending especially reflects the semantic concept of the work. Russian folk tale does not change the principle of "Good triumphs over evil" and naturally ends well. The English folk tale is specific to the use of the ending "and when I saw them for the last time, they were very pleased", which gives a special realism to the fairy tale. In the Korean fairy tale in the end there is a moral, which is almost in every fairy tale, a moral about the unity of the nation, and also an unexpectedly tragic end.

In this research we managed to trace the features of functioning animalistic images in Russian, English, Korean tales. Meaning and functions have the differences. It`s interesting, that tiger and dragon are symbols of power in Korea, but in Russia and England it is bear. If wolf is fool in Russia, wolf is strong and evil in England, and bear and donkey are fools. Cat is helper in Russian and English tales, but dog, pheasant, frog are helpers in Korean tales. The purpose of tales about animals is a reflection of the characters-animals personifying people with different personalities. But we can see essential similarity in function, that means some unity [Hodza N., 1965].

3. DISCUSSION

We would like to emphasize that we live in multicultural country and all people have unique mentality. How do found understanding between different cultures? The folklore is anonymous work, and so this text shows scale of values. The tale includes historic cultural information about nationalities. What is specific in this folkloristic texts? The tale comprises expressive means, natural, social and economic variety of ethnographic and linguistic factor. National specific of tales is behavior of characters, their speech, in detail of private life and all that.

Fairy tales is one of the main types of the orature. Fairy tales differ on their national characteristics, but at the same time they have an international origin. The same fairy stories spring up in the folklore of different countries, which in part bring them closer, but they are different, because they reflect the particular national features.

4. SUMMARY

Every tales of nations are similar in subjects, classifications and some representations about heroes. It teaches goodness and diligence, simplicity and wisdom. The general is the propaganda of positive human qualities, the exposure and destruction of evil and dark forces, an increase in the moral level.

6. CONCLUSIONS

Discourse analysis shows that the specificity of English culture is realism, concreteness, rational character. In the tales of animals the motives of deception also prevail, thanks to the animal hero that achieves happiness.

In the Russian tales the concepts of the soul, beauty, grief, pity, daring, and generosity interact with such features of the Russian character and mentality as openness, kindness and contradiction. Animalistic tales reflect manners of behavior, speech.

Fairy tales of Korea are related to legends, patriarchal-Confucian veneration of old age. Animalistic Korean tales tell about the main hero-animal (most often a tiger) and this is extolled before the deity to whom they worship.

In this way, we learned Russian, English and Korean animalistic tales, and considered different values for animalistic images. Besides animals that are characteristic for one culture are not acceptable for another. Moreover the majority of animalistic images have ambivalent nature. Zoonyms mean different human qualities, this tells about individual conceptual thinking of the people.

In conclusions, it is worth pointing out that everyone have to remember, that tolerance is respect and acceptance of variety our world. Capability of culture to assume achievements other cultures is an indicator of its vitality.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

Afanas`ev A.N., Narodnie russkie skazki. Polnoe izdanie v odnom tome, M., s. 86-665, 2014.

Onchukov N.E., Severnie skazki, Ivanovo: Izdatel`stvo "Roscha", s. 210-240, 2017.

Veselovsky A.N., Izbrannie stat`i, L., 1939.

Gusev V.E., Folkloristika v sisteme gumanitarnogo znaniya, Gumanitariy, SPb., s. 133-142,1995.

Kravcov N.I., Russkoe ustnoe narodnoe tvorchestvo, M.:"Vishaya Shkola", 1977.

Pomeranceva E.V., Mifologicheskie personaji v russkom folklore, Nauka, s. 30-180,1975.

Garin-Mihalovsky N.G., Koreyskie skazki, zapisannie osen`yu 1898 goda, SPb.: "Energiya", 1904.

Propp P.Y., Morfologiya "volshebnoy" skazki. Istoricheskie korni volshebnoy skazki, red. I.V. Peshkov, M.: «Unity», s. 128-305, 2002.

Anikst A.A., History English literature, M., p. 274, 1956.

Dundes A., The Search for Origins, Alan Dundes, The Study of Folklore, Englewood Cliffs, N. J.: Prentice Hall, P. 53-56, 1956.

Hodza N., Koreyskie narodnie skazki, SPb., s. 23-110, 1965.

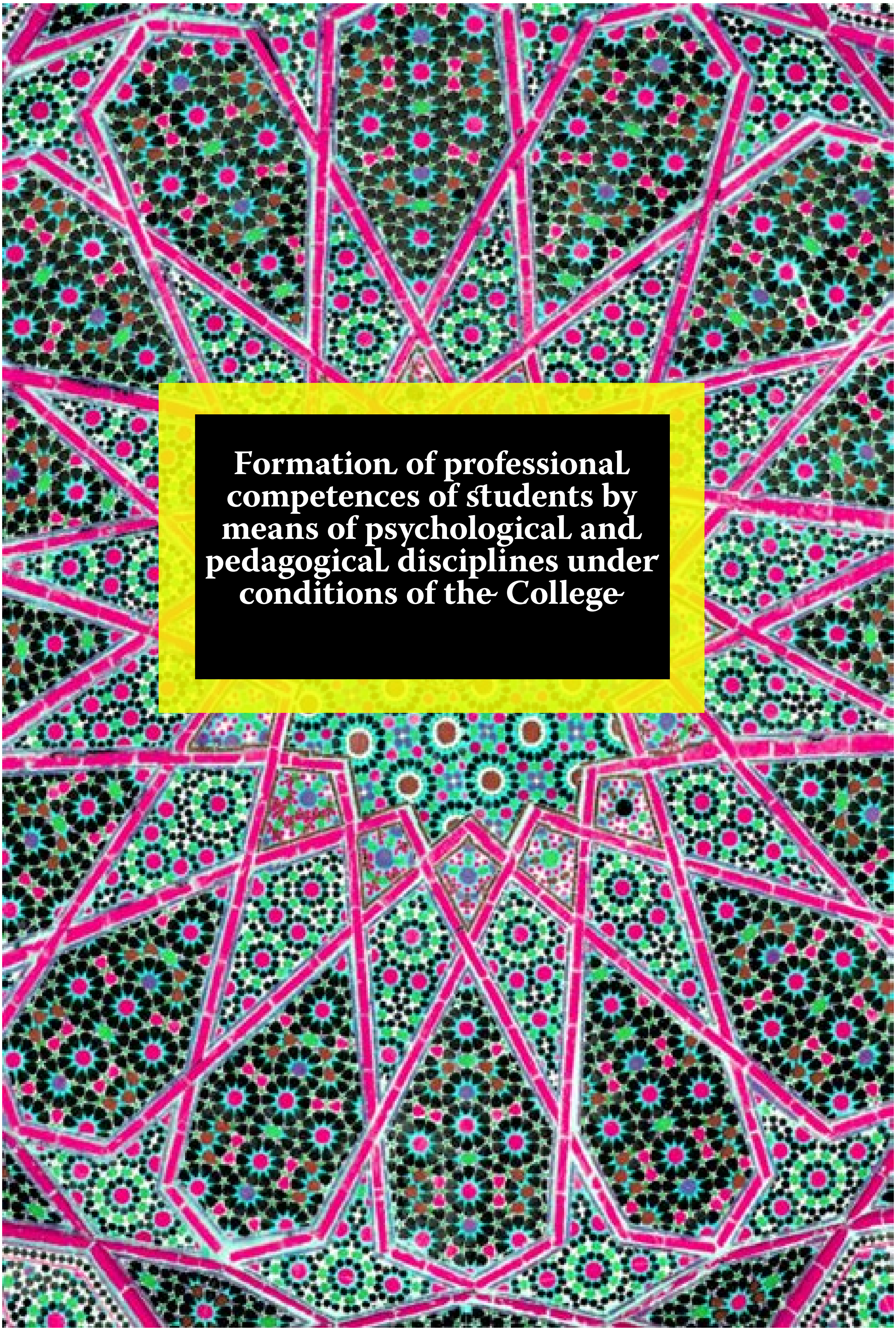
ANNEXES

Comparative analysis of Russian, English, Korean tales

Russian folk tale «Ivan Tsarevich and The gray wolf »	English folk tale «Bluebeard»	Korean folk tale «Three brothers»
Central characters: three brothers Beginning: «Once upon a time there was Tsar Berendey, he had three sons, the younger was called Ivan».	*Central characters: three brothers Beginning: «Once upon a time three brothers Jack, Tom and Bill…».*	*Central characters: three brothers Beginning: «There lived three brothers in the world…»*
Build-up: «And the king had a wonderful garden; grew up in that apple tree with golden apples».	*Build-up: «They worked in the field far from home, and each in turn remained to cook lunch for all».*	*Build-up: «… and they wanted to dig ginseng to become rich».*
Set-up: the appearance of the firebird.	*Set-up:the appearance of the Blue Beard.*	*Set-up:the main characters managed to dig the ginseng*
Main actions:three preliminary tests.	*Main actions: long prerequisites for the catastasis.*	*Main actions: a quick transition from the main action to the catastasis.*
Catastasis: performing preliminary tests, after each character is rewarded. The decision of the older brothers to kill the younger. The main helper is a gray wolf.	*Catastasis: performing preliminary tests by the central characters. The decision of the older brothers to kill the younger. The main helper is the magic forces of the ring.*	*Catastasis: performing preliminary tests by each of the central characters individually. The decision of the older brothers to kill the younger. Lack of the assistance from outside.*
Resolution: the commission of murder. Salvation of Ivan Tsarevich by his indispensable companion, a gray wolf.	*Resolution: the commission of murder. Jack is rescued by a magic ring.*	*Resolution: the commission of murder. All the three brothers died, trying to kill each other.*
Tailpiece: «Good triumphs over evil».	*Tailpiece: «And when I saw them for the last time, they were very happy ».*	*Tailpiece: «And all three of them died, and the expensive ginseng root rotted» «Since then, Koreans are not looking for more roots or money, but are looking for more brothers».*

The functioning of animals in a Russian, Korean and English fairy tale

Importance of the animal image	Animal from a Russian tale	Animal from a Korean tale	Animal from an English tale
Power and strength	*Bear («Masha and bear »)*	*Tiger («The Tale of a Tiger and a Dwarf Hunter»), dragon («Evil Witch and the Dragon King»)*	*Bear («Three Bears»), wolf («Wolf and three cats»)*
Cunning	*Fox («Wolf and fox», «Fox and rabbit», «Cat, rooster and fox» etc.)*	*Fox ("Cunning fox"), hare (rabbit) ("Hare and tortoise")*	*Piggy («Three piggies»), fox («How the wolf lost his tail»)*
Stupidity	*Wolf ("The Wolf and the Fox", "The Wolf and the Seven Goats")*	*Bear ("Cunning fox", "Tale of a stupid bear"), a donkey ("Stupid donkey")*	*Wolf ("Three Little Pigs")*
Help	*Cat ("Cat, Rooster and Fox"), horse ("The Magic Horse", "Sivka Burka")*	*Pheasant ("Grateful pheasant"), a dog ("As a puppy saved the owner"), a deer ("Deer and a snake"), a toad ("As a toad snatched the snake").*	*Cat ("The Old Woman and Piglet"), chicken (cock)*
Weakness, cowardice	*Hare ("Fox and Hare"), frog ("Hares and Frogs"), mouse (Teremok), kids (Wolf and the Seven Goats)*	*Dove ("The Ant and the Dove"), goby ("The Tale of a Goby"), carp ("The Woodcutter and his Son")*	*Kittens ("The Wolf and the Three Kittens")*



Formation of professional competences of students by means of psychological and pedagogical disciplines under conditions of the College

Formation of professional competences of students by means of psychological and pedagogical disciplines under conditions of the college

Formación de competencias profesionales de los estudiantes mediante disciplinas psicológicas y pedagógicas en las condiciones de la universidad

ABSTRACT

The relevance of the study is determined by the orientation of secondary vocational education on the development of professional competences of students, providing such a key competence as the ability to learn. In the context of the formation of psychological and pedagogical competence, the main types of professional and communicative competencies are developed in the process of psychological and pedagogical studies, and we considered them as professional competencies corresponding to the main types of professional activity.

In the course of investigation, the study of psychological-pedagogical and methodological research was carried out; the initial theoretical positions were singled out. In the course of the experiment, pedagogical conditions were identified and implemented, the content, forms, methods and technologies of forming the general cultural competencies of students in the multicultural educational space of the college were determined and implemented, and their effectiveness was tested in the course of experimental work.

Keywords: competence, system of secondary vocational education, students, college, psychological and pedagogical disciplines

RESUMEN

La relevancia del estudio está determinada por la orientación de la educación vocacional secundaria en el desarrollo de las competencias profesionales de los estudiantes, proporcionando una competencia clave como la capacidad de aprender. En el contexto de la formación de la competencia psicológica y pedagógica, los principales tipos de competencias profesionales y comunicativas se desarrollan en el proceso de estudios psicológicos y pedagógicos, y los consideramos como competencias profesionales correspondientes a los principales tipos de actividad profesional.

En el curso de la investigación, se llevó a cabo el estudio de la investigación psicológica-pedagógica y metodológica; las posiciones teóricas iniciales fueron señaladas. En el transcurso del experimento, se identificaron e implementaron las condiciones pedagógicas, se determinaron e implementaron el contenido, las formas, los métodos y las tecnologías para formar las competencias culturales generales de los estudiantes en el espacio educativo multicultural de la universidad, y se probó su efectividad en el curso de trabajo experimental.

Palabras clave: competencia; sistema de educación vocacional secundaria; estudiantes; Universidad; disciplinas psicológicas y pedagógicas

Aigul M. Shakirova

Ylyanovsk StateTechnical University. Russian Federation

info@ores.su

Rifat R. Fakhrutdinov

Kazan Federal University. Russian Federation

Rezida A. Fahrutdinova

Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

A multiple series of definitions of such categories as "competency building approach", "competence" was presented by various authors ". Analysis of the pedagogical literature on the problem of forming professional competencies of students proves the ambiguity, multicomponent and polystructural nature of the concept "competence", the complexity of their interpretation and the very idea of a competency-based approach in education [R. A. Fakhurtdinova, E.A. Konopatskaya. 2015].

The researches devoted to the disclosure of the competency-based approach concepts and competences in modern education were the most significant for our study: (V.I. Andreev, D.A. Ivanov, L.F. Ivanova, V.A. Kalnei, T.M. Kovaleva, J. Raven, O.V. Sokolova, S.E. Shishov, B.D. El'konin). The concept of "professional competence" was studied by Yu.V. Senko and V.V. Bashev. The ideas of the competency-based approach in education were considered by V.I. Baidenko, E.F. Zehner, G.V. Mukhametzyanova, A.M. Novikov, etc.) [R. A. Fahrutdinova, R. R. Fahrutdinov, E.A. Konopatskaya ,2014]

Separate authors considered different types of competences: socio-psychological competence (A. Koh), communicative competence (Y.N. Emelyanov, E.S. Kuzmin, Yu.M. Zhukov, P.V. Rastiannikov), social competence (D. E. Egorov), professional-pedagogical competence (N.V. Kuzmina, V.V. Kulbeda), socio-psychological competence (L. I.Berestov), autopsychological competence (A.P. Sitnikov, I.V. Elshin) , reflective competence (OA Polischuk), information competence (N.V. Kulbeda), intercultural competence (N.N. Grigorieva, S.V. Murieva, L.B. Yakushkin) (Zhakipbekova, 2018)

The analysis of the published psychological and pedagogical works allows us to argue that the problem of implementing the competence approach in the conditions of secondary vocational education in the specialty "Preschool education" 44.01.02 is not sufficiently developed and implemented in the aspect of the content of the organization of developing activities in the context of the substantive environment of the DOE, and also the professional competence development of the kindergarten teacher of in the organization of innovative pedagogical activity.

The scientific and methodological basis of professional self-determination and self-awareness of students were studied by L.I. Antsiferova, Yu.S. Kolesnikov, Yu.A. Kustov, L. Mitina, N.A. Khromenkov and others.

The methodological basis of the research is the philosophical concepts of unity of the general, the particular and the individual; pedagogical concepts that reveal the problems of patterns and principles of the theory and methodology of education in the system of vocational education; methodological bases of system, competence, cultural and personal-oriented approaches to the study of social education systems, namely:

- The theory of instructional design (V.S. Lednev, V.A. Slastenin, M.I. Mahmutov); [Slastenin V. A., Podymova L. S. 1997]

- activity theory (V.V. Davydov, A.N. Leontiev);

- a systematic approach to the study of social phenomena (V.G. Afanasyev, E.G. Yudin); (Xiangyi et al., 2016)

- the concept of recurrent professional education of the individual as a condition for its professionalization and self-realization (E.M. Ibragimova, G.V. Mukhametzyanova, etc.)

Under the term "competence" J. Raven understands a specific ability, that include a highly specialized knowledge, a special thinking paradigm, subject skills, as well as an understanding of responsibility for their actions. To be competent means to have a set of specific competencies on various levels necessary to perform a specific action in a particular subject area. [D. J. 2002]

Understanding the competence of a specialist as his general ability to mobilize his skills, knowledge, and generalized ways of performing actions in his professional activity that is what S.E. Shishov suggests.

According to E. Symanyuk and E. Zeera, the competence-based approach is prior commitment to the vectors of education: learning, self-determination, socialization, self-actualization and the development of individuality [Zeer uh, Cimanuk E. 2005].

Yu.V. Frolov and D.A. Makhotin differentiate the concepts of "competence" and "competency", linking the first term to the content of future professional activity, and the second - to the qualities of the individual.

Irina Zimnya, who has carried out a thorough analysis of the fundamental issues, places and principles of the competence-based approach in the modern Russian education, claims it to be the internal, dormant, hidden psychological force, which is then revealed in the human competences as currently central, activity demonstration. [Zimnyaya I. A. 2004]

In the competence-based approach, the list of necessary competencies is determined in accordance with the demands of the labor market. [Fahrutdinova R.A, Yarmakeev I.E, Fakhrutdinov R.R., 2014;D. Vasileva, R.A. Fahrutdinova, R.R. Fahrutdinov, R. K.Diuanova 2017,] Acquirement of professional competences becomes the main goal as well as the results of the learning process in the modern system of vocational education. [Chiu, Chi-Yue,. Lonner, W. J, Matsumoto, D., Ward, C., 2013]

2.RESEARCH METHODS

The theme and tasks determined the choice of research methods that are interrelated and mutually complementary: theoretical - the study of philosophical, psychological, pedagogical, sociological, methodological literature, scientific periodicals, modeling, designing, generalization of the experience of educational institutions; diagnostic - testing; observational - pedagogical observation; praximetric - studying of educational documentation, programs, plans and results of students activity; experimental - ascertaining, constructing, control stages of the experiment; statistical - quantitative and qualitative processing of the materials with the help of mathematical statistics.

We have selected and implemented a set of methods to identify the level of professional competence of college students, namely: "Methodology for the diagnosis of student motivation" (A.A. Rean and V.A. Yakunin, modification of N. Ts. Badmaeva); "Test: Readiness to work with the information and information sources"; "Comprehensive method to identify the level of professional competencies of college students."

This experimental work was aimed at implementing the following research hypothesis: the formation of professional competencies of students of secondary vocational education by means of disciplines of the psychological and pedagogical cycle will be more effective if:

- the model of formation of professional competences of the student of the system of secondary vocational education by the means of the disciplines of the psychological and pedagogical cycle will be designed and introduced;

- on the basis of the theoretical analysis of the problem, the content of the concept "professional competence of a college student within the framework of studying the disciplines of the psychological and pedagogical cycle" will be specified;

- criteria, indicators of the level of formation of professional competencies of college students in the process of studying psychological and pedagogical disciplines will be revealed;

-The content of psychological and pedagogical disciplines will be developed in the aspect of forming the professional competencies of college students.

Experimental base of the research: college of the PEI HE of the Kazan Innovation University named after V.G.. Timiryasova (IEML), students of 1, 2, 3 years on the specialists training program of middle level on specialty 44.02.01. Preschool education.

One of the stages of the experiment included the development and implementation of a model for the formation of professional competencies of college students. As a research tool for studying the process of formation the professional competencies of a college student, the modeling method was used. The methodological component of the developed model allowed us to identify professional approaches and principles to the learning process that contribute to the formation of professional competencies of students of the system of secondary vocational education. The modeling method allowed us to integrate the theoretical and methodological basis of the study and its experimental part in a possibility to prove the main principles of the research. This model included such components as: target, substantive, procedural and evaluation-criterial, and their elements in interdependence and interdetermination.

As the main goal of the model developed by us, we identified the formation of professional competencies for students of the system of secondary vocational education.

For successful implementation of this goal the following points will contribute:

- the formation of values of students in the educational space of the college;
- the development of positive motivation for the formation of professional competencies in academic and extracurricular activities;
- the establishment of general and professional culture of students;
- providing the student's with a possibility for self- fulfillment in the educational space of the college;
- the mastering and practical application of psychological, pedagogical and professional knowledge;
- the development of creative thinking of students.

3.RESULTS AND DISCUSSIONS

To optimize the teaching and upbringing process and improve the system of vocational training for college students, we have studied the dynamics of the formation of professional competencies. The dynamics of the formation of professional competences is given in Table 1.

Table 1. Dynamics of the formation of professional competences. (See Annexes)

An analysis of the dynamics of the formation of the allocated professional competencies in college students allows us to state its positive tendency. At the same time, the greatest dynamics is observed in two professional competencies: creation of a subject-developing environment in the group and planning of various activities and communication of children during the day. As well as noticeable dynamics for such professional competencies as pedagogical monitoring, assessment of the process and results of the education of preschool children; planning of activities aimed at promotion of the child's health and physical development; evaluation and analysis of the results of collaboration with parents, and adjustment of the process of interaction with them.

The presence of positive dynamics in all key competences in the research interval (within three academic years) provides us with a basis for the conclusion that the relationship between the functioning of the model of implementing the competence approach and the development of basic professional competences in students has a stable character, that makes perfect sense. The main characteristics of the competencies presented match the criteria of the FSES SVE competencies, within which 26 professional competences are allocated. [Federal state educational standard of secondary professional education in the specialty 44.02.01 Preschool education /http://www.edu.ru/db/mo/Data/d_14/m1351.pdf]

Thus, the experimental research confirmed the hypothesis put forward by us that the purposeful work on the formation of the professional competencies of students in the conditions of a college organized on the principle of continuous education allows solving more effectively not only educational tasks (improves the quality of training of specialists) but also socio- pedagogical, expressed in the fact that college graduates get access to higher professional education, and local employers solve the problem of preschool educational organizations' staff assistance.

The presence of positive dynamics in all professional competencies gives us grounds to conclude that the relationship between the functioning of the model of the implementation of the competence approach and the development of basic professional competencies in students is natural and sustainable. These indicators confirm the reliability of the proposed hypothesis of the study.

4.CONCLUSIONS

Having analyzed the scientific literature on the research problem, under the disciplines of the psychological and pedagogical cycle, we mean those disciplines that are based on the study of pedagogy and psychology that have the professional potential of educating the personality of the learner, contribute to the formation of moral qualities, form the civic consciousness, develop communicative abilities, look to the surrounding peace, psychological and pedagogical attitude and literacy.

In our study, we consider the educational space of the college as one of the factors shaping the professional competencies of students, which is realized in this space as in the system of intercultural, social and educational relationships, promoting the internalization of the national culture, the formation of universal human values of students both through education and through the prism of studying the professional disciplines of psychological and pedagogical orientation.

The research data and conclusions confirmed the necessity to implement the pedagogical conditions for the formation of professional competence of students in the educational space of the college by means of professional disciplines of a psychological and pedagogical orientation.

A comparative analysis of the data obtained at the beginning and at the end of the experiment made it possible to conclude that as a result of the experimental work the number of students with a low level of professional competencies decreased, while those possessing high level of professional competences increased.

As a result of the study, the following conclusions can be drawn:

1. Adoption of new educational standards in the system of secondary vocational education made it possible to identify professional and common cultural competencies.

2. Implementation of the potential of professional disciplines of psychological and pedagogical orientation to provide psychological and pedagogical training contributes to the personal development of the student and his formation as a person capable of orientation in the space of the college on the basis of familiarizing with the elements of pre-school psychology and pedagogy.

3. Traditional and innovative teaching technologies, such as problem-based learning, learning in cooperation, context-based learning, interactive training, are effective means of forming the professional competencies of students. The comparative analysis of the obtained results of the formation of professional competencies of students at the beginning and end of the experiment on the selected criteria (cognitive, communicative-activity, value-orientation) proved the effectiveness of the experimental work carried out and the reliability of the hypothesis of the research.

5.ACKNOWLEDGEMENTS

The research is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

Chiu, Chi-Yue,. Lonner, W. J, Matsumoto, D., Ward, C., Cross-Cultural Competence: Theory, Research, and Application. Journal of Cross-Cultural Psychology, vol. 44, issue 6, pp 843-848, 2013.

D. J. Raven Competence in modern society. M.: Kogito-Tsentr, 2002. -396c.

Fahrutdinova R.A, Yarmakeev I.E, Fakhrutdinov R.R., The formation of students` foreign language communicative competence during the learning process of the English language through interactive learning technologies (The study on the basis of Kazan Federal University)//English Language Teaching. - 2014. - Vol.7, Is.12. - P.36-46

Federal state educational standard of secondary professional education in the specialty 44.02.01 Preschool education /http://www.edu.ru/db/mo/Data/d_14/m1351.pdf

I. D. Vasileva, R.A. Fahrutdinova, R.R. Fahrutdinov, R. K.Diuanova The formation of professional competencies of college students by means of interactive methods of teaching//QUID 2017, pp. 784-789, Special Issue N?1-ISSN: 1692-343X, Medellín-Colombia

R. A. Fahrutdinova, R. R. Fahrutdinov, E.A. Konopatskaya / Formation of general cultural competencies of students in the educational space of the University / Life Science Journal 2014;11(6), p.525-529

R. A. Fakhurtdinova, E.A. Konopatskaya. Formation of Common Competences in the Students-Future Teachers of Foreign Languages During the Process of Professional Training at University /The Social Sciences-Medwell Journals, 2015, 10(7), p.1768-1772.

Slastenin V. A., Podymova L. S. Pedagogy: innovative activities. M.: Magistr, 1997. 224 p.

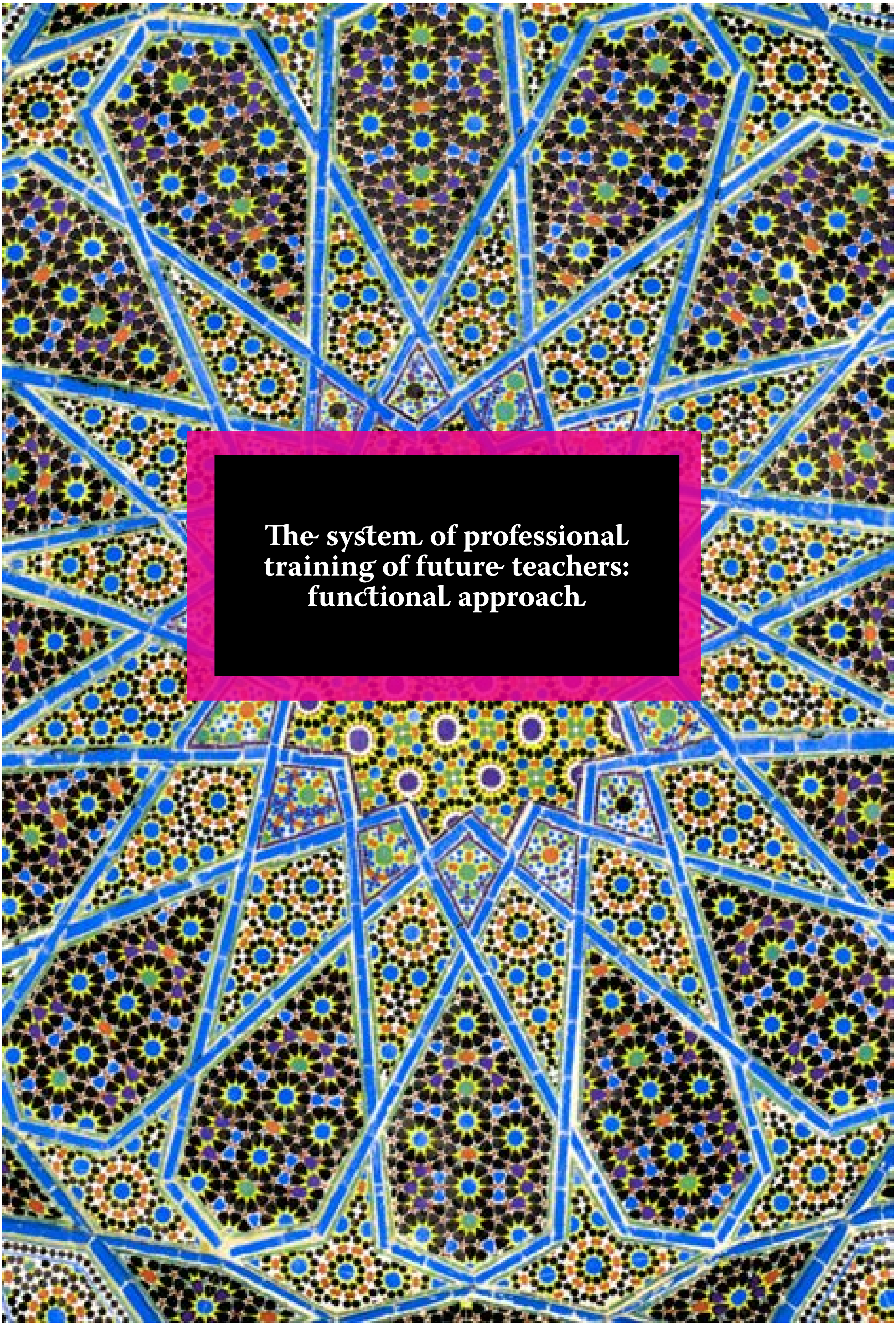
Zeer uh, Cimanuk E. Competence approach to modernization of professional education. Higher education in Russia, 2005, № 4. With 23-30.

Zimnyaya I. A. Key competence as effectively-targeted basis of competence approach in education. M. ICPPS, 2004

ANNEXES

No	The competences evaluated	Mark (in points) according to academic years			
		2015	2016	2017	Pedagogical effect
1.	*Documentation maintenance, providing the organization of workshops*	*2,5*	*2,8*	*3,5*	*+1,0*
2.	*Management of various activities and communication of children during the day*	*2*	*2,9*	*3,9*	*+1,9*
3.	*Pedagogical monitoring of the health status of each child, timely informing the medical worker about changes in his state of health*	*3,0*	*3,5*	*4,0*	*+1,0*
4.	*Analysis of the process and results of the organization of various activities and communication of children*	*3,5*	*3,9*	*4,5*	*+1,0*
5.	*Pedagogical monitoring, assessment of the process and results of teaching preschool children*	*2,3*	*3,0*	*3,9*	*+1,6*
6.	*Planning of activities aimed at promotion of the child's health and physical development*	*2,2*	*3,2*	*4,0*	*+1,8*
7.	*The establishment of the subject-developing environment in the group.*	*2,5*	*3,5*	*4,5*	*+2,0*
8.	*Conducting individual consultations with parents on family education, social, mental and physical development of the child.*	*4,0*	*4,5*	*4,5*	*+0,5*
9.	*Development of methodical materials on the basis of exemplary ones taking into account the characteristics of age, group and individual qualities of pupils.*	*2*	*2*	*3*	*+1*
10.	*Evaluation and analysis of the results of collaboration with parents, adjusting the process of interaction with them.*	*3*	*3,5*	*4,5*	*+1,5*

Table 1. Dynamics of the formation of professional competences



The system of professional training of future teachers: functional approach

The system of professional training of future teachers: functional approach

El sistema de formación profesional de futuros docentes: enfoque funcional

ABSTRACT

The training of students and future teachers is important for modern education. A complex social structure, actively formed by information technology, requires that the modern teacher must be fully prepared for diverse manifestations of sociability and a broad perspective. A modern pedagogical university should form these specialist characteristics. For this purpose, an important objective is to study the importance of multifaceted functional approach in education. The functional analysis of the professional training system of future teachers is an important preparatory stage in the implementation of the program for the integral development of student-teachers. Among the many functions of the educational system, we can distinguish the following: translational, axiological, activity, educational, educational and development functions. The most important of these are the axiological, activity and development functions. The axiological function forms the world of values and it is very important that these values are directed towards the solution of humanizing human tasks. The activity function allows the future specialist to perform their tasks, despite the difficulties that arise. The task of educational development will develop the ability to complete the course of work

KEYWORDS: education, professional training, functional analysis, competence.

RESUMEN

La formación de estudiantes y futuros profesores, es importante para la educación moderna. Una estructura social compleja, formada activamente por la tecnología de la información, requiere que el maestro moderno deba estar completamente preparado para diversas manifestaciones de sociabilidad y una amplia perspectiva. Una universidad pedagógica moderna debería formar estas características de especialista. Para este propósito, un objetivo importante es estudiar la importancia del enfoque funcional multifacético en la educación. El análisis funcional del sistema de formación profesional de futuros docentes es una etapa preparatoria importante en la implementación del programa para el desarrollo integral de estudiantes-docentes. Entre las muchas funciones del sistema educativo, podemos distinguir las siguientes: funciones traslacionales, axiológicas, de actividad, educativas, educativas y de desarrollo. El más importante de ellos son las funciones axiológicas, de actividad y de desarrollo. La función axiológica forma el mundo de los valores y es muy importante que estos valores se dirijan a la solución de las tareas humanas humanizadoras. La función de actividad permite al futuro especialista realizar sus tareas, a pesar de las dificultades que surgen. La tarea de desarrollo de la educación permitirá desarrollar la capacidad de completar el curso del trabajo

PALABRAS CLAVE: educación, entrenamiento profesional, análisis funcional, competencia.

Copyright © Revista San Gregorio 2018. eISSN: 2528-7907

Aleksandr G. Ilyin

Kazan Federal University. Russian Federation

info@ores.su

Aygul Z. Ibatova

Industrial University of Tyumen. Russian Federation

Natalia V. Ippolitova

Shadrinsk State Pedagogical University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018

ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018

ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

INTRODUCTION

Progressive reform and modernization of the system of professional education in Russia and all over the world, the results of numerous studies in the field of new educational and pedagogical technologies related to the problem of forming the foundations for the professionalism of the future mathematics teacher of a new generation, require all modern demands in the process of his professional training.

The civilizational challenges also have a significant impact, namely: the humanization and democratization of modern society, the growth of the social role of the individual, the development of her intellectual and creative potential, deep changes in the system and structure of education, the positioning of education as the driving force for the development of civil society, the dynamics of scientific and technical modernization , the need for rapid adaptation in an information technology society (Michailovich et al, 2017 and (Yessembayeva, 2018) This actualizes the objective need for the creation of such a system of professional training for the future teacher of mathematics, which would ensure the advanced training of teachers which are able to carry out professional activities, guided by new conceptual principles, development of personality, to satisfy educational and spiritual - cultural needs and needs of the individual and provide an opportunity to be competitive in the labor market on the basis of comprehension of the existing historical and pedagogical experience and modern didactic achievements in the development of the teacher's professionalism.

The goal of this process is the formation of students' readiness for effective professional pedagogical activity. This goal is realized in the overall educational process of the university, aimed at solving the problems of professional development of future specialists and reflecting various aspects of their professional development.

2.METHODS

Analysis of the concept of "readiness for pedagogical activity", cited above, allows us to identify the structural components of professional training for students of a pedagogical university: cognitive, praxicological, personal. The cognitive component is aimed at forming the theoretical readiness of future teachers for professional work, praxicological contributes to the formation of practical readiness, and the personal component ensures the formation of moral and psychological readiness of students for pedagogical activity (Igorevna et al, 2017).

Such methods as testing in pedagogy, psychology, sociology, a set of professionally oriented tasks for testing the formation of the cognitive component in all competencies. They were used to determine the level of theoretical knowledge about the professionalism of the mathematics teacher and knowledge of multimedia technologies; a written description of the basic concepts (Salavati-Niasari et al., 2015)

The use of this diagnostic material made it possible to determine the level of knowledge about the content of the foundations of the professionalism of future mathematics teachers, the innovative and multimedia technologies for their formation.

Competences:

1. profession-subject - the student determines a certain amount of professional knowledge in teaching technologies;

2. profession- technological - the student has knowledge of the essence of innovative and multimedia technologies, the possibility of their use in the process of teaching students in the general education school, the difficulty of working with them;

3. profession-personal - the student demonstrates the basic pedagogical, socio-psychological knowledge as the basis for the professionalism of the modern teacher.

3.RESULTS AND DISCUSSION

Imperfection of theoretical knowledge in the development of teacher's professionalism leads to the fact that the students' notes and teachers-practicians

are illogical; a significant part of the respondents are not able to express their thoughts with the help of special terminology. Despite the fact that the problem considered quite widely covered in the pedagogical and psychological literature and the need to use modern innovative and multimedia technologies in teaching pupils to mathematics is universally recognized, future mathematics teachers were very reluctant to spend their efforts on mastering the basics of professionalism and the ability to use innovative and multimedia technology in professional activities.

For them, it was a surprise that practitioners stated that after graduating from high schools and starting work in the school, they would have to conduct lessons and extra-curricular activities alone with students of the senior and basic schools, without the support of a tutor teacher, using computer and network resources (not always familiar), to introduce innovative methods, not having enough time for their assimilation, otherwise they will not be in demand in the professional pedagogical community. "Undoubtedly, the education system can not be absolutely a conservative, it is necessary to follow the transformation of the development of the social system, changes in the structure of social production and social structure.

However, they must be implemented in accordance with programs developed by competent people, analyzed by independent experts, discussed in public organizations, among educational specialists and all interested persons. New models of educational institutions with a description of all the socio-economic consequences of the reorganization should be developed. In practice, everything happens differently: universities are first unified, and the model is developed later, no one does calculations of social and economic consequences at all (Chernetsova et al, 2016).

The essence of the basis for the professionalism of the future teacher must be regarded as an integrative characteristic of the personality, which is a system of profession-subject, professional, technological and profession-personal competencies that reflect the high level of professional competence, teacher pedagogical skills, teacher-oriented qualities, creative approach to organization pedagogical activity, ability to reflect, readiness for constant self-development and self-improvement. Mastering of this phenomenon as a value, a reference point of pedagogical work provides high-performance pedagogical activity, a manifestation of the individuality of a professional teacher.

The importance of the pedagogical technology of forming the foundations of the future teachers' professionalism, which is presented as the implementation of the target setting for the professional self-development of the future teacher by integrating the subject-subject interaction of the student, teacher and various multimedia learning tools in the form of a single software product combining different types of information (text, graphic images, slides, audio and video information, animation), the implementation of which provides the basis for the professionalism of future teachers.

The allocation of functional components of the system of professional training (Mafi et al. 2012) for future teachers is associated with the disclosure of the procedural aspect of the preparation and the structure and specificity of pedagogical activity, its multidimensionality, which provides a basis for distinguishing functions that ensure the integration of the elements of the system into a single whole and its successful functioning. "The functions of the teacher's professional activities are transformed in the process of learning activities into specific activities, which in their community form a system of professional training for future specialists" (Kazandayev, 2015). There are: translational, axiological, activity, educational, educational and developing functions.

These functions reflect the capabilities of the training system for future teachers, the relationship and interdependence of its individual components.

The translational function assumes the preservation of historical memory, a critical rethinking of the experience of previous generations, and the development of the right criteria and social reference points for the interrelations of subjects of pedagogical activity.

The allocation of the axiological function of the professional training of future teachers is conditioned by the change in the paradigm of modern education, which considers the educational process as a means of involving learners in the spiritual values accumulated by society in the development process. In modern studies (Slastenin et al, 2003), the axiological function of education is understood as such values of education, which are of great importance for the educational system itself, society, state, individual person at the present time and remain especially relevant in future. These properties are considered as value due to the fact that their characteristics reflect a further strategy for the development of education and have a significant impact on the deepening and improvement of social processes (Gapsalamov, 2017).

The activity function of the professional and pedagogical preparation of future teachers is conditioned by the purpose of the preparation, which is the formation of readiness for pedagogical activity among students. This assumes the formation of an active professional position of future teachers in the implementation of pedagogical activity, which becomes possible on the basis of students' inclusion in a variety of activities, having a pedagogical orientation, in a variety of forms, forms and content.

The educational function expresses the orientation of preparing future teachers to provide students with a fundamental knowledge of the fundamentals of pedagogical theory and school practice, and the formation of a system of general and especially pedagogical knowledge and skills necessary for successful pedagogical activity.

Educational function is the continuation of those value-normative guidelines that form the basis for the development of any education. Speech, of course, is about the need to take into account the whole complex of trends that characterizes the moral life. She does not tolerate attempts to present everything in one perspective, as well as the desire to share the existing picture of the world on the principle of bipolarity.

The developing function of training reflects its influence on the development of the professionally-oriented thinking of future teachers, their pedagogical abilities. The development of attention, perception, memory, imagination of students, their speech in the process of this preparation is of particular importance. The development of all aspects of their personality is carried out in the process of professional training, which is a necessary condition for the success of future professional pedagogical activity.

According to the interdisciplinary nature of the teacher's professionalism there is a need for an integrated approach to the definition of methodological strategies for its training. Systematics points to the structured and multicomponent foundations of the teacher's professionalism as a systemic integrity and systemic process of forming the foundations of the professionalism of future mathematics teachers as a unity of interrelated components. The synergetic approach allows you to focus on the openness, spontaneity, self-development of the fundamentals of the mathematics teacher's professionalism, the need to take into account the random factor that affects the effectiveness of forming the foundations of professionalism and requires analysis (self-analysis), updating the student's views on the future of professional activity.

The use of the competence approach is important for the formation of students in the profession-subject, professional and technological, professional-personal competence, the ability to self-development and self-improvement. The acmeological approach to the formation of the basis of professionalism of the individual is considered in connection with the ability to self-development, self-realization, the formation of a student as a subject of professional activity, strives to achieve creative results and mastery in it.

The culturological approach points to the culture-like type of professionalism of the teacher, it guides the organization of the educational process to humanistic, personally significant values. The use of the technological approach implies a guaranteed educational result, mastering students with innovative and multimedia teaching technologies.

4.CONCLUSION

Realization in interrelation and unity of the allocated functions of the personal aspect of the system of professional training of future teachers ensures its stability and successful development. The concept of personal growth, actively used at present, does not reflect the moral and spiritual values of education. In the concept of personal growth, the leader is an individual who can suppress the opinion of others, change their minds, transcode them. This is good in terms of superiority of purpose over means of achievement. But not all people can and consider it necessary to move exactly in the direction in which they are called by the leader. Functional analysis allows you to split the functions of the modern leader into several components; the emphasis will be placed on the integrity of the humanistic worldview of the future teacher.

Moral psychological preparation as an integral component of the system of professional training for future teachers is associated with the formation of a moral and psychological aspect of students' readiness for pedagogical activity. This includes the development of value orientations for future teachers, an interest in the pedagogical profession, professional and personally significant qualities and competencies, i.e. involves the formation of a professional-pedagogical orientation of the personality of the future teacher. Personal qualities of the future teacher are no less important, and in some cases, more important than professional knowledge in a particular field.

5.SUMMARY

So, summarizing, we note the following. The use of the systemic, professional-personal and integrative-activity approach as a methodological basis for research makes it possible to consider the professional preparation of students of a pedagogical university for pedagogical activity as a complex, systemic phenomenon.

The general provisions of this article are reduced to the role of the moral and spiritual-value component in the worldview of the teacher's personality. The role of the university is high in the formation and development, because there the students compare their personal inclinations and professional qualities. The student determines his willingness to perform one or another professional duty - to be a teacher of history or literature, physics or chemistry. The common thing in all cases is to be human!

BIBLIOGRAPHY

Alexey Panfilov, Valentina Panfilova, Gallia Ljdokova, Lidiya Kozinets. The European Program of Social and Behavioral Sciences. e-ISSN: 2357-1330 IFTE 2017 - 3rd International Forum on Teacher Education, 23-25 May 2017, pp. 600-622

Chernetsova NS, Sokolova O.Yu. Reform of Russian education: problems, methods, results // Izvestiya Vysshikh Uchebnykh Zavedenii. The Volga region. Economic sciences. 2016. No. 1 (4).

Gabrielyan A.M. World Trends and Challenges for Higher Education: A Matrix of Effective Politics for University Reforms // World Politics. 2017. No. 1. P. 37-46.

Gapsalamov A.R., Ilin A.G., Vasilev V.L., Bochkareva T.N. Beginning of the end: the ussr economic development in the 1950s - 1960s // The collection includes the 7th International Conference "SCIENCE in London, 23-29 January2017.7th_International_Conference__Recent_trend_in_Science_and_Technology_management__2017

Gapsalamov, A.R. Practically-oriented forms of organizing occupations in secondary vocational education on the example of the Kama Construction College named after E.N. Batenchuk / N.I. Ziganshina, A.R. Gapsalamov // Internet-journal "The World of Science". 2017. Volume 5. № 2 (March-April). http://mir-nauki.com/PDF/30PDMN217.pdf (Access mode: 04/19/2017).

Igorevna, K., Gennadievich, I. & Zufarovna, I. (2017). Levels of linguistic self-educational competence among students of non-linguistic specialties. Revista QUID (Special Issue), 865-869.

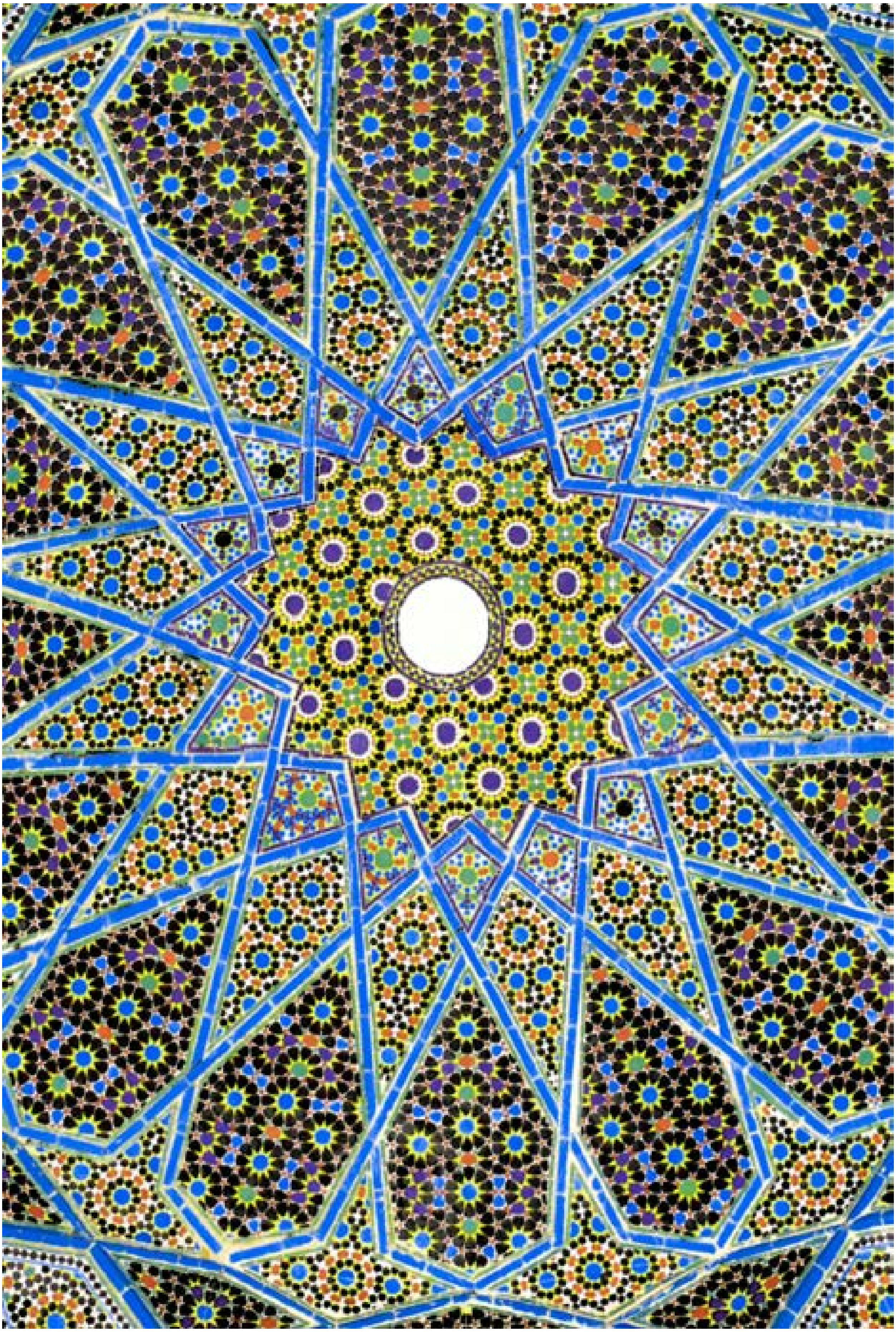
Kazandayev I.A. Structurally functional model of management of the educational process as a means of achieving the results of secondary vocational education // Vestnik of the Humanitarian Institute of TSU. 2015. № 3 (19).

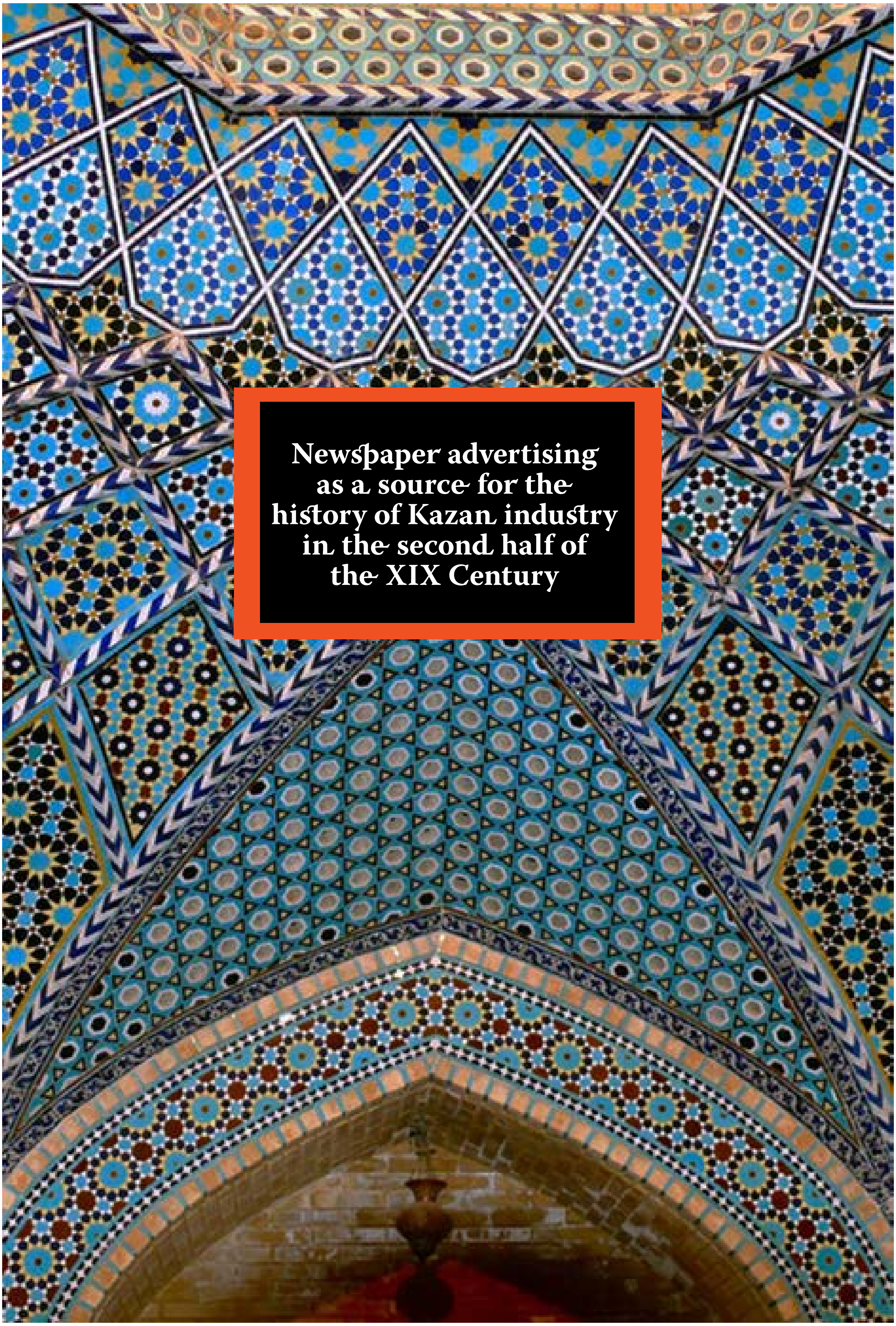
Ljdokova, G.M., Ismailova, N.I., Panfilov, A.N., Gaifullina, N.G., Makarova, O.A. Individual Biological and Medicine, 7 (1), 2015 (Indexed by Scopus (Elsevier) Volume 7, Issue 1, Article ID: BM-063-15, 2015 eISSN: 09748369)

Michailovich, K.S .; Dementievich, R.P.; Aleksandrovna, S.M .; Yuryevna, M.O .; Ilyashenko, L.K. (2017) The implementation of the idea of free pedagogy in the modern education. Modern Journal of Language Teaching Methods. Volum 7, Issue 7, 87-98 p.

Slastenin VA, Chizhakova G.I. Introduction to pedagogical axiology. - Moscow: Publishing Center "Academy", 2003.

Smirnov S.V. Philosophical Background Setting and Research Problems in Bio-Intellect / S.V. Smirnov // International journal of humanities and cultural studies. August 2016. Special Issue. Page 134-140.





Newspaper advertising as a source for the history of Kazan industry in the second half of the XIX Century

Newspaper advertising as a source for the history of Kazan industry in the second half of the XIX Century

La publicidad en periódicos como fuente de la historia de la industria de Kazán en la segunda mitad del siglo XIX

ABSTRACT

The research is based on the combination of quantitative methods that allow newspaper advertising to be considered as a specific type of massive historical source and a qualitative approach to the observation of individual advertising materials. There were formal characteristics indicated by the quantitative approach that allows the merging of separate advertising materials into groups to discover regularity. The second half of the nineteenth century is the time of domination of small-scale production in the Volga region. The craft that successfully coexisted with the developing industry still played an important role. Handicraft stalls, widely oriented to the production of consumer goods, had the opportunity to respond flexibly to any change in market conditions. Newspaper advertising was one of those reaction methods and reflected the peculiarities of the company's behavior in the market. According to advertising in the newspaper, one can judge not only about trade, but also about the development of a series of industries. Approaches to the commercialization of small industrial enterprises can be used in the modern practice of industrial entrepreneurship. Advertising in the newspaper is in many ways a unique source that characterizes Russian business practices.

KEYWORDS: newspaper advertising, economic history of Russia, history of Kazan, advertising as a historical source, history of everyday life, second half of the XIX .

RESUMEN

La investigación se basa en la combinación de métodos cuantitativos que permiten considerar la publicidad de periódicos como un tipo específico de fuente histórica masiva y un enfoque cualitativo para la observación de materiales publicitarios individuales. Hubo características formales señaladas por el enfoque cuantitativo que permite unir materiales publicitarios separados en grupos para descubrir la regularidad. La segunda mitad del siglo XIX es el momento de dominación de la producción en pequeña escala en la región del Volga. Lo artesanal que coexistía exitosamente con la industria en desarrollo aún jugaba un papel importante. Los puestos de artesanía, ampliamente orientados a la producción de bienes de consumo, tuvieron la oportunidad de responder de manera flexible a cualquier cambio en las condiciones del mercado. La publicidad en periódicos fue uno de esos métodos de reacción y reflejaba las peculiaridades del comportamiento de la empresa en el mercado. Según la publicidad en el periódico, uno puede juzgar no solo sobre el comercio, sino también sobre el desarrollo de una serie de industrias. Los enfoques para la comercialización de pequeñas empresas industriales se pueden utilizar en la práctica moderna del emprendimiento industrial. La publicidad en el periódico es en muchos sentidos una fuente única que caracteriza las prácticas comerciales rusas.

PALABRAS CLAVE: publicidad en periódicos, historia económica de Rusia, historia de Kazán, publicidad como fuente histórica, historia de la vida cotidiana, segunda mitad del siglo XIX.

Sergey F. Galanin

Kazan Federal University. Russian Federation

info@ores.su

Anora S. Hakimova

Kazan National Research Technical University
Russian Federation

Sofia S. Galanina

Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

INTRODUCTION

The second half of the XIX century is the time of domination of small-scale production in the Volga region. The vast majority of newspaper advertising manufacturers are announcements of craft enterprises.

Newspaper advertising was used only by a small part of large handicraft enterprises, which were trusted leaders in their industry. In Kazan in 1890, 15.5% of craftsmen specialized in the preparation of food products, and 23.5% in clothing [Pinegin M.P., 1890, p. 483]. On the basis of these data, we may conclude: 1) the bulk of the craftsmen was engaged in satisfying the most vital needs of people - in food and clothing; during that period the structure of handicraft system has not changed generally.

The agrarian orientation of the economy and the relatively weak development of industry, mainly related to the processing of agricultural products, was actual for the economy of the Middle Volga region in the second half of the XIX century. They supplied their products to the central regions of the country and for export [Gregory, Paul R., 1982, p. 55-64]. There are almost no advertisements in the Kazan newspapers.

The particularity of production was reflected in advertising. It was the most appropriate decision to place an advertisement of enterprises that manufactured consumer goods in the newspaper, intended for the general reader. First of all, advertising allows us to determine the range of enterprises that use it and the range of products with which they entered the market, including their price and perfection factor. Even in 1870s many entrepreneurs of Kazan treated advertising negligently. It's unique for the characteristic of the marketing policy of the firm advertising information about the time of the proposition and the methods of promoting the goods. The growth of the Kazan industry began in the mid-1850s (the foundation of the enterprises of Sveshnikov, Krestovnikovs, Alafuzov, etc.). It lasted until about the middle of the 1870s in varying intensity then production, with the exception of some industries (flour milling, distilling) entered a long period of stagnation or crisis. Only in 1886 21% of all factories in Kazan government were closed and 20% of workers were dismissed [Application "Calendar Volga Bulletin" for the year 1888, p. 50-51]. In the 1880-90's there was a process of concentration of production. Small enterprises gave place to larger ones [Kahan Arcadius, 1989]. "Extremely unenviable economic situation of the Kazan region" persisted for almost all 1880-90s because of poor harvest, the lack of railways.

2. METHODS

Newspaper advertising may be viewed as a mass source. Using selective methods is helpful for investigating of large block of mass data. It's difficult to solve the problem of the optimal type of sampling in relation to such a multivariable object with the predominance of qualitative features. All that considered to be advertising.

There were 1412 newspaper issues in Kazan in 1850-1869. They were subjected to a continuous inspection. In the 1870-1890s there was an increase in the quantity of issues: 1870-1879 – 3260, 1880-1889 – 7532, 1890-1899 – 12104. The total number was 24308 units. Taking as a basis the 15 percent sample, according to the table of sufficiently large numbers, it's optimal volume is determined in 3382 units of observation at a probability level equal to 98%, and a possible error exceeding 2% in two cases out of a hundred. The criterion of sufficiency (representativeness) of the initial base, in this case, is the requirements of sampling theory. It seems that the sample size provides not only quantitative, but qualitative representativeness of the information too. For decades, the sample is distributed as follows: 1870s – 540, 1880s – 1142, 1890s – 1700 issues. In view of this, for the 1870s and 1880s, it is necessary to investigate the sets of all newspapers for three years for each decade, for the 1890s - for two years. The definition of the certain years is justified by the level of general economic conjuncture in the Kazan government. The years are chosen, differ by this feature. So, for the 1870s it was 1870 (with a satisfactory economic conjuncture), in

1875 (with a high level of economic conjuncture), in 1877 (with unsatisfactory economic conjuncture). The absence of accounting for the economic conjuncture would lead to incommensurability of obtained data. (Yessembayeva, 2018) Advertising information was used in different ways, taking into account the source capabilities of each element: some of them were grouped (the number and nature of announcements by industry, individual producers during the entire study period), the analysis of others required the involvement of other additional sources (the correlation of the data of advertising with the real level of the socio-economic and cultural development of the region, specific information about entrepreneurs, goods and services, methods of doing business), others were specified. The lack of concrete data for some issue was compensated by the use of extrapolation techniques in the work (for example, the correlation of the local situation with the state of affairs in capitals and other regions of Russia), logical interpolation (insertion of the logically missing link in the chain of reasoning) and intuitive conclusion.

3. RESULTS

The interesting results showing the state of individual industries, gives a comparison of advertising of enterprises-competitors. It provides with data for understanding the structure of the market and the industry as a whole. The harder the competition, the more important the role of advertising becomes, the more the features of the product are discussed. Announcements were often the main weapon of war between firms in order to increase the sales of their products. Sometimes competition became the cause of newspaper skirmishes, including advertising. Their main essence - the goods of the contender are bad. Entire pages were bought out for this polemic. Chekhov noted in 1885 about the advertising of producers: "All the newspapers publish huge announcements and" third-party messages ", in which they pour each other with slops" [Galanin S.F., 2016, p. 226 and (Xiangyi et al., 2016)In No. 37 of the "Kamsko-Volzhskaya Newspaper" for 1873, the announcement by the master P.K. Pravikov about opening of his workshop (watchmaking) was published. There was also published a recommendation of prof. A. Kozlov. It said that Pravikov had repaired several watches of the professor, "finally damaged by some of the local watchmakers." A week later, immediately after the announcement of Pravikov, a statement was issued by another Kazan watchmaker, W. Heinrichson. He demanded to publicly disclose the name of the one who "damaged" Kozlov's watch. Otherwise, Heinrichson threatened to think that it was about him and go to low against A. Kozlov. Despite repeated appeals of Heinrichson in the newspaper, neither Pravikov nor Kozlov responded. But the plaintiff also had to be silenced after the publication of the anonymous "clock owner". He claimed that Heinrichson had badly repaired his watch. In such forms, competition wrestled on the pages of newspapers, being an advertisement to one entrepreneur and anti-advertising to others [Galanin S.F., 2008, p. 116].

Then an effective advertising method was the public testing of products. For example, testing the new self-acting patented fire-extinguishing device of Lipman and Co. in Glasgow, organized by the Kazan firm M. Ram and Co. on March 24, 1875 in the Arskoye field. The test was preceded by a preparatory advertising company in the press. The date was reported in advance via the newspapers in order to attract viewers. Immediately after the experiment, a detailed favorable report about it appeared in the "Kazan Stock List". A bonfire made of tar drums, watered with kerosene "was extinguished by the device for no more than one minute." This test made a great impression on the gathered audience. Several steamship owners decided to purchase Lippmann's machines for their steamships on the same day at a meeting in the stock exchange. Ram did not stop advertising after that. After a while there appeared "certificate" in newspapers near the announcement of the fire extinguisher, signed by the Kazan governor Skaryatin. It stated that the device, as shown by the test, "fully corresponds to its purpose as ... a very reliable means for extinguishing fires" [Kazan Stock Exchange Leaflet, 1875]. In 1881 M. Ram he specifically ordered from abroad clichés for announcements in the form of two plows [The National Archive of the Republic of Tatarstan,1881].

Newspaper advertising confirms data on a relatively high proportion of foreigners among Kazan producers. E.P. Turnerelli wrote about the significant role of the Germans among Kazan craftsmen in the 1840s: "This big shopping street [Bolshaya Prolomnaya] could be called a German street, because this is the place where these foreigners are many. In fact: tailors, shoemakers, goldsmiths, carpenters, locksmiths, engravers, watchmakers, pharmacists and all the other industrialists who are everywhere on this street are mostly Germans ...". As a rule, foreigners were more conscientious about the timing of the performance of work and its quality [Famous people of Kazan region, 1990, pp. 51-52]. In conditions of high prices, an important method of attracting customers was newspaper advertising. Foreign craftsmen used it much more often than the Russians.

Traditionally, foreign production continued to be considered more qualitative. That's why, in the second half of the XIX century native craftsmen, often tried to sell their products as foreign using stamps in Latin letters. The reason is the widespread opinion about the higher quality of foreign products. "Manufacturers put such stamps not because goods are worse than abroad, but because the buyer can not believe, that native product may be qualitative. Show this buyer the goods with the stamp in foreign letters, and he will praise it, put on the same product the Russian stamp, and then the goods will become bad" [The Data Leaflet. 1886].

Working with the advertising of manufacturers, it's necessary to pay attention to reports about them in editorial materials. In some cases, such information was look like hidden advertising, although it can not be figured out always. Often, hidden advertising consisted of favorable articles about the manufacturer. For example, in the "Reference sheet" appeared several publications with praiseworthy reviews of the Penza paper factory of P.V. Sergeev in 1886 [10]. It happened on the eve of the opening of a wholesale warehouse of the manufacturer in Kazan. An important fact is that the publisher of the newspaper himself, who runs the university printing house A.T. Soloviev chose Sergeev's paper.

4.DISCUSSION

It should be noted that mainly thanks to advertising, a new style of consumption that differs from the previous one, is forming. According to contemporaries, it "promoted idleness, rampant individualism, social turmoil, and unbridled consumption, primarily among young women" [Marjorie L. Hilton, 2012, p. 124]. Many of us can agree with Sally West, whose book "Analyzes the content of print advertisements", says that during the second half of the 19th century a new type of entrepreneur was being formed in Russia, for which advertising becomes an important tool for working with the consumer [Sally West, 2011]. Christine Ruane and Marjorie Hilton also discussed the development of advertising as an important element with the changing image from the old-style kupets (merchant) to the modern kommersant (businessman) [Ruane Christine, 2013, p. 124; 13, p. 537-539].

5. SUMMARY

There was a solid belief that only honest, conscientious execution of an order can increase the number of clients. That's why there was almost always a promise of accurate, timely and conscientious performance of the work in the newspaper advertising of craftsmen products.

In the 1850-1870s the bulk of the announcements of craftsmen were about foreign craftsmen, but by the 1880s and the 1890s native producers often start to win in competition with foreigners. With the improvement of technology and the speed with which the order was carried out, Russian order cost two to three times cheaper Newspaper advertising reflected this process of native production growth - the foreigners' announcements were declining. Advertising in Kazan newspapers makes it possible to talk about penetration of native and foreign producers' goods onto the local market. Foreigners are particularly intensely used advertising. Their announcements had high quality. With the help of agents, organized advertising in the press, foreign workers actively mastered regional markets in Russia. Advertising is the source showing us the development of this process. In particular, in different periods the share of advertising of native and foreign goods has changed. Step by step there was an increase in the number of Russian and Kazan proposals.

Advertising materials are a source of information about the methods of maintaining the company's reputation. It becomes the most important factor of agitation in favor of the goods. The methods aimed at creating "the label" of an enterprise are: the mention of the date of enterprise establishment, which had a solid working experience (the idea of longevity - the duration of the trade was emphasized in advertising as the main quality guarantee); caution against forgery; image of the original trademark, which promises quality and reliability. The received awards confirmed the quality of the products. Their images, including the state emblem, or mentioning about it was an integral part of advertisements. They reinforced the reputation of the enterprise.

The way to increase the prestige of the trademark was the participation of producers in various exhibitions. There were a lot of cases of falsification of goods and stamps. Therefore leading manufacturers warned so often about it in their advertising.

It is interesting to bring into correlation the quantity and quality of advertising of producers with the level of economic conjuncture, the general state of the market. The advertiser responded to his main fluctuations. As a rule, the change in the volume of advertising in many industries coincided with seasonal fluctuations in the number of orders.

6. CONCLUSIONS

When investigating the advertising of handicraft production, it became clear that a significant part of the craftsmen did not directly sell their products, but got orders from a small number of large wholesale traders. They, in turn, also dispensed with newspaper advertising, selling goods either in large lots at fairs, or through shopkeepers. Advertising could be used for sale through their own shops, but in such advertisements, as a rule, the name of the artisan producer was not indicated. Most craftsmen, especially small ones, worked exclusively for orders for a certain range of consumers. They expected customers without using such means of client capturing as advertising. For many manufacturers, newspaper advertising was beyond theirs means. At the same time, newspaper advertising provides information for characterizing the spread of new industries.

Advertising was used by manufacturers for two purposes: 1) to stimulate the existing sales, to maintain high prices for quality products; 2) implement a new product, especially if the production has just opened. The last cases are more interesting, since a relatively detailed description of the goods was given and acquainted the consumer with it and with its operational characteristics. Various methods of its promotion were used. One of them is the conviction by facts using public tests, consumer testimonials.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

Application "Calendar Volga Bulletin" for the year 1888, Kazan, P. 50-51, 1888. (In Russian)

Famous people of Kazan region, Kazan, P.p. 223, 1990. (In Russian)

Galanin S.F., Kazan and its residents: is the second half of the nineteenth century, Kazan: Publishing house of Kazan technical University, P.p. 238, 2008. (In Russian)

Galanin S.F., The prose of A. P. Chekhov as a source for socio-cultural characterization of Russian advertising in the second half of the 19th century, Philology and culture, № 2 (44), pp. 223-229, 2016.

Gregory, Paul R., Russian National Income: 1885-1913, London: Cambridge University Press, P.p. 359, 1982.

Kahan Arcadius, Russian Economic History: The Nineteenth Century, Chicago: University of Chicago Press, Pp. XII, 244, 1989.

Kazan Stock Exchange Leaflet, March 23, 1875. No. 24; March 27, 1875. No. 25; April 6. 1875. No. 28. (In Russian - Kazanskii Birzhevoi Listok)

Marjorie L. Hilton, Selling to the Masses: Retailing in Russia, 1880-1930, Pittsburgh: University of Pittsburgh Press, X, 339 P.p., 2012.

Pinegin M.P., Kazan in the past and present, SPb., P.p. XVI, 604, XXXVI, 1890. (In Russian)

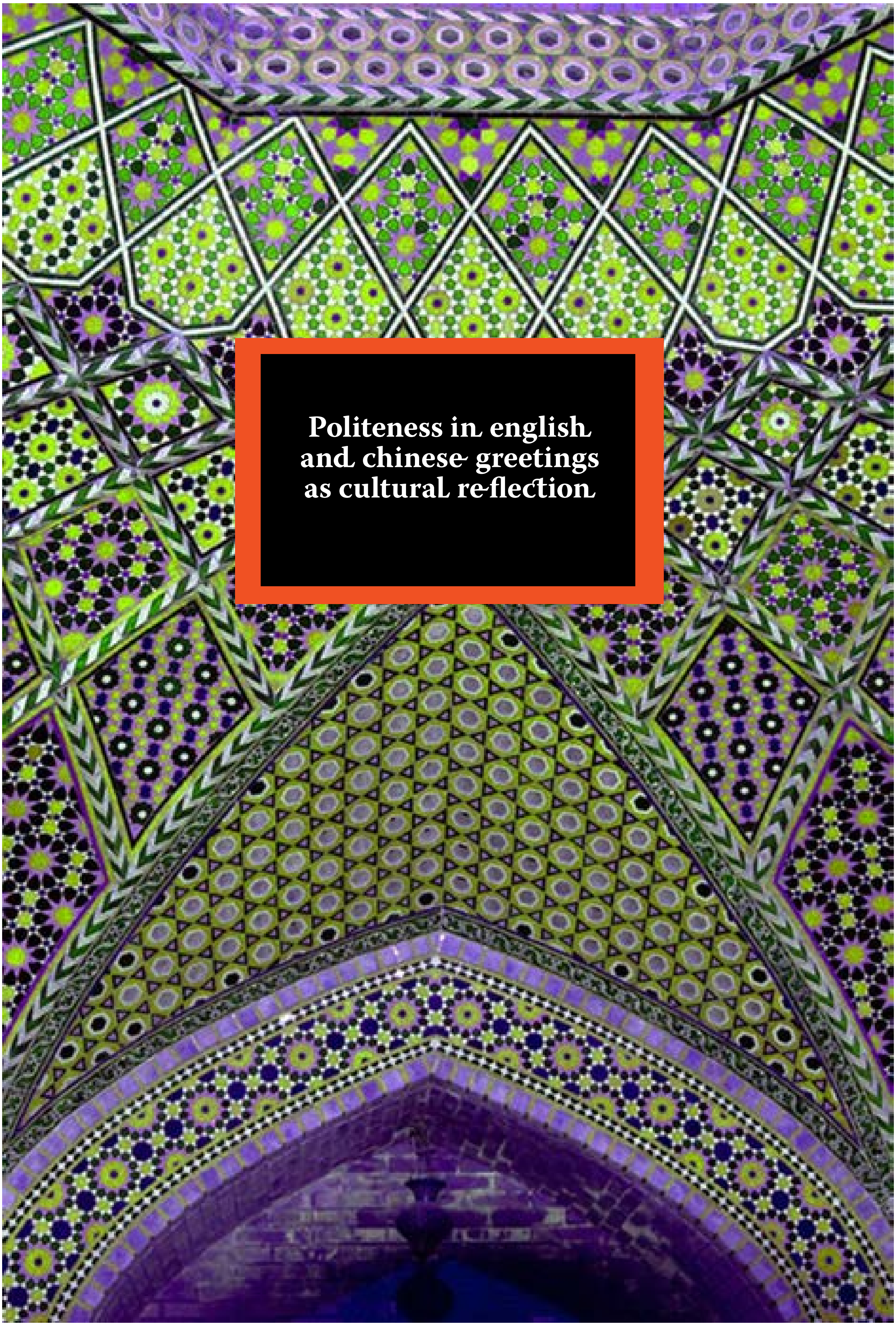
Ruane Christine, I Shop in Moscow: Advertising and the Creation of Consumer Culture in Late Tsarist Russia by Sally West (review), Journal of Social History, Volume 47, Issue 2, 1 December 2013, P. 537-539.

Sally West, I Shop in Moscow: Advertising and the Creation of Consumer Culture in Late Tsarist Russia, DeKalb: Northern Illinois University Press, P.p. XII, 292, 2011.

The Data Leaflet. May 28, 1886. No.14; July 24, 1886. No. 20; September 14, 1886. No. 29. Kazan. (In Russian)

The National Archive of the Republic of Tatarstan, Fund 1, Inventory 3, Case 5184, 1881, L. 58. (In Russian)

Politeness in english and chinese greetings as cultural reflection



Politeness in english and chinese greetings as cultural reflection

Cortesía en inglés y saludos chinos como reflejo cultural

ABSTRACT

The article deals with the features of linguistic and cultural expressions of category of politeness in English and Chinese. The features of Chinese culture compared with the culture of England and considered the lexical ways of expressing politeness in these languages. Suggested the classification of lexical means of politeness. Pointed out that category of politeness strongly depends on the structure of the societies in which these languages operate according to their patterns of social behavior. Data introduces ways of studying politeness by different researches. Also mentioned classical view to the cultural aspects of greetings in both languages and role of politeness in intercultural communication. Politeness related to the culture and it is important to mention that what is said, how is said and how many are representation of cultural differences, different habits and rules. We mention that how something is said is more important that what is said.

KEY WORDS: Politeness, Chinese, English, language and culture, Linguistic and nonlinguistic politeness, lexical.

RESUMEN

El artículo trata de las características de las expresiones lingüísticas y culturales de la categoría de cortesía en inglés y chino. Las características de la cultura china se compararon con la cultura de Inglaterra y consideraron las formas léxicas de expresar cortesía en estos idiomas. Se sugiere la clasificación de los modos léxicos de cortesía. Se señala que la categoría de cortesía depende en gran medida de la estructura de las sociedades en las que estos lenguajes operan de acuerdo con sus patrones de comportamiento social. Los datos introducen formas de estudiar la cortesía en diferentes investigaciones. También es mencionada la visión clásica de los aspectos culturales de los saludos en ambos idiomas y el papel de la cortesía en la comunicación intercultural. La cortesía relacionada con la cultura y es importante mencionar que lo que se dice, cómo se dice y cuántos son la representación de las diferencias culturales, los diferentes hábitos y reglas. Mencionamos que la forma en que se dice algo es más importante que lo que se dice..

PALABRAS CLAVE: Cortesía, chino, inglés, idioma y cultura, cortesía lingüística y no lingüística, léxico.

Svetlana Yu. Glushkova

Kazan Federal University. Russian Federation

info@ores.su

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

REVISTA SAN GREGORIO, 2018, No.23,SPECIAL EDITION.JULY (48-53), ISSN: 1390-7247; eISSN: 2528-7907

1. INTRODUCTION

Modern linguistics is characterized by the study of language in conjunction with man, his consciousness, and thinking, spiritual and practical activities. In this connection, the scientific interest in the national and cultural aspect of the study of the language, in the study of units in language and speech, reflecting the typical phenomena of the linguistic and cultural community of native speakers is growing. Scientists considered various categories through the prism of linguistic culture. A category of politeness is one of them. The question of language and culture has long been of interest to scientists. Despite the fact that his discussion lasts about two centuries, it is far from being agreed in some things.

Politeness is seen as a set of strategies or speech models that are set by some communicants as norms for themselves or others as norms for them, and at the same time as socially conditioned behavioral norms, verbal and non-verbal, in a particular social group [G.P. Grice, 1985:77]. The social group is formed by people united by a common sphere of activity, by identical patterns of actions, verbal behavior, beliefs and values [A.H. Smith, 2003:73].

Considering English and Chinese, we need to delve into the culture of these languages, to consider the behavioral features of speech resources. The scientific novelty of the study is to identify the national and cultural specifics of the "politeness" concept in Chinese in comparison with the English language, as well as in determining the main features of understanding the analyzed concept by representatives of different linguistic cultural communities. In addition, in revealing the generality and difference of the lexical means used to express politeness (Yessembayeva, 2018)

Everyone, being the bearer of the culture of his country, participates in the process of communication. The culture of each nation is always unique. The process of communication in each national culture will be so individual that one and the same category of politeness in different countries will be perceived in different ways. Politeness is an integral category of human communication.

In the east, politeness is a respectful attitude to the elders, to people who are socially superior. However, to some extent, we can say the same about any other culture. People have longed to behave decently. This desire naturally follows from the conditions of living together. Any society strives to create norms and rules of behavior.

2. METHODS

The nature of the research tends to be theory building and will be conducted as a mixed-methodology in an exploratory manner that begins with a qualitative investigation and is followed by a quantitative investigation. A conceptually similar mixed-methodology was used by Zhang, Yanyin, Lakoff R.T., N. Ambady, J. Koo, F. Lee, R., N.I. Formanovskaya, T.G. Grushevitskaya, V.D Popkov, A.P. Sadokhin, V.E. Goldin [Zhang, Yanyin, 1995;R.T. Lakoff, 1973; N. Ambady, J. Koo, F. Lee, R. Rosenthal, 1996; N.I. Formanovskaya, 1989;T.G. Grushevitskaya, V.D. Popkov, A.P. Sadokhin, 2002;V.E. Goldin, 1978], who identified factors related to information system quality. The purpose of the qualitative investigation is to identify factors that influence appearance and using "politeness". An analysis of country situation performed in order to see which spheres of life bring us politeness and what lexis are used. (Xiangyi et al., 2016) A quantitative analysis will be performed to understand how politeness deals with people's life and rightfully take their place results. Our work analyses lexical means of politeness representation which taken from represented serials.

3. RESULTS

In the east, politeness is a respectful attitude to the elders, to people who are socially superior. Nevertheless, to some extent, we can say the same about any other culture. People have longed to behave decently. This desire naturally follows from the conditions of life together. Any society strives to create norms and rules of behavior.

Consider lexical means of expressing the category of politeness our research represents linguistic and cultural features in different situations.

1. Greetings traditional for English and Chinese culture.

In English, the most commonly used lexical means of expressing politeness greetings are:

'Hello!' - "Hello", "How are you!" "How are you?", "I am pleased to meet you." - "I'll be glad to meet you", "How do you do?" - "How are you?", "Nice to meet you." - "Nice to meet you."

In Chinese, however, we see the following stable expressions:

你 吃 了 吗? (Ni chi le ma) Have you eaten?

你 好吗? (Ni hao ma) How are you?

你好! (Ni hao) Hello.

认识 您 我 很 高兴. (Renshi nin wo hen gaoxing) It's a pleasure to meet you.

你 去哪? (Ni qu na) Where are you going?

We see that in both English and Chinese there are identical lexical expressions of polite greeting. Note that they often have the syntactic structure of a question, usually rhetorical, which indicates a transposition of the syntactic structure. However, we will not go into the syntax and grammar in this article. We will consider lexical features.

We see that there are expr essions not similar to greetings and sounding not very polite in the context of English culture in Chinese. In this case, many linguists note that the expressions 你 吃 了 吗? "Have you eaten?" or 你 去 哪儿? "Where are you going?" in Chinese emphasize the care and participation of the interlocutor, and in no case is rudeness.

Of course, separately the words "eat", "go" are not lexical means of expressing politeness in either one or the other culture. However, in Chinese culture 你 吃 了 吗? - "Did you eat?" or 你 去 哪儿? - "Where are you going?" - these are the most polite and traditional turns used as greetings in everyday life. Thus, we propose to divide the lexical means used to express politeness in English and Chinese into culturally dependent and culturally independent.

Under culturally related lexical expressions, we mean those who, in the same type of situation, will be polite in one language, and may not be polite in the other. Proceeding from the above, the stable lexical expressions 你 吃 了 吗? (You eat?), 你 去 哪儿? (Where are you going?) We classify as culturally dependent. Since if, the Chinese ask the Englishman "Have you eaten?" At the meeting instead of the usual greeting, by transferring the cultural features to English, this will lead to a dead end of communication process, or the interlocutor will take into account that communication occurs with a foreigner and simply does not understand the interlocutor. It should be borne in mind that we are talking about a certain situation, let's call it culturally conditioned (due to the choice of certain vocabulary in the context of both cultures).

Expressions 你 吃 了 吗? (Have you eaten?) and 你 去 哪儿? (Where are you going?) Are also used in their immediate meaning, in standard situations for this vocabulary, but in that case they do not carry directly the context of politeness.

To the non-dependent vocabulary of the greeting (we are talking about polite vocabulary) are the expressions 'Hello!' - "Hello", "How are you!" "How are you?", "I am pleased to meet you." - "I'll be glad to meet you", "How do you do?" - "How are you?", "Nice to meet you." - "Nice to meet you." 你好吗? (Ni hao ma) How are you, 你好! (Ni hao) Hello. 认识 您 我 很 高兴. (renshi nin wo hen gaoxing) I am glad to meet you. These lexical means in both cultures are polite and relevant, and when transferred from one to another they will not damage the context of communication. So both communicants even in the beginning of studding could easily use these expressions without cultural barer.

4. DISCUSSION

A greater amount of linguists investigates politeness in the aspects of intercultural communication. Politeness in different languages, especially in Chinese, analyzed in works of E. Gentzler, C.-T. J. Huang, R. Yuan,

W. Wang [E. Gentzler, 2008;C.-T. J. Huang, 1992;R. Yuan, 2008;W.Wang, 2011].

Many scholars have already written that there are several approaches to the definition of politeness in English and Chinese.

There are numerous definitions of politeness. It is defined by Mills [Sara Mills, 2017] as "the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another". This definition incorporates the notion of "face" derived from Goffman , which refers to "the positive social value a person effectively claims for himself" [Dániel Z. Kádár, Politeness, 2017:5], i.e. a person's feeling of self-worth and self-image. Widely spread work of Culpeper [Culpeper Jonathan, Haugh Michael, Kádár Dániel Z., 2017], who analyzes politeness and impoliteness.

5. SUMMARY

Underlined modesty is an integral feature of Chinese courtesy, and English culture is more inherent in deliberate politeness, strict observance of rules and norms of conduct. This is clearly expressed in the vocabulary.

It is not always what is expected etiquette runs in real life. And in the same way I can say that many problems arise when two cultures collide in the communication process. Misunderstanding, excessive politeness, sometimes even excessive care, or lack thereof, speaks not only about the nature of man, but its possession of cultural characteristics of a nation with which it is in speech act.

When a foreigner learns Chinese in China, he encounters strange situations during the process of communication with the Chinese, as one and the same person behaves like two completely different personalities:

* traditionally polite

* straightforward and annoying

Behind all this hides certain stereotypes. However, everyday Chinese communication often eliminates the old-fashioned piety and traditional forms, which may be familiar to all historical movies, books, but also lack basic communicative strategies that the Europeans would beg for polite behavior. In the shop, if the person is a regular, it can serve as "king". But, buying food on the street, you dealer can turn rude and not respectful, "What do you want? ». In addition, this ambiguity applies not only to the native Chinese language, but also to foreigners. Moreover, it will not be perceived by the speaker as not polite or even rude treatment [14].

We considered stable lexical units. At the same lexical means of expressing the politeness category, we proposed to divide into culturally dependent and culturally independent. Having started the division of lexical means, we came to the conclusion that the choice of polite lexical stable expressions in the same type of situations in English and Chinese can differ, which indicates a difference in the cultural characteristics of nation. Since the ways to express politeness in different languages strongly depend on the structure of those societies in which these languages function, and on the models of social behavior adopted in them.

Language, and its categories, depend on the culture of the nation, which is always unique. The process of communication in each national culture will be so individual that one and the same category of politeness in different countries will be perceived in different ways.

We also found that there are similar lexical means of expression of politeness (culturally independent), which confirms the idea that politeness is an inalienable category of human communication. In addition, in each culture you can find similar features.

However, in the process of intercultural communication, it is always necessary to take into account the cultural peculiarities of the language, correctly use stable expressions, since the norms of politness in one language can be perceived as a manifestation of coarseness in the other.

6. CONCLUSIONS

Our research could be used in teaching process of Chines language and in lectures of intercultural communication for linguists who study different languages.

The example used to discuss in this paper is a scenes from the drama "一起来看流星雨" and "Britannia Hight" - British musical drama television series of the television company Granada Television.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

A.H. Smith, Chinese Characteristics, New York: Revell, 1894 (Reprinted: EastBridge, D'Asia Vue, with a Preface by Lydia Liu, 344 pp., 2003).

C.-T. J. Huang, Complex predicates. In: Larson R., Iatroudou S., Lahiri U., Higginbotham J. (eds), Control and grammar, Boston, Kluwer Academic Publisher, pp. 109-147, 1992.

Culpeper Jonathan, Haugh Michael, Kádár Dániel Z., The Palgrave Handbook of Linguistic (Im)politeness, Basingstoke: Palgrave Macmillan, 824 pp., 2017.

Dániel Z. Kádár, Politeness, Impoliteness and Ritual: Maintaining the Moral Order in Interpersonal Interaction, Cambridge: Cambridge University Press, 280 pp., 2017.

E. Gentzler, Contemporary translation theories, Shanghai: Shanghai Foreign Language Education Press, 2008.

G.P. Grice, Logic and Speech Communication. New in Foreign Linguistics, Linguistic Pragmatics Society. Ed. E.V. Paducheva, Moscow, pp. 217-237, 1985.

N. Ambady, J. Koo, F. Lee, R. Rosenthal, More than words: Linguistic and nonlinguistic politeness in two cultures, Journal of Personality and Social Psychology, Vol. 70 (5), P. 996-1011, 1996.

N.I. Formanovskaya, Speech Etiquette and the Culture of Communication, M.: Vyssh. Sc., 159 pp., 1989.

R. Yuan, "A comparative analysis on lexical features of English-Chinese Internet vocabulary", Science and Technology Information, № 31, 209 pp., 2008.

R.T. Lakoff, The logic of politeness: or, minding your p's and q's, Papers from the Ninth Regional Meeting of the Chicago Linguistic Society, Chicago: Chicago-Linguistic Society, P. 292-305, 1973.

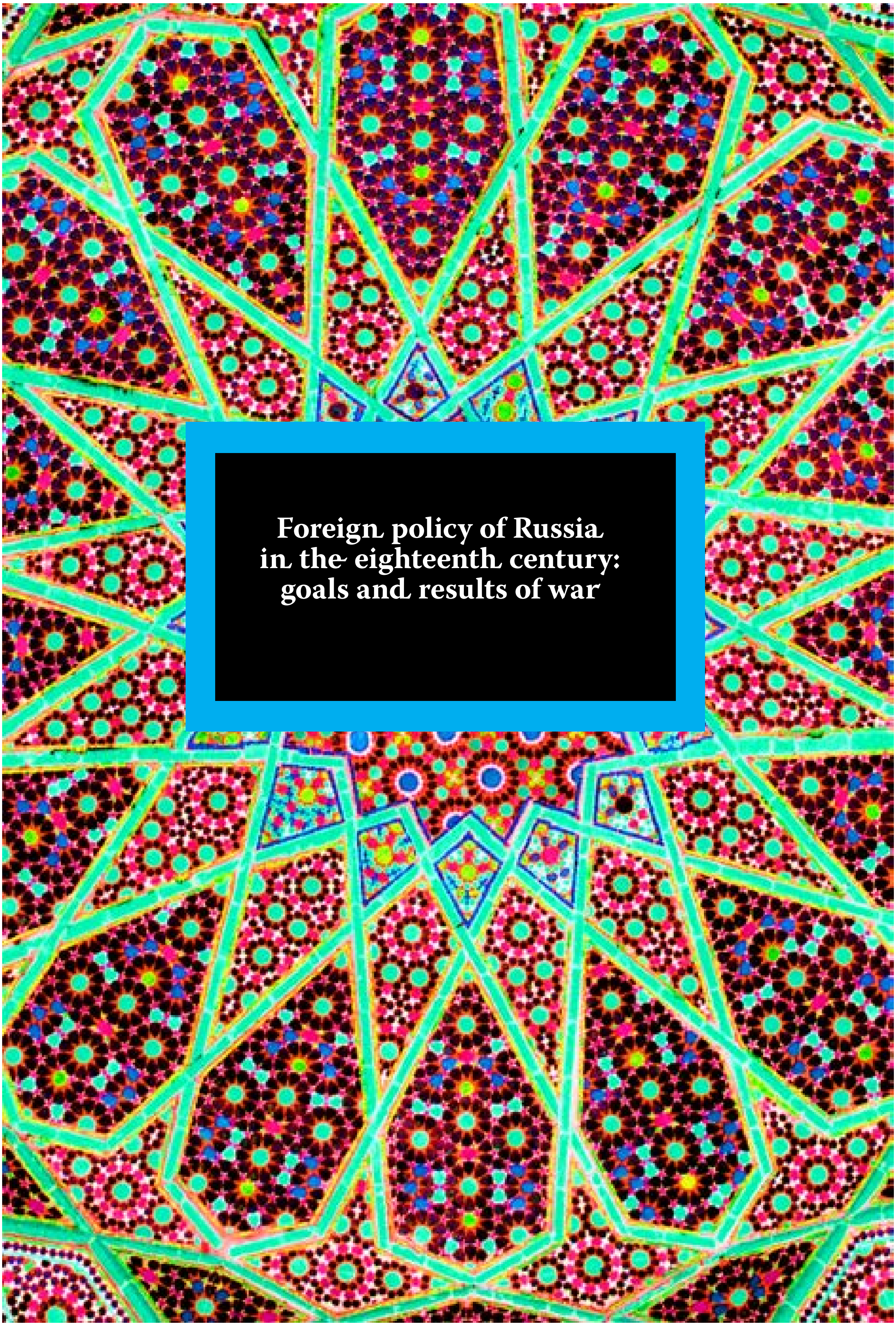
Sara Mills, Relevance-theoretic Lexical Pragmatics: Theory and Applications, Cambridge: Cambridge University Press, 156 pp., 2017.

T.G. Grushevitskaya, V.D. Popkov, A.P. Sadokhin, Fundamentals of Intercultural Communication: A Textbook for Universities (Edited by A.P. Sadokhin.), M.: UNITY-DANA, 352 pp., 2002.

V.E. Goldin, Etiquette and speech, Saratov: Izd. Saratov University, 112 pp., 1978.

W.Wang, "An Attempt on the English Translation of Chinese Internet Neologisms", Chinese Translators Journal, № 1, pp. 73-77, 2011.

Zhang, Yanyin, Indirectness in Chinese requesting Pragmatics of Chinese as Native and Target Language, Hawaii: University of Hawaii, SLTC, pp. 69-118, 1995.



Foreign policy of Russia in the eighteenth century: goals and results of war

Foreign policy of Russia in the eighteenth century: goals and results of wars

Política exterior de Rusia en el siglo XVIII: objetivos y resultados de las guerras

ABSTRACT

This problem being discussed is important today because the issue of the results of Russia's foreign policy in the eighteenth century is still debatable in contemporary Russian historiography. This discussion is connected with the preservation in the minds of Russian society of an ambivalent attitude towards the territorial growth of the Russian Empire in this century. A part of the society welcomes this growth, which has allowed Russia to reach the seas. Another part of the society indicates the great human and financial losses that the country has suffered as a result of expansion. A goal of the article is to relate the goals set by the Russian elite to the wars and the results achieved. The leading approach to the study of this problem has become a general scientific method of analysis and synthesis. The article describes the goals that the rulers of Russia set for themselves before the beginning of various wars. It characterizes the results of those wars. It assesses the effectiveness of the wars based on the correlation of the results, which were achieved, with the goals set. It reveals the trends in the development of this effectiveness. The materials of the article can be useful for clarifying the ideas about the foreign policy of the Russian Empire in the eighteenth century.

KEY WORDS: Russia, Northern War, the Seven Years' War, sections of Rzeczpospolita, Russian-Turkish wars, "Greek project".

RESUMEN

Este problema que se discute hoy es importante porque la cuestión de los resultados de la política exterior de Rusia en el siglo XVIII es aún discutible en la historiografía rusa contemporánea. Esta discusión está conectada con la preservación en las mentes de la sociedad rusa de una actitud ambivalente hacia el crecimiento territorial del Imperio ruso en este siglo. Una parte de la sociedad acoge con satisfacción este crecimiento, que ha permitido a Rusia llegar a los mares. Otra parte de la sociedad indica las grandes pérdidas humanas y financieras que el país ha sufrido como resultado de la expansión. Un objetivo del artículo es relacionar los objetivos establecidos por la elite rusa con las guerras y los resultados logrados. El enfoque principal para el estudio de este problema se ha convertido en un método científico general de análisis y síntesis. El artículo describe los objetivos que los gobernantes de Rusia se fijaron antes del comienzo de varias guerras. Caracteriza los resultados de esas guerras. Evalúa la efectividad de las guerras basándose en la correlación de los resultados, que se lograron, con los objetivos establecidos. Revela las tendencias en el desarrollo de esta efectividad. Los materiales del artículo pueden ser útiles para aclarar las ideas sobre la política exterior del Imperio ruso en el siglo XVIII.?

PALABRAS CLAVE: Rusia, Guerra del Norte, Guerra de los Siete Años, secciones de Rzeczpospolita, guerras ruso-turcas, "proyecto griego".

Elena Yu. Matveeva

Kazan Federal University. Russian Federation

info@ores.su

Alexey M. Stolyarov

Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

REVISTA SAN GREGORIO, 2018, No.23,SPECIAL EDITION.JULY (54-61), ISSN: 1390-7247; eISSN: 2528-7907

INTRODUCTION

The history of imperial Russia was full of wars. A special place was occupied by the eighteenth century. In that century Russia conducted the largest number of wars compared to the other centuries of its history. The Russian state had been at war for fourty eight years in the eighteenth century.

Russia came to two seas important for trade with Europe - the Black Sea and the Baltic Sea. Russia liquidated its Western neighbor, Rzeczpospolita, against which Russia had fought in the 17th century for 23 years. Russia became a full-fledged participant in the European system of international relations, and in some periods played a major role in it. These achievements are undeniable. They are analyzed in detail in the Russian historical studies in which the course of the wars of Russia with its adversaries and diplomatic relations between Russia and the European countries are described. However, most studies lack a generalized view of Russia's military success, combined with the tasks set by the Russian elite before the wars. Meanwhile, a quantitative analysis of the wars of Russia in this aspect would fill a gap in the scientific historical views on the effectiveness of Russia's foreign policy. This article is devoted to the analysis of wars of Russia from this angle of view.

2. METHODS

The system-structural approach has provided an opportunity to characterize comprehensively the research of the contemporary Russian historians in order to identify something common and unique in two aspects. First, to analyze the goals and tasks set before the wars started by the Russian elite. Second, to compare the achievements of the Russian army summarizing the results of the wars and peace treaties with those plans. The problem-chronological approach has made it possible to divide the analyzed area into a number of specific problems and to characterize them separately, but in interrelation with the other problems. The application of the comparative-historical method has made it possible to compare and collate the goals and outcomes of the various wars.

3. RESULTS

The goals of Russia before the wars can be conditionally divided into small, large and grandiose. At the beginning of the eighteenth century Peter I set a goal to reach the Baltic Sea, but he wanted only to return to the small coastline of the Gulf of Finland, which Russia lost in the treaty of Stolbovo with Sweden in 1618. Perter did not even dream about attaching the entire Baltics at the very beginning of the Northern war with Sweden, and was ready to cede it to Rzeczpospolita and Saxony - the allies of Russia in the war. As Russia progressed in the Northern War, Peter's ambitions grew, and he set a new goal: to acquire the entire southern coast of the Gulf of Finland (Estonia and Ingria) with the large seaports of Narva and Revel. And when the Russian army occupied in 1710 the entire Baltics (including Liflandia with the large port of Riga), Peter already set a goal to consolidate all of it legally behind Russia [N. Pavlenko, 1998]. He succeeded. The result of the Northern War was the consolidation of the Baltics and even parts of the Finnish lands belonging to Sweden (with the fortress of Vyborg) behind Russia. (Xiangyi et al., 2016 and Ling et al., 2016) Thus, the grandiose results achieved by Peter the Great in the Baltic direction far surpassed the originally set small goal. The unexpected result of the Northern War, not planned by Peter in any of the purposes, was the establishment of Russia's protectorate over Rzeczpospolita. According to the decisions of the "mute seym" Rzeczpospolita's army was reduced to a paltry extent, the Russian army could freely pass through the territory of this state, and Rzeczpospolita itself entered into an alliance with Russia. An opposite example (a grandiose goal and a negative result) was the Prut campaign of Peter I on the Ottoman Empire in 1711. Peter counted on appearance of the Russian troops in the Balkans to raise the Slavic peoples to a liberation struggle against the Ottoman Turks. The ultimate goal was appearance in the Balkans of the Slavic states independent and friendly towards Russia (Serbia, Bulgaria). Nothing came out of it. The Russian army was surrounded by Turkish troops and barely got out of it at the price of concessions from Peter. Russia gave Turkey the fortress of Azov, which it won in 1696 [N. Pavlenko, 1998]. The balance between the goal and result was the Persian campaign of Peter I in 1722-1723. His goal was to seize the western and southern coast of the Caspian Sea which was achieved. Iran gave Russia the southern shore of the Caspian Sea. However, the economic goal (Mafi et al. 2012) of that campaign – to turn the flow of eastern goods from Asia to the Caspian Sea and send it through Russia to the Baltic Sea, and then to Europe – was not achieved [I. Kurukin, 2010]. The last goal of Peter which he set in 1723 – to win a seat in the World Ocean with the help of the Baltic Fleet, in order to have colonies too and to rise level with the colonial European powers (Holland, England, France, Spain) – was not achieved due to Peter's death in 1725. The successors of Peter refused such grandiose intentions.

Reign of Anna Ioannovna. At the beginning of her reign, Russia had a problem of keeping Rzeczpospolita under its protectorate, where anti-Russian sentiments grew and the Polish aristocrat Stanislav Leszczynski was elected without the consent of Russia. Anna set a goal to restore Russian control over Rzeczpospolita. That was achieved following the results of the war for "Polish inheritance" in 1733-1735. Leshchinsky fled from Poland, and with the consent of Russia the Saxon elector August III came to its throne. He confirmed the decisions of the "silent seym". Rzeczpospolita remained under the protectorate of Russia [I. Kurukin, 2014]. The goal and the result in that case completely coincided. A big goal and an insignificant, although positive result was the results of the Russian-Turkish war of 1735-1739. The goal was to conquer the Crimea and destruct the Crimean Khanate, as well as get an access to the Black Sea on the vast Crimean coast. Nothing came out of it. During the war the Russian army also entered the Moldavian principality (it was a vassal of the Ottoman Empire). The commander of the Russian army B. Minich had a goal of attachment it to Russia, but this required the consent of Anna Ioannovna, she never gave it. The Russian army left Moldova. According to the Belgrade peace of 1739 with Turkey, Russia received only the fortress of the Azov without a right to fortify it with fortifications [N. Petrukhintsev, 2014].

Reign of Elizabeth Petrovna. At the beginning of her reign Russia had a problem – Sweden attacked Russia, seeking to take revenge for the defeat in the Northern War and regain at least some part of the lands taken by Russia. As soon as Elizabeth came to power, she set a goal to preserve all the lands in possession of Russia. The goal was slightly overfulfilled. The result of the Russian-Swedish war of 1741-1743 was the treaty of Abos, according to which Russia seized from Sweden a little more territory in Finland. The border with Sweden was moved away from St. Petersburg to the Kymmene river [F.-D. Liechtenhan, 2007].

The Seven Years' War of 1756-1763. That war is an example, when two goals were set: insignificant and unclear. During the war the Russian leadership changed them into one purpose – a larger one. But in the end Russia achieved absolutely nothing. The goal of reducing Prussia's influence in Europe was unclear, as its King Frederick the Great was leading an unpredictable aggressive policy that could affect the influence of Russia in Rzeczpospolita (Prussia bordered on it). However, the entourage of Elizabeth Petrovna could not determine what exactly it was to decrease that influence. The aim to take the province East Prussia from Prussia and hand it over to Rzeczpospolita was insignificant. And Rzeczpospolita was supposed to hand over its eastern lands to Russia, bordering with Russia – Eastern Belorussia. Already during the war the Russian leadership set a goal to keep East Prussia for itself, since on its territory there was a large port of Königsberg [M.Yu. Anisimov, 2014]. But as a result, Elizabeth Petrovna died without waiting for a victorious peace with Prussia. Coming to power, Peter III, who was a fan of Prussia, returned East Prussia for free. Peter III was overthrown by Catherine II in six months' time, but she decided not to resume the war to return that territory back under the Russian rule, as the Russian budget was undermined by the costly war. As a result, Russia was left with nothing.

Reign of Catherine II. The first war of Catherine was the war with the Ottoman Empire in 1768-1774. Catherine set a goal to achieve an access to the Black Sea. The achieved re-

REVISTA SAN GREGORIO, 2018, No.23,SPECIAL EDITION.JULY (54-61), ISSN: 1390-7247; eISSN: 2528-7907

sults surpassed by far the set goals. According to the treaty of Kucuk Kaynarca of 1774, Russia got a direct access to the Black Sea between the Dnieper and the Southern Bug rivers, but small in length. In addition, Russia received the fortresses Kerch and Yenikale in Crimea, the possession of which allowed the Russian ships to pass freely the Kerch Strait from the Azov Sea to the Black Sea. In addition, the Crimean Khanate was declared independent of the Ottoman Empire, what created prerequisites for its liquidation and attachment of Crimea to Russia. In 1783 that was done [E.K. de Ankoss, 2002]. The Russian army entered Crimea. In addition, Russia was given a right to patronize the Danubian principalities (Moldavia and Wallachia), previously completely dependent on Turkey. However, in the course of that war, Austria and Prussia took advantage of Russia, being busy with the military actions with Turkey, who decided to seize some lands from Rzeczpospolita. Catherine did not want to give them anything and her goal was to keep Rzeczpospolita as it was and under the Russian protectorate. She failed. Catherine had to settle for the first parcelling of Rzeczpospolita, and agree to transfer the Polish lands, neighboring to them, towards Prussia and Austria. For Russia, Catherine took East Belorussia from Rzeczpospolita [P. Stegniy, 2002]. After that Catherine became ready for «Greek project» - a grandiose idea about attachment of the Balkan possessions of the Ottoman empire to Russia and their division with the Austrian empire. That goal became main during the war with Turkey in 1787-1791. However, in the course of that war Sweden attacked Russia, and Catherine had to waste her time and energy for a fight with Sweden. The set goal to defeat Sweden quickly was achieved in a short time - in 1788-1790. According to the Treaty of Werala Russia did not lose anything, but nothing was received from Sweden. The status quo was preserved. But during the Russian-Turkish War Prussia decided again to take away the lands, profitable for itself, from Rzeczpospolita. After the first parcelling of Rzeczpospolita Catherine II set a goal by all means to preserve the territory remaining in the possession of that state under the Russian influence. But because of the war with Turkey Catherine did not go to escalation of the conflict with Prussia, and agreed to the second parcelling of Rzeczpospolita in 1793. And Catherine's «Greek project» remained a pipedream. According to the Jass world of 1791, Russia achieved Turkey's confirmation regarding possession of Crimea and attached the small Black Sea coastline from the Yuzhny Bug River to the Dniester River. The results achieved by Catherine in that war contrasted sharply with her initial grandiose plans. Meanwhile, the national liberation movement was raised in remaining Rzeczpospolita after being parceled twice. In May 1791 the Constitution was adopted, reinforcing the royal power and in fact liquidating the Russian protectorate. The Polish army was created. The Russian emprire encountered a new problem. Catherine II, as well as Prussia and Austria, set a goal not to let the strong Polish state reborn and in 1795 they went on the third parcelling of Rzeczpospolita. The result was achieved by Russia in the shortest possible time - the Russian army led by Alexander Suvorov stormed Warsaw, the Poles fought desperately, but then surrendered and were exiled to Siberia [I. de Madariaga, 1982]. That result was quite consistent with the goal. At the end of the reign Catherine set a goal to crush the revolution in France in 1789-1794, having returned the power of the French aristocracy and the Bourbon dynasty. But she was prevented by death to achieve that result.

Reign of Paul I. Paul I decided to fight not with the French revolution, but with its spread throughout Europe. Therefore, he decided to help Austria to knock out the French troops from Northern Italy, where the Russian army went headed by A. Suvorov. Suvorov achieved a brilliant result. The northern Italian states were liberated from the French. The only thing was that Russia got nothing out of it. But then Paul quarreled with England. The English fleet captured the island of Malta, where Order of Malta was located, the master of which Paul had recently become. Paul demanded that Malta be cleared, but England did not do so. Paul set a grand goal to punish England for that refusal. He concluded an alliance with France and decided to send the Russian army on a campaign against India in alliance with the French troops. India was the main English colony, which brought tremendous profits to England, and invasion of India by the Russian army could greatly frighten the English. But Paul did not achieve that goal. He was overthrown by Alexander (his son), who abolished the Indian campaign.

4. DISCUSSION

The problem of the effectiveness of Russia's foreign policy in the eighteenth century is mainly regarded in the Russian historiography with an emphasis on its achievements. N. Pavlenko positively assesses Russia's foreign policy in the first quarter of the eighteenth century . Russia's policy is assessed as balanced ["From the kingdom to the empire. Russia in the systems of international relations. 2015]. Although we can note the growth of critical assessment of Russia's actions. I. Kurukin assesses the actions of Peter I and Anna Ioannovna as noneffective . N. Petrukhintsev is in agreement with him . In the foreign historiography Russia's actions against Rzeczpospolita are assessed as "imperialist claims" [N. Aleksiun, D. Beauvois, M.-E. Ducreux, J. Kloczowski, H. Samsonowicz, P. Wandycz, 2004]. However, D. Lieven and E.K. de Ankoss, who believe that Russia's actions were conditioned by specific foreign-policy circumstances, do not agree with this [D. Lieven, 2002;7]. F.-D. Liechtenhan ,and in the Russian historiography M.Yu. Anisimov stick to a similar point of view, only with regard to Russia's participation in the Seven Years' War. The foreign policy of Russia under Catherine II as corresponding to the national interests of the country is characterized by I. de Madariaga and P. Stegniy .

5. SUMMARY

In general, only in two cases out of 13 (the Northern War and the war with Turkey in 1768-1774) the achieved results in Russia's foreign policy in the eighteenth century surpassed by far the set goals. However, this is an exception to the general trend, which is represented by the following. In 6 out of 13 cases (conflicts and wars) the results corresponded to the goals set. Russia achieved exactly what its elite wanted, but did not want to achieve more or was not able to. What is more, in 4 cases out of those 6 Russia successfully coped with unexpectedly emerging threats. But in 5 cases the result was inadequately small compared to the big and even grandiose goals set (receipt of Azov according to the Treaty of Belgrade in 1739), the zero one (Seven Years' War) or even the negative one (loss of Azov in Prut campaign of 1711). We should add 3 more cases to these 13 when the big goals were not realized because of the death of the rulers of Russia. In the first case Peter I did not have time to see the Russian fleet in the World Ocean. In the second case Catherine II did not have time to enter her army into Paris. In the third case Paul I did not have time to see the Cossacks in India. The successors of all three deceased rulers forgot about those goals.

6. CONCLUSIONS

In general, when any state in the eighteenth century created a threat to Russia, then Russia successfully coped with those threats. The goal to reflect an emerging threat was achieved rather quickly and without spending big for the country. When it was Russia that wanted to create threats to any country, then Russia, as a rule, failed. A set goal was not achieved. Two exceptions in the form of the Treaties of Nystad and Kucuk Kaynarca only confirm this consistent pattern.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

N. Pavlenko, “Peter the Great”, Moscow, 736 pp., 1998.

I. Kurukin, “The Persian campaign of Peter the Great”, Moscow, 381 pp., 2010.

I. Kurukin, “Anna Ioannovna”, Moscow, 430 pp., 2014.

N. Petrukhintsev, “Internal policy of Anna Ioannovna (1730-1740)”, Moscow, 1063 pp., 2014.

F.-D. Liechtenhan, “Elizabeth Petrovna. Empress, unlike the others”, Paris, 596 pp., 2007.

M.Yu. Anisimov, “The Seven Year War and Russian Diplomacy in 1756-1763”, Moscow, 571 pp., 2014.

E.K. de Ankoss, “Catherine II. The Golden Age in the history of Russia”, Paris, 424 pp., 2002.

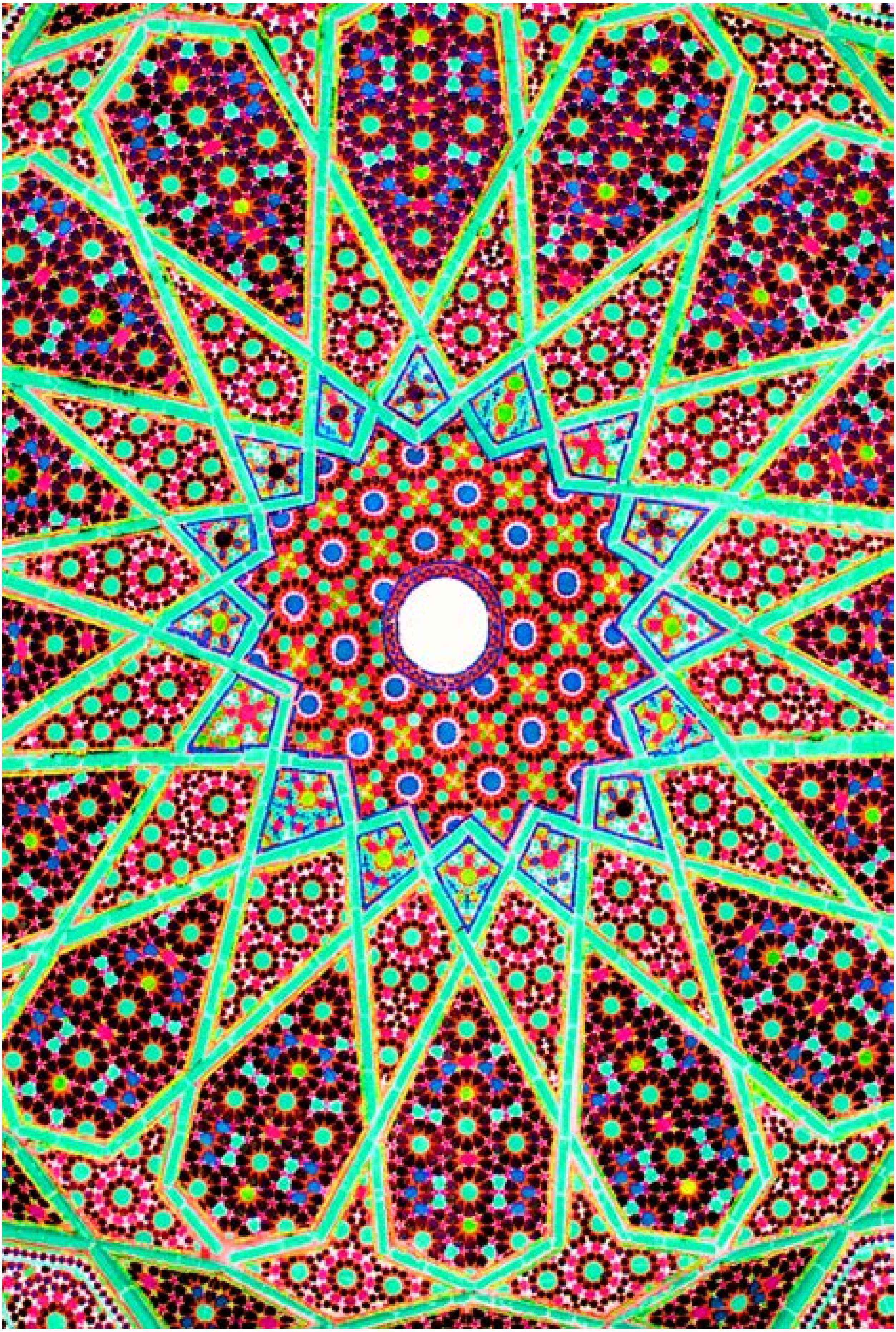
P. Stegniy, “Parcelling of Poland and diplomacy of Catherine II Peter the Great. 1772. 1793. 1795”, Moscow, 696 pp., 2002.

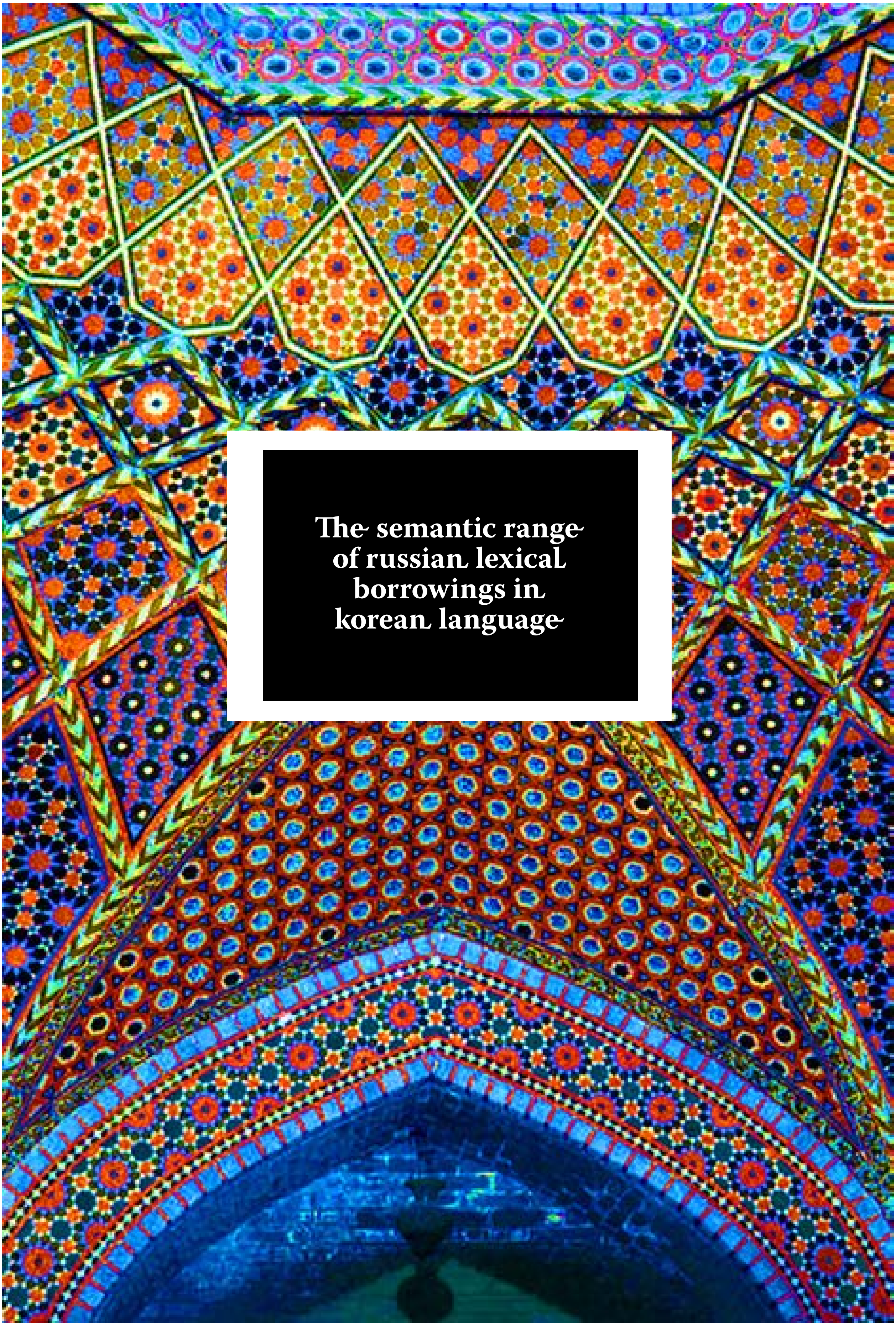
I. de Madariaga, “Russia in the Age of Catherine the Great”, London, 976 pp., 1982.

“From the kingdom to the empire. Russia in the systems of international relations. The second half of the 16th - early 20th century”, Moscow, 440 pp., 2015.

N. Aleksiun, D. Beauvois, M.-E. Ducreux, J. Kloczowski, H. Samsonowicz, P. Wandycz, “History of Central and Eastern Europe”, Paris, 1118 pp., 2004.

D. Lieven, “The Russian Empire and Its Rivals from the 16th century to the present”, London, 679 pp., 2002.





The semantic range of russian lexical borrowings in korean language

The semantic range of russian lexical borrowings in korean language

El rango semántico de los préstamos léxicos rusos en el idioma coreano

ABSTRACT

Due to Korean-Russian mutual development there is more interest to Korean and Russian languages from both countries. This leads to the problem of reading authentic texts and translating them. The biggest question is group of non-equivalent vocabulary which has to be translated adequately and accurately. But first semantic analysis of this group must be given. In this article we will observe semantic range of Russian lexical borrowings which has already came to Korean language. Most of them are culture-oriented or sociopolitical words. Lots of words connected with Soviet period appear even in texts about modern Russia. While making this investigation a lot of attention was paid to National Corpus of Korean Language and Big Dictionary of Standard Korean. Also comparative and descriptive methods were used. The necessity of non-equivalent vocabulary dictionaries is purely obvious due to lack of explanation of Russian borrowings in Korean text. Most of them are given without additional description or they are given with appropriate Korean word. This in sum gives feeling of reduplication or tautologies.

KEY WORDS: non-equivalent vocabulary, Korean language, Russian language, Korean studies, semantics, corpus studies.

RESUMEN

Debido al desarrollo mutuo entre Corea y Rusia, hay más interés por los idiomas coreano y ruso de ambos países. Esto lleva al problema de leer textos auténticos y traducirlos. La pregunta más importante es el grupo de vocabulario no equivalente que debe traducirse de manera adecuada y precisa. Pero primero debe darse el análisis semántico de este grupo. En este artículo observaremos el rango semántico de los préstamos léxicos rusos que ya han llegado al idioma coreano. La mayoría de ellos son palabras culturales o sociopolíticas. Muchas palabras relacionadas con el período soviético aparecen incluso en textos sobre la Rusia moderna. Al realizar esta investigación, se prestó mucha atención al Corpus Nacional de la Lengua Coreana y al Gran Diccionario de Coreano Estándar. También se usaron métodos comparativos y descriptivos. La necesidad de diccionarios de vocabulario no equivalentes es puramente obvia debido a la falta de explicación de los préstamos rusos en el texto coreano. La mayoría de ellos se brindan sin una descripción adicional o se dan con la palabra coreana correspondiente. Esto en suma da una sensación de reduplicación o tautologías.

PALABRAS CLAVE: vocabulario no equivalente, idioma coreano, idioma ruso, estudios coreanos, semántica, estudios de corpus.

Sabina S. Ragozina

Kazan Federal University. Russian Federation

info@ores.su

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

Despite the fact that relations between Russia and South Korea are progressing, Koreans are still do not know much about Russia, it's social, political and economic spheres. A very small amount of literature about Russia exists in South Korea, but still even these books and translations of the greatest Russian masterpieces show that some of Russian words were borrowed due to absence of some typical Russian realis in Korean society. These borrowings are not used by Koreans in everyday life but this does not rule out that they do exist in Korean language. Proofs to this also can be found in National Corpus of Korean Language.

The main aim of this article is to show semantical range of Russian lexical borrowings in Korean language. Examples for article were taken from Korean Russia oriented books: "Aspects and Prospectives of Contemporary Russian Mass Culture" ('현대 러시아 대중문화의 양상과 전망'), "Russia travelers' club" ('러시아 여행자 클럽'); Korean Language National Corpus (KLNC) and modern Korean online dictionaries like Naver and Big Dictionary of Standard Korean (BDSK). (Salavati-Niasari et al., 2015)Problem of void words in Korean and Russian languages is still not much investigated. Thou it is believed that necessity of Russian and Korean dictionaries of non-equivalent vocabulary will arouse due to developing of Korea-Russia relations. Korean language learners in Russia already feel this lack of non-equivalent dictionaries as the number Korean language learner has grown dramatically in the past few years and is still growing. The same is happening in South Korea, thou not so fast, but the situation might change any time and Russian language learners in Korea would pay more and more attention to this problem.

2. METHODS

While making this investigation comparative, corpus-based, descriptive methods and componential analysis were used. Books mentioned above were scanned with the aim to find Russian borrowings. Each borrowing's occurrence was checked in KLNC and after that its semantic meaning and specific features of using it in Korean language were explained.

3. RESULTS

In order to present results all borrowings were put according to classification of realis on geographical, ethnographic and socio-political realis.

Geographical realis were not found among target texts as now specific Russian realis have already disappeared and modern ones can be fully translated in other languages.

Ethnographic realis can be divided them into several groups.

a) Food, drinks and etc.

In "Russia travelers' club" there is wide range of Russian food name, like 보드카 [러시아 여행자 클럽, 미래의창, 2015] (vodka), 샤슬릭 [러시아 여행자 클럽, 미래의창, 2015] (shashlik), 보르쉬 [러시아 여행자 클럽, 미래의창, 2015] (borsch), 펠미네 [러시아 여행자 클럽, 미래의창, 2015] (Russian ravioli), 크바스 [러시아 여행자 클럽, 미래의창, 2015] (kvas), etc.

'당장 무무에 데려와 샤슬릭과 보르쉬, 펠메니를 먹여보고 싶다.' [러시아 여행자 클럽, 미래의창, 2015] (Ling et al., 2016) 'He took us strictly to café Moo-moo and wanted us to taste shaslik, borsch and meat dumplings'.

Some of this words were found in KLNC, for example word보드카 has 80 dropouts and 크바스 has 11 search results. Moreover they appear in BDSK. Thou some word were misspelt, like보르쉬, which should be spelled like 보르시. This word do exists in corpus (3 dropouts) and has its explanation in BDSK.

Naver dictionary and BDSK gives explanation to these terms naming them part of Russian traditional food. In "Russia travelers' club" only words like크바스, 모르스 and샤슬릭 are explained to readers. The word모르스

is explained as a fruit drink. And word 샤슬릭 was explained by the description of cooking method.

'모스르'라는 과일 주스까지... .' [러시아 여행자 클럽, 미래의창, 2015] 'Fruit-drink named "mors"...'

'양고기나 쇠고기를 큼직하게 썰어 길쭉한 쇠꼬챙이에 꽂으면 준비는 끝.'[러시아 여행자 클럽, 미래의창, 2015] 'Lamb meat or beef is chopped coarsely and placed on long skewer, here is all preparing'.

Other words are either meant to be acquainted or already known to reader.

b) Housing, furniture, decoration components.

Words denoting these phenomena again can be found in "Russia travelers' club". Word like 크렘린 (Kremlin) can be put in this group as it denotes fortress which was used as housing for Russian kings and army. This word founds its place in KLNC and in BDSK. BDSK explains it as 'fortress that was built in Russian church and state period' [Naver dictionaty. Available from http://dic.naver.com/ (Accessed 21/11/2017).]. Thus, even Korean dictionary regard it as Russian word denoting Russian reality. No descriptive explanation of this word is used in text, however author uses additional word 궁정 (royal court), which somehow helps to understand its meaning of a palace for Russian kings and emperors. Moreover KLNC gives about 127 dropouts of this word.

Another word appeared in this text is 마트료시카 [러시아 여행자 클럽, 미래의창, 2015] (Matryoshka doll). Again book does not give any explanation, but as it is travelers' book it has lots of pictures and photos. Instead of any description or denotation of this word, author makes a mark under the photo of Matryoshka.

'시내 기념품점 어디에서든 만날 수 있는 갖가지 모양의마트료시카.' [러시아 여행자 클럽, 미래의창, 2015.] 'Matryoshka which can be found in any souvenir shop'.

Even if Matryoshka may be known to Korean readers, this word has not been found in KLNC or BDSK. Naver dictionary also gives only other foreign language translation and no Korean explanation.

Some words connected with Russian art were expected to be found in this books as Russia is very famous for its plays, ballet and others arts, but authors do not use any borrowings. In "Aspects and Prospectives of Contemporary Russian Mass Culture" author uses lots of transliterated words, like '노바야 드라마'(modern play), '므하트 고리키' (Moscow Academic Art Theatre), ''렌콤' (Lencom theatre), '소브레멘닉'(theatre 'The Contemporary'), 테아트르.doc (theatre.doc, name of play) etc. These transliterations denote theatres' names or words connected with thespians art. Moreover a whole chapter of this book is dedicated to Russian contemporary theatre.

c) Money.

Lexical borrowings denoting money are realis which were borrowed by almost all languages. Russian ruble (kor. 루블) is no exception. This borrowing appears several times in "Russia travelers' club". It can be found in BDSK, and KLNC gives 129 dropouts.

Next huge group of borrowings is group denoting sociopolitical realis. Russia was always a center of attention due to its land, its culture and art and its history. Word group connected with Soviet period is the most numerous one. North Korea still considers Russia as its 'elder brother' as well as China. Russian Federation still has close relations with former Soviet countries. Thus, Soviet terms came into many languages even on other continents.

a) Power structures.

In the text of "Aspects and Prospectives of Contemporary Russian Mass Culture" there can be found rare pure-Russian word 오프리치나 [현대 러시아 대중문화의 양상과 전만. 2010] (oprichnina). This is political and administrative apparatus established by Ivan the Terrible. Even thou this word was neither found in BDSK and KLNC, neither in Naver dictionary. Nevertheless it does appear in book about Russia in Korean language, and Internet search gives a lot of results on articles about oprichnik.

b) Sociopolitical phenomena.

"Aspects and Prospectives of Contemporary Russian Mass Culture" gives a lot of material like this. Words like 소비에트 [현대 러시아 대중문화의 양상과 전만. 2010.] (Soviet), 포스트소비에트 [현대 러시아 대중문화의 양상과 전만. 2010.] (Post-Soviet), 빼레스트러이까 [현대 러시아 대중문화의 양상과 전만. 2010] (perestroika – reformation period) and 프롤레트쿨트 [현대 러시아 대중문화의 양상과 전만. 2010.] (Proletariat cult) can be found in this book.

No explanation to words like소비에트 (Soviet), 포스트소비에트 (Post-Soviet), 빼레스트러이까 (perestroika) is given. With the course of time and due to historical needs these words become widely known among all over the world. They are obviously pure-Russian phenomenon and cannot be considered as terms because they can be applied only for Soviet/Russian reality. Thus, authors give no explanation or description of these borrowings.

Originally word Proletariat is Latin word, but all examples which were found in Korean sources consider it only with Soviet reality and this word obviously came to Korean from Russian language. This is an example of originally European word, which is meant to be pure-Russian due to historical and sociopolitical reasons, entered Asian language as Russian borrowing, not Latin. Even thou it was first used in German language, and theory of Proletariat was developed by Marks and Engels.

We consider word 스푸트니크 [러시아 여행자 클럽, 미래의창, 2015.] (Sputnik) as part of this word group as it is closely connected with Soviet period and may be regarded as Soviet period phenomenon or product. In "Russia travelers' club" it appears in translated variant: 세계 최조의 인공위성 (the first satellite). And then in brackets Russian borrowing is given. However스푸트니크 appears in BDSK and KLNC (10 dropouts).

c) Military terms.

Most world widely known military terms came from European language: Latin, Greek, English and Dutch. However some words can only be found in Russian language. The word 파르티잔 [러시아 여행자 클럽, 미래의창, 2015.] (partisan) appears in "Russia travelers' club". It is given in pair with word 용사 [러시아 여행자 클럽, 미래의창, 2015.] (soldier) to concretize its meaning. Also파르티잔 appears in BDSK and KLNC (12 dropouts).

4. DISCUSSION

The problem of non-equivalent vocabulary in Korean language is still not much aroused. As history shows Korean easily adopt foreign words which can be seen by huge amount of English words and so-called 'Konglish'. This phenomenon is an issue for lots of Korean scholars who advocate pureness of Korean language. But still words with no equivalents have nothing to do with pureness of languages. They have to be borrowed and adopted by recipient language.

5. SUMMARY

It is common for most of realis that they can be divided in 3 huge groups: geographic, ethnographic and sociopolitical realis. Russian language is no exception, but due to historical reasons most numerous Russian non-equivalent words are words connected with Soviet realis.

6. CONCLUSIONS

As has been shown above Russian borrowings are not that common in Korean language as English ones, even thou it is said that Russian borrowings are fifth largest borrowed words group [국립국어원 표준국어대사전 Available from: http://stdweb2.korean.go.kr/main.jsp (Accessed 21.11.2017).]. Most of these words are ones denoting cultural elements and sociopolitical realis.

Cultural elements are borrowed due to its unique component. The same is done with many other borrowed words in languages all over the world. Especially it considers dishes, housing and money.

Next group, which is no less than ethnographic realis, is one appeared in course of time as Soviet Union was gaining power through XX century and the whole world kept looking for Soviet policy, growing power, sociopolitical changes, etc. But not only Soviet realis appeared in Korean text but also word like oprichnina which means that not only Soviet period history is being known as most attractive to scholars and people interested in Russia.

Growing interest of Koreans to Russia is the first mark that soon Russian borrowings dictionaries creation will be of a high importance for further popularization of Russian history and culture in Asian countries, especially those which relations are progressing faster than others.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

현대 러시아 대중문화의 양상과 전만. **Aspects and prospectives of contemporary Russian mass culture,** 한국학술정보**, 2010.**

러시아 여행자 클럽, 미래의창**, 2015.**

신지영 외 공저, 한국어학의 이해, 서울: 지식과 교양**, 2010. – p. 93-99.**

국립국어원 언어정보나눔 **Available from: https://ithub.korean.go.kr/user/corpus/corpusSearchManager.do (Accessed 21.11.2017).**

국립국어원 표준국어대사전**Available from: http://stdweb2.korean.go.kr/main.jsp (Accessed 21.11.2017).**

Naver dictionaty. Available from http://dic.naver.com/ (Accessed 21/11/2017).

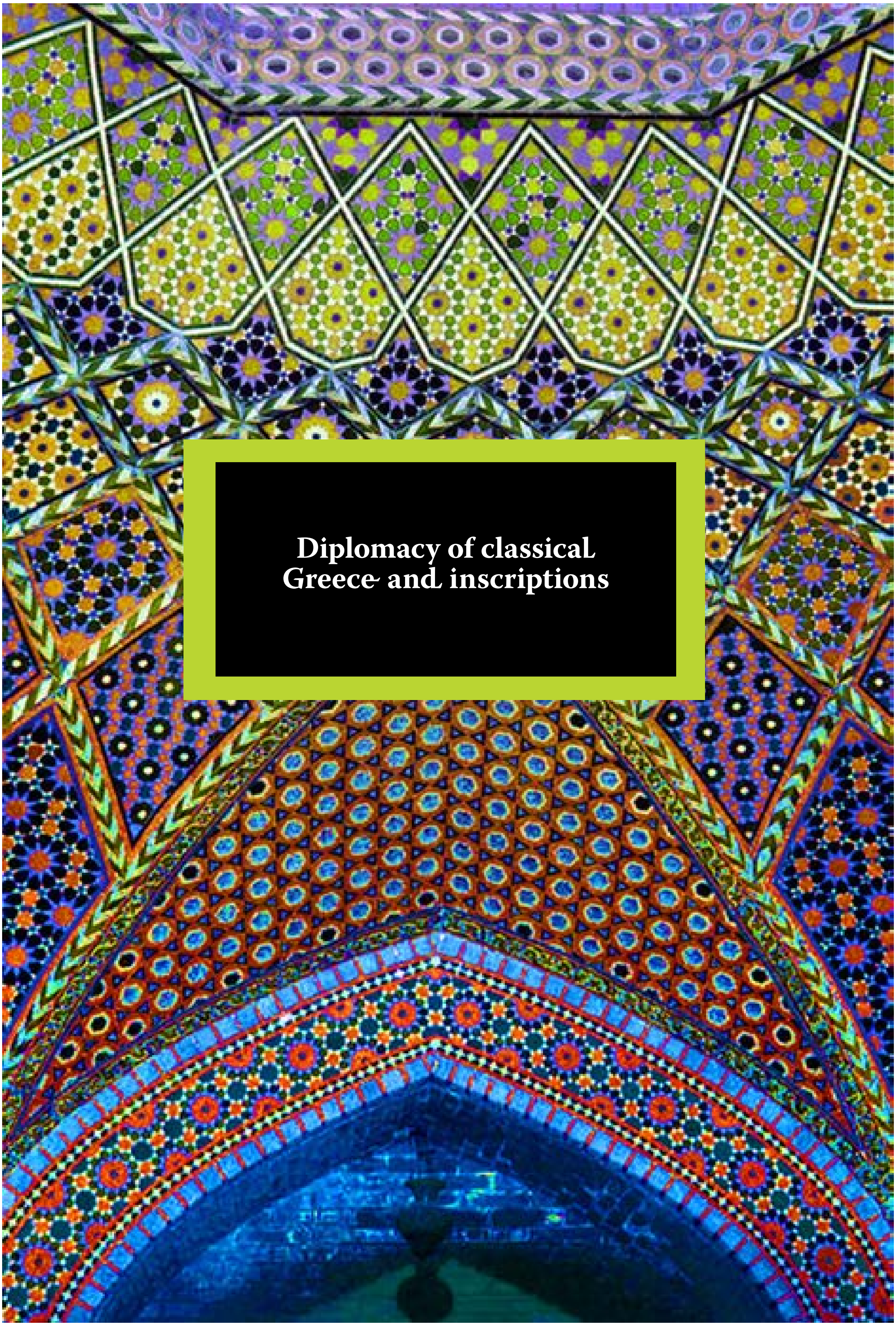
Zabotkina V., Word and meaning. Moscow: Russian State University for the Humanities, 2012.

New Korean-Russian dictionary, Seoul: Moonyelim, 2009.

Hudson R., Sociolinguistics (Cambridge Textbooks in Linguistics), Cambridge: Cambridge University Press, 1996.

Official site of Korea Tourism Organization. Available from: http://english.visitkorea.or.kr/enu/index.jsp (Accessed 21.11.2017).

Diplomacy of classical Greece and inscriptions



Diplomacy Of Classical Greece And Inscriptions

Diplomacia de la Grecia clásica y los textos grabados

ABSTRACT

The aim of this paper is to demonstrate the importance of inscriptions for study of some Greek diplomatic procedures such as concluding treaties and exchange of envoys between the Greek poleis themselves and the Greeks and the barbarians. The scholars usually study the diplomacy of classical Greece primarily on the basis of literary sources involving inscriptions only for comparing with the evidence of narrative materi-al. The inscriptions provide us with information on the development of treaties' vocabu-lary. They allow to determine main features of the Greek allied and peace treaties which were in existence during two centuries in the fifth and fourth centuries B.C. It is con-cluded that the inscriptions when comparing with the narrative sources, on the one hand, allow to study the Greek vocabulary of diplomacy, on the second hand, to understand the Greek diplomatic procedures and their development, on the third hand, to compli-ment other sources relating to the Greek diplomatic events.

KEYWORDS: history, international relations, international law, diplomacy, Greeks, inscriptions.

RESUMEN

El objetivo de este trabajo es demostrar la importancia de las inscripciones (textos grabados) para el estudio de algunos procedimientos diplomáticos griegos, como la con-clusión de tratados y el intercambio de enviados entre las mismas polis griegas y los griegos y los bárbaros. Los estudiosos generalmente estudian la diplomacia de la Grecia clásica principalmente sobre la base de fuentes literarias que implican inscripciones solo para compararlas con la evidencia de material narrativo. Las inscripciones nos propor-cionan información sobre el desarrollo del vocabu-lary de los tratados. Permiten deter-minar las características principales de los tratados de paz y aliados griegos que existi-eron durante dos siglos en los siglos V y IV a. C. Se concluye que las inscripciones, cu-ando se comparan con las fuentes narrativas, por un lado, permiten estudiar el vocabu-lario griego de la diplomacia, por otro lado, para comprender los procedimientos diplo-máticos griegos y su desarrollo, por otro lado, para compilación de otras fuentes rela-cionadas con los eventos diplomáticos griegos.

PALABRAS CLAVE: historia, relaciones internacionales, derecho internacional, diplomacia, griegos, in-scripciones.

Eduard V. Rung

Kazan Federal University. Russian Federation

info@ores.su

Elena A. Venidiktova

Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

REVISTA SAN GREGORIO, 2018, No.23,SPECIAL EDITION.JULY (68-75), ISSN: 1390-7247; eISSN: 2528-7907

1. INTRODUCTION

The inscriptions are very important evidence for the Greek diplomacy. In this paper we intend to demonstrate the importance of the inscriptions for the study of some Greek diplomatic procedures (concluding the treaties and exchange of envoys between the Greek poleis themselves and the Greeks and the barbarians).

The inscriptions provide us with the information on the development of treaties' vo-cabulary. We will take for an analysis 2nd and 3rd editions of Inscriptiones Graecae [Hiller von Gaertringen F. (ed.), 1924;Lewis D. (ed), 1981]. Besides of them we occa-sionally use the selections of Greek inscriptions which have been edited by W. Dittenberger, M.N. Tod, R. Meiggs and D. Lewis, R. Osborn and P. Rhodes [Dit-tenberger W., 1919;Meiggs R., Lewis D., 1989;Tod M.N., 1946;Rhodes P.J., Osborne, R., 2003]. The modern scholarship considers the diplomacy of classical Greece primari-ly on the basis of literary tradition involving the inscriptions only for comparing with the evidence of narrative sources. This approach is found in the classical works on Greek diplomacy by F. Adcock, D.J. Mosley, E. Baltrusch etc [Adcock F., Mosley D.J., 1975;Mosley D.J., 1973;Baltrusch E., 1994].

2. METHODS

The paper is built up on the historical-comparative analysis that enables us to give a detailed consideration of the Greek diplomatic tradition as viewing from epigraphy. This method is applied for investigation of Greek inscriptions themselves and the Greek narrative sources as well. It enables to evaluate the reliability of the Greek epigraphical material about diplomacy and to take into consideration a technical correct source of information which does not depend on authors' bias.

3. RESULTS

There is a lot of copies of treaties of alliance in the inscriptions but a bit of the peace treaties copies (the treaty between Amyntas III and the Chalcideans; the fragments of the treaty between the Greeks and Philip II). (Xiangyi et al., 2016) Indeed the main Greek peace treaties occur only in narrative sources (the Peace of Callias, the Thirty Years Peace between Athens and Sparta, the Peace of Nicias, the Peace treaty between Athens and Sparta which ended the Peloponnesian War, the King's Peace, the koinē eirēnē treaties), but there are no them in the inscriptions. This fact may be explained that the most of the peace treaties copies might have been demolished already by the contemporaries after the breaking them by contracted parties as it is attested for the Peace of Philocrates (Philoch. FGrH 328 F. 162(Salavati-Niasari et al., 2015)

There are only 9 treaties of alliance (symmachia) which was concluded by the Athenians with non-Delian states in the Vth century B.C. They all may be found in the in-scriptions. The most of them are bilateral: the Athenian treaties with Phocis (c. 458 B.C.: IG. I3. 9), Egesta (c. 433/2 B.C.: IG. I3. 11–12), Rhegium (c. 433/2 B.C.: IG. I3. 53), Leontinoi (c. 433/2 B.C.: IG. I3. 54), Haliai (424/3 B.C.: IG. I3. 75), the Bottiaeans (422 B.C.: IG. I3. 76), the Argives (417/6 B.C.: IG. I3. 86), Perdikkas II of Macedon (c. 417-413 BC: IG. I3. 89); only one treaty is multilateral: the quadruple alliance be-tween the Athenians, Argives, Eleans and Mantineans (420 B.C: IG. I3. 83).

In the fourth century B.C. the bilateral treaties were negotiated by the Athenians with the Boeotians (395 B.C.: IG. I2. 14), the Locrians (395 B.C.: IG. I2. 15), the Eretrians (395 B.C.: IG. I2. 16), the Chians (384/3 B.C.: IG. I2. 34-35), the Thebans (378 B.C.: IG. I2. 40), the Byzantians (378 B.C.: IG. I2. 41), the Methymnians (378 B.C.: IG. I2. 42), the Corcyreans (375 B.C.: IG. I2. 97), Cephallenia (375/4 B.C.: IG. I2. 98), Diony-sius I of Syracuse (368/7 B.C.: IG. I2. 105), the Thessalians (361/0 B.C.: IG. I2. 116), the Locrians (356/5 B.C.: IG. I2. 148), the Eretrians (341/0 B.C.: IG. I2. 230); we have only three multilateral treaties: the treaty with the allies of the Second Athenian League (decree of Aristoteles of 378/7 B.C.: IG. I2. 43); the treaty between the Athenians, Cor-cyreans, Acarnanians and Cephallenians (375/4 B.C.: IG. I2. 96); the Athenian treaty with the Arcadians, Achaeans, Eleans and

Phliasians (362/1 B.C.: IG. I2.112). Totally is 25 alliance treaties.

4. DISCUSSION

Sarah Bolmarsich [Bolmarcich S.A., 2003] calculated that 29 treaties have been signed in the Fifth Century and 59 treaties in the Fourth Century Greece. The complete versions of the treaties may be found in Thucydides (the Spartan-Athenian truce of 423 B.C.: Thuc. 4. 118; the Peace of Nikias: Thuc. 5. 18; the Spartan-Athenian alliance of 421 B.C.: Thuc. 5. 23; the quadruple alliance between the Athenians, Argives, Manti-neans and Eleans: Thuc. 5. 47; two Spartan-Argive treaties of 418 B.C.: Thuc. 5, 77; 79; three Spartan-Persian treaties: Thuc. 8. 18; 37; 58) as well as in the inscriptions.

The symmachia was the military alliance concluding for the fixed period (thirty, fif-ty, one hundred years) or for all time. One of the earliest Greek documents proclaimed the bilateral symmachia was the treaty between the Eleans and the Heraeans for 100 years dated usually to the VI-th century B.C. After the official heading synmachia for 100 years the text continues:

"…and if there be any need, whether of word or of deed, they shall stand by each other in all matters and especially in war' and if they stand not by each other, those who do the wrong shall pay a talent of silver to Olympian Zeus to be used in his service…" (Tod, I, 5, tr. by M.N. Tod).

The Athenian inscriptions determine the main features of the Greek treaties of alli-ance which were in existence during two centuries. The treaties usually begin with the official heading: in the fifth century BC it may be simply xsymmachia (alliance) (Pho-cis: IG. I3. 9, 5; Regium: IG. I3. 53, 1; Leontinoi: IG. I3. 54, 2-3); xsymmachia kai horkos (alliance and oath) (Egesta: IG. I3. 11); philia kai xsymmachia (friendship and alliance) (Egesta: IG. I3. 12); xsynthekai kai xsymmachia kai horkos (treaty and alliance and oath) (Haliai: IG. I3. 75); spondai (treaty) (restored in the Athenians' treaty with the Argives, Eleans and Mantineans: IG. I3. 83); xsymmachia kai xsynthekai (alliance and treaty) (the Athenian-Argive treaty: IG. I3. 86). In the fourth century B.C. the Greek treaties of alliance were always named only symmachia (IG. I2. 14; 15; 16; 34; 35; 41; 42; 43; 97; 112; 116). There is no mention in the inscriptions such words as epimachia (defensive alliance) (Thuc. 1. 44. 1; 5. 48. 2) and homaichmia (alliance on equal terms) (Hdt. 7. 145; 8. 140; Thuc. 1. 18. 3): these words appear only in Greek authors.

The most of treaties were concluded in the fifth century B.C. for the fixed period (Ar. Acharn. 188-200). On contrary, the most of treaties in the fourth century B.C. were con-cluded for all time [Knoepfler D., 1980]. This important change in the defining of treaties' duration, attested also in inscriptions, reflects the eagerness of the most Greek states to maintain the more stable relations. In the fifth century B.C. the treaties were usually concluded for thirty years (between the Spartans and the Argives of 451 B.C.: Thuc. 5. 14, 4; 28, 2; 40; between the Spartans and the Athenians of 446 B.C.: Thuc. 1. 115. 1), fifty years (the Peace of Nicias: Thuc. 5. 18. 3; the Athenian-Spartan alliance of 421 B.C.: Thuc. I. 5. 32. 1; the Spartan-Argive treaty of 418 B.C.: Thuc. 5. 79. 1; the Athenian-Argive treaty of 417/6 B.C.: IG. I3. 86, 4) or one hundred years (the treaty be-tween the Athenians, Argives, Mantineans and Eleans: Thuc. 5. 47. 1 = IG. I3. 83). There were some treaties, which were negotiated for all time and in this case the sources of the fifth century B.C. use the phrase eis aidion – "forever" (the Athenian treaties with Rhegium and Leontinoi: IG. I3. 53, 12; IG. I3. 54, 23). In the fourth century B.C the treaties, which were concluded for all time, regularly use such phrases as eis aei or eis hapanta chronon (the Athenian-Boeotian alliance of 395 B.C.: IG. I2. 14; the Athenian-Locrian alliance of 395 B.C.: IG. I2. 15; the Athenian-Chian alliance of 383 B.C.: IG. I2. 34; the Athenian-Corcyrean alliance of 375/4 B.C.: IG. I2. 97; the Athenian treaty with Dionysius I of Syracuse: IG. I2. 105; the Athenian treaty with the Arcadians, Achaeans, Eleans and Phliasians: IG. I2. 112; the Athenian-Thessalian alliance: IG. I2. 116).

The treaty of alliance usually included the conditions for cooperation between the allied parties against an enemy and the text of oath. In the fifth century B.C. the Greek treaties of alliance included the condition to be allies trustworthy and without deceit, just, strong and harmless and to have same friends and enemies. However there is no such provisions in the most of fourth century Greek treaties. The Greeks sweared to the-se conditions while concluding their treaties of alliance. The Athenian treaty with the Bottiaeans stated that the Athenians sweared to respect the alliance trustworthy and without deceit and protect the Bottiaeans; the latter sweared to be friends and allies of the Athenians trustworthy and without deceit, to have same friends and enemies and to not assist to the Athenians' enemies (IG. I3. 76, 12-20). There is a difference between the expression of this condition in the documents of the late fifth century B.C. and the treaties of alliance in the fourth century B.C. In the fifth century the provision for coop-eration was written in a number of variants. The more standard form of this condition was appropriate for the fourth century B.C. treaties. So the Athenian-Boeotian treaty of 395 B.C. states:

"Alliance of the Boeo [tians and the At] henia [ns for all] time. [If] anyone comes against [the Athenians] for the purpose of making war [either by] land or by sea, the Boe [otians] shall give assistance with all their strength, in whatever way is requested by the Atheni [ans in the best of their] ability. And if [anyone] comes against [the Boeo-tians] for the purpose of making war either [by land or] by [sea], assistance shall be giv-en by the Athen [ians with all their strength, in whatever] way is requested[by the Boeo-tians, to the best of their] ability" (IG. I2. 14; tr. by Ph. Harding).

The similar standard clause may be found in a number of other fourth century treaties of alliance with the official heading symmachia (the Athenian-Locrian treaty: IG. I2. 15, 5-9; the Athenian-Eretrtian treaties: IG. I2. 16, frg.b 1; IG. I2. 230, 8-11; the Athenian-Chian alliance: IG. I2. 34, 23–26; the Decree of Aristoteles: IG. I2. 43, 46-51; the Athe-nian-Corcyrean alliance: IG. I2. 97. 2-14; the Athenian treaty with Dionysius I of Syra-cuse: IG. I2. 105, 12-23; the treaty between the Athenians, Arcadians, Achaeans, Eleans and Phliasians: IG. I2. 112, 24-34; the Athenian-Thessalian alliance: IG. I2. 116, 17-29).

As for truces and Peace treaties, that the word spondai was most typical in Thucy-di-des' usage and occurs in his work 141 times (the word xymmachia mentions by the his-to-rian 154 times). However there are only few references to this word in the fifth centu-ry inscriptions. The reason is that there are no peace treaties of that period which sur-vived in stone. It is very remarkable the appearance the word eirēnē, "peace", in the fourth century documents (Mafi et al. 2012). This may be explained by the development of the General Peace / Koinē Eirēnē concept in that period. So, the epigraphy goes in line with the Greek narrative sources. Andocides in his oration "On the Peace with the Lacedaemonians" has contrasted a peace treaty (spondai) with genuine peace (eirēnē):

"There is a wide difference between a peace and a peace treaty. A peace is a settle-ment of differences between equals: a peace treaty is the dictation of terms to the con-quered by the conquerors after victory in war" (Andoc. 3. 11; tr. by K.J. Maidment).

There are several references to eirēnē in the fourth century inscriptions. The Atheni-an treaty of alliance with the Chians referred to the King's Peace as "common agree-ments that have been written by the Hellenes, namely that they (the Chians) will main-tain, like Athenians, the peace and the friendship and the oaths and the treaties that are in existence, which were sworn by the King and the Athenians and the Lacedamonians and the other Hellenes" (IG. I2. 34, 5-20; tr. by Ph. Harding).

The Athenian honour decree for Dionysius I of Syracuse reports that the Sicilian ty-rant helped in the negotiation of the King's peace – the reference to the Greek General peace treaty (IG. I2. 103, 23-24). The Argive inscription, known also as " the Greek re-ply to the revolted satraps" (now is lost), referred several times to General Peace (koinē eirēnē) which had been concluded earlier by the Greeks themselves in the 360s B.C. (Tod2. II. 145). The word hirana (an analogue of eirēnē in the Dorian dialect), "peace", occurs also in the Spartan treaty with the Aetolians and Erxadieis which has been pub-lished only several decades ago (SEG. XXVI. 461). This document proclaimed the trea-ty with the Aetolians on the terms of friendship, peace and alliance (l. 1-3). There are different dates in the literature concerning this treaty. Meanwhile it is hardly possible to support those scholars who consider the document as first evidence for appearance of the word eirēnē in the fifth century B.C. [Bolmarcich S.A., 2005]. Sarah Bolmarsich [Rung E., 2008] seems to be right when dates this treaty to c. 404/3 BC. (the period of the Spartan Hegemony of Greece). The Aetolians promised to follow the Spartans whithersoever they may lead by land and by sea and to have a same friend and enemy as the Spartans have. These clause may be appropriate for the fifth century Spartan trea-ties.

The non-allied treaties might be entitled only as symboula, horkos, synkeimena or simply synthēkai. The regulation treaties with the Delian league’s states were the Athenian treaties with Phaselis (c. 469-450 BC: IG. I3. 10), Erythrae (c. 453/2 B.C.: IG. I3. 14-15), Miletus (c. 450/49 B.C.: IG. I3. 21), Colophon (447/6 B.C.: IG. I3. 37; c. 435-427 BC: IG. I3. 43; 427/6: IG. I3. 65), Chalcis (446/5 B.C.: IG. I3. 40), Mytilene (427/6 B.C.: IG. I3. 66-67), Samos (412/11 B.C.: IG. I3. 96; 405/4 B.C.: IG. I3. 127), Thasos (410/09 B.C.: IG. I3. 101). One can note that synthēkai was more generic word than symmachia and might be applied to treaties of alliance as well.

In a number of cases synthēkai designated a treaty which established the peace, friendship and alliance. This conclusion is supported by the Spartan treaty with the Ae-tolians and Erxadieis as well as other documents which were entitled as synthēkai. The treaty between Amyntas III and the Chalcideans referred to alliance for fifty years, in-cluded the condition for military cooperation and the provisions of trade agreement be-tween the contracted parties (Tod. II, 111). This treaty is not “true” symmachia but ra-ther more common agreement entitled as synthēkai in the document.

It is evidently that many Greek inscriptions included the information on the envoys’ exchanges between the states. The Athenian treaties with Regium and Leontinoi men-tion the envoys who had made an alliance. The lines 11-12 of the Athenian honour de-cree for Heracleides of Clazomenae report that Heracleides assisted the Athenian em-bassies on their missions [13]. He was also requested by the envoys from the Great King of Persia arriving to Athens to help them in the negotiation the peace treaty (IG. I3. 227, 14-18). The Athenian decree in honour of some Carthaginians refers to the Athenians’ decision to send the heralds to Sicily for negotiations with two Carthaginian generals about alliance and friendship (IG. I2. 123). The Athenian honour decree for Strato of Sidon praised him for the assistance to Athenian embassy in traveling to the Persian King in 360s B.C. (IG. I2. 141, 1-4). All these facts are not attested in narrative sources and the inscriptions provide us with complimentary information.

5. SUMMARY

We can conclude that the extant interstate agreements of ancient Greeks can be di-vided according to number of participants into bilateral and multilateral as well as ac-cording to the subject of the treaty into allied, symmachia, and peace ones, defined as spondai, synthēkai and, finally, eirēnē. Allied treaties usually included the terms of mili-tary cooperation against an enemy. The word eirēnē, “peace” comes to replace spondai to designate a peace treaty. The term synthēkai is more generic and could be applied not only to peace, but also to allied treaties. In a number of interstate agreements, synthēkai denoted a treaty that established peace, friendship and alliance.

6. CONCLUSIONS

One can emphasize that the inscriptions when comparing with narrative sources, on the one hand, allow to study the Greek vocabulary of diplomacy, on the second hand, to understand the Greek diplomatic procedures and their development, on the third hand, to compliment other sources relating to Greek diplomatic events.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competi-tive Growth of Kazan Federal University.

BIBLIOGRAPHY

Adcock F., Mosley D.J., Diplomacy in Ancient Greece, N.Y.: St. Martin's Press, 1975.

Baltrusch E., Symmachie und Spondai. Untersuchungen zum griechischen Völker-recht der archaischen und klassischen Zeit (8.–5. Jahrhundert v. Chr.), Berlin; New York: De Gruyter, 1994.

Bolmarcich S.A., Thucydidean Explanations: Diplomacy and Historiography in Ar-chaic and Classical Greece, PhD diss. Univ. of Virginia, 2003.

Bolmarcich S.A., Thucydides 1, 19, 1 and the Peloponnesian League, GRBS 45, pp. 5-34, 2005.

Dittenberger W., Sylloge Inscriptionum Graecarum, 3rd ed., Vol. I–IV, Leipzig, 1915-1919.

Hiller von Gaertringen F. (ed.), Inscriptiones Graecae, Vol. I: Inscriptiones Atticae Euclidis anno (403/2) anteriores, 2nd ed., Berlin, 1924.

Knoepfler D., Sur une clause du traité de 394 avant J.C. entre Athènes et Erétrie, AJPh 101, pp. 462-469, 1980.

Lewis D. (ed), Inscriptiones Graecae. Vol. I: Inscriptiones Atticae Euclidis anno an-teriores. Fasc. 1: Decreta et tabulae magistratuum, 3rd ed. Berlin, 1981.

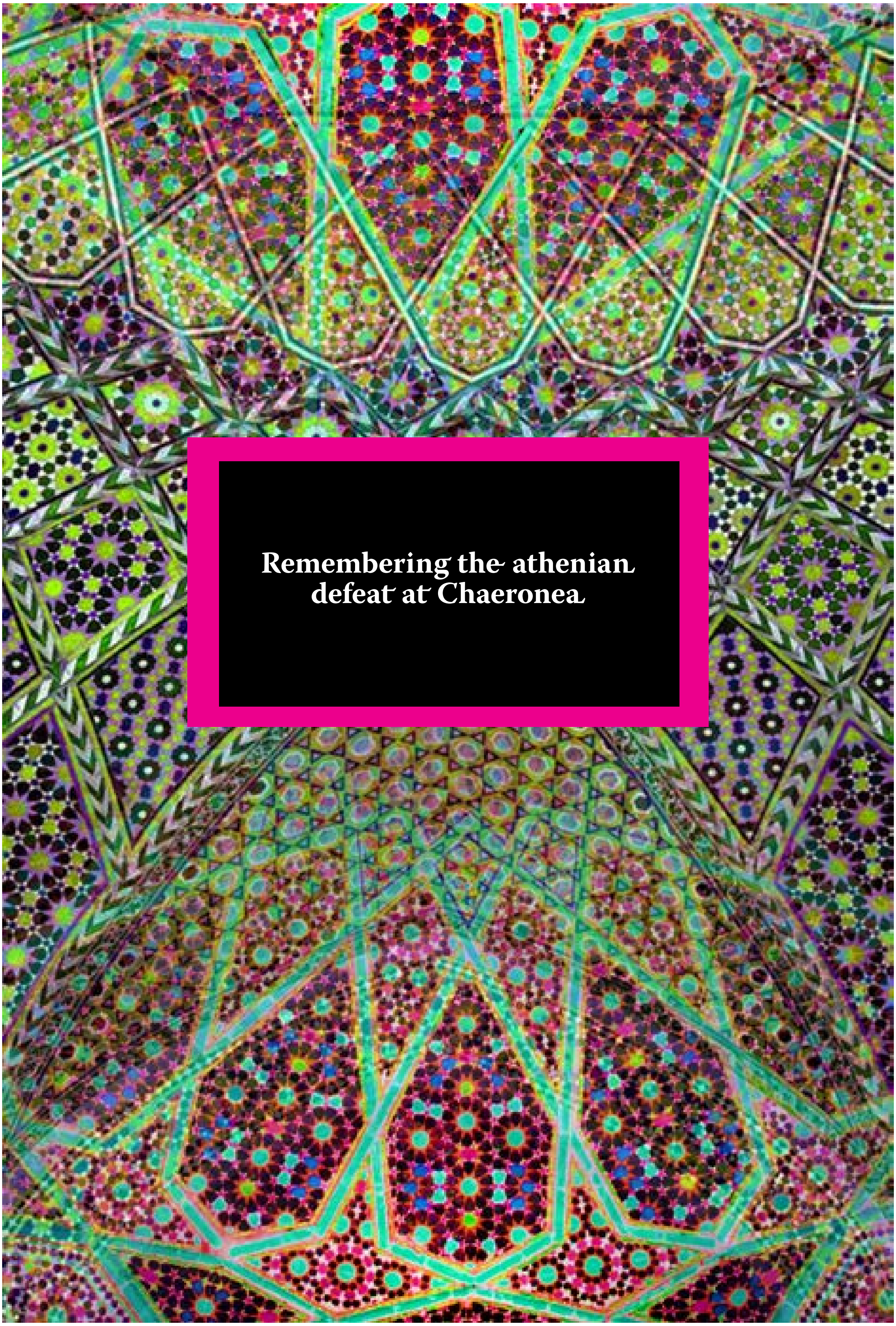
Meiggs R., Lewis D., A Selection of Greek Historical Inscriptions to the End of the Fifth century B.C., 2nd ed., Oxford: Oxford University Press, 1989.

Mosley D.J., Envoys and Diplomacy in Ancient Greece, Wiesbaden: Franz Steiner Verlag, 1973.

Rhodes P.J., Osborne, R., Greek Historical Inscriptions 404–323 B.C., 2nd ed., Ox-ford: Oxford University Press, 2003.

Rung E., "War, Peace and Diplomacy in Graeco-Persian Relations from the Sixth to the Fourth Century B.C.", in: Philip de Souza and John France (eds), War and Peace in Ancient and Medieval History (Cambridge: Cambridge University Press), pp. 28-50, 2008.

Tod M.N., A Selection of Greek Historical Inscriptions, Vol. 1-2, 2nd ed., Oxford: Clarendon Press, 1946-1948.



Remembering the athenian defeat at Chaeronea

Remembering the athenian defeat at Chaeronea

Recordando la derrota ateniense en Queronea

ABSTRACT

The paper considers the Athenians' reaction to the battle of Chaeronea in 338 B.C. as reflected in the oratory. The authors focus on the rhetoric of defeat and contrast it with the rhetoric of victory, which occurs in the same orators who remembered and com-memorated the events of the Athenian glorious past in their orations. This paper also includes all relevant exempla from these orations, which deal with heroism and patriot-ism, on the one hand, and treachery, on the other hand. It is argued that an important rhetoric method was to make contrast between the present and the past wars as well as the patriotism and the treason in the speeches specially dealing with the defeats. It is concluded that the rhetorical and emotional representation of the events is pre-vailing over the historical one since the main aim of the orators is to manipulate with the histor-ical memory of the people for their objectives.

KEYWORDS: history, international relations, defeat, Chaeronea, oratory, Athens.

RESUMEN

El documento considera la reacción de los atenienses a la batalla de Queronea en 338 a. C. Y como se refleja en la oratoria. Los autores se centran en la retórica de la derrota y la contrastan con la retórica de la victoria, que se produce en los mismos oradores que recuerdan y conmemoran los acontecimientos del pasado glorioso ateniense en sus discursos. Este documento también incluye todos los ejemplos relevantes de estas narraciones, que tratan sobre el heroísmo y el patriotismo, por un lado, y la traición, por otro lado. Se argumenta que un método retórico importante fue hacer un contraste entre la guerra presente y las guerras pasadas, así como el patriotismo y la traición en los discursos que abordan especialmente las derrotas. Se concluye que la representación retórica y emocional de los eventos prevalece sobre la histórica, ya que el objetivo principal de los oradores es manipular con la memoria histórica de las personas para lograr sus objetivos.

PALABRAS CLAVE: historia, relaciones internacionales, derrota, Chaeronea, oratoria, Atenas

Eduard V. Rung

Kazan Federal University. Russian Federation

info@ores.su

Igor V. Vostrikov

Kazan Federal University. Russian Federation

Maxim V. Griger

Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

The modern scholarship usually considers a Greek remembering the historical Past with respect to the allusions to the events in Greek historians, poets and orators [Boede-ker D., Sider D. (eds), 2001;Hall E., 1993;Carey C., 2007]. At the same time, while the Greek perception of the Persian wars is a common topic in historiography, other Greek military conflicts attract much less attention in the literature. The aim of this paper is to consider the Athenians' reaction to the battle of Chaeronea in 338 B.C. The Greeks used to commemorate their battles in the so-called sites of memory such as Aulis, Marathon, Plataea, Salamis, and Chaeronea, and in various literary texts. The Trojan and the Greco-Persian wars seemed to be the most glorious events from the Greek viewpoint and were often compared to each other by Greek authors. As for orators, they usually referred to the Greek wars in order to commemorate them in their epideictic orations such as funeral speeches by Lysias [1930], Demosthenes [1926], Hyperides [2001], Isocrates [1955], and some judicial speeches. (Yessembayeva, 2018)

However, the Greeks drew attention not only to victories, but also to defeats. There were some differences in the rhetorical representations between victory and defeat, which look as follows: glorification of victories / justification or diminishing of defeats; comparing of victories / contrasting of victories and defeats; celebration of victorious generals / denunciation of defeated commanders. Diodorus (16. 84–86) states the full description of the battle of Chaeronea in 338 B.C. The other references to it are scat-tered in the various speeches of contemporary orators such as Demosthenes , Dinarchus, Hyperides, Lycurgus, Demades [1962] and Aeschines [1958]. However, there are some orations, which relate to the battle of Chaeronea more specifically. (Ling et al., 2016)

2.METHODS

The paper is built up on the historical-comparative analysis of the Greek orators that enables us to give a detailed consideration of the Athenian treatment of the battle of Chaeronea from a rhetorical perspective. We will focus on the rhetoric of defeat and contrast it with the rhetoric of victory, which occurs in the same authors who remem-bered and commemorated the events of the Athenian glorious past in their orations. We will also collect all relevant episodes from these orations, which deal with heroism and patriotism, on the one hand, and treachery, on the other hand. We hope to argue in this article that an important rhetoric method was to make contrast between the present wars and the past wars as well as the patriotism and the treason in the speeches specially dealing with the defeats. We also intend to demonstrate a closer relationship between the rhetoric picture of the events and the possible 'historical picture' that may be de-duced also from the other sources under examination.

3. RESULTS

In 338 Demosthenes was chosen by the Athenians to deliver the funeral oration over those Athenians who had died at the battle of Chaeronea (Dem. 18. 285; Plut. Dem. 21.2.1). This is the Epitaphius in the Demosthenic corps of speeches; however, the au-thenticity of this oration has been questioned since the antiquity, by Dionysius of Hali-carnassus. However, a number of scholars now accept that this speech actually may be-long to Demosthenes: this opinion has been expressed by Ian Worthington, Leslie Shear and others [Worthington I., 2003;Shear J.L., 2013]. In this case this speech is more sig-nificant in the rhetorical aspect than as having historical resonances. Hyperides' oration against Athenogenes, Lycurgus' fragments of speeches against Lysicles and Autolycus, and, finally, his speech against Leocrates give us the contemporary evidence on the event.

The most important is Lycurgus' speech against Leocrates dated to 331/0 B.C. It in-cludes some rhetorical judgments as well as historical details, which together may indi-cate at the Athenians' remembering the battle of Chaeronea almost seven years later. Lycurgus' speech is also a significant source for the Greek rhetorical treatment of patri-otism and treason. Lycurgus used the Greek word patris 78 times to denote the father-land. The words for 'treason' totally occur in orator 72 times: the nouns prodotēs (trai-tor) – 26 times and prodosia (treachery) – 13 times; the partici-ples prodous and prodi-dous (betrayed) – 22 times; the verb prodidōmi (to betray) – 11 times (it is also used in such phrases as pro-dotēs tēs patridos – traitor of fatherland; pro-dotēs tēs poleōs – traitor of city; prodotēs tou dēmou – traitor of people).

Thus, the patriotic rhetoric was the cha-racteristic feature of the Lycurgus' speech In Leocratem and was used in the rhetorical pic-ture of the battle of Chaeronea.

4. DISCUSSION

The orators' speeches have been considered in a number of modern scholarly mono-gra-phs and articles, which mainly pay great at-tention to the orators' heroic rhetoric in the descriptions of the past wars, but rarely com-ment on their representations of defeat. The orators' judgments on the defeat of Chaero-nea in many aspects provide us with a very typical rhetoric picture of the event. This ba-ttle is seen as the struggle for the Greek liber-ty; the soldiers are depicted as the brave men who defended the liberty; there is comparing between the present and the past wars (espe-cially the Persian wars). These elements in the rhetorical representation of the past were regular in Attic orators when they dealt with the military history as well. Of course, before Chaeronea, various orators remembered not only the Athenian victories, but the defeats. Lysias in his Epitaphios (2. 58–60) and Iso-crates in the Panegyricus (4. 119), stressed the unfavorable outcome for the whole Gree-ce of the Athenian disaster at Aegospotami in 405 B.C. Demosthenes in his Epitaphios (19) even attempts to diminish the outcome of the Athenian defeat at Chaeronea when saying as follows:

«Of necessity it happens, when a battle takes place, that the one side is beaten and the other victorious; but I should not hesitate to assert that in my judgment the men who die at the post of duty on either side do not share the defeat but are both alike victors. For the mastery among the survivors is decided as the deity disposes, but that which each was in duty bound to contribute to this end, every man who has kept his post in battle has done. But if, as a mortal being, he meets his doom, what he has suffered is an incident caused by chance, but in spirit he remains unconquered by his opponents» (tr. by N.W. DeWitt and N.J. DeWitt).

Ian Worthington [2003] notes that in the context of the Greek defeat at Chaeronea, the Speaker blames the result of the battle on chance, not on the rank and file of the ar-my. Demosthenes says also that the latter "be-ing human, must be acquitted of the charge of cowardice". According to Worthington, the reference to cowardice is interest-ing, for in 330 Aeschines accused Demosthenes, who had fought at Chaeronea, of de-serting his post, as did Dinarchus in 323. However, this argument is not convincing. Demosthe-nes spoke of the men who fought in the batt-le; to a lesser degree, this passage can relate to the deserters; besides, one can remember that Demosthenes was accused by Aeschines and Dinarchus namely as a deserter from the battlefield. Polly Low [2010] asserts that the Demosthenic Epitaphios offers a relatively detailed analysis of the bat-tle, in which the dead it is commemorating lost their lives, and goes at great length showing why their mi-litary defeat should nevertheless be counted as a moral victory. Finally Max L. Goldman [2017] notes that the main explicit function of a funeral ora-tion, namely, the praise of the war dead, allows Demosthenes to reframe de-feat as a spe-cies of victory. Goldman consi-ders also that Demosthenes accomplishes this reframing by diminishing the fault for the defeat while highlighting the bravery of the fighting men and beginning with the banal generality that a battle necessarily involves a winner and a loser. According to Goldman' conclusion, this very banality diminishes the im-portance of victory while permitting De-mosthenes to assert that the true victors are the men on both sides who died fighting at their post.

Continuing this discussion we can say that Lycurgus' notion (48–49) may be taken into consideration as paralleled to Demosthenes's. His speech includes a short encomi-um for Athens and soldiers who gave their lives for the city. Johanna Hanink [2014] may be right when saying that this section of the speech looks much like an abbreviated version of the traditional epitaphios logos. The difference between the two explanations of defeat is only that Demosthenes touches upon this subject more generally, whereas Lycurgus specifically refers to the battle of Chaeronea:

«They derived no benefit from their bravery while alive, but when they died, they bequeathed us their fame. They were not defeated but died where they were ordered to stand, defending our freedom. I must tell you something paradoxical yet still true: these men died victorious. The reason is that in death they won both freedom and valor, which for good men are the prizes of war. Furthermore, one cannot say that they were defeated, since they did not cower in fear when the enemy attacked. No one would have the right to say that men who died nobly in war have been defeated, since they chose a noble death and avoided slavery» (tr. by E.M. Harris).

Demosthenes and Lycurgus remove all the responsibility from the Athenian soldiers for the defeat of their army. The glorification of the war dead in both orators also fits with this case. The description of the military qualities of the soldiers was very typical for the funerary and other speeches in classical Greece. But in Demosthenes the refer-ence to a valour (aretē) of the warriors appears in a more generic sense than in Lycur-gus, whose evidence includes more details [Yoshitake S., 2010]. Lycurgus reminds the Athenians that the soldiers stood against the enemy on the borders of Boeotia – the geo-graphical detail here is important since it makes the Athenians' remembrance about the battle more vivid. Another point in Lycurgus is a quite traditional concept that the men are better defence of the city than fortifications: "They did not place their hopes for safety in fortifications, nor did they let the enemy destroy their land". Lycurgus also us-es more various words and phrases than Demosthenes to characterize the courage of the Athenians who fought on the battlefield: "courage was a firmer bulwark than walls of stone"; "they faced their share of dangers equal to the best"; "they derived no benefit from their bravery while alive, but when they died, they bequeathed us their fame". So, both orators consider the soldiers to be free from any accusations of the Athenian defeat at Chaeronea.

Meanwhile, both orators attract an attention to a role of commanders in the battle. Demosthenes only hints at the superiority of the Macedonian general over the Athenian commanders in their military capacities when speaking, that "the leader of our opponents prevailed over those appointed to the command of our army". However, it is clear enough that Demosthenes' contemporaries considered their commanders, who headed the Athenian forces in the battle, the most responsible for the failure.

The Athenians were at Chaeronea under the leadership of three generals, Chares, Lysicles and possibly Stratocles. Nevertheless Lysicles was only the Athenian strate-gos, who was condemned and executed when Lycurgus put forward against him accusa-tion of treachery. Lycurgus' oration against Lysicles has not survived to us, but Diodo-rus (16. 88. 2 = F. 12) cites a fragment from it. Lycurgus was very emotional in his ac-cusation of Lysicles when speaking to him at the Athenian law court:

«You were a general, Lysicles, and after a thousand citizens died and two thousand were captured, after a trophy was erected to mark the defeat of the city, and all Greece fell into slavery, and after all these events took place under your command and general-ship, you have the audacity to live and look on the light of day and thrust your way into the marketplace, when you serve as a reminder of our country's shame and reproach» (tr. by C.H. Oldfather).

According to the Greek law, a general was personally responsible for the possible failure or defeat. It is well illustrated by many trials directed against the Athenian gen-erals in the classical period. Similarly, for example, Lysias in his Epitaphios explains the Athenian defeat at Aegospotami to have happened either by the fault of the com-mander or by the design of Heaven (2. 58). There is a question why only Lysicles, one of three Athenian strategoi, suffered for the commanding of the Athenian army. Jen-nifer Talbert Roberts [Roberts J.T., 1982] is right when noting that "Lysicles' condem-nation was probably due principally to Chares' impulse to save himself".

The idea of freedom is prevailing in orators' appreciation of the battle. Demosthenes in his second speech against Aristogeiton (11) states that all classes should have united wholeheartedly in the struggle for liberty, and in his Epitaphios (23) he asserts that the freedom of the whole Greek world was being preserved in the souls of these men. Ly-curgus' representation of the Athenians as the defenders of the Greek liberty is more emotional and consistent (42, 47–49). In one of his passages the Persian Wars looks like struggle for the freedom of the whole Greece, and the battle of Chaeronea is being con-trasted to them and perceived as a fighting for own safety and own land (42).

«In the past we fought for the freedom of the rest of Greece; now we would have been glad to risk our lives for the secure defense of our own safety. In the past we ruled much of the territory of the barbarians; now we were struggling against Macedon to protect our own land» (tr. by I. Worthington).

The references to the Persian wars were also regular in some other passages of Ly-curgus and other orators [Rung E., 2008]. Lycurgus argues against an analogy between leaving of Athens by their citizens when they had moved to Salamis during Xerxes' ex-pedition and Leocrates who escaped from Athens after the battle of Chaeronea. Hy-pereides (3. 31) touches upon a position of Troezen in the Persian wars when blaming some metic Athenogenes for that he had escaped from Athens just before the battle with Philip. These orators consider desertion of some people from the city as treason.

5. SUMMARY

It is concluded that it is possible to differ the rhetorical representation of the battle of Chaeronea from the historical one. However, when the orators report of the historical events, they appeal to the emotions and remembrances of their fellow citizens, but even in this case their information is not to be neglected since it includes the facts absent from other sources. Of course, there is a lack of the historical details in orators. Howev-er, in case of orators' representation of the battle of Chaeronea, both rhetorical and his-torical, we cannot see such details which may be not untrustworthy or confusing. How-ever, it concerns only the orators' reference to the battle of Chaeronea and its aftermath (this does not relate to orators' treatment of other historical events).

6. CONCLUSION

In general, the rhetorical and emotional representation of the events around the battle is prevailing over the historical one since the main aim of the orators is to manipulate historical memory of the people for their objectives.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competi-tive Growth of Kazan Federal University.

BIBLIOGRAPHY

Aeschines: The Speeches of Aeschines, with an English translation by C.D. Adams, Cambridge, MA: Harvard University Press; London: William Heinemann Ltd, 1958.

Boedeker D., Sider D. (eds), The New Simonides: Contexts of Praise and Desire, Oxford: Oxford University Press, 2001.

Carey C., Epideictic Oratory, in: Ian Worthington (ed.), A Companion to Greek Rhetoric (Oxford: Blackwell Publishing), pp. 236-252, 2007.

Demosthenes, Orations: in seven volumes, with an English Translation by A.T. Murray, N.W. & N.J. DeWitt, J.H. Vince, Cambridge, MA: Harvard University Press; London: William Heinemann Ltd, 1926.

Dinarchus, Hyperides, and Lycurgus. Translated by I. Worthington, C.R. Coper & E.M. Harris, Austin: University of Texas Press, 2001.

Goldman M.L., "Demosthenes, Chaeronea, and the Rhetoric of Defeat", in: Jessica H. Clark & Brian Turner (eds), Brill's Companion to Military Defeat in Ancient Medi-terranean Society (Leiden: Brill), pp. 123-143, 2017.

Hall E., Asia unmanned: Images of Victory in classical Athens, in: John Rich & Gra-ham Shipley (eds.), War and Society in the Greek World (London; New York: Routledge), pp. 108-133, 1993.

Hanink J., Lycurgan Athens and the making of Classical Tragedy, Cambridge: Cam-bridge University Press, 2014.

Isocrates: in three volumes, with an English translation by L. Van Hook. Cambridge, MA: Harvard University Press; London: William Heinemann Ltd, 1955.

Low P., "Commemoration of the war dead in Classical Athens: Remembering defeat and victory", in: David Pritchard (ed.), War, Democracy and Culture in Classical Ath-ens (Cambridge: Cambridge University Press), pp. 341-358, 2010.

Lysias with an English translation by W.R.M. Lamb, Cambridge, MA: Harvard Uni-versity Press; London: William Heinemann Ltd, 1930.

Minor Attic Orators, Vol. 2 (Lycurgus, Dinarchus, Demades, Hyperides), with an English translation by J.O. Burtt, Cambridge, MA: Harvard University Press; London: William Heinemann Ltd, 1962.

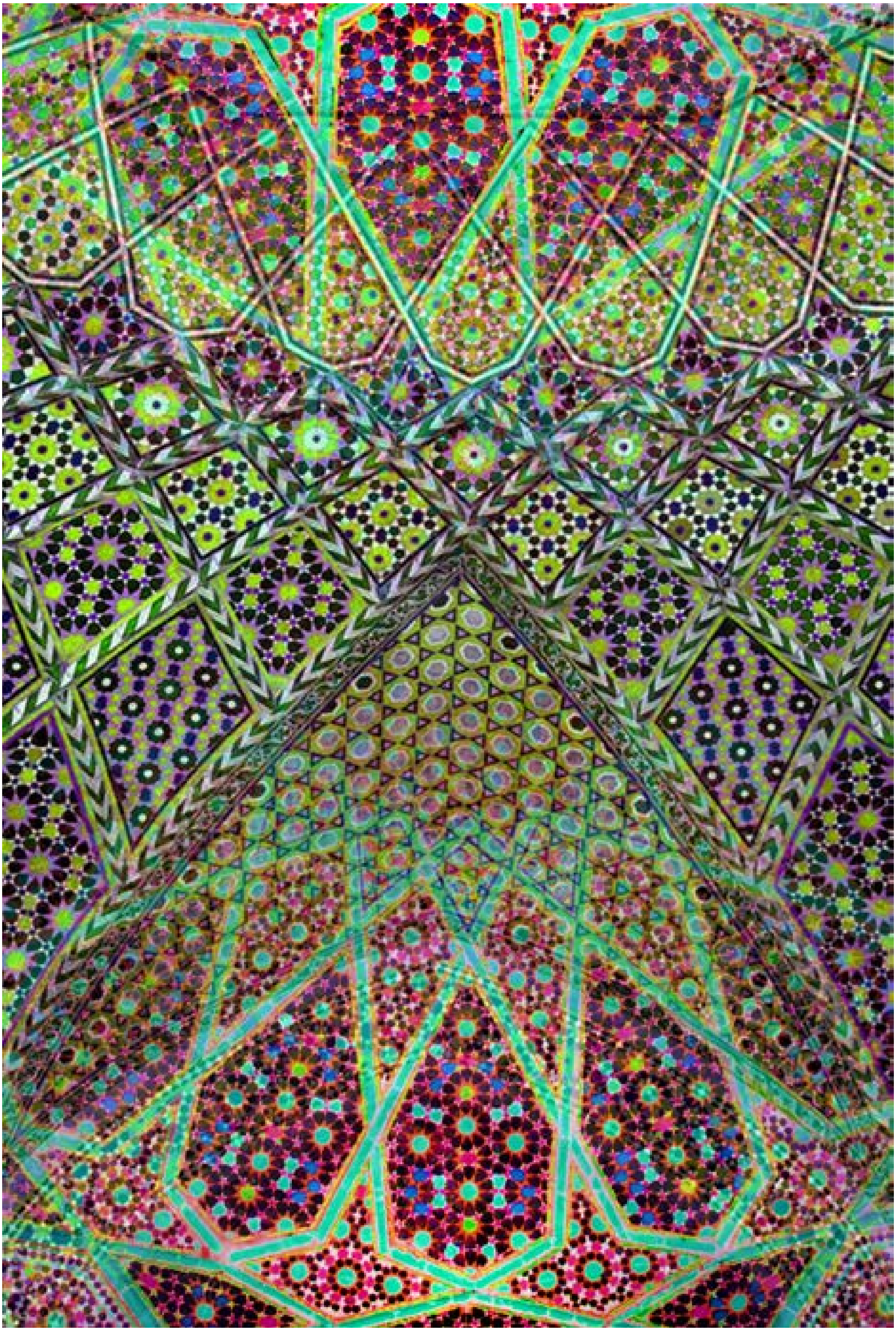
Roberts J.T., "Chares, Lysicles and the Battle of Chaeronea", Klio 64, pp. 367-371, 1982.

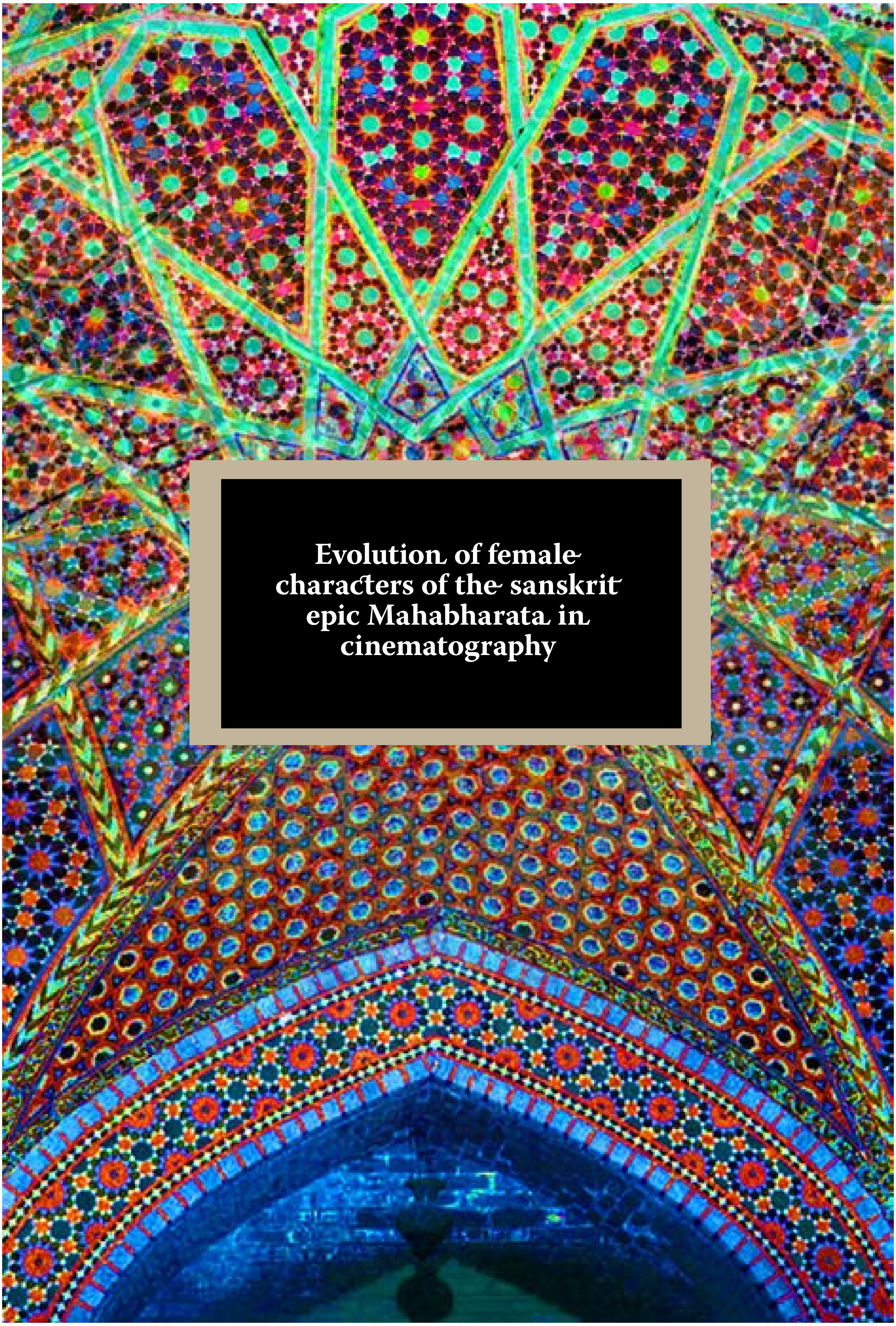
Rung E., "War, Peace and Diplomacy in Graeco-Persian Relations from the Sixth to the Fourth Century B.C.", in: Philip de Souza and John France (eds), War and Peace in Ancient and Medieval History (Cambridge: Cambridge University Press), pp. 28-50, 2008.

Shear J.L., "Their Memories will never grown old: The politics of Remembrance in the Athenian Funeral Orations", CQ 63, pp. 511-536, 2013.

Worthington I., "The Authorship of Demosthenic Epitaphios", MH 60, pp. 152-157, 2003.

Yoshitake S., Arete and the achievements of the war dead: the logic of praise in the Athenian funeral oration, in: David Pritchard (ed.), War, Democracy and Culture in Classical Athens (Cambridge: Cambridge University Press), pp. 359-377, 2010.





Evolution of female characters of the sanskrit epic Mahabharata in cinematography

Evolution of female characters of the Sanskrit epic Mahabharata in cinematography

Evolución de los personajes femeninos del sánscrito Mahabharata épico en la cinematografía

ABSTRACT

The article deals with the problem of the ancient Indian epic "Mahabharata" female characters and their evolution in cinematography. The issues, covered in the work, are more essential now than ever and demand thorough research. In the time of emancipation and the global gender "equality", the women's question is a vexed point. The object of study is the ancient Indian epic Mahabharata in Indian literature and cinema, namely the 1965 film and TV series of 1988 and 2013. The subject of the study is the epic images of women in Indian cinema. Using the comparative approach, the analysis of women's images of cinema and epic is presented; their transformation in modern cinema is examined. Watching these movies one can clearly follow the trend of changing attitudes and drawing attention to the urgent problems of Indian women: position in society, upbringing, education, freedom, family relationships, confirming the relevance of the chosen topic. Screen versions of Sanskrit epics combine tradition and innovation; moreover every new screen version makes the women's issue more acute due to the transformation of female characters.

KEYWORDS: Female issues, language, the ancient Indian epic, the female characters, Hinduism, oriental studies.

RESUMEN

El artículo aborda el problema de los antiguos personajes épicos femeninos indios del "Mahabharata" y su evolución en la cinematografía. Los temas, cubiertos en el trabajo, son más esenciales ahora que nunca y exigen una investigación exhaustiva. En el momento de la emancipación y de la "igualdad" global de género, la cuestión de las mujeres es un punto conflictivo. El objeto de estudio es la antigua epopeya india Mahabharata en la literatura y el cine indio, es decir, la película de 1965 y series de televisión de 1988 y 2013. El tema del estudio son las imágenes épicas de las mujeres en el cine indio. Usando el enfoque comparativo, se presenta el análisis de las imágenes del cine y la épica de las mujeres; se examina su transformación en el cine moderno. Al mirar estas películas uno puede seguir claramente la tendencia de cambiar las actitudes y llamar la atención sobre los problemas urgentes de las mujeres indias: posición en la sociedad, educación, educación, libertad, relaciones familiares, confirmando la relevancia del tema elegido. Las versiones en pantalla de epopeyas sánscritas combinan tradición e innovación; además, cada nueva versión de pantalla hace que el problema de las mujeres sea más agudo debido a la transformación de los personajes femeninos.

PALABRAS CLAVE: Problemas femeninos, el lenguaje, la antigua epopeya india, los personajes femeninos, el hinduismo, los estudios orientales.

Rimma N. Sabirova
Kazan Federal University. Russian Federation
info@ores.su

Farida B. Sitdikova
Kazan Federal University. Russian Federation

Diana F. Khakimzyanova
Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

Indian epic works draw attention of different people by their abundance of characters, monumentality, rich storylines, has been an infinite source of Indian art, self-improvement, thoughts for a few ages. The questions, discussed in our article, are now more actual than ever and demand thorough study. In our view, at the time of emancipation and the global "equality" of the sexes, the women's question is as crucial as ever.

The object of our study is the ancient Indian epos "Mahabharata" in Indian literature and cinema, namely the 1965 film and TV series of 1988 and 2013. The subjects of the study are the epic female characters in Indian cinema. Using the comparative method, we are planning to study female images in the movies and epos, and find out how the female images have transformed in modern cinema, and to try to discover what needs of society such transformation corresponds to.

"Mahabharata" is a huge work, produced by generations of authors over many centuries. "Mahabharata" is not only the story of the enmity of two family clans and their strive for power but also didactic and philosophical teachings, which sometimes take entire books [Grintser P.A., 2004 and Xiangyi et al., 2016)]. According to scientists' opinion [Grintser P.A., 2004;Neveleva S.L.,1991;Ignatiev A.A., 2017;Sutherland S.J., 1989], "Mahabharata" can be regarded as both didactic and heroic work. This epos still plays a significant role in spiritual and social life of Indian people. Indians see it not only as a masterpiece of literature; it is religious and spiritual part of their lives: they worship Rama or Krishna, and Sita and Draupadi are the ideals of women. (Zhakipbekova, 2018) There were a few TV series and films based on the plot of this great masterpiece: in 1965 in India there was a "Mahabharata" film, in 1988 - the TV series of 94 episodes and in 2013 the 267-series remake of the TV series of 1988 was released. Depending on the shooting time the story has developed, drawing attention to specific society issues. Historically, the women's question in India is still acute, and represents an unsolved problem. Having watched these movies one can clearly see the trend of changing attitudes and drawing attention to the urgent problems of Indian women: education, position in society, freedom, upbringing, family relationships which show the relevance of the chosen topic. A comparative research of epic works and TV series should be held to reveal changes in the representation of female images.

2. METHODS

The methodological basis of this research is a systematic interdisciplinary approach, which allows us to apply theoretical foundations of classical and modern Oriental studies, and of other sciences (history, philosophy, literary studies, religious studies and cultural studies). Since the main focus for us is the relationship of the studied epos with civilization, its historical traditions, culture and social environment, therefore the method of cultural-historical analysis is acceptable. Such an approach will be of help for studying the evolution of literature source via the prism of the spiritual national character. Comparatively-correlative method helps to identify patterns, common and different aspects in the interpretations of female images in the "Mahabharata." The hermeneutic method clarifies that the investigated artwork is a factor of culture, in which interpretation it is important to reconstruct its place in the spiritual history of humanity.

3. RESULTS

Attitude to woman and her position in the Vedic age (roughly the 1st thousand BC), is still not unequivocal [Outstanding women of India of the twentieth century / 2002;Nehru J., 1989;Forbes G., 1999;Heer, S.K.]. On the one hand, she was treated as a goddess and on the other hand, she was demanded complete obedience to the man. Female images, presented in the studied artwork, are conditioned upon the age. The change of attitudes towards women can be seen in the works of Jawaharlal Nehru "The Discovery of India". Of course the facts, provided by him, are quite restrained, but one can understand that the female social position has only worsened for centuries. It should be noted that the position of the prominent Indian women, who played a crucial role in the spiritual and socio-political life of India, was not unique either: each of them stood behind a no less great man, whose ideas and beliefs she shared and helped to promote . Either father, husband or grandfather had a great impact for girls; they brought them up as their associates. Great Indian women managed to combine the opposites: the traditional reverence and respect for the man with the adoption of his innovative views and beliefs.

It is difficult to realize and value the role and position of Indian woman "without referring to her mythical ideal and prototype of the divine mother goddess" [Albedil F., 1996:71]. The image of the land of India as the great goddess is a part of Gupta ideology, and if the king, the representative of Vishnu on earth, embodied himself to the masculine, the earth – to female", it is this attitude to the earth and the woman that can be seen in the TV series of 1988: the keynote is the theme of the exceptional role of a woman as a mother (it is her main predestination in life).

It is worth noting that the female characters share similar characteristics. They are devoted Indian wives, virtuous mothers and obedient daughters, each of them can be characterized by unquestioning obedience to a man, whether he is a father or a husband. However it is not a mere mindless obedience: they are raised in such a way, and hence it is rather natural for them. "Mahabharata" contains instructions and examples of true stories of Indian wives, who despite the loss of the husband don't leave the Patriarchal tradition [Adiparva, / 1992: I. 119].

The problem of getting married is mostly decided by parents: Satyavati's father sets up the marriage conditions, Kashi princesses are kidnapped by Bhishma and the parents do not object, Gandhari's parents, having thought it over, choose to marry her to a blind Dhritarashtra, and Madri was simply bought by Bhishma. But there are other ways of choosing a husband – Swayamvara where the girl is sometimes given the option to choose her husband (e.g., Kunti chose Pandu herself). It is also obvious that the attitude to the mother was respectful, they listened to her and followed her advice [Adiparva, / 1992: I. 149-150, 11: 13. 104-108], but she might be respected, because she of giving birth to sons.

In the epos we can trace the contradictory attitude to woman: Bhishma takes the Princess away by force, but treats them "as if they were his daughters-in-law, or younger sisters, or daughters" [Adiparva, / 1992: 96.41-59]. Draupadi's friend - Krishna aids her in difficult situations and is eager to help to revenge her offenders, nevertheless he claims that "women are one of the fourth worst vices, born by passion, who kidnap the Royal luck" [Aranyakaparva / 1987: 14. 1-17]. There is no doubt, that the main heroine of the Indian epos Draupadi is depicted most vividly. Her image is carefully studied by a great number of native and foreign scholars [Grintser P.A., 2004;Neveleva S.L.,1991; Sutherland S.J., 1989, Ford J., (2012),].

Beautiful Draupadi is of vivid and violent nature as the fire from which she was born, she is regarded as an ideal Indian woman (about 400 temples have been built in her honor), this is the "heroic wife", the Queen [Neveleva S.L.,1991: 30]. She is well educated, conscious of the responsibilities of a wife, she is a true decoration of her spouses. Satyabhama asks Panchali (Draupadi) for necessary advice, of how to be a good wife, so everybody is aware of her virtues. But she could not keep silent getting the insults in her address, she just demands revenge. She complains about her unhappy fate to Krishna, has a long conversation with Yudhishthira, trying to make him to act. In the image of Draupadi there are Shaktism elements, she is a creative, dynamic force which presents an active source, encouraging her husbands to act. In the Draupadi's character the ambivalent nature of Shakti is shown: on the one hand, positive and creative, and on the other - destructive. Partlially, the goddess Shri has become incarnated in Draupadi , still her character is closer to Durga, or Kali, she wants vengeance and justice.

Analysis of a literary text and its cinematographic versions leads to the logical conclusion that films reflected the historical reality in which it was shot. Let's analyze female images transformation in movies. In the film of 1965 female images are revealed a little. Gandhari and Kunti do not look like Queens, but as simple people in modest saris and sometimes it might seem that the Director would have put them out of the film, but there are episodes which are impossible without them. Their role is minimized to the maximum. At the time when the movie was shot, modesty and asceticism were in trend, which as a result was reflected in the film. In the TV series of 1988 and 2013 both the main character, and others, namely, Gandhari, Kunti and Satyavati are presented quite clearly. Let us study their images in more details.

Satyavati of 2013 is a very ambitious, energetic girl who lusts after power, she is driven by various desires, and she is not afraid of anything and does not think about where these primal desires can lead to. Her image is based on the contrast with the king Shantanu image. He is the old king, he has the perfect heir, he wants to enjoy peace next to a beloved Satyavati, but she does not want peace. She sets up her own conditions and, owing to Bhishma, becomes the Queen. She does not want to serve the King, all she wants is power and thus she becomes the victim of her insatiable desires. The image of Satyavati of 1988 is closer to epic. In the epos Satyavati is calmer, she thinks over her decisions carefully, listens to good advice.

The Gandhari image of 2013 is a female-sufferer: an unhappy daughter, because her parents gave her in marriage to the blind Dhritarashtra, and some time later died in prison; a miserable sister, because her brother Shakuni, trying to avenge her, brought her a lot of grief; an unloved wife, because her husband blamed her for the blindfold, for she could not give birth for a long time, he did not listen to her words; a poor mother, because her sons were raised by Shakuni and nothing good ever happened of it, the decencies were observed, but her sons had no true love to their mother; even her daughter married unhappily. Gandhari of 1988 is not as religious as an epic heroine and not as miserable as the heroine of the remake, her relationship with her husband can be characterized as good. Special attention should be paid to the way the couples are represented in the series: they talk, discuss emerging problems, ask for each other's advice, seeking for support and comfort in their mates, even discuss the affairs of the state. Literary Gandhari is "glorious, worthy, virtuous, deserving of compassion", obviously, she is religious, she has fulfilled her main task – gave birth to one hundred sons.

The image of Kunti in TV series does not differ a lot from the epic one. In the TV series of 1988, she is listening with great attention to the words of wise men about the place of the woman in life, about her purpose and, becoming a mother herself, teaches her sons. Kunti of 2013 is depicted as the perfect mother of Pandava brothers, she is trying hard to be the best despite abandoning an illegitimate son of Karna. She does not fight with the hardships of fate, Kunti faces them patiently and bravely. The Pandavas love their mother selflessly and try to do everything for her to be proud of them. Kunti can be characterized as quiet, modest, not wearing expensive jewelry, she is not power hungry and defends Draupadi to protect her children and is ready for everything.

Talking of Draupadi, the analysis should be started with her birth. If the epic contains some words about her birth, and in the series of 1988 it is almost a usual event, in the series of 2013 it is an act strongly opposed by the king Drupada. He agrees to accept the daughter, but she had to possess such qualities, which not many gods could boast of [ep. 84 – King Drupada wants his daughter to know the struggle and the pain because they strengthen character, to see the dirt of the world, but remained pure herself, etc.]. His words sound like a curse, dooming Draupadi for a miserable life. The image of Draupadi from the movie of 1965 is totally opposite to the epic, there is nothing divine in her, she is an ordinary woman, frivolous and brash, at times rude. In the TV series of 1988 Draupadi also appears as an ordinary woman and only Krishna reminds her of her uniqueness: "You are not just a woman, you're a symbol of women's pride, so do not talk about your grievances" [ep. 78]. Her image in the series of 2013 is not less bright, than in the epic. Draupadi is the embodiment of Shakti, she was born to become the Queen of the most powerful state, and she possesses all the necessary features for such a destiny. The main culminating episode of the series is, of course, the scene of Draupadi's humiliation in the Assembly hall. She realizes that there is no one to protect her except God, and she prays to Govinda. He alsways comes to her rescue in any difficult situation, whether with advice or with action, he is always there. From his mouth we can hear the words about women's suffering and the need for their liberation. If the epic Draupadi is forced to defend herself and rescue her spouses, in the series she is helped and supported by Krishna in everything. All women suffer from men and their desires, only Krishna protects them [ep. 157] or they do it themselves. Women in the series of 2013 are shown as active, strong, courageous and energetic, and men are weak (in the most complex crucial situations, they either cry, or fail to act or refuse their wives).

4. DISCUSSION

In this work we have tried to analyze how the female images are shown in the TV series, and to identify important issues of the treatment of women in society. In India, religion is an integral element of people's life, and "Mahabharata" is regarded as a sacred and authoritative text, so TV series and films, based on the plot of this work, are rather popular and controversial [Chakrabarti S. (2012)]. Therefore, they could be used by their creators to focus attention on the urgent issues of family, society, gender relations.

5. SUMMARY

In the film versions studied in the given work innovation and tradition are combined. In each film version the female issue was more acute due to the development and evolution of images of women. In the TV series of 1988, these questions become, first of all, a definition of the roles and duties of a woman. A woman is primarily a wife and a mother, these are her main roles. Then, a woman should be protected, and the state, where woman is treated in the way Draupadi was treated has no right to exist. It was a male who declared the words for the protection of women. Also the parallel of Woman – Mother – Earth can be clearly seen: these three concepts are combined into one: we need to take care of the Earth, the homeland as well as of a woman and respect and honor her as a Mother.

6. CONCLUSIONS

Watching a daily twenty-minute episode of, for instance, series of 2013, the viewer sees the favorite, revered heroes, a familiar from childhood story but with some new ideas that make you think. The needs of society are changing. If earlier Mahabharata inspired the Indian for the liberation movement against British or Muslims, and they wanted to live like in Ram Rajya era, now, when India has already been an independent state for almost 70 years, the question of women's status is still relevant. It is obvious that the female images of the Mahabharata have transformed, now they have a strong character, courageously and firmly overcome the problems they have to face in life, remaining loving, gentle and loyal, representing the dual nature of Shakti. Women are no longer eager to stay in their husbands' shadows, someone wants to rule (Satyavati), some of them require justice and respect (Draupadi), and some want to love and be loved (Gandhari). Summarizing, we can state with certainty that the evolution of female characters of the ancient Indian epic "Mahabharata" reflects changes in the attitude of society towards the position of Indian women.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

Adiparva, / ed. by A.P. Barannikov, Translation V.I. Kal, M.: Ladomir, 736 pp., 1992.

Albedil F., The female energy is the basis of family relations in the Hindu, Indian wife: studies, essays / Ed. P. Glushkova, M.: Publishing company "Eastern literature" Russian Academy of Sciences, pp. 68-77, 1996.

Aranyakaparva / TRANS. with SKT., Preface and commentaries by I. Vasil'kov, S.L. Neveleva, M.: Nauka, 799 pp., 1987.

Chakrabarti S. (2012), Banal nationalism and soap Opera (order No. 3550177), Available from the company proquest dissertations & theses global. (1284157920). Received from http://search.proquest.com/docview/1284157920?accountid=134420.

Forbes G., Women in modern India, Cambridge: Cambridge University Press, 302 pp., 1999.

Ford J., (2012), Fire: elements of the nature of Draupadi (order no. MR87990), Available from the company proquest dissertations & theses global. (1039393302), Received from http://search.proquest.com/docview/1039393302?accountid=134420.

Grintser P.A., The great epic of India. Mahabharata. Ramayana / TRANS. with SKT, Moscow: Pushkin library, AST, pp. 5-25, 2004.

Heer, S.K., Re-imaging Indian women: the multiple mythologies of phoolan Devi (order No. 3639592), Available from the company proquest dissertations & theses global. (1591739090), Received from http://search.proquest.com/docview/1591739090?accountid=134420.

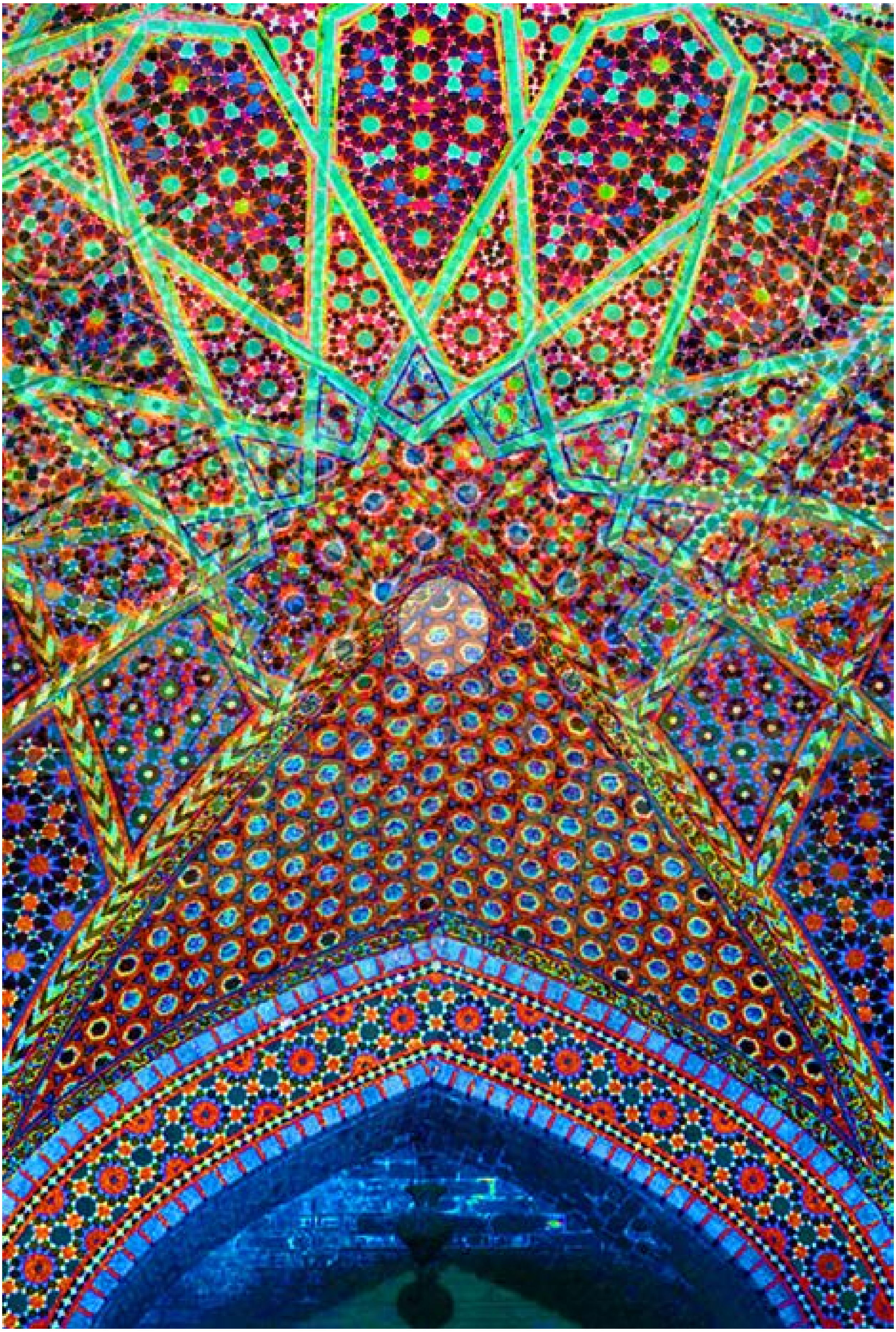
Ignatiev A.A., Genesis and evolution of shaktism, [URL]: http://www.mahadevi.ru/genesis.html (Accessed October 10, 2017).

Nehru J., The discovery of India, In 2 kn., Kn. 1, M.: Politizdat, 460 pp., 1989.

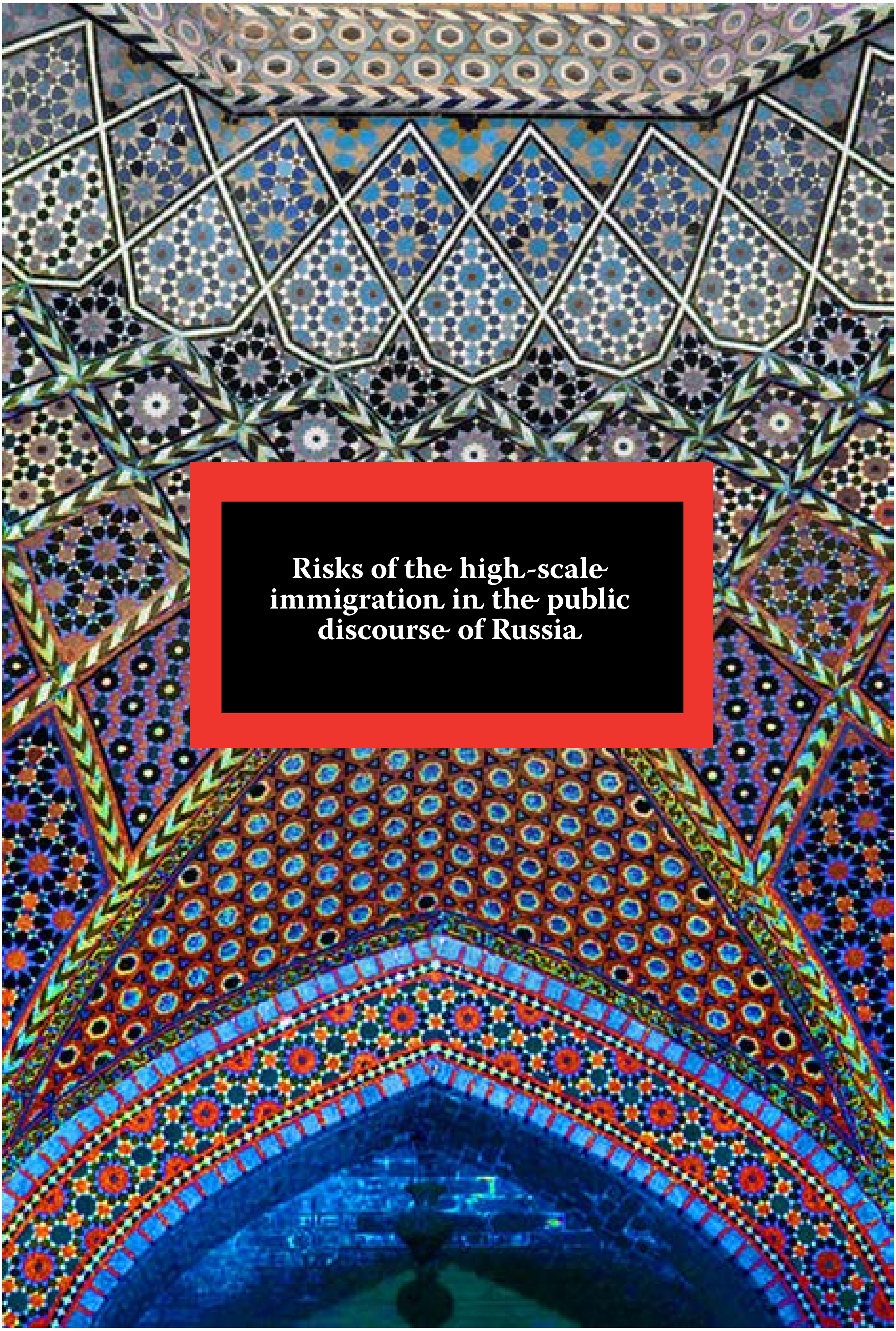
Neveleva S.L., Mahabharata. The study of ancient Indian epos, Moscow: Nauka, 228 pp., 1991.

Outstanding women of India of the twentieth century / Ed. T.L. Shahumyan, Moscow: Russian Academy of Sciences, 207 pp., 2002.

Sutherland S.J., Sita and Draupadi: aggressive behavior and female Role models in the Sanskrit epics, Journal of the American Oriental society, Vol. 109, №. 1, pp. 63-79, 1989.



Risks of the high-scale immigration in the public discourse of Russia



Risks of the high-scale immigration in the public discourse of Russia

Riesgos de la inmigración a gran escala en el discurso público de Rusia

ABSTRACT

The article is devoted to the study of public discourse in the Russian society in terms of immigration. The immigration has become an integral part of Russian reality and one of the most important factors in its development. Indeed, immigration is destiny for Russian society. So, these forecasts suggest that the number of migrants arriving into Russian Federation will increase in the short-to-medium-term. The arrival of migrants who are different from the host population raises serious concerns among people in Russian society. The part of these risks is justified and the rest is more the result of existing stereotypes and prejudices. The article aims to highlight the main scenarios related to the immigration risks assessment as well as to analyze the reasonableness of mentioned ideas. The article formulates some recommendations that can reduce conflict potential degree in migration flows and thus diminish the importance of some stereotypes and prejudices in the modern Russian society.

KEYWORDS: Russia, immigration, public discourse, risks, stereotypes, prejudice.

RESUMEN

El artículo está dedicado al estudio del discurso público en la sociedad rusa en términos de inmigración. La inmigración se ha convertido en una parte integral de la realidad rusa y uno de los factores más importantes en su desarrollo. De hecho, la inmigración es el destino de la sociedad rusa. Por lo tanto, estas previsiones sugieren que el número de migrantes que llegarán a la Federación de Rusia aumentará en el corto y mediano plazo. La llegada de migrantes que son diferentes de la población de acogida plantea serias preocupaciones entre las personas de la sociedad rusa. La parte de estos riesgos está justificada y el resto es más el resultado de los estereotipos y prejuicios existentes. El artículo tiene como objetivo destacar los principales escenarios relacionados con la evaluación de los riesgos de la inmigración, así como analizar la razonabilidad de las ideas mencionadas. El artículo formula algunas recomendaciones que pueden reducir el grado potencial de conflicto en los flujos migratorios y así disminuir la importancia de algunos estereotipos y prejuicios en la sociedad rusa moderna.

PALABRAS CLAVE: Rusia, inmigración, discurso público, riesgos, estereotipos, prejuicio.

Copyright © Revista San Gregorio 2018. eISSN: 2528-7907

Vasil T. Sakaev

Kazan Federal University. Russian Federation

info@ores.su

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

The development of the Russia in the 21st century will be mainly conditioned by the migration processes. Depopulation and dramatic reduction in labour force will increase the importance of the immigration processes. By 2060 the total demographic load on the working population will have risen in the Russia from 38.6 on 100 people of the working age till 70.9 [Electronic version of the bulletin “Population and Society”, 2017].

Immigration is able to soften the negative consequences of demographic processes. One can say that mass migrations are inevitable for our country. Russia’s future is to be a country for a mass migration. But opponents of active migration policy point out surge of inter-ethnic animosities and conflicts in the society.

The main purpose of our study is to identify stereotypes associated with migrants as well as the factors contributing to their appearance in public discourse. In conclusion, we will try to assess the migration risks existing in public opinion.

2. METHODS

The main method used in this study was a qualitative research of publications on immigration in the leading media that had an impact on the formation of public sentiments in 2011-2016 and the analysis of the results of sociological researches conducted by WCIOM. The other method in the study was an own sociological survey on issues of migration, xenophobia and intolerance among students (2048 respondents). The sociological poll was conducted in four Russian regions (Tatarstan, Mari El, Archangelsk and Krasnoyarsk regions) in 2014.

3. RESULTS

First of all, it is necessary to define the list of threats related to immigration, which is laid down in the official documents. The official position of Government has a direct impact on a variety of public sentiments. “Concept of state migration policy in the RF till 2025” lists the following possible risks of migration processes:

1. Migrants, arriving in the RF from the CIS countries, in comparison with their predecessors, have a lower education level, the Russian language skills, and professional training.

2. There occurs the migrant isolation from the host society, that leads to social exclusiveness of migrants, spatial segregation and ethnic enclaves formation.

3. Growing negative attitude to migrants, including the growth of xenophobia and intolerance [“Concept of state migration policy in the RF till 2025” 2017].

Thus, the main threats are linked to the cultural differences between arriving migrants and the host community, which whether can lead to the isolation of migrants and cause an increase in the inter-ethnic tensions.

If we look at discourse of Russian media, we can see a much wider list of issues under discussion. Partially, they are related to the list of risks, stated in the official documents. As a result of analysis of publications we were able to identify the following significant public perceptions of immigration risks:

1. Immigration flows are from the countries with difficult sanitary conditions. The origin countries of migrants in the last time there were outbreaks of epidemics as new diseases, such as «avian influenza», and as well as cholera, for instant, seemed to have been forgotten.

2. Foreign communities in the border areas of Russia are intensively forming, especially in the regions of Siberia and the Far East. The poll of WCIOM demonstrates that occupation of Russian area by representatives of other states was the main fear of the 27% of Russians in 2014 [“Report WCIOM about interethnic relations in Russia, WCIOM”, 2017]. The main reason for this stereotype, that in 2010 in the Siberian Federal district there li-

ved only 19.3 mln people, in the Far Eastern Federal district - 6.3 mln people ["Informational materials about the final results of the National Population Census 2010", 2016]. In comparison with the data of 1989 the population of the Siberian district decreased by more than 7.5%, while in the Far Eastern - by more than 19%. These indicators are higher in the whole in Russia. It is important that migrants are replacing the shrinking population, thereby creating a threat of separation of these territories in the future. According to V. Gelbras's calculations, there were from 200.0 to 450.0 thousand Chinese on the territory of Russia in 2001 [V. Gelbras, 2017]. Given that a large part of the Chinese migrants concentrate in the Far Eastern district, a similar process may lead to the most deplorable consequences trying to preserve the Russian control in the sub-region. "Concept of state migration policy in the RF till 2025" notes this threat also .

3. The migrants' isolation from the receiving society leads to social excluding and forming ethnic enclaves living by their rules and laws. According to the public opinion, in the context of mass migration the differences of migrants with cultural traditions of host society might trigger serious conflicts. Immigrant enclaves as the self-organization system also contribute to the formation of ethnic criminal organizations as one of the most effective adaptation models [I. Kuznetsov, 2006, 9].

4. As an immigration's result, ethnic structure of the population is changing. The census of 2010 gives an opportunity to point out the significant increase in the number of some Central Asian people in the country. In particular, in the period from 2002 to 2010, the number of Kyrgyz increased from 31.8 to 103.4 thousand, Uzbeks – 122.9 to 289.9 thousand, Tajiks – from 120.1 to 200.3 thousand . Census of 2010 showed that, in general, centers of migrant's concentration are Moscow and St. Petersburg, and Tyumen, Samara and other regions.

5. Consequently, immigration is changing confessional structure of the society. The share of Muslim population in Russia between 1989 and 2002 increased, mainly as a result of migration, from 8% to 10% [Simon J., 2010, 19-20]. The census of 2010 confirmed the growth of the Muslim population: the share has already exceeded to 10.5% . According to J. Simon, by 2050 Muslims might have closely reached the position of majority in the country [Simon J., 2010].

6. Mass migration of foreign citizens from Central Asia creates a basis for the terroristic threats and religious extremism. Religious extremism between 1990 and 2000-ies already showed up in Uzbekistan, Tajikistan, Kazakhstan and Kyrgyzstan. Members of extremist and terrorist organizations enter Russia's territory with the migrants. WCIOM explains that one of the main reasons for intolerance toward migrants was a fear of terroristic attacks (32% in 2011 and 37% in 2013) [V. Belokrenitsky, 2008].

7. Labour migrants create additional dumping pressure on the labour market and social infrastructure. As known, the migrants, as a rule, do not have high requirements for the salary, ecology, safety, and conditions of work. The active presence of migrants with low demands in the labour market leads to the degradation of the social relations and labour norms of the host society [V. Boikov, 2012, 76].

8. Mass immigration provokes the growth of xenophobia, national and racial intolerance. On the background of the migrant-phobia radical nationalist organizations start their active work and propagandize destructive ideology. Of course, in a certain extent the xenophobia is convenient for the authorities as an ethno-political mobilization instrument, but xenophobia also course the process of Russians' "ethnicization" (ethnic mobilization) which leads to a rift of the Russian ("Rossiiskaya") nation. According the WCIOM the 10% of Russians supported idea that "Russia is the country only for ethnic Russians" in 2014 [V. Boikov, 2012]. Our research showed that 8.4% of students supported it in 2014 and 31.6% thought that "Russia is the country only for Russians and other indigenous population" except immigrants.

9. Mass migration assigns a specific vector of the all-Russian identity formation. Census of 2010 stated the reduction in the proportion of Russians from 81.5% 2002 to the level of 77.7 %, while the number of Russians has decreased for 8 years by 4 mln people .The mass migration processes will aggravate the situation and lead to a change of the Russian

nationality. Russia – the country with a dominant Russian population – may become the country where the Russians will be only relative majority. The tendency may greatly hinder the process of the all-Russian identity formation.

10. Migration as a factor of electoral processes. Migrants' electoral preferences will become an important factor of the Russian policy in near future. Virtually, after 2050 the electoral ratings of political leaders and political parties will considerably depend on the new citizens' preferences and their descendants. Taking into account the predominance of migrants from the Central Asia, it can suppose a certain transformation of political consciousness and attitudes in the Russia.

4. DISCUSSION

According to the public opinion, a lot of Russians promote the idea about the strengthening of the migration control. Our study shows that 32% of respondents consider migration to be a threat to Russian national security, 44.6% did not agree. In other words, one-third of the respondents consider migrants to be a potential threat to the country's existence.

Many prominent Russian scientists think immigration to be the main issue for society and illegal immigration to be the main threat [I. Aleshkovski, 2012, 103].

According to the author opinion, immigration, of course, induce the risks of violent crimes and terroristic attacks, if immigrants face the unemployment among the economic crisis or if they arrive from the countries with high level of terroristic danger. And, of course, illegal immigration connects with problem of safety, but illegal immigration is not equal terroristic and extremist crimes.

If we continue the topic of illegal migration, the opinion of the well-known demographer, Zh.A. Zayonchkovskaya may be quoted. She believes that Russia can attract the necessary number of immigrants and the irregular legal status of the most their part, to the greater extent, affects the flow quality, its legitimacy, but not on its volume [Zh. Zayonchkovskaya,2012]. Unfortunately, until recently, the migration policy in Russia was one of the factors related to the increasing number of illegal migrants. It is the illegal migrants who are primarily associated with the risks in the economic (dumping in the labour market, "overload of social system") and security (criminality and terroristic attacks) areas. Taking into account the fact that the number of illegal migrants in the country is estimated at 3-5 million persons, the fears of Russians seem to be justified.

As known, the citizens in a vulnerable socio-economic position are more likely to feel threatened by the presence of immigrant workers and as a result are more likely to express exclusionary attitudes and less educated people [P. Scheepers, M. Gijsberts and M. Coenders, 2002] and those with lower incomes are more likely to express anti-immigrant sentiment than the highly educated and those with high incomes [M. Semyonov, R. Raijman and A. Gorodzeisky, 2008].

Unfortunately, the economic crisis caused an increase in a number of unemployed and underemployed people (who are not fully occupied) along with the increased share of poor people in the Russian society ["Informational materials about incomes of Russian population in 2015", 2008]. Regretfully, the Russian economic reality creates an environment for dissemination of migrant-phobia.

However, one important aspect should be mentioned. It is generally accepted that the fears about the competition in the labour market is shared by most Russians. At the same time, our study has shown that only 14.7% feel competition in the labour market from the side of migrants. Similarly is the answer to the question "Are you ready to take the jobs of migrants that are now hold by migrants", only 16.9% answered positively. It actually means the competition takes place only in very specific areas (e.g., construction, trade, catering) and not all Russians are ready to compete with immigrants for jobs. Moreover, WCIOM indicates that Russians generally approve of the presence of immigrants in some labour market segments, recognizing that it is impossible to manage without them .

The interesting data were obtained from our study with regard to assessment of migration importance. It has demonstrated that only 10% believe they only gain benefit from migration or it causes nothing but harm to them. The 60% of respondents do not feel themselves to harm or to benefit from migration, and 16% believe the migration benefits compensate its costs. Meanwhile, the respondents' opinions regarding their own region and the country as a whole become significantly polarized (about 20% consider that there is only benefit or nothing but harm from migration), the number of those who expressed a neutral position on migration issues is considerably reduced (from 60% to 10%) and the proportion of those who believe the migration benefits will compensate its costs increases (46%). Thus, the main migration risks for respondents are associated not with the threat to personal interests, but with the fear for collective interests, for the interests of the Russia and regional community. So, the fears can be classified as a form of anti-immigrant prejudices rather than the consequences of personal experience.

The other factors affecting the rise of concerns about migration are the high level of xenophobia and corruption by public officials and law enforcement officers, also caused by migration processes. The researchers, as a rule, focus on "push-out" effect of these problems for migration [Gorodzeisky A., Glikman A., Maskileyson, D., 2015]. It is equally important, that the mentioned factors contribute to the migrant segregation and the formation of parallel social structures (often semi-criminal) in the Russia. Thus, it is easy to explain the mechanism leading to the formation of these aspects of migrant-phobia in the society. Migrants' enclaves pose potential risks of conflicts and that cause partly justified fears in the Russia. Our research revealed that every tenth respondent believed there is a potential for a wide inter-ethnic conflict in their region and 60% admit the possibility of local inter-ethnic conflicts.

The study of A. Gorodzeisky shows that the economic competition and conservative values are not the main drivers of anti-immigrant attitudes in the Russia (as is the case in western societies) and the anti-immigrants views find their origin to a greater extent in the Orthodox religiosity [16]. This statement has certain grounds, because Orthodoxy traditionally expressed the isolationist and conservative ideas.

5. SUMMARY

Thus, there are a number of various case scenarios in the Russian discourse, reflected in the Russians' concerns about migration. We made sure, that a part of them have objective grounds, e.g. issues regarding the economic competition or ethnic and religious and socio-cultural transformation of Russian population. A part of the risks was officially recognized at the state level and was indicated in the official documents (e.g. related to the isolation processes, segregation and creating of enclaves of migrants and rise of xenophobia among Russians). Such an official recognition seems to emphasize the grounds of these fears. At the same time, a series of scenarios was a result of stereotypes and prejudices existing in the public consciousness.

6. CONCLUSIONS

The migration is a process completely independent from a government wish and Russia lures migrants. At present, migrants are manly natives from Asian countries, both close and far abroad. Further, except the traditional countries of migration, Russia can get additional ones such as Afghanistan, Bangladesh, and countries of Africa. Thus, the environment for potential rise of anti-migrant opinions in Russia will remain. Conventionally, Russia was an emigration country. So, Russian society had not a complex and comprehensive experience of immigrants' integration. However, in 21st century Russia is to become a country of mass migration. It is Russia's destiny.

Mass migration harbors both advantages and threats that should be forecast and minimized. Risks and incidents under mass migration, unfortunately, are inevitable. The government and society tasks are timely to define threats, prevent and minimize dangers. The approach to immigration processes regulation on government and society side must not be of alarming or gung-ho character but constructive and reasonable.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

Electronic version of the bulletin "Population and Society", http://demoscope.ru/weekly/app/app40der.php (accessed 25 June 2017).

"Concept of state migration policy in the RF till 2025" approved by Presidential Decree № 1351 from 09.10.2007, http://президент.рф/acts/15635 (accessed 25 June 2017).

"Report WCIOM about interethnic relations in Russia, WCIOM", http://wciom.ru/fileadmin/file/reports_conferences/2015/2015-09-11-nac_otnoshenija.pdf (accessed 25 June 2017).

"Informational materials about the final results of the National Population Census 2010", http://www.gks.ru/free_doc/new_site/perepis2010/croc/perepis_itogi1612.htm (accessed 25 June 2016).

V. Gelbras, "Chinese people in Russia: how many of them?", http://www.demoscope.ru/weekly/045/rossia01.php (accessed 25 June 2017).

I. Kuznetsov, "Adaptive models of migrants in metropolis (on the example of Moscow", Moscow: ISRAS, 2006.

V. Belokrenitsky, "Russia and the Islamic world: the dynamics of changes in demographic and political potentials", Eurasian studies, vol. 2, pp. 3-31, 2008.

Simon J., "Is demography a destiny?", Russia in Global Policy, vol. 2, pp. 40-54, 2010.

V. Boikov, "The social aspects of migration", Social studies, vol. 12, pp. 75-79, 2012.

I. Aleshkovski, "International Migration, Globalization and Demographic development of the Russian Federation", Journal of Globalization Studies, vol. 3(1), pp. 95-110, 2012.

Zh. Zayonchkovskaya, "Federal districts on the migration map of Russia", Regions: economy and sociology, vol. 3, pp. 3-18, 2012.

P. Scheepers, M. Gijsberts and M. Coenders, "Ethnic exclusionism in European countries: Public opposition to civil rights for legal migrants as a response to perceived ethnic threat", European Sociological Review, vol. 18(1), pp. 17-34, 2002.

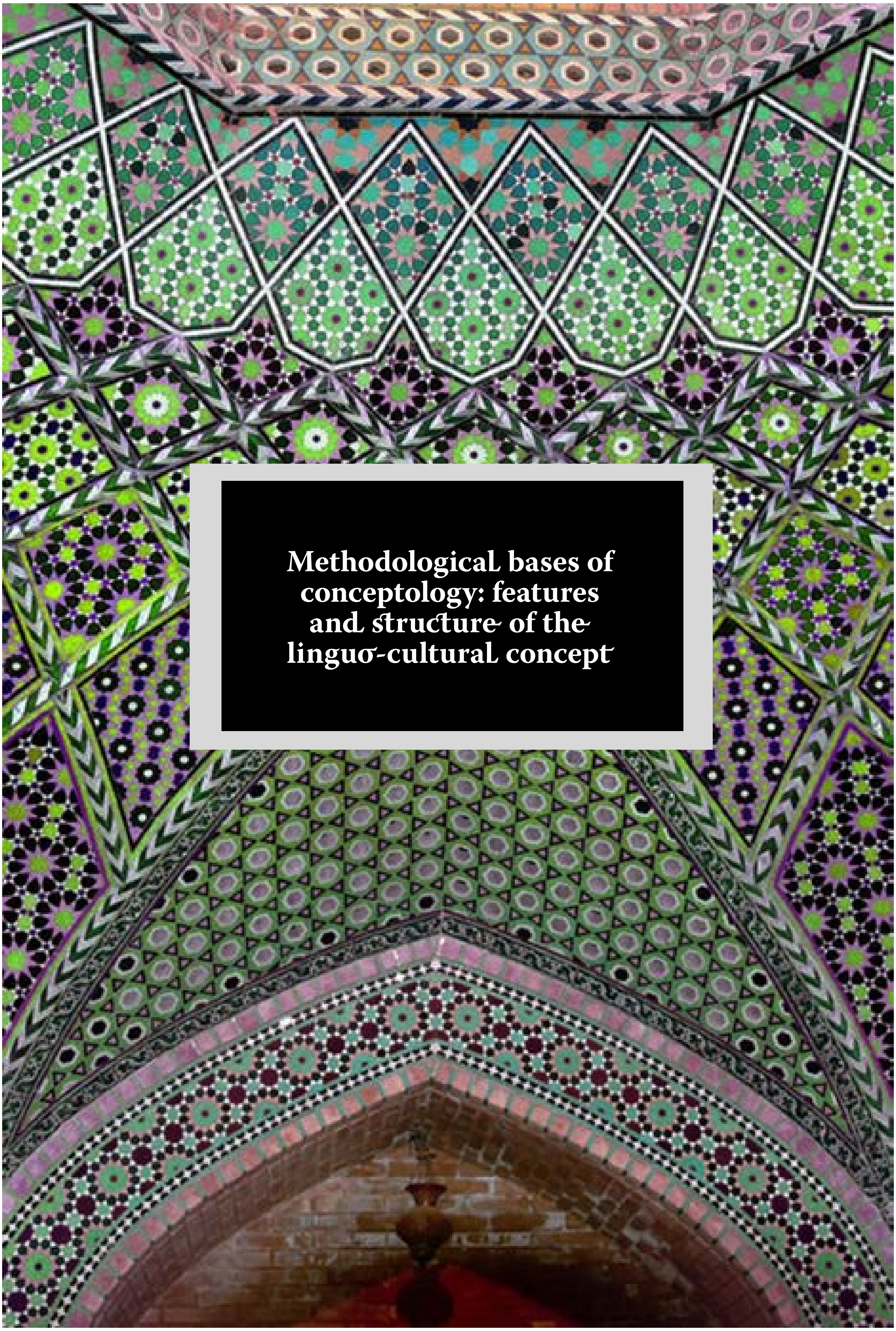
M. Semyonov, R. Raijman and A. Gorodzeisky, "Foreigners' impact on European societies: Public views and perceptions in a cross-national comparative perspective", International Journal of Comparative Sociology, vol. 49(1), pp. 5-30, 2008.

"Informational materials about incomes of Russian population in 2015", http://www.gks.ru/bgd/free/b04_03/IssWWW.exe/Stg/d06/249.htm (accessed 25 June 2016).

I. Kuznetsov and V. Mukomel', Social practices that promote shadow employment of migrant workers, Moscow: ISRAS, 2008.

Gorodzeisky A., Glikman A., Maskileyson, D., "The nature of anti-immigrant sentiment in post-socialist Russia" Post-Soviet Affairs, Vol. 31(2), pp. 115-135, 2015.

Methodological bases of conceptology: features and structure of the linguo-cultural concept



Methodological bases of conceptology: features and structure of the linguo-cultural concept

Bases metodológicas de la conceptualización: características y estructura del concepto linguocultural

ABSTRACT

In this article, two approaches to the studying the concept are investigated. The first approach defines concepts as complex, organized semantic forms. The second approach denotes that the concept and the term are used as synonyms and are interchangeable. As a result of the study of various interpretations of the term "concept", the following basic features of the concept are singled out: the availability of the name; cognitive character (ability to process, store and transfer knowledge and experience); an open mental structure, capable to changes and transformations; verbalization through various linguistic units; cultural and historical reference; value character; presence of both verbal and non-verbal forms. The concept, being a unit of cognitive level, reflects a linguistic view of the world. It consists of perceptions and associations arising in the human mental process which are expressed by means of the verbal signs, concepts corresponding to them, the peculiar "labels" which have taken roots in our mind..

KEYWORDS: Language, speech, concept, society, culture.

RESUMEN

En este artículo, se investigan dos enfoques para estudiar el concepto. El primer enfoque define los conceptos como formas semánticas complejas y organizadas. El segundo enfoque denota que el concepto y el término se usan como sinónimos y son intercambiables. Como resultado del estudio de varias interpretaciones del término "concepto", se destacan las siguientes características básicas del concepto: la disponibilidad del nombre; carácter cognitivo (capacidad de procesar, almacenar y transferir conocimiento y experiencia); una estructura mental abierta, capaz de cambios y transformaciones; verbalización a través de varias unidades lingüísticas; referencia cultural e histórica; personaje de valor; presencia de formas verbales y no verbales El concepto, al ser una unidad de nivel cognitivo, refleja una visión lingüística del mundo. Consiste en percepciones y asociaciones que surgen en el proceso mental humano que se expresan mediante los signos verbales, los conceptos que les corresponden, las "etiquetas" peculiares que se han enraizado en nuestra mente.

PALABRAS CLAVE: Lenguaje, habla, concepto, sociedad, cultura.

Copyright © Revista San Gregorio 2018. eISSN: 2528-7907

Liliya R. Sakaeva
Kazan Federal University. Russian Federation
info@ores.su

Marat A. Yahin
Kazan Federal University. Russian Federation

Gulnara I. Salyakhova
Kazan Federal University. Russian Federation

Olga M. Burenkova
Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

Language is a means of communication between individuals, and culture is a certain level of society development [L.R. Sakaeva, M.A. Yahin, R.R. Yalalova, 2017]. Nowadays the development of science is determined by the numerous attempts of scientists to reconsider the concepts and phenomena rooted in people's minds. Moreover, human cognitive activity is a continuous process based on the identification and distinction of objects of the environment – the formation of certain sets of conceptual systems. (Ling et al., 2016) In this regard language is no exception, as formation of ideas of the world is not only intuitive, but also by means of verbal signs. In modern linguistics, scientists have not reached a common view on the definition of the concept yet. There is no a single–valued definition of the concept, because this word has an anthropocentric character and is associated with mental activity. (Salavati-Niasari et al., 2015) The concept reflects a "world-image", collective interpersonal values, ideals, intellectual characteristics, and also conveys the emotional coloring of this or that phenomenon. T. Hobbes, W. Ockham, P. Abailard and other scientists are the founders of the term concept, its definition and development. They belonged to philosophers of the Middle Ages, who considered the concept as universals, generalizing the characteristics or properties of things created mentally, drawing attention to relevant and significant information. They understand the concept as a result of cognitive and mental activity, representing a kind of bridge between the world of thought and the world of being (material world). Thus, in the scientific discourse under the influence of medieval doctrines, the basics of the concept as a subjective phenomenon associated with speech, formed in the process of abstraction, imagination, as well as sensual and practical mastering, were created. Modern formulation of the term concept contains specified components, but is broadened in its structure. The representatives of the logical philosophy considered the concept not only as a subjective term, but also an objective one. In 1928 S.A. Askoldov introduced the term "concept" into linguistics, defining it as a unity of objects of the same form, acting as a substitute. D.S. Likhachev, continuing S.A. Askoldov doctrine, holds the view that the concept like an algebraic expression, does not fully cover the meanings, because each individual considers them in its own way, accepting or denying, according to life experience and education.

2. METHODS

Linguistics has a great number of various methods nowadays. But we have used definite ones. The analysis of theoretical and supporting data comprise the usage of such methods as continuous sampling method (selection of factual data); inductive-deductive method (making sense and integration of theoretical information and observation) descriptive-analytical analysis.

3. RESULTS

Most researchers consider that the concept is a complex mental system that includes the semantic content and also personal attitude to the given concept, as well as other components: 1. universal, specific for each individual; 2. national-cultural, revealing aspects of the cultural environment; 3. social, showing the attribution of a person to a particular social strata; 4. group, characterizing the belonging to the sex or age group;

5. personal, distinguished by an individual assessment of an event or phenomenon that represents the result of upbringing, education, and the experience received. According to researchers it is important for the concept to construct an associative field, in order to define associative connections and verify the meaning of the concept. The ethnic group always assesses what is "right" and what is "wrong". I.A. Sternin believes that values stimulate us to different actions. Deviant behavior is convicted [I.A. Sternin, 2000].

Taking into account different points of view, the main features of the concept can be distinguished: cognitive character; existence of a name; variability; potentiality; verbalization through various linguistic units; manifestation in various forms: terms, symbols or images; cultural and historical reference; value character; occurrence of both verbal and nonverbal forms.

To sum up, it can be noted that the concept can exist in someone's mind in the form of certain terms, and also acts as a synthesis of associations, internal experiences and emotions, symbols and images, knowledge and experience. The concept is the result of various cultural factors: the influence of politics, religion, art, etc., forming some a kind of cultural layer, which connects a person with the outside world.

4. DISCUSSION

In modern cognitive linguistics "concept" becomes a core term, which is more often used by researchers dealing with problems of linguistic representation of cognitions.

"Concept" as a linguistic term helps to distinguish and study mental objects that represent units which express our conception of the world and create a schematic image of the word, making the model of consciousness accessible to perception. G. Fauconnier and G. Lacoff operate with such concepts as "cognitive models and mental spaces structured by them, which are a certain field of conceptualization of ideas. Within its framework situations are recognized: the past, the present and the future, as well as the construction of hypothetical situations and the interpretation of abstract categories". Mental spaces have a purely cognitive status and are absent beyond thought [G. Lakoff, 1982].

R.W. Langacker, taking into account conceptualization, interpretes this process widely enough – as new knowledge, practical experience and well-established concepts. With the exception of the conceptual content, the meaning of each language unit is based on a certain scheme, or configuration, laying on the content of the concept. In this case, each particular configuration relies on a separate meaning of the word. The concept as a result represents a collection of words and meanings expressed in configurations [R.W. Langacker, 1991.].

Ch.W. Morris understanding the "concept" differs from previous ones, in which this term, was used as a cognitive entity, determined by units of knowledge or culture, characterized by such features as impersonal character, lack of specific content and form. According to scientist, the term "concept" is used to denote an element of a certain structure. In comparison with other independent units, the concept fulfills an official function: it establishes connection between them in the conditions of their implementation.

In our research we adhere to the Yu.S. Stepanov definition of the concept, in which on the one hand this term acts as a "bunch of culture" in the human mind, and on the other hand, the concept is an "intermediary between man and culture", at the same time a person is a part of it, who influences it from time to time [Yu.S. Stepanov, 1997].

Scientists understand structure as an internal form of an object, the constituent parts of which are related by common features. Thus, M.V. Pimenova considers that the structure of the concept should be understood as a set of common characteristics which are necessary to authenticate a phenomenon or object as part of a picture of the world [M.V. Pimenova, 2004].

While Yu.S. Stepanov notes the complexity of the structure of the concept, indicating its similarities with the structure of the term, and the content of historical and cultural components [Yu.S. Stepanov, 1997]. According to N.N. Boldyreva point of view, the structure of the concept is determined by the characteristics of the core and periphery. The author believes that concrete–figurative characteristics as a result of cognitive activity are located in the center, while the abstract features created under the influence of theoretical knowledge form the periphery.

In V.I. Karasik and G.G. Slyshkin works linguistic-cultural concept is represented by a complex unit. Studying functions of the concept, its structure and content, taking into account the variability of this phenomenon, scientists identified specific characteristics of the linguistic–cultural concept:

1. The complexity of existence, here the concept acts as a linguistic cultural unit, which should be studied in conjunction with

the consciousness, language and culture of the people;

2. The concept has a mental character and is distinguished by its complexity multidimensional nature;

3. The base point of the concept is its value, because its purpose is to reflect culture of particular people;

4. The boundaries of the concept are conditional, they are vague and changeable, because the elements of its structure are closely connected, at the same time forming other concepts;

5. At the same time the concept is limited in the native speaker's mind. One linguistic–cultural concept can be interpreted differently by native speakers, this implies individual and collective understanding of the concept;

6. Three–component or three–level sets the obligatory presence of three so–called components, namely: factual knowledge, valuable orientation (customs and traditions), figurative element (associations arising in the native speaker's subconscious mind);

7. One concept denotes several linguistic units at once, hence its meaning is not reduced to only one definite one.

8. Ability to be poly-classified, and others [V.I. Karasik, 2001].

In many studies, special attention is paid to Yu.S. Stepanov concept, who notes that the concept has three "layers":

1. The basic actual feature which is used by all or the prevailing part of the native speakers;

2. additional features which are significant only in the minds of individual native speakers;

3. The internal form, represented in the etymology of the concept [Yu.S. Stepanov, 1997].

Yu.S. Stepanov confirms that the concept reflects the cultural heritage formed in the people's mind. He emphasizes that the collective consciousness holds values that can exist for many years .

The concept is formed by means of the lexemes and phraseological units, word combinations; sentences, texts or even the whole set of texts. Formally, scientists distinguish two types of concept:

1. stable, with strong connections between the language means of verbalization, fixed in the people's minds;

2. changeable, with its personal formation and representation, in fact not verbalized.

S.G. Vorkachev studies the concept only from a semantic point of view. He defines the following semantic components of the concept:

1. Conceptual side (signification of concepts and features of phenomena), figurative side (interconnection of linguistic and cognitive sense), "significant" side (position of the concept in the language system);

2. Discrete unity, which is the relation between a conceptual, descriptive and efficient instrument, concentrated in the semantics of a linguistic or non–linguistic sign;

3. Concept as a term related to culture, can reflect its two sides: conceptual and emotional;

4. The value component is active only interacting with the conceptual and figurative component;

5. The semantic integrity of the concept is achieved by expression of the image at first (awareness of the basis of the sign), next – the concepts and only afterwards the symbol (the cultural-value component) [S. Vorkachev, 2004].

The concept is formed through world cognition, processing information and consolidating it on the linguistic level. A.P. Babushkin offers the following features of linguo-cultural concept within the context of his doctoral dissertation:

1. The concept is a mental unit that reflects the interconnection and interdependence of its elements.

2. Concepts as units of information structure are ideal images.

3. The concept is expressed through words, otherwise it is impossible to assert about its existence [A.P. Babushkin, 1997].

5. SUMMARY

In linguistic literature interest in the concept is related to language, which acts as means of knowledge and communication. It is considered, that studying the concept, language and culture interact as terms connected with each other. This idea is reflected in A. Vezhbitskaya, Yu.S. Stepanov and other scientists' works. The problem of correlating the concept and language units is that the concept and the word are commonly expressed. A. Vezhbitskaya considers the terms "word" and "concept" as interchangeable and uses such conditional concepts as "concept-minimum" and "concept-maximum, which indicate that native speaker understands the meaning of the word respectively [A. Vezhbitskaya,1996].

The concept has the ability to verbalize through various sign forms. With the expansion or reduction of the number of words forming the concept, connection with particular linguistic units can change. The concept contains the term, but is not limited by it, deeply covering the content of words. Foreign linguists R. Hudson and R. Jackendoff believe that in different languages concepts and ideas about cultures usually differ, since they reflect the objective reality in a different way. K. Hardy having analyzed a set of works and interpretations of "concept" doesn't correlate it to a concrete term. She considers that concepts are semantic phenomena with a complex organized structure, the verbal definition is not able to disclose all completeness and wealth of this linguo-cultural phenomenon as the individual with his own thinking understands a certain concept in different ways [C. Hardy, 1998].

G.G. Slyshkin and V.I. Karasik, representatives of lingua-cultural direction, define the concept as a multidimensional mental unit with a dominant valuable element which has no clear boundaries, since lexemes, phraseological units, phrases, sentences, and even texts being part of it, are interpreted in different way. They state that the linguo-cultural concept, being conditional and mental unit, should be studied comprehensively, focusing not only on language, but also on culture and people's mind .

People keep most of knowledge about the world in their minds. They develop and change their mind about a particular phenomenon, complicating or simplifying its meaning. It follows that lexical meaning is a component of the concept, without identifying it. This conclusion is based on the achievements of American linguists J. Lakoff, R. Langacker, and others [E. Wüster, 1979]. They introduced the term of a cognitive context similar to the concept. This term consists of background information that reflects culture of the people.

Thus, the concept can be considered as "a unit of a higher level than a meaning" [L.S. Olschki, 1965]. It reflects not only the lexicographic meaning (derived from dictionaries), but also the psycholinguistic meaning (conveying the understanding of cultural experience and traditions) and the general so-called encyclopedic knowledge of people about reality.

6. CONCLUSIONS

Over the last decade, the study of the concept has become widespread, a large number of works have been written. Science has come a long way of development. As a result, new scientific directions appeared which study the conceptual picture of the world, culture, ideology in the linguistic mind of the people as a whole. Nowadays, there two approaches studying concepts. The first approach is defines concepts as complex, organized semantic entities. The second denotes that the terms and concepts are used as synonyms, are interchangeable. The first approach is adopted by most Russian linguists, such as V.I. Karasik, Z.D. Popova, G.G. Slyshkin, Yu.S. Stepanov, I.A. Sternin, as well as foreign ones: K. Hardy, E. Sapir, B.L. Whorf, R. Hudson and others. The term "concept" finds wide application in various fields of linguistics and has entered into the conceptual framework cultural linguistics, as well as semantics and cognitive science. As a result of the study of various interpretations of the "concept", the following basic features of the concept are singled out: the availability of the name; cognitive character (ability to process, store and transfer knowledge and experience); an open mental structure, capable for changes and transformations; verbalization through various linguistic units; cultural and historical reference; value character; occurrence of both verbal and non–verbal forms. The concept reflects the linguistic picture of the world and consists of the unity of perceptions and associations in the human mental process and expressed through the means of verbal signs, concepts correlated with them, certain "labels" rooted in our mind. This unity is common in Russian and American cultural linguistics and is aimed at a comprehensive study of languages, cultures and people's mind.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

A. Vezhbitskaya, Language. Culture. Cognition: a study guide, Moscow: Russian dictionaries, 1996.

A.P. Babushkin, Types of concepts in the lexicological and phraseological semantics of the language, their personal and national specific character: Doctoral dissertation, Voronezh, 1997.

C. Hardy, Networks of meaning: A bridge between mind and matter, London, 1998.

E. Wüster, Introduction to the General Theory of Terminology and Terminological Lexicography, Springer, Vienna, part 1: 145 p., part 2: 70 p., 1979.

G. Lakoff, Categories and cognitive models, Berkeley, 1982.

I.A. Sternin, Communicative behavior in the structure of national culture, Ethnic diversity of linguistic consciousness, Moscow: IYA RAN, pp. 97-112, 2000.

L.R. Sakaeva, M.A. Yahin, R.R. Yalalova, Structural-grammatical analysis of substantive and adjectival phraseological units characterizing disease–health, The Turkish online Journal of design, art and communication. – TOJDAC, April 2017, Special edition, pp. 693-696, 2017.

L.S. Olschki, Geschichte der neusprachlichen wissenschaftlichen literature, Bd. 1-3. Geschichte der neusprachlichen wissenschaftlichen Literatur. Vaduz: Kraus, 1965. Bd. 1. Die Literatur der Technik und der angewandten Wissensch. vom Mittelalter bis zur Renaissance; Bd. 2. Bildung und Wissenschaft im Zeitalter der Renaissance in Italien; Bd. 3. Galilei und seine Zeit.

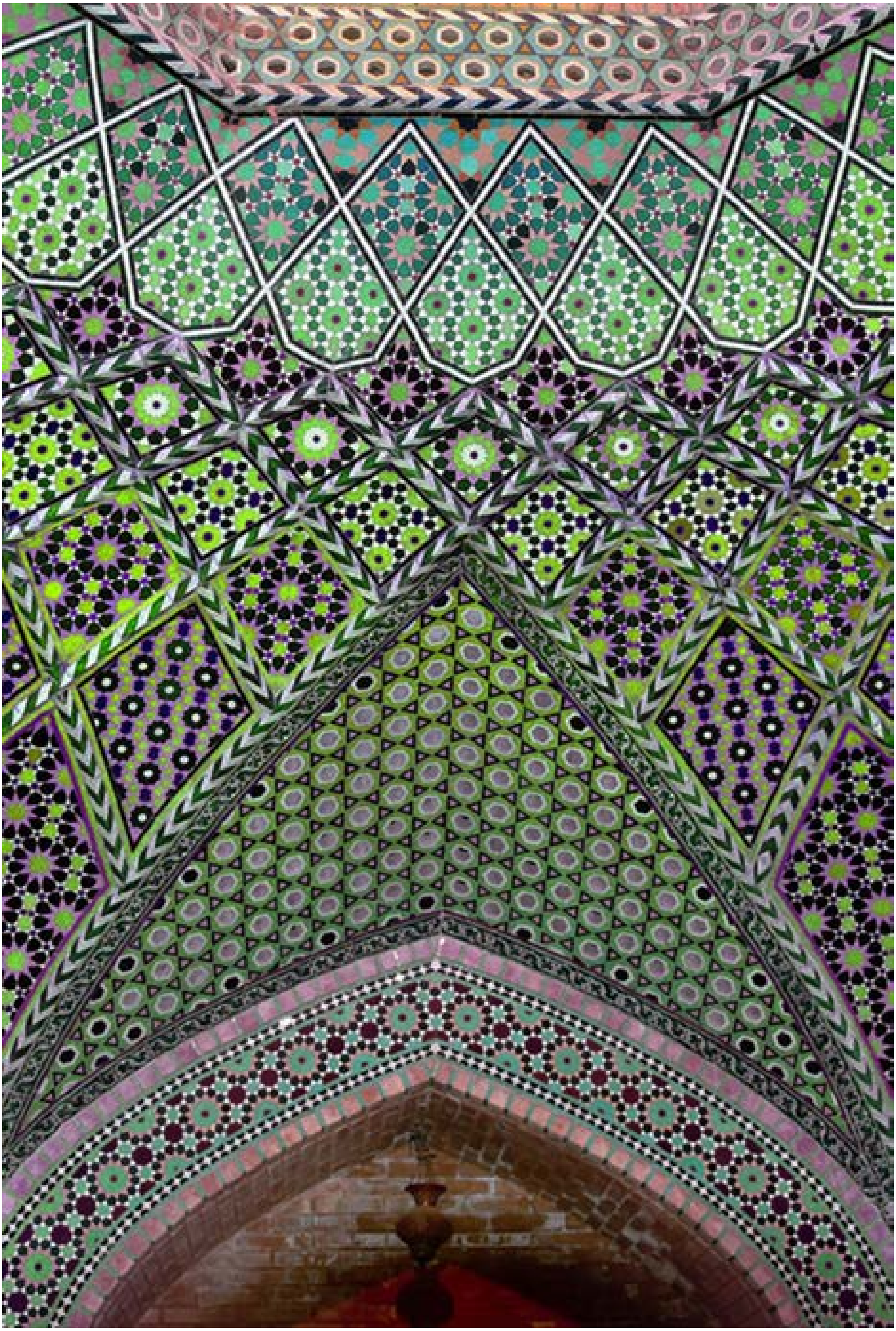
M.V. Pimenova, Soul and spirit: features of conceptualization, Kemerovo: IPC "Graphica", 2004.

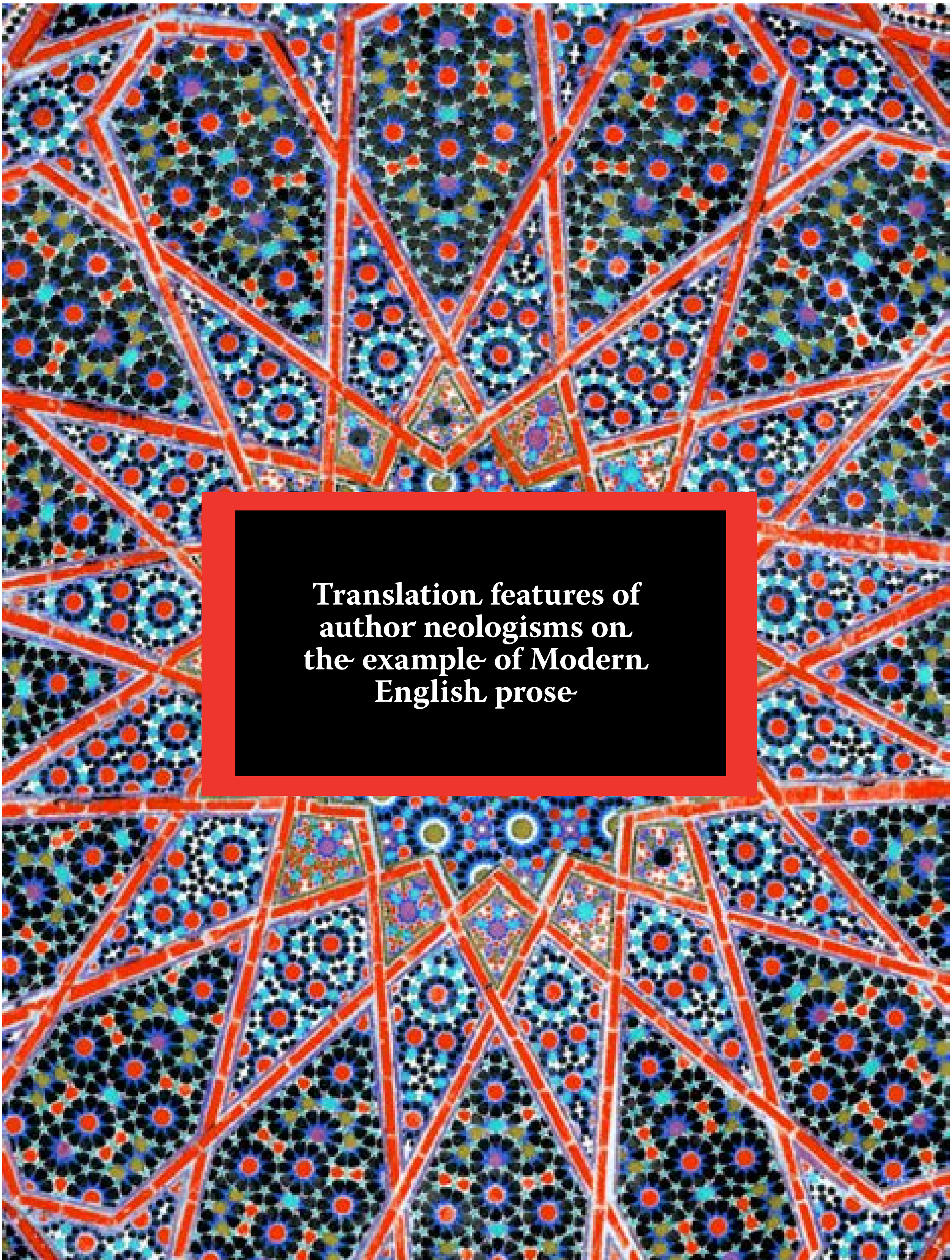
R.W. Langacker, Concept, Image, and Symbol: The Cognitive Basis of Grammar (Cognitive Linguistics Research), Berlin – N.Y.: Mouton de Gruyter, 1991.

S. Vorkachev, Happiness as a linguistic culture concept, Moscow: Gnosis, 2004.

V.I. Karasik, Linguo-cultural concept as a unit of research. Methodological problems of cognitive linguistics: coll. of sci. works. Ed. Sternina I.A., Voronezh: VGU, 2001.

Yu.S. Stepanov, Constants. Dictionary of Russian culture. Experience of research, Moscow: Languages of Russian culture, 1997.





Translation features of author neologisms on the example of Modern English prose

Translation features of author neologisms on the example of Modern English prose

Características de traducción de los neologismos del autor en el ejemplo de la prosa inglesa moderna

ABSTRACT

This article explores the notion of "author neologism." The new neologism can be divided into nominative and stylistic neoplasms depending on the purposes of its formation and function in speech. The first ones perform a nominative function in the language, the second give an expressive characteristic to subjects that already have names. Consequently, author neologisms are often formed according to the laws of a certain language. As a result of studying the term "neologism", the following main methods of its formation are distinguished: affixal method (prefix and suffixal methods), composite, conversion, reduction, inverse derivation, fusion, borrowing from other languages and abbreviation. Also the following main methods of translating neologisms are distinguished: functional replacement, translation, transcription, transliteration, tracing, descriptive translation (explication), translation occasionalism. Lexicology and stylistics study neoplasms, nevertheless, each of these sciences explores new words from its point of view. Lexicology examines their foundations in the vocabulary of the language. Stylistics - neoplasms from the point of their stylistic coloring and probable expressed nuances. When there is a visual sample of a new word in a specific language style, then, as a rule, neologisms are formed.

KEYWORDS:Neologism, language, function, method, formation, translation..

RESUMEN

Este artículo explora la noción de "neologismo de autor". El nuevo neologismo se puede dividir en neoplasmas nominativos y estilísticos dependiendo de los propósitos de su formación y función en el habla. Los primeros realizan una función nominativa en el lenguaje, los segundos dan una característica expresiva a los sujetos que ya tienen nombres. En consecuencia, los neologismos del autor a menudo se forman de acuerdo con las leyes de un determinado idioma. Como resultado del estudio del término "neologismo", se distinguen los siguientes métodos principales de su formación: método afijo (métodos prefijo y sufijo), compuesto, conversión, reducción, derivación inversa, fusión, préstamo de otros lenguajes y abreviatura. También se distinguen los siguientes métodos principales de traducción de neologismos: sustitución funcional, traducción, transcripción, transliteración, localización, traducción descriptiva (explicación), traducción ocasional. La lexicología y la estilística estudian neoplasmas, sin embargo, cada una de estas ciencias explora nuevas palabras desde su punto de vista. Lexicología examina sus fundamentos en el vocabulario del lenguaje. Estilística - neoplasmas desde el punto de su coloración estilística y probables matices expresados. Cuando hay una muestra visual de una nueva palabra en un estilo de lenguaje específico, entonces, como regla, se forman neologismos.

PALABRAS CLAVE: Neologismo, lenguaje, función, método, formación, traducción

Liliya R. Sakaeva
Kazan Federal University. Russian Federation
info@ores.su

Marat A. Yahin
Kazan Federal University. Russian Federation

Alena Yu. Ermolenko
Kazan Federal University. Russian Federation

Liliya V. Bazarova
Branch of Kazan University in Naberezhnye Chelny. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

It is known that every language changes and forms in its own way. At any time, language can leave its traces in history. Language is a means of communication between individuals, and culture is a certain level of society development [L.R. Sakaeva, M.A. Yahin, S.S. Takhtarova.2017].

The mutual interest of communication between people leads to the fact that new words gradually or fully penetrate the everyday vocabulary of a person. Neologisms can last a long time in the language or they may completely disappear. Today in the world there are many changes of technical, economic, state-legal, and public nature. It is thanks to these changes in the language system that words are formed and outdated views are replaced [V.P. Danilenko, 1993]. The word "neologism" does not have a single definition. In the Large Encyclopedic Dictionary, in the section "Linguistics", the following definition is given: "Neologisms are words, the meaning of words or phrases that appeared in some language in the specified period or were used once ("occasional" words) in a document or speech" [V.N. Yartzeva, 1990]. The linguist T.L. Kandelaki explains this term as follows: (Yessembayeva, 2018) "The newest part of comparatively some previous stage of time (word or word combination of words), the latter either in configuration or in structure (either in structure or in configuration) and has a separate use in colloquial speech" [T.L. Kandelaki, 1977]. The scientist Ya.I. Retsker states that neologisms are usually divided into lexical and semantic neoplasms, similarly, whether the word is newly appeared, or the word already existing in the language denoting the last phenomenon or opinion [Ya.I. Retsker, 1982]. The scientist V.D. Boyarkina also classifies author neologisms to the order of neoplasms. Speaking of the new word, the author adds that: "the term" new words "unites a variety of types of neologisms, introductions and adoptions(Xiangyi et al., 2016). It can be not only fictitious words of the literary language, but also words that have passed from other languages, restored words, and, moreover, individual writers' formations" [V.D. Boyarkina, 1983].

2. METHODS

Linguistics has a great number of various methods nowadays. But we have used definite ones. The analysis of theoretical and supporting data comprise the usage of such methods as comparative method, analytical method, linguistic observation and generalization.

3. RESULTS

During the analysis it was revealed that among the lexical units used by J. Tolkien to denote invented objects and subjects of the magical world, the most demanded are the structures formed by the way:

1) in the translation of the work "The Lord of the Rings" into Russian for A.B. Kistyakovsky, a functional replacement, as for the author's new formations it is not at all easy to find analogies in the translating language. The second most important for this translator is the tracing, then the mixed translation;

2) in the translation of the work "The Lord of the Rings" into Russian for V.S. Muravyov, the most productive method of translation prevails - a functional replacement. And, also the necessary reception for the transfer of neologisms, and tracing. Advantages of the method of tracing are the brevity and uncomplicated equivalence invented with its help and its absolute correlation with a certain word. In third place is the translation of occasionalism.

A study of author neologisms by Joan K. Rowling made it possible to discover the translation strategies that translators used, namely:

1) in the translation of the work "Harry Potter" into the Russian language of the translator I.M. Oransky, the reception of a functional replacement predominates. Then transliteration and transcription. Transcribed names do not have any semantic load, as hints, allusions and associations that are significant for chil-

dren, on which this work of art is traced, disappear;

2) in the translation of the work "Harry Potter" into the Russian language of the translator M.V. Spivak, mainly, the predominantly tracing. In second place is transcription, then abbreviation.

An important goal of the translator is to familiarize readers who do not know a foreign language with the text, in preserving the traditional color, author neologisms, structure and style of the author writing. The translator is not able to completely avoid language contradictions, but he needs to know about them and take them into account.

4. DISCUSSION

Researchers come to the conclusion that the formation of new words at the time of their detection follows some stages. They do not agree on the problem of interim comparability of neoplasms. Therefore, it is worth remembering that new words can be divided into two groups: linguistic and authorial groups. Their ways of forming and interacting with each other are slightly different. Linguistic neologisms are words and phrases that have only arisen in the language and are used to determine the newest or already familiar object and point of view. The person who owns this language is understood as the linguistic neologism, as the last, a new word that has a peculiar spiritual structure [Yu.S. Stepanov,1975]. Sometimes the linguistic neologism continues to exist for a short time, because it does not take root in the environment where it originated, and they cease to use it after a while. And yet sometimes the neoplasm is fixed in the language, if it has passed several stages. Socialization is the first stage. By this stage is meant the use of the word in the linguistic environment. It also has an intermediate property. Initially, specialists, such as: university professors, journalists, teachers, - this neologism is grasped and used. Further in the public press, its consolidation takes place. Then the final stage of socialization is the use of a new word in vast sets of language society [E.V. Breus, 1976]. Lexicalization is the second stage in the formation of the linguistic neologism. By this stage it is assumed that it is accepted in a linguistic environment. As a result, carriers of a certain language are informed of the appropriate use of this phrase, of its restriction on the use of more frequent links. It is by this method that the linguistic neologism fits into the vital vocabulary of the language, while losing its freshness and uniqueness. In it, its exclusiveness disappears [R.Yu. Namitokova, 1986].

The Russian linguists are subdivided by neologisms into:

1) the neologisms themselves (the uniqueness of form is connected with the identity of the configuration): chairman - chairman; blue-ribbon - high reward;

2) the transnonations connecting the novelty of the form of the word with the meaning, previously shown by another configuration: sudser soap opera; big With (honey.) a cancer tumor;

3) semantic innovations, or rethinking (the final meaning is a form already present in the language): bread - bread, cash; drag - heavy harrow, boredom.

Such a systematics is shown on the basis of the name measure. It is known that for the last ten years an example of the first type prevails. This is due to the fact that society needs to establish the concepts of the latest phenomena that have arisen because of scientific and technological progress. After all, there are new changes in the way of life of society, and they need to give precise definitions. From the point of view of the method of formation, V.I. Zabotkina divides neoplasms into phonological, borrowing, semantic and syntactic [V.I. Zabotkina, 1989]. In this paper, we will present our classification of neologisms, examining the existing classifications and analyzing them as a conclusion. Our classification is based on fragments of the above typologies of new words, most clearly reflecting, in our opinion, the various properties of neologisms. Neologisms from the point of view of the nomination method, following our classification, are subdivided into neologisms proper, semantic innovations and transnominations, and from the point of view of the mode of formation - into semantic, phonological, borrowings, combined and syntactic, which are further divided into morphological and phraseological types.

A.M. Alekseeva believes that the borrowing of English continues to increase only to a small extent, than it was in the Middle Ages and the Renaissance. Then new words appeared in different areas of life in a short time. From the "receiving" language, English turns into a "giving" language. This is because the English language won the status of Lingua franca ("Frankish language" - the language used as a means of interethnic communication in a certain field of activity) of the 20th century. But, despite the fact that borrowings contain only 7.5% of the total number of neologisms and are on the periphery of the lexical system, their analysis is absolutely important, since without this layer one can not imagine a full body of new vocabulary [I.S. Alekseeva, 2004].

All the formations of neologisms, their morphological structure and the nature of meaning are formed in the mainstream of English word-building customs.

In the study of author neologisms, it was revealed that in the translation of the novel by John Ronald Ruel Tolkien "The Lord of the Rings" translators used such methods of translation as: functional replacement. This method, from all the research conducted, among the translators is in the first place. This is what they use most often in 55% of the cases from all content. On the second place on demand there is a tracing. This method translators use in 35% of cases from all available. The third place in terms of productivity applies equally to such methods as transcription and transliteration. In the work they are used only in 3%. And only 2% of the context of the work are equally used such methods as mixed translation and translation occasionalism. During the research of author neologisms it was revealed that in the translation of the novel by Joan K. Rowling "Harry Potter" translators used such methods of translation as: functional replacement. This method, from all the research conducted, among the translators is in the first place. It is they who use it most often in 45% of cases from all content. On the second place on demand there is a tracing. This method translators use in 35% of cases of all available. At the third place in terms of productivity, transliteration is used in 15% of cases of all content and only transcription in 5% of cases.

5. SUMMARY

The California Global Language Unit Monitor, whose mission is to consolidate the new formation in English, conducted a study and decided that in the lexical composition of the world language, a new word appears every 93 minutes. Consequently, the English language is increased by thousands and even tens of thousands of words per year; its lexical stock is growing. Scientists tend to the fact that tumors do not appear randomly. Such a huge number of new formations in the lexical composition of today's language are formed with the help of all possible variations, from American English, which contains one hundred thousand words that are not in the British variation of English, to Chinese English, in which the stock of words is often used, the inhabitants of China itself. In the study of new words of recent decades, it is clearly evident that, with the help of its capabilities, the direction of the formation of the English language directly changes towards the formation of neologisms [B.A Serebrennikov, 1988]. In other languages, a large number of tumors also introduce English. This is a very important process for any language. However, in English there is a so-called outbreak of neologisms in recent decades. It is consistently enriched by all the last formations of the word. In the current decade, new words emerge in a wide variety of social fields with tremendous speed. These words are actively used in the media, in cinematography, fiction. Although more recently, new words belonged only to computer, technical or special terminology. Teachers, teachers, journalists, artists, the media, etc. - these are the very first conductors of new words. Thanks to such carriers, there are certain ways of understanding human speech, its literature. They make a great contribution to the development of the language, to its improvement. In its movement, English along with other languages is constantly changing. Movable layer of the language is his vocabulary. Every word is a "reflection of life." Therefore, vocabulary sharply responds to whole changes in society, the culture of this society and other areas. This is due to the fact that the word is expressed by the main share of the language, and the interest of modern linguistics to various types of word formation model is increasing. The intersection of the features of a word as a dictionary unit with the quality of the remaining components of the language occurs at the beginning of the interaction of the lexical paradigm in an indivisible concept.

As you know, author's neologisms rarely go beyond the boundaries of a work of art, yet this does not diminish their importance as a linguistic phenomenon. On the contrary, the reader learns about the writer's talent, his word creation, unique feature, linguistic intuition only thanks to the use of invented words in the text. Professor S. Rosen puts forward his point of view and adds that the concepts of "occasionalism" and "neologism" can be one and the same part of speech, they are synonyms: "occasional neologisms (Latin Occasionalis - random) contain in their structure designated artistic goals, personal tasks. People rarely use them in their speech, because sometimes they mean the wrong meaning of the transmitted meaning. This term refers to episodes that do not correspond to linguistic orders, their structure" [E.V. Rosen, 1991].

Due to the fact that a large number of new words appeared in the language in the recent past, specific types of neoplasms and the grounds for their detailed classification were formed. After all, with the help of species and the classification of neologisms, it is possible to establish which of them began to be used most often in contexts. Linguists, based on their linguistic beliefs, differently analyze the issue of a variety of neologisms.

6. CONCLUSIONS

A large number of new lexical units appeared due to fiction. In this connection, the term "author's neologism" appeared. The study of new words has shown that the prevailing set of new vocabulary units is undoubtedly nouns, since the increase in the vocabulary comes first by means of the names of objects and phenomena.

There are many ways of translating author's neologisms of literary subjects from English into Russian. The translator can interpret the "inner form" of the new word very carefully and only in those cases when there is absolute certainty in accordance with the received translation. Among the encountered linguistic means, it is necessary to find equivalents that will be appropriate to the original. Important conditions for obtaining conformity in the translation of author's neologisms of English fiction are:

1. Knowledge of the features of the interaction of a new word with the context, as well as the main cases of using different structural and semantic types of neologisms.

2. Knowledge of the main ways of translating the author's neoplasms and the ability to correctly find the equivalent Russian version of the corresponding English neologism.

3. The ability to find and correctly use the most appropriate way of creating a new correspondence for the translation of the author's neologism, which does not have a Russian equivalent or that reflects a specific phenomenon that is absent in our reality. The exact translation of neologisms is a rather complex problem, despite the fact that new words have a significant semantic definiteness and independence. Determine in what cases the translator is dealing with a complex word - neologism, and in which - with the phrase, it is quite difficult, since the norms of modern English allow you to form a combination of words that have the same lexico-grammatical characteristics as the bases joined during the composing. This requires special attention when translating.

Practical research reveals the following techniques, which are used in the translation of neologisms of literary themes. While translating author's neologisms in fiction from English to Russian, the most commonly used methods are: functional replacement. On the second place - tracing, then transliteration and transcription. When the interpreter translates neologisms in each specific case, he chooses the appropriate variant, proceeding from the appropriate context. The duty of an interpreter is to represent not only what was meant, but also as it was said. Actually, this duty of an interpreter leads to the need for an analytical stage in the translation process.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

B.A Serebrennikov, The role of the human factor in the language: Language and the picture of the world, Moscow: Science, pp. 80, 1988.

E.V. Breus, Theory and practice of translation from English, Moscow: Publishing house URAO, pp. 283, 1976.

E.V. Rosen, New words and set phrases in German, Moscow: Education, pp. 189, 1991.

I.S. Alekseeva, Introduction to translation studies, St. Petersburg: The Change, pp. 263, 2004.

L.R. Sakaeva, M.A. Yahin, S.S. Takhtarova. The Sensonymic Components In Phraseological Units Of Anthropocentric Origin In The English, Russian, And Tatar Languages, Modern Journal of Language Teaching Methods (MJLTM), Vol.7, Issue. 9.2, September, pp.1-7, 2017.

R.Yu. Namitokova, Author neologisms: word-formation aspect, Rostov-on-Don: Publishing house Rost, pp. 33, 1986.

T.L. Kandelaki, Semantics and motivation of terms, Moscow: Science, pp. 115, 1977.

V.D. Boyarkina, About some features of the new verbal lexicon, Moscow: Science, pp. 223, 1983.

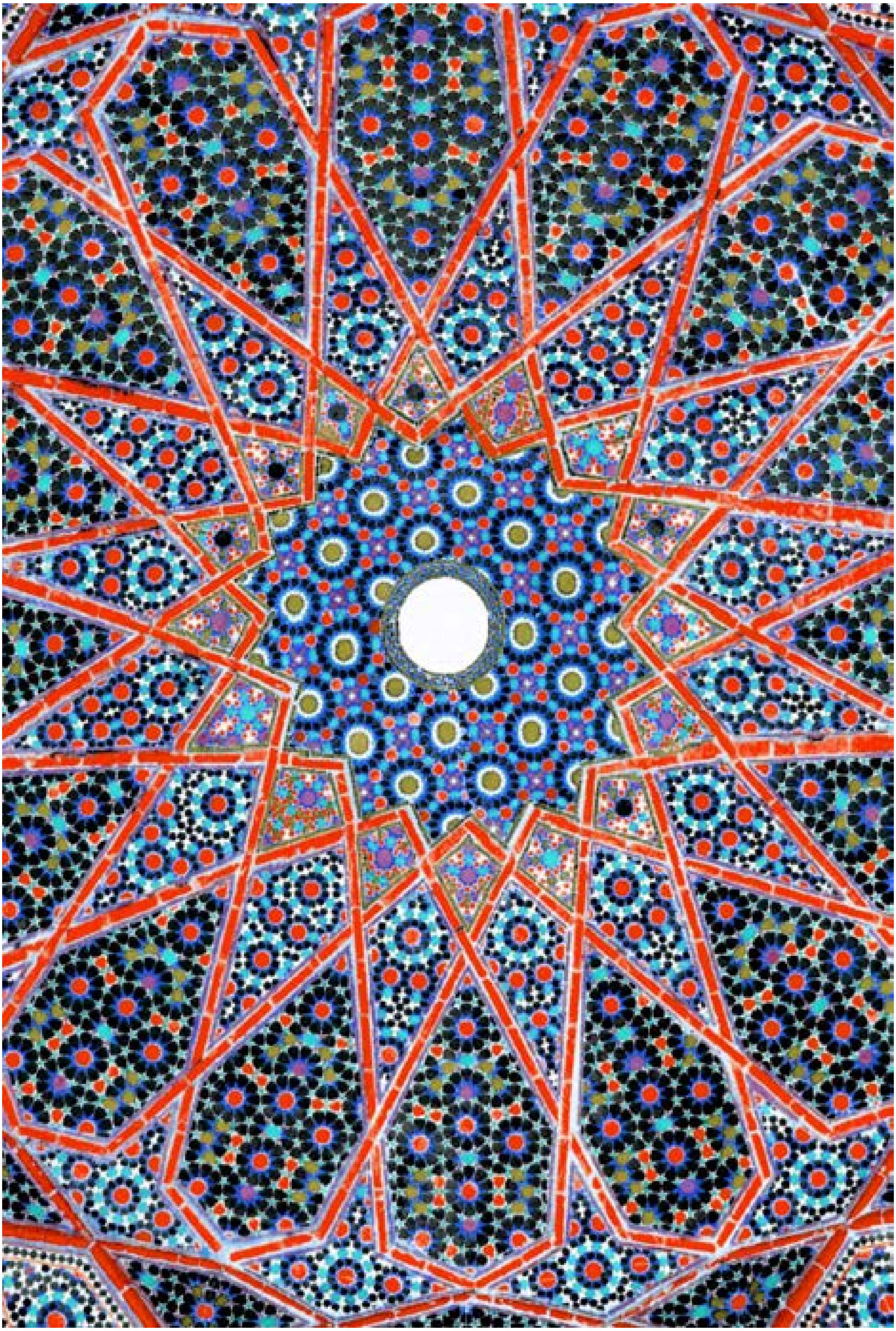
V.I. Zabotkina, New vocabulary of English, Moscow, 1989.

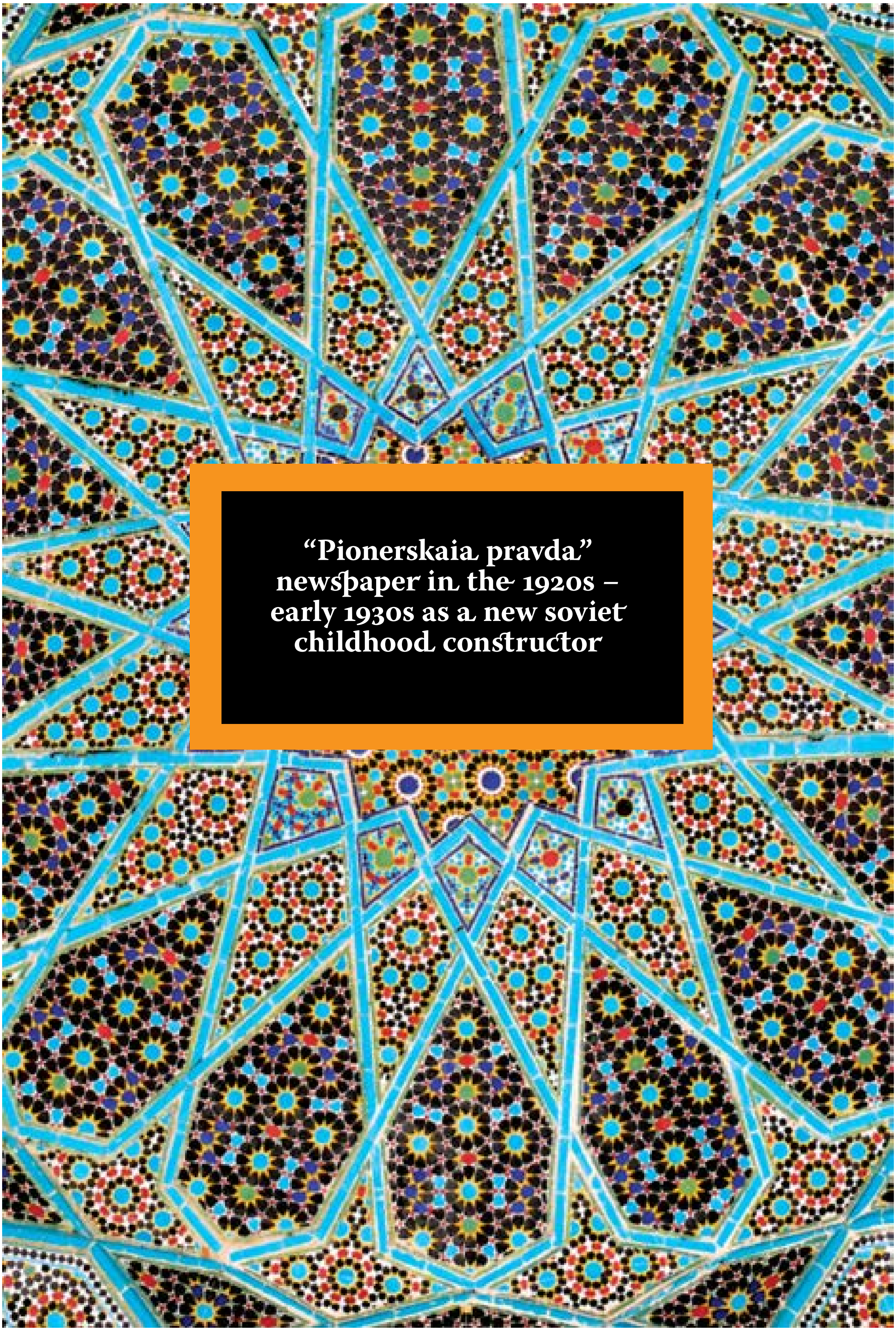
V.N. Yartzeva, Linguistic Encyclopedic Dictionary, Moscow: Enc. Dictionary, pp. 682, 1990.

V.P. Danilenko, Linguistic aspect of terminological standardization, Moscow: Science, pp. 126, 1993.

Ya.I. Retsker, Manual for translation from english language to russian, Moscow: Education, pp. 159, 1982.

Yu.S. Stepanov, Methods and principles of modern linguistics, Moscow: Science, pp. 206, 1975.





“Pionerskaia pravda” newspaper in the 1920s – early 1930s as a new soviet childhood constructor

"Pionerskaia pravda" newspaper in the 1920s – early 1930s as a new soviet childhood constructor

"Pionerskaia Pravda" periódico en la década de 1920 - principios de 1930 como un nuevo constructor de la infancia soviética

ABSTRACT

The relevance of this problem lies in the necessity of deep, consistent and comprehensive study of the history of the Soviet childhood as an integral and almost the main part of an ambitious Soviet project to construct a "new Soviet man". The object of our study is the newspaper "Pionerskaia Pravda" ("The Pioneer Truth") (1925-1991), which began to form purposefully the image of an "ideal" Soviet child – young pioneer as an adherent and translator of a new Soviet ideology already from the first years of its existence. The applied research methods have been the method of hermeneutic reading and comprehensive analysis of various genres of the newspaper texts and the method of their comparative analysis. The results of study are the characteristics of the information opportunities of such an unexplored type of the historical sources, as the Soviet children's periodicals. It is proved that the requirements for an "ideal" Soviet child was little different from the requirements for older generations that led eventually to the loss and neglect of children's "childishness". The article may be used for teaching socio-cultural history of Russia, history of childhood and school in the USSR, history of everyday life, and in the source studies of the media, particularly periodicals.

KEYWORDS: history, childhood, Soviet children's / youth periodicals, "Pionerskaia Pravda" / "The Pioneer Truth", young pioneers, USSR, the 1920s – early 1930s.

RESUMEN

La relevancia de este problema radica en la necesidad de un estudio profundo, consistente y completo de la historia de la infancia soviética como una parte integral y casi la parte principal de un ambicioso proyecto soviético para construir un "nuevo hombre soviético". El objeto de nuestro estudio es el periódico "Pionerskaia Pravda" ("La verdad pionera") (1925-1991), que comenzó a formar a propósito la imagen de un niño soviético "ideal" - joven pionero como adherente y traductor de un nuevo La ideología soviética ya desde los primeros años de su existencia. Los métodos de investigación aplicada han sido el método de lectura hermenéutica y el análisis exhaustivo de varios géneros de los textos periodísticos y el método de su análisis comparativo. Los resultados del estudio son las características de las oportunidades de información de un tipo tan inexplorado de fuentes históricas, como los periódicos infantiles soviéticos. Está demostrado que los requisitos para un niño soviético "ideal" eran un poco diferentes de los requisitos para las generaciones anteriores que eventualmente llevaron a la pérdida y el descuido del "infantilismo" de los niños. El artículo puede ser utilizado para la enseñanza de la historia sociocultural de Rusia, la historia de la infancia y la escuela en la URSS, la historia de la vida cotidiana, y en los estudios fuente de los medios de comunicación, en particular las publicaciones periódicas.

PALABRAS CLAVE: historia, infancia, periódicos soviéticos para niños / jóvenes, "Pionerskaia Pravda" / "La verdad pionera", jóvenes pioneros, URSS, la década de 1920 - principios de 1930.

Alla A. Salnikova

Kazan Federal University. Russian Federation

info@ores.su

Kseniia A. Korniushkina

Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

Among the numerous and quite diverse of sources on the history of childhood there is a special group of texts targeted on the children's audience. The peculiarity of the author's focus audience determines other classification characteristics of the sources of this group and, ultimately, the particularity of the textual representation of childhood as a special social and cultural phenomenon. Naturally, within a given group of texts, it is possible to find different types of narratives, with their genetically inherent characteristics, adapted, however, to children's perception. A special place among them belongs to the children's periodicals, always containing the images of normative (or at least ideal) childhood (Xiangyi et al., 2016) In this regard, the Soviet children's periodicals arouse extraordinary interest, training the young readers to think and to act in the "Soviet-style" manner, forcing to perfect their own behavioral norms and practices according to the "ideal" Soviet norms laid down on the pages of the Soviet mass children's publications. So such kind of publications is extremely useful and productive in studying of the Soviet power strategies and tactics in upbringing sphere including the period of the "early Stalinism", that is the second half of the 1920s and the beginning of the 1930s [Marina Balina, 2008 and Zhakipbekova, 2018) Let us take an example of one of the most popular and long-unreleased Soviet children's periodicals – the newspaper "Pionerskaya Pravda" ("The Pioneer Truth"), which began its history in 1925 as a weekly organ of the Moscow Committee of the RLKSM (the Russian Leninist Young Communist League). In 1927, it acquired the status of the all-Russian publication as a joint press organ of the Central and Moscow committees of the All-Union Leninist Young Communist League and was published in the political-ideological format until August 1991 [V.A. Sulemov (ed.), 1983] (since 1991 "Pionerskaia Pravda" changed the old format and is published now as non-politicized illustrated periodical for children and adolescents). The materials published in "Pionerskaia Pravda" in the early years of the newspaper – up to 1931, when as the result of the Soviet educational reforms quite fast "solidification" [Vladimir Paperny, 2002] of the entire Soviet educational and upbringing system started, reflect a complicated process of formation of the image of the "ideal" Soviet childhood and the indoctrination of it in the children's and teenagers' minds, taking into account that the pioneer age in this period was 10 to 14 years.

2. METHODS

Considering that the research of "Pionerskaia Pravda" and the other Soviet children's periodicals is insufficient it is very important to use traditional and modern methods of hermeneutic reading, transcription and verification of such a kind of historical sources with the aim to obtain a complete and representative information on the history of the Soviet childhood. Special attention should be given to the development and application of methods of the different newspaper genres analyzing – microtexts as the components of a single newspaper macrotext. Specific methodology should be used to the sources of personal origin created by the children themselves (for example, texts of the young pioneer correspondents), keeping in mind the specifics of authorship. Specificity of source material requires the method of the comparative analysis. Because the topic is practically undeveloped in the modern source studies, it will be productive to extrapolate some of the methodological approaches used in the adults' periodical analysis to the children's periodical one.

Methods used in such advanced area of modern humanities, as the history of childhood will help to explain and understand the complex political, social and cultural processes that occurred in Soviet Russia in the whole.

3. RESULTS

The events and processes unfolding in the Soviet Union in the second half of the 1920s – early 1930s demanded from the child entirely non-childish behavior and high levels of "consciousness". The propaganda machine of the Soviet state used the propagandistic potential of the children's and youth periodicals widely and skillfully, saturating it with the perfect images of the young, strong and brave and persistently introducing into the mass consciousness the idea of absolute leadership of the young generation in the building of a new Communist society. It was required from the child to participate actively in the transformation of social space: "Communism will not fall from the sky – it needs to be built with our own hands" [The Pioneer Truth, 1925–1930., 24.05.1925, 12].

The young Leninist was supposed to be a carrier and translator of the new Soviet values as a propagandist at school and at home, in the city and in the countryside, among the older and the younger: the young Leninists were those who "organize, collect, align, and embed children and young people, adults, workers and peasants so as to provide the greatest victory of the proletarian revolution" [Ibid.] As one of the main objects of re-education, it was assumed the parents of the pioneer. In one of the first issues of the newspaper the program of such "re-education" was published: young pioneer had to make parents "more politically conscious and interested in current events"; "to make the house clean"; "to change the attitude of parents to the pioneers, talking about the pioneer unit, reading pioneer journals and newspapers"; "to facilitate mother's homework, to give her more free time for reading and club"; "to campaign for a public canteen, nursery, library". It was recommended to decorate the house with revolutionary slogans and portraits; "to deal with religion" [The Pioneer Truth, 1925–1930., 12.04.1925, 6].

According to the proclaimed in 1925 course on non-religious education of both children and adults, the newspaper urged the pioneers not to argue with their parents, not to swear, "less to mock, more to use science" [Ibid]. Anti-religious attitude was often accompanied by protests against the assault presented as a consequence of the forced imposition of faith in the family, when grandmothers and mothers beat the pioneers for the abandonment of prayers or religious rites [The Pioneer Truth, 1925–1930., 06.03.1927, 10]. The newspaper clearly postulated that religion equals violence. "Pionerskaia Pravda" has published various entertaining stories, which vividly and clearly demonstrated the absurdity of the existence of religion and its paraphernalia. The story «God and Grushka», for example, told that the appealing to God did not help the girl, and her disappointment was demonstrated through material, substantial: «I climbed onto the table, touched the icon, it is the board. Scratched with a fingernail – paint is rubbed. Looked in the corner behind the icon, there were dust and cobwebs" [The Pioneer Truth, 1925–1930., 01.01.1927, 1].

The pioneers had to extend the Soviet system of values not only in the family but also among other groups of children such as the Octobrists ("October children"), the so-called "unorganized" children and the children of "non-proletarian origin". The younger ones had to remember a few truths. Firstly, the Octobrist had to be strong and healthy; secondly, he had to be organized and love the collective activities because it is thanks to solidarity workers and peasants "succeeded" in the revolutionary struggle; thirdly, it was necessary to banish a fear of the "non-existent evil force" and God-being from the kids, they had to check everything and do not be afraid of anything .

A special group among the "unorganized" who did not join public organizations were homeless children [Dorena Caroli, 2010]. Discussions and meetings, campaigns for subscriptions to "Pionerskaya Pravda" and other social-political children's periodicals were arranged for them [The Pioneer Truth, 1925–1930., 19.02.1926, 8]. For work that is more intensive a new form of activity was introduced called "outposts". As the name suggests, they have to be at the forefront of all the work of the pioneer units. For example, according to the statement of one of the children's correspondents, "the canteen will be the most convenient place to organize the street children" [The Pioneer Truth, 1925–1930., 18.08.1925, 24]. This was the way to attach hungry and often mentally traumatized children and adolescents to Communist ideals.

Another group to be re-educated were the children of "non-proletarian origin". Interestingly that among the many overtly aggressive and irreconcilable texts in the rubric "Answers of Counselor" we suddenly find the text, which is in sharp contrast with the general rhetoric and vocabulary content of the newspaper. The answer to the question "Could non-proletarian children be the members of the pioneer organization?" was the following: "Our task is to re-educate all children in the spirit of communism" [The Pioneer Truth, 1925–1930., 12.01.1929, 6].

However, the reality was different – the last two categories of children were rarely became the members of pioneer units and did not take part in active public life [6] despite numerous publications on the situation in orphanages and labor houses (trudovye doma).

Internationalism has become one of the key points of power policy in the sphere of childhood. Therefore, the external contacts had to be an another strategically important direction of the pioneers' activities. The USSR positioned itself as a driving force and an example to all international children's Communist organizations when the dream of the world revolution was presented as a probable future. In July 1930, an international meeting of pioneers was held in the city of Halle, Germany. The local authorities did not let the Soviet delegation to take part in it. It only strengthened the ideological positions of the Soviet state in the sphere of children's Communist movement: we are not allowed to come, so they are afraid of us, therefore, we are strong.

The Soviet propaganda presented the child as a fighter, leading a constant struggle against imperialism. This child was never a pacifist. An article «Is Gandhi a Revolutionary?» confirmed it, in particular [The Pioneer Truth, 1925–1930., 14.01.1930, T.M. Smirnova, "In Its Origin No One is Guilty...?" 2003]. The authors of the article condemned the main slogan of the Indian leader of the movement for the independence of his country – "non-resistance to evil by violence" – furiously and contemptuously, as a call to cooperate with the exploiters.

However, along with foreign policy problems, Soviet pioneer had many tasks on the domestic front. The Soviet government proclaimed the policy of collectivization of agriculture. The media also massively supported accelerated industrialization of the industry. A rural school was to train future organizers of collective farms and "plowmen of the Five-Year plan" ("Lands for schools, agro-laboratories as the classrooms, agro-textbooks for the pupils!" [The Pioneer Truth, 1925–1930., 12.10.1929, 24]. The school itself had become a power station, an assistant and a stronghold in the agronomical work. This implied obligatory work at the school area and in the laboratory, the development of agricultural methods and techniques and promoting them among the peasants. The same strategies were offered for upbringing of the future highly qualified workers [The Pioneer Truth, 1925–1930., 22.08.1928, 67].

During the ongoing radical socio-economic transformations, the pioneers have got a new internal enemy – the children of the "deprived of electoral rights" ("lishentsy"). What to do with these children and how to treat them? The whole newspaper issue dated by June 9, 1928, was dedicated to these questions, using an example of the Kaluga province's Ugod school. The current school situation was characterized as follows: "Under the protection of the "old" teachers the children of "lishentsy" opposed themselves to the Komsomol and the pioneer organizations; one third of the Ugodsky school pupils are the children of the priests, kulaks (wealthy farmers who used hired labor – A.S., K.K.) and former manufacturers; teachers circulated among the children discontent against the Soviet power, which led to the open hostility to the young Communist League and the children of the poor" [The Pioneer Truth, 1925–1930., 09.01.1930, 4]. The newspaper pointed to the inadmissibility of participation of the kulaks in self-government and in the election commissions.

4. DISCUSSION

The process of "academization" and active development of the children's studies as a specific trend in the Soviet historiography became possible only after the collapse of the USSR when the so-called '"cognitive turns" in the Western historiography began to influence it in full measure. In the 1990s, research interest was directed primarily on the analysis of the Soviet childhood in the 1920s – 1930s and concretely on functioning of the Soviet state in this sphere [S.V. Zhuravlev, A.K. Sokolov, 1998]. The children's world itself was poorly studied. In the 2000s and later on it is possible to find cultural and anthropological approaches in Russian and Western Soviet children's studies with the special attention to the problems of the children's everyday life during the first decades of the Soviet rule [Catriona Kelly, 2007;T.M. Smirnova, 2015;Loraine de la Fe, 2013]. However, children's periodicals used sometimes as the carriers of information were not studied specifically. The only exception are the works of Natalia Rodigina devoted to the pre-revolutionary Russian children's journal "Zadushevnoe slovo" ("The Sincere Word") [N.N. Rodigina, 2017]. During the last years some attempts were made to explore the sociocultural history of the Soviet childhood in the late 1920 – early 1930s basing on Soviet periodicals, children's ones including [A.A. Salnikova, Zh.A. Khamitova, 2015]. In general, this problem still awaits its solution.

5. SUMMARY

Analyzing the texts published in the main Soviet children's newspaper "Pionerskaia Pravda" in the second half of the 1920s – early 1930s it is possible to identify the key characteristics of an "ideal" Soviet child – a young pioneer, whose image was purposefully and persistently created on its pages. He is a builder of a new world, a propagandist and an internationalist, promoting advanced Communist ideas in the family, at school, to broad masses, and even abroad. He is a young organizer and participant of the modernization of agricultural production, a leader, peredovik. He is a future qualified worker, personnel fund for socialist industrialization. He is a tireless and fearless fighter with the enemies of socialism inside and outside the country. In the whole it is obvious that the image of the "ideal" child is almost fully repeated the image of the "ideal" adult. The children were charged the same requirements as the representatives of older generations, ignoring children's "childishness" and almost leaving no room for a carefree pastime. This situation continued until the mid-1930s, when the Soviet government understood, finally, the intrinsic value of childhood as a special period of life of the Soviet man and began to realize the concept of "happy Soviet childhood" in all its forms and contents.

6. CONCLUSIONS

This article is going to be a first attempt to study the informational resources of the main Soviet children's periodical "Pionerskaia Pravda" as an important historical source on the history of Soviet childhood. As the other periodicals, it consists of the texts of the different genres. Taking in sum, they allow studying all the principal directions in the Soviet state policy in children's education and upbringing. The study proves the viability and the prospects of further research of the history of the Soviet childhood as an integral part of the political and socio-cultural history of the Soviet state, especially in the 1920s – 1930s, when the fundamental principles of the Soviet regime were formed and set.

7. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

A.A. Salnikova, Zh.A. Khamitova, School Architecture as a Way of Promotion of Soviet Identity in the 1930s Stalinist Russia, History of Education & Children's Literature (HECL), vol. X, № 1, pp. 177–194, 2015.

Catriona Kelly, Children's World: Growing Up in Russia 1890-1991, New Haven and London: Yale University Press, 2007.

Dorena Caroli, Histoire de la protection sociale en Union soviétique (1917 1939), Paris: L'Harmattan, 2010.

Loraine de la Fe, Empire's Children: Soviet Childhood in the Age of Revolution, FIU Electronic Theses and Dissertations, 812. 2013. URL: http://digitalcommons.fiu.edu/etd/812.

Marina Balina, Larissa Rudova (eds.), Russian Children's Literature and Culture, New York: Routledge, 2008.

N.N. Rodigina, To the Children on Revolution: the Dynamics of Images and Concepts of the "Revolutionary" in the Journal "Sincere Word" in the Beginning of the XXth century, Humanities in Siberia, vol. 24, № 3, pp. 72–77, 2017.

S.V. Zhuravlev, A.K. Sokolov, "Happy Childhood", Social History, Yearbook, 1997/1998, Moscow, pp. 159–203, 1998.

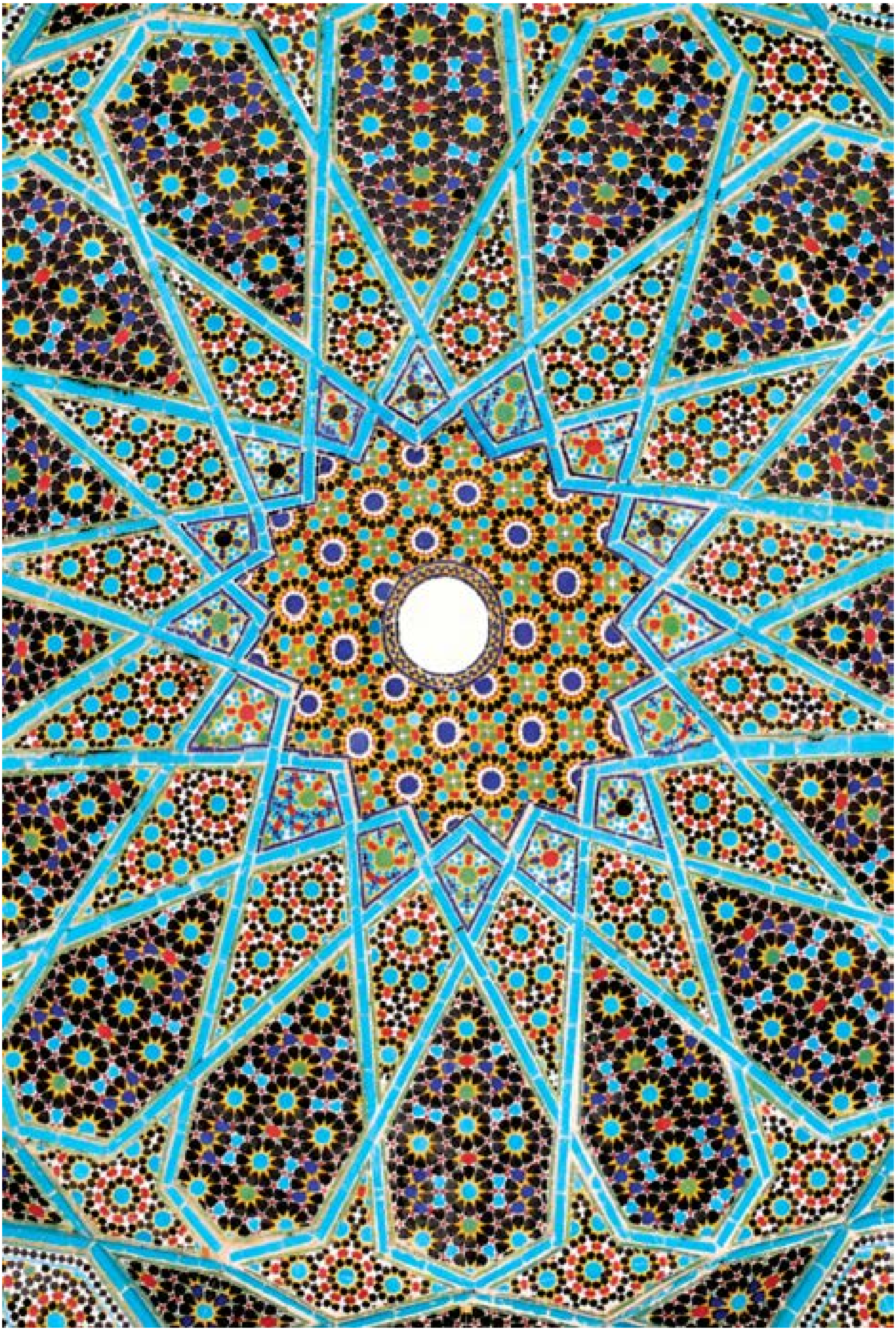
T.M. Smirnova, "In Its Origin No One is Guilty...?" Problems of Integration of Children of "Socially Alien Elements" in the Post-Revolutionary Russian Society (1917–1936), Otechstvennaia Istoriia (Russian History), 34, pp. 28–42, 2003.

T.M. Smirnova, Children of the Soviet State: From the State Policy to the Realities of the Everyday Life, 1917–1940, Moscow: Institute of Russian History RAS, 2015.

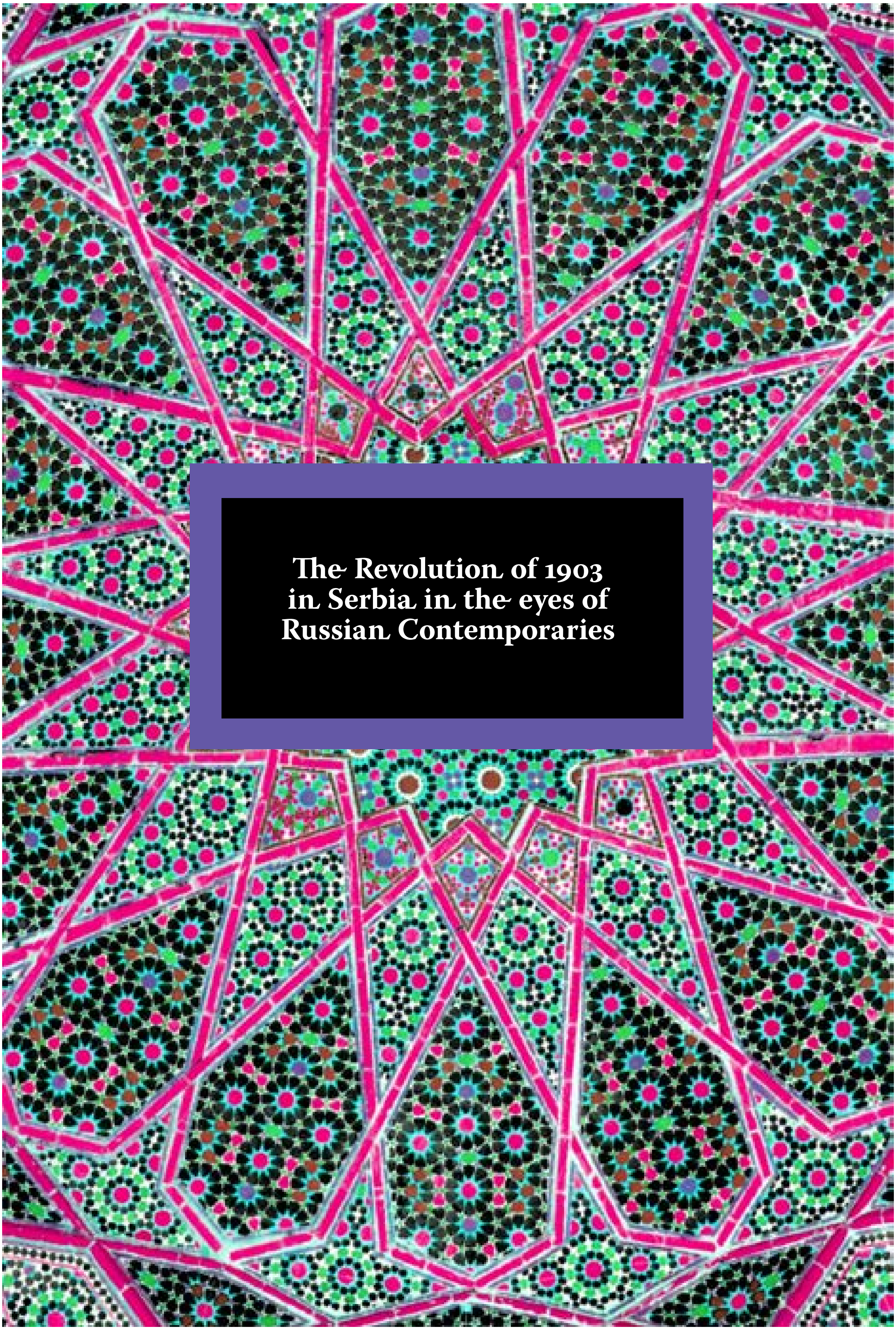
The Pioneer Truth, 1925–1930.

V.A. Sulemov (ed.), History of VLKSM and All-Union Pioneer Organization Named after V.I. Lenin, Moscow: Prosveshchenie, 1983.

Vladimir Paperny, Architecture in the Age of Stalin, Culture Two, Cambridge: Cambridge University Press, 2002.



The Revolution of 1903 in Serbia in the eyes of Russian Contemporaries



The Revolution of 1903 in Serbia in the eyes of Russian Contemporaries

La revolución de 1903 en Serbia en la mirada de los contemporáneos rusos

ABSTRACT

The beginning of the 20th century became for Serbia not just as "the next step on the time stairs", but radically changed all further history of the country. The revolution on May 29, 1903, having finished "autocracy" of the last Obrenoviches, opened the page of "constitutionality and national foreign policy of Karageorgevich dynasty" [Yugoslaviya v XX v. 2011]. In the Serbian historiography this short period of history of the Kingdom of Serbia is often treated as "the Golden Age of the Serbian parliamentarism". Some of authors even believe that at the beginning of the 20th century Serbians "created the modern system of parliamentary democracy", having brought closer the country to "the European samples" in the political plan. Inside politics of the Kingdom of Serbia after the revolution of 1903 undergo of certain transformations. Serious changes concerned the Serbian political parties. In particular, the Liberal party morph into the People's party; the Serbian Progressive Party was revived in 1906. The first elections after the revolution, also gave the vast majority to radicals, however split among the Serbian radicals which first symptoms were shown in 1901, raised at the Russian contemporaries doubts in ability of radicals to take the responsibility for effective management of the country "at that military terror which, apparently, finally triumphed now in Belgrade"

KEYWORDS: history, international relations, Europe, Serbia, Russia, Balkans, the Karageorgevich dynasty.

RESUMEN

El comienzo del siglo 20 se convirtió para Serbia no solo como "el próximo paso en la escalera del tiempo", sino que cambió radicalmente toda la historia del país. La revolución del 29 de mayo de 1903, después de haber terminado la "autocracia" del último Obrenoviches, abrió la página de "constitucionalidad y política exterior nacional de la dinastía Karageorgevich" [Yugoslaviya v XX v. 2011]. En la historiografía serbia, este breve período de la historia del Reino de Serbia a menudo se trata como "la edad de oro del parlamentarismo serbio". Algunos autores incluso creen que a comienzos del siglo XX los serbios "crearon el sistema moderno de democracia parlamentaria", habiendo acercado el país a "los ejemplos europeos" en el plan político. Dentro de la política del Reino de Serbia después de la revolución de 1903 se producen ciertas transformaciones. Los cambios serios afectaron a los partidos políticos serbios. En particular, el Partido Liberal se transforma en el Partido Popular; el Partido Progresista Serbio fue revivido en 1906. Las primeras elecciones después de la revolución, también dieron la gran mayoría a radicales, sin embargo se dividieron entre los radicales serbios cuyos primeros síntomas se mostraron en 1901, plantearon a los contemporáneos rusos dudas sobre la capacidad de los radicales para tomar la responsabilidad de una gestión eficaz del país "ante ese terror militar que, al parecer, finalmente triunfó en Belgrado"..

PALABRAS CLAVE: educación, facilitación, facilitación psicológica, facilitación docente, facilitadora, sujeto de actividad, subjetividad, anillo de atributos de facilitación pedagógica.

Victor E. Tumanin
Kazan Federal University. Russian Federation
info@ores.su

Marat Z. Galiullin
Kazan Federal University. Russian Federation

Elvira I. Kamaletdinova
Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

It is known that ordinary Serbians didn't appreciate old and young radical fractions as forces essentially various from each other, and as a result at all pre-war parliamentary elections radicals steadily had received 70-75% of votes and traditional division of political sympathies of the country into radicals and not – radical kept up to the beginning of World War I.

In fact, operation of the constitution of 1903 was continued, "only lawfully published and then illegally cancelled", the king Peter unlike the predecessors didn't interfere with political struggle. The revolution of 1903 and change of a dynasty caused also changes of a foreign policy of Serbia. Peter Karageorgevich actually shuffled off the state worries for the leaders of Radical party, which were oriented pro-Russian.

All these factors served as a certain impulse of political development that granted to contemporaries the right to say that "after a long stagnation the political life of the Balkan people is in a stage of development now and, by rights, has to be considered from this point of view" [Rot K., 1905]. However, contemporaries distinguished the most significant, the so-called "extra constitutional factor" – sharp strengthening of influence of officers-conspirators to the course of political process.

It had already found the reflection in formation of the provisional/transitional government about which we enquire from the message of the special correspondent of "Vossische Zeitung" [Za granitsey, 1903]. He had an opportunity to inspect the royal palace and to have a conversation with officers-conspirators soon after the revolution, therefore his message, having "a truthfulness print", was apprehended by the Russian public with special trust. (Ling et al., 2016)After murder of a royal couple one of the officers with four soldiers went to the house of the future Minister of Justice, Lubomir Zhivkovich. He threw doubt upon the words of unexpected guests about death of the king Alexander, saying that "he isn't so silly to believe such fables". Then one of his friends had confirmed everything, which were told by officers, L. Zhivkovich went accompanied by officers to the ministry. The same story happened with one of high-powered radicals Stoyan Protich who asked that he was left, at last, alone as he "was carried shackles standing enough" [Obozreniye inostrannoy zhizni, 1903 Obozreniye inostrannoy zhizni, 1903].

At last, he began to beg as about mercy that "he was allowed to stay at home" and "looked for other ministers". (Salavati-Niasari et al., 2015) Avakumovich who arrived by train in Belgrade from Nish about 5 o'clock in the morning was directly accompanied by two officers from the station in the court carriage and was brought to the ministry. Thus, when all new ministers were assembled, the officers armed with revolvers ordered them to sign the decree in which they "declared" themselves as ministers. The correspondent claimed that the provisional government created by officers was under their pressure [Obozreniye inostrannoy zhizni, 1903] in what other Russian observers agreed with it and mentioned that conspirators held the country and the government "directly terrorized" throughout the year [Obzor vneshnikh sobytiy. 1903].

2. METHODS

The research rests on solid historiographical base. First of all, among the sources are distinguished sources published at the beginning of the XX century in the periodical publications "Bozhy Mir", "Russky vestnik", "Russkoye bogatstvo"; and also materials in the magazine "Grazhdanin".

The research is based on the following principles: scientific character, i.e. creation of conclusions on the basis of analysis of a full complex of documents and scientific literature and acceptance in attention of all events and the phenomena in them; impartiality – the characteristic of the studied events and the phenomena of historical process without any preferences of the researcher; systematicity – accounting of variety of the factors influencing historical process as that objective and subjective, inside - and foreign policy and also local and global; historicism – consideration of historical processes and the phenomena in their continuous development and modification.

Statement of material was constructed on the detail - chronological principle.

The historical and genetic method applied in the research work gave the opportunity to reveal the general process of events. This method promoted identification of cause-and-effect relationship between the main economic and political problems of Serbia.

The concrete historical analysis allowed considering events and the phenomena in the context of the corresponding period when an assessment to events is given from the point of view of a concrete historical situation.

In the research was applied historical and system method. The system nature of socio-historical development means that all events, situations and processes of this development are caused and have cause-and-effect relationship, and they are functionally connected among themselves.

3.RESULTS

Contemporaries didn't doubt that "the Serbian coup was "exclusively business of military, which had received large money from the party of Karageorgevich". Also it was admitted participation in a conspiration of civil statesmen, otherwise, according to contemporaries, it is difficult to explain, "how there would be immediately people ready to assume responsibility for just happened bloody crisis" [Cherikover S., Serbiya, Moskva., p. 35. no date.].

The observer had given quite curious arguments as the proof that new ministers were involved in a political conspiracy. First, "in Serbia disappeared the king, there was no dynasty, but didn't pass even half an hour - the government was appeared" which appeals were stuck on the walls of Belgrade 2-3 hours later revolution that "it would be impossible in case it would be necessary to convince ministers and to offer them explanations". Secondly, reaction of future ministers was disquiet who were not surprised of "just occurred slaughter". Then officers invite them to gather immediately in the Ministry of Foreign Affairs, adjacent to royal palace. Thirdly, the new ministry was created from the representatives belonging to the most opposite parties "who couldn't be seen together up to this moment, and this connection of representatives of so various parties makes impossible the assumption of "improvisation".

The Russian and European public were struck by reaction of the Serbian population which "belonged to made with genuine pleasure, hung out flags, did a noisy applause to officers: hatred to the killed to the king and the queen was so big". Subsequently by contemporaries it was repeatedly noted that "calm through the whole country was kept full" [Pimenova E., 1908]. According to the Russian contemporaries, "the people belonged with amazing indifference to this murder". Observers noted lack of disorders in the country, "the revolution was made at full tranquility of the country", both the people, and the government [Petrovich M.B., 1976].

4. DISCUSSION

The Russian contemporaries sincerely believed that the king Peter who occupied the Serbian throne "has all chances to be a good governor of Serbia" as long exile from the native land not only made him free "from spirit of an intrigue, mistrust and animosity with which last Obrenovich were imbued", but also gave the chance to him "to develop the political ideals" and also to understand, "to what the Serbian people aspire and what they wait from for the sovereign"

Besides, having carried out for many years in Switzerland, Peter Karageorgevich "having got used" to a democratic system of this country, "will get the same ideals of free self-government, as well as his new citizens". In conclusion, observers noted that "all true friends of Serbia could have only feeling the most live pleasures when the empty Serbian throne was occupied by such person as the king Peter" [Jelavich B., 2004].

According to authors of "the Russian Bulletin" expectations of Serbians concerning the new king were stated in the speech of the chairman of the Senate Velimirovich who spoke about destruction of disagreement between a crown, on the one hand, and the people – on the other hand, and he hoped for the better future. According to contemporaries, Serbia as the country has everything that is necessary for prosperity of its population. In addition Serbia is rich. The only thing that wasn't enough for it till this time – "lacked it only tranquility and confidence in wellbeing of tomorrow, lacked firm, respected equally by the king and the people of laws" .

Therefore from Peter Karageorgevich as from the king "is necessary a little to satisfy and even to make happy Serbians: it is enough to be honest, conscientious, truthful and benevolent, i.e. to have qualities which lacked to Obrenovich and which, on the general responses, are inherent in the king Peter" [Sundhaussen H., 2007].

Also according to the Russian researchers the task of the new monarch was facilitated also by the fact that the May revolution which ended with death of the last member of Obrenovich dynasty – the king Alexander and the queen Draga – not only removed from the agenda a question of rivalry of two dynasties, this, according to the researcher A.L. Shemyakin "the Serbian version of war of the Scarlet and White rose" . but also resolved a succession to the throne issue.

5. SUMMARY

In country government the coalition ministry under the chairmanship of Jovan Avakumovich stepped on the same day. In several days the Senate and the Assembly were called. In the declaration to foreign offices, concerning a question of revolution which the Serbian government defined as "some misunderstanding at court", caused intervention of army and the conflict during which the king Alexander and the queen Draga died, told about the main task – "to correct deeds angrily" . However, in general the provisional government formed in Belgrade led by the liberal Avakumovich preferred not to focus attention on a delicate question of a revolution, saying that "the event on the night of May 29, of course, was awful, but it is necessary to take into account that the history of Serbia for the last twenty years was, in effect, history of the matrimonial relations of kings of Milan and Alexander" [Politika, 1903].

The Assembly which was opened on June 1, having listened to explanations of provisional government, according to contemporaries, not only "enthusiastically welcomed a new state of affairs", but even expressed gratitude to army and the government,and without any debate, unanimously elected the descendant of "the national leader" as the Serbian king. Peter Karageorgevich who accepted election and on telegraph promised "to be always the first representative of freedom of the nation and the most faithful constitutional guardian of the rights of the Assembly" . It is characteristic that two representatives of an office who were representatives of extreme radicals – Lubomir Zhivkovich (Minister of Justice) and Lubomir Stoyanovich (the Minister of Education and church affairs) – supported establishment in Serbia of the republic . Election of the new king, as well as participation of radical party in the upcoming elections, was arranged a number of the conditions which are allegedly developed by radicals at a separate meeting on which performance both above-stated ministers put the stay in the government into dependence. But as resignation didn't follow, and the radical party participated in elections, the Russian observer drew a conclusion that the king Peter accepted these conditions, or the radical party made a certain compromise .

Peter Karageorgevich who arrived in Belgrade on June 11 confirmed the intention to be "truly constitutional king" and "in the most careful way to respect and protect" the constitution; he wrote in the manifesto that "the constitution and all constitutional guarantees of freedom and the rights national … for me a shrine" .

The newly elected monarch expressed the attitude towards army in the response telegram addressed to the Minister of War Jovan Atanazkovich; the last he asked to convey "heartfelt royal gratitude". At this telegram there was also a foreign policy component: "I as the King and his Supreme Ruler, I will lead it on the way on which my immortal grandfather topped it with glory" .

6. CONCLUSION

However all these favorable circumstances, according to contemporaries, could yield result but only if – "that the king could remain above any parties that it directly or indirectly wasn't connected with any group of people that, keeping full freedom of action, in all the acts it could be guided only by the constitution, own wisdom and the benefit of the people entrusted to it" [Inostrannaya khronika, 1911].

Soon after Peter Karageorgiyevich accession the Russian contemporaries reported: "already again disturbing news of internal discord and emergency measures which as if the king Peter had to accept for personal protection" reach from this country. At the contemporary of these events, E. Pimenova, we meet the main reasons for this displeasure: first, the king "quite inconsiderately" demanded delivery from treasury of 3,5 million francs allegedly as remuneration for the real estate which is taken away from its family. While to it were the difficult situation of Serbia is perfectly known, "it undermined to it national respect at once". This message corresponds to the truth only partly as from messages of other contemporaries we know that the king Peter at the accession to the throne categorically rejected the offer of the government on return of the property of the dynasty to it Karageorgiyevich confiscated at exile from Serbia of his father, the prince Alexander [Za granitsey, 1903].

Secondly, I caused "big grumble" proceeded, as well as at the time of Obrenovich, practice of appointment to the state positions "of" by means of court and family relations . The Serbian king Peter has to regret, apparently, for former quiet life in exile in Geneva [Tumanin V.E., Galiullin M.Z., Sharafutdinov D.R., 2016].

Finally, the conspiratorial question remained in force. Even before coronation, soon after arrival of Peter Karageorgevich to Serbia, representatives of foreign powers had expressed desire that if gang-killers of the royal couple were not punished, but, at least, removed from the places taken by them in public service. However, according to remarks of contemporaries, the king Peter "didn't hurry or maybe couldn't fulfill immediately this requirement" owing to what, according to contemporaries, the most part of envoys of foreign powers, led by England, defiantly left Belgrade.

7. ACKNOWLEDGMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REVISTA SAN GREGORIO, 2018, No.23,SPECIAL EDITION.JULY (124-131), ISSN: 1390-7247; eISSN: 2528-7907

BIBLIOGRAPHY

Yugoslaviya v XX v. Ocherki politicheskoy istorii / Otv. red. K.V. Nikiforov, Moskva: Indrik, p. 13, 2011.

Rot K., Istoriya khristianskikh gosudarstv Balkanskogo poluostrova, SPb., p. 106, 1905.

Vossische Zeitung, 17 Oktober, 1903.

Za granitsey, Mir Bozhiy, № 7, p. 48, 1903.

Obozreniye inostrannoy zhizni, Russkoye bogatstvo, № 12, p. 136, 1903.

Obzor vneshnikh sobytiy. Serbskaya neuryaditsa, Russkiy Vestnik, № 10, pp. 728-736, 1903.

Cherikover S., Serbiya, Moskva., p. 35. no date.

Pimenova E., Istoriko-etnograficheskiy ocherk. S risunkami, Biblioteka yunogo chitatelya. SPb., p. 31, 1908.

Petrovich M.B., A History of Modern Serbia 1804-1918, New York-London, Vol. II, pp. 635-638, 1976.

Jelavich B., Russia's Balkan Entanglements: 1806-1914, Cambridge, pp. 287-293, 2004.

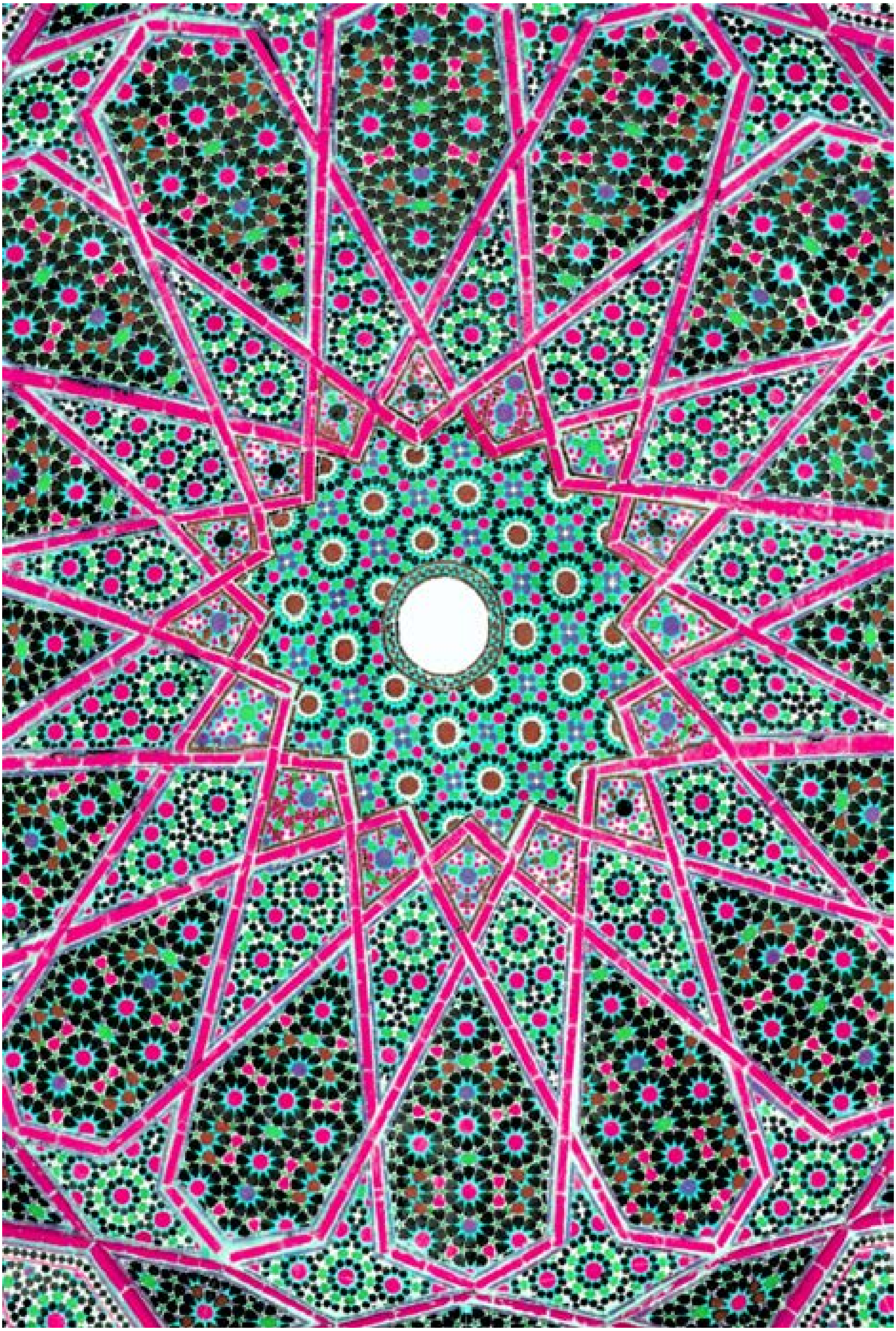
Sundhaussen H., Geschichte Serbiens: 19-21. Jahrhundert, Wien-Köln, pp. 398-401, 2007.

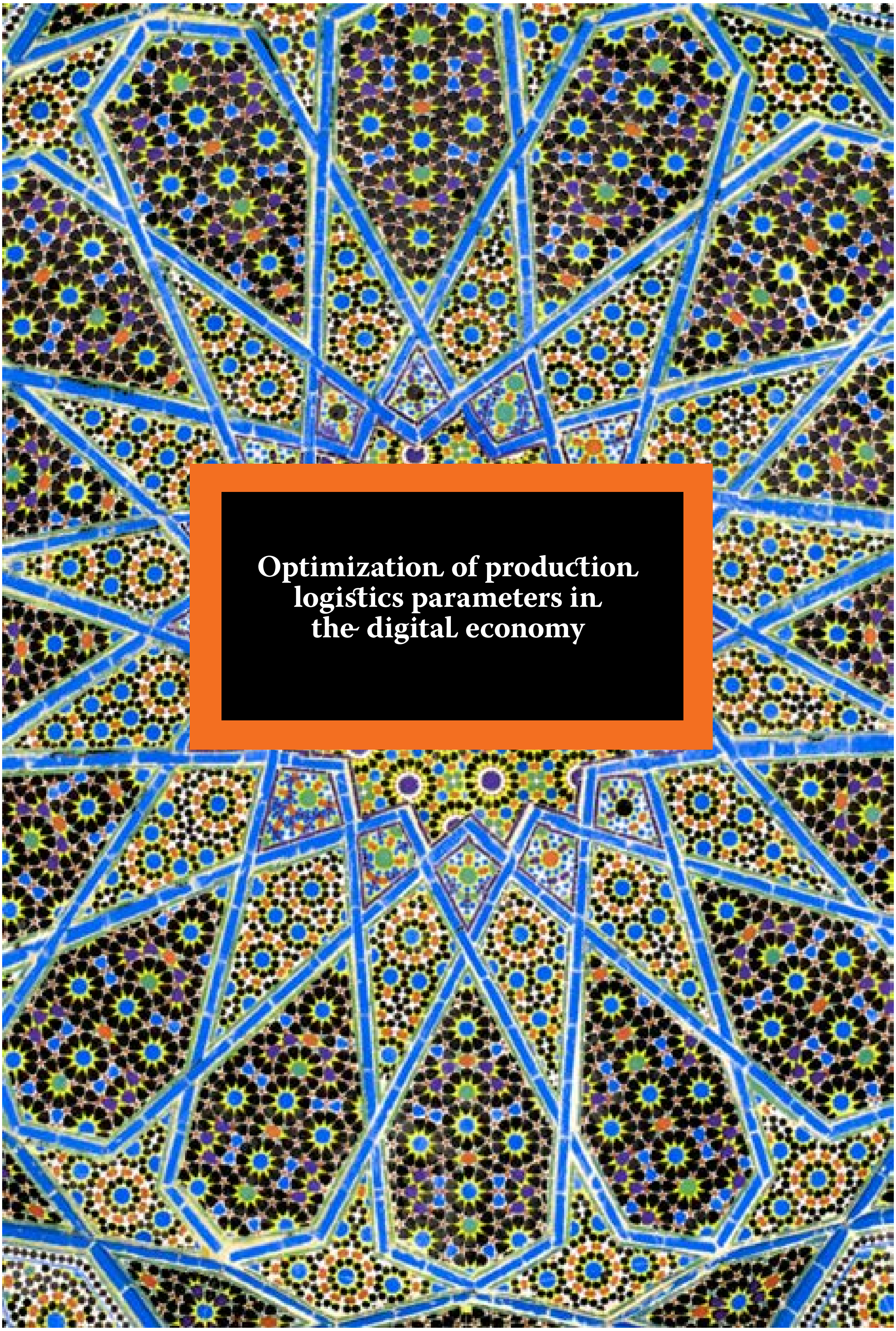
Politika, Russkoye bogatstvo, № 9, p.171, 1903.

Inostrannaya khronika, Grazhdanin, № 16, p. 9, 1911.

Za granitsey, Mir Bozhiy, № 10, p. 60, 1903.

Tumanin V.E., Galiullin M.Z., Sharafutdinov D.R., 1889-1893 Regentstvo v Serbii kak rossiyskoye obshchestvo uvidel eto, Mezhdunarodnyy zhurnal gumanitarnykh i kul'turnykh issledovaniy, July, pp. 81-87, 2016.





Optimization of production logistics parameters in the digital economy

Optimization of production logistics parameters in the digital economy

Optimización de los parámetros logísticos de producción en la economía digital

ABSTRACT

In this work problems of an efficiency evaluation of logistic providing the production organizations in the conditions of digital economy are considered. Authors predict "digitalization" of management systems by organizational structures, synergy consolidation of field of production management and logistics, combined use at the entities of approach of Lean and ERP systems. For effective logistic providing the entity in the conditions of digital economy it is offered to organize deliveries by the principles of E2E ("End-to-End"). Approach of E2E covers all supply chain, the principle of pulling to the supplier is implemented, the supplier completes and sends details under structure of the conveyor in a special container. The basic principles of E2E are: reducing warehouses and inventories, reducing frequency and usage time of transport, more effective work of the supplier, outsourcing of components, minimization of subassemblies, release of space for picking zones. In article the basic concepts and provisions of production logistics are specified, the balanced scorecard of an efficiency evaluation of logistic providing the entities in the conditions of digital economy was offered and formulas of calculation of cost efficiency of use of this principle in practical activities of the entity are developed.

KEYWORDS: Production logistics, E2E, the extending planning system and deliveries, digital economy.

RESUMEN

En este trabajo se consideran los problemas de una evaluación de la eficiencia de la logística que proporciona a las organizaciones de producción en las condiciones de la economía digital. Los autores predicen la "digitalización" de los sistemas de gestión por estructuras organizativas, la consolidación de la sinergia del campo de la gestión de la producción y la logística, el uso combinado en las entidades de enfoque de los sistemas Lean y ERP. Para la logística efectiva que proporciona la entidad en las condiciones de la economía digital, se ofrece para organizar las entregas según los principios de E2E ("De extremo a extremo"). El enfoque de E2E cubre toda la cadena de suministro, se implementa el principio de tirar al proveedor, el proveedor completa y envía los detalles bajo la estructura del transportador en un contenedor especial. Los principios básicos de E2E son: reducción de almacenes e inventarios, reducción de la frecuencia y el tiempo de uso del transporte, trabajo más eficaz del proveedor, tercerización de componentes, minimización de subconjuntos, liberación de espacio para zonas de selección. En el artículo se especifican los conceptos básicos y las disposiciones de logística de producción, se ofreció el cuadro de mando integral de una evaluación de la eficiencia de la logística que proporciona las entidades en las condiciones de la economía digital y fórmulas de cálculo de la rentabilidad del uso de este principio en actividades prácticas de la entidad se desarrollan.

Palabras clave: Logística de producción, E2E, ampliación del sistema de planificación y entregas, economía digital.

Khamit I. Fattakhov

Kazan Federal University. Russian Federation

info@ores.su

Renat S. Dautov

Kazan Federal University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

In modern technological conditions of development of world economy there is a synergy integration of production management and logistics, "digitalization" of management systems by organizational structures, expansion of field of combined use of the Lean tools and ERP systems. It is connected with need of quick response to demand of the consumer, reaction to market changes taking into account customization of needs of the client and operational reducing logistic expenses. Integration becomes the main tendency of modern economy and implies broad cooperation between the organizations in the field of sales, service, management of supply chains. Therefore, production management and logistics require development of specialization of the entities, allocation of core competencies, reducing auxiliary processes with their subsequent transfer or acquisition from business partners according to modern concepts of outsourcing [Mingaleev G.F., Khayrullin I.R., Fattakhov Kh.I. 2012].

At the same time, in the conditions of digital economy especially relevant is a question of change of model of management systems, both at the level of production systems of the organizations, and at the national level. The basic principles of management in economy of new technological way, according to developers of the development program of digital economy, in the Russian Federation will become:

– Data acquisition in real time.

– The management of economic processes based on the automated analysis of big data.

– High speed of decision making, change of rules in real time.

– Orientation to the specific user.

The decision in one contact [The development of digital economy in Russia. The program until 2035 / [electronic resource]. - Access mode: http://spkurdyumov.ru/uploads/2017/05/strategy.pdf].

It is also important to understand that not technologies, but the new management models technologies and data allowing to perform rapid response and modeling of future challenges and problems become a key factor of success in digital economy[The program "Digital Economy of Russian Federation" / [electronic resource]. - Access mode: http://static.government.ru/media/files/ 9gFM4FHj4PsB79I5v7yLVuP gu4bvR7M0 .pdf].

With respect thereto special relevance transformation of management systems of the entity in digital economy purchases, optimization methods of production and logistic processes. A problem of adaptation of management of logistic flows in the conditions of new technological way, a way of development of effective logistics systems, methods of calculation of efficiency of actions for upgrade of logistic providing the entities require separate studying.

2.MATERIALS AND METHODS

For a productive efficiency evaluation of management systems authors it is offered to carry out by organizational structures in new technological conditions the analysis on the basis of the balanced scorecard "SQDCM" which is widely applied to goal-setting and assessment of a current status of production systems [Mingaleev G.F., Babushkin V.M. 2012;Fattakhov H.I. 2014;Domingo, Rene T. "THE QCD APPROACH TO OPERATIONS MANAGEMENT" design / [electronic resource]. – Access mode: http://www.rtdonline.com/BMA/MM/qcd.htm] recently.

The analysis was carried out by five main criteria: S-Safety, Q-Quality, D-Delivery, C-Cost, M-Morale. By each criterion the author offered key indicators, availability or lack of which (it is displayed by "-" and "+" symbols) allows to reflect essential differences in the considered management systems organizational structures. In a broader sense the provided matrix of assessment can be used as the check sheet of assessment of readiness of management systems for new technological way ("digital economy"). Authors carried out comparison of suppliers of traditional forms of services of city passenger traffic and digital "Uber" platforms (Table 1). According to the conducted research in digital platforms of a management system become more adaptive, open, innovative, democratic, progressive, and the most customer-oriented. Not observance of formal rules is at the center asked about a customer satisfaction, but.

Table 1.Matrix of assessment of management systems organizational structures. (See Annexes)

The "digital" environment which assigns to the direct contractor of services of the heavy responsibility pushes to it management, but at the same time and gives it more freedom in the actions.

According to authors, upgrade of production logistics in the conditions of digital economy (category D-Delivery) will be directed to automation of a scheduling and control of task performance (information MES, WMS and Enterprise resource planning), to increase in overall performance of the direct contractor of the service/supplier of goods, to reducing number of intermediaries of services/overloads of goods, production transfer accessories/preparation of service on outsourcing [Carol A. Ptak ERP Tools, 2004;Baker, Alan Rushton, Phil Croucher, Peter. 2014: Yessembayeva, 2018 and Salavati-Niasari et al., 2015). Modern logistic concepts which are implemented at themselves by the western car makers confirm these conclusions [Waddington T. Lean and agile supply chain design / [electronic resource]. – Access mode: http://www.littoralis.info/iom/secure/assets/iom_iom20031201.236634_3fe97d8a17e03.pdf]. So, representatives of Daimler AG held a strategic session on integration of production systems of Daimler and "KAMAZ" where the concept of "E2E" which provides new approach of delivery of accessories to a conveyor line item was presented (passing all warehouses) in the necessary sequence, in due time, in the necessary quality [E2E system for «KAMAZ» / [electronic resource]. – Access mode: https://vestikamaza.ru/news/budni-kamaza/sistema-e2e-dlya-kamaza/]. E2E ("End to End") is the concept directed to optimization of all logistic processes between the supplier and the consumer. Approach of E2E covers all supply chain, the principle of pulling to the supplier is implemented, the supplier completes and sends details under structure of the assembly conveyor in in advance approved container. For the realization account of the concept of E2E the logistics system of the entity gets the following advantages:

– An exception of need for repackaging on line items.

– Reducing frequency and usage time of transport due to synchronization of production and suppliers.

– Minimization of subassemblies.

– Reducing warehouses and inventories due to synchronization of production and suppliers.

– Release of space for picking zones.

– Reducing number of contacts with components in case of accomplishment of warehouse operations.

– Reducing quantity of defective products, due to reducing number of contacts.

– Lack of need for accounting points, through a direct delivery from the manufacturer, passing intermediate storages.

– More outstanding performance of work of the supplier, due to entering of integrated assessment and search of alternative suppliers.

For an efficiency evaluation of optimization of parameters of production logistics by means of the concept of E2E authors were the balanced scorecard of an efficiency evaluation of logistic providing the entities in the conditions of digital economy is offered. Assessment is conducted in parameters which, according to authors, are exposed to optimization as a result of implementation of the concept of E2E. In the table formulas of calculation of costs and economic effect are this and also the applied variables are listed.

Economic effect of the offered actions is calculated by a basic formula: Economic effect (I) = [Costs to – Costs after] – Costs for implementation of an action where it is meant costs: Costs = [Physical expense of resources

* Cost of resources]. The overall performance of suppliers is estimated on an integrated efficiency evaluation of work of the supplier created on the basis of expert evaluations.

3.RESULTS AND DISCUSSION

The received results are provided in table 2. Authors consider that this system of indicators allows in case of work on upgrade of production logistics in digital economy, to build multiple-factor model of future condition, and on the basis of the offered formulas to estimate efficiency of the offered changes.

Table 2.The system of indicators of an efficiency evaluation of logistic providing the entities in the conditions of digital economy. (See Annexes)

4.CONCLUSIONS

According to the constructed matrix of assessment of management systems organizational structures, in the conditions of digital economy in production logistics it is necessary to pass to automation of logistic processes, to increase overall performance of the supplier, to lay off number of intermediaries. Fully the concept of production logistics of E2E (End-to-End) in which by means of use of the principle of pulling optimization of all logistic processes between the supplier and the consumer is performed meets these requirements. The quantitative indices allowing to estimate possible economic effects, arising from application of the offered actions are developed and provided by authors. This system of indicators can be applied as multiple-factor model in case of assessment of future condition of production logistics within the optimizing actions.

The world economy is on the threshold of serious infrastructure changes. Advantages are got by the economic agent who will be able during the shortest period of time to receive a request from the consumer of service/goods, to execute it and to deliver in the shortest period [Rother Mike. Toyota Kata. 2010]. Digital technologies do possible the handling of big data, the Internet of things complemented with reality, a robototization, a 3D seal, etc. In these conditions it is extremely important to adapt management systems organizational structures, including management of production logistics of the entity, to do it more flexible, customer-oriented, cost-efficient [Imai, Masaaki. 1997.]. Approaches for similar optimization of parameters of production logistics of the entity were covered in article, the balanced scorecard, formulas for calculation of possible economic effect of the offered actions is offered.

5.ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

BIBLIOGRAPHY

Baker, Alan Rushton, Phil Croucher, Peter. The handbook of logistics & distribution management (5th ed.). London: KoganPage, 2014 – 35 p.

Carol A. Ptak ERP Tools, Techniques, and Applications for Integrating the Supply Chain. – Second Edition. – CRC Press LLC, 2004. – 414 p.

Domingo, Rene T. "THE QCD APPROACH TO OPERATIONS MANAGEMENT" design / [electronic resource]. – Access mode: http://www.rtdonline.com/BMA/MM/qcd.htm

Fattakhov H.I. The increase of production process planning and control efficiency at industrial enterprises through the use of careful production tool "Shop Floor Management" / R.H. Ismagilov, H.I. Fattakhov // The organizer of production. - 2014. - No. 1 (60). - pp. 30-36.

Imai, Masaaki. Gemba Kaizen: A Commonsense, Low-Cost Approach to Management. McGraw Hill Professional, 1997 – 109 p.

Mingaleev G.F., Babushkin V.M. The methodical aspects of production system functioning efficiency evaluation. // Bulletin of the Kazan State Technical University named after A.N. Tupolev. 2012. № 2. pp. 316-319.

Mingaleev G.F., Khayrullin I.R., Fattakhov Kh.I. Focus industrial-logistics centers in adaptive supply chains / H.I. Fattakhov, G.F. Mingaleev, I.R. Khairullin // "The Bulletin of the Kazan State Technical University named after A.N. Tupolev" - 2012. - No. 2. - pp. 342-345.

Rother Mike. Toyota Kata. Managing People for improvement, adaptability, and superior results. – by Rother & Company, LLC, 2010 – 309 p.

The development of digital economy in Russia. The program until 2035 / [electronic resource]. - Access mode: http://spkurdyumov.ru/uploads/2017/05/strategy.pdf

The program "Digital Economy of Russian Federation" / [electronic resource]. - Access mode: http://static.government.ru/media/files/9gFM4FHj4PsB79I5v7yLVuPgu4bvR7M0.pdf

Waddington T. Lean and agile supply chain design / [electronic resource]. – Access mode: http://www.littoralis.info/iom/secure/assets/iom_iom20031201.236634_3fe97d8a17e03.pdf

E2E system for «KAMAZ» / [electronic resource]. – Access mode: https://vestikamaza.ru/news/budni-kamaza/sistema-e2e-dlya-kamaza/

ANNEXES

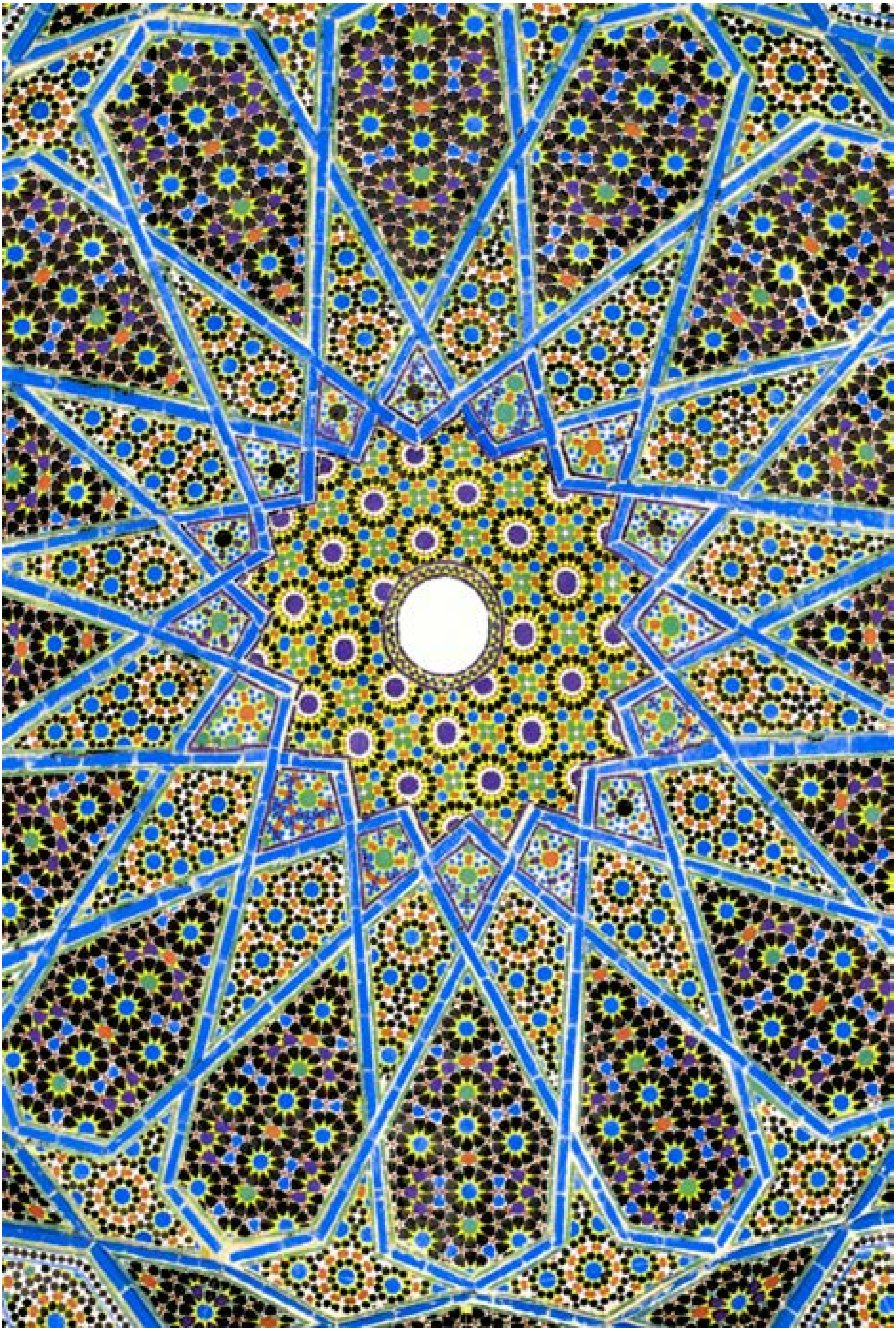
Criterion	Key indicator	Description	Traditional service providers	Digital platforms
S	*The filter of suppliers*	*The possibility of operational refusal of suppliers of services/goods on the basis of estimates of consumers*	–	+
	Conscious responsibility	*Orientation on increase in conscious responsibility in case of execution of service/delivery of goods*	–	+
	Rating of consumers	*Availability of a possibility of assessment of consumers by suppliers of services/goods*	–	+
Q	*The built-in quality*	*Orientation on quality assurance in the course of value creation, minimization of checks*	–	+
	Rating of suppliers	*Rating assessment of the supplier of services/goods consumer online*	–	+
	Reaction time	*Orientation on reducing time of reaction from the moment of receipt of a signal of goods/service delivery*	–	+
D	*Automation of scheduling and control*	*Automation of scheduling of Deliveries and Control over goods/service order fulfillment*	–	+
	Overall performance of the supplier	*Orientation on increase in overall performance of the direct contractor of the service/supplier of goods*	–	+
	Direct work with the consumer	*Reduction of number of intermediaries of services/overloads of goods*	–	+
C	*Management function digitalization*	*Use of digital technologies for implementation of management functions*	–	+
	Reducing management costs	*Minimization of management costs due to reducing levels of management*	–	+
	Outsourcing	*the Maximum transfer of production accessories/preparation of service on third-party suppliers of services/goods*	–	+
M	*Operational feedback*	*Orientation for 100% operational feedback from the consumer*	–	+
	The culture of servicing	*Orientation on the high culture of servicing as an independent quality category*	–	+
	The social Orientation	*Technologies for comprehensive work with the consumer on social networks and platforms communicative online*	–	+

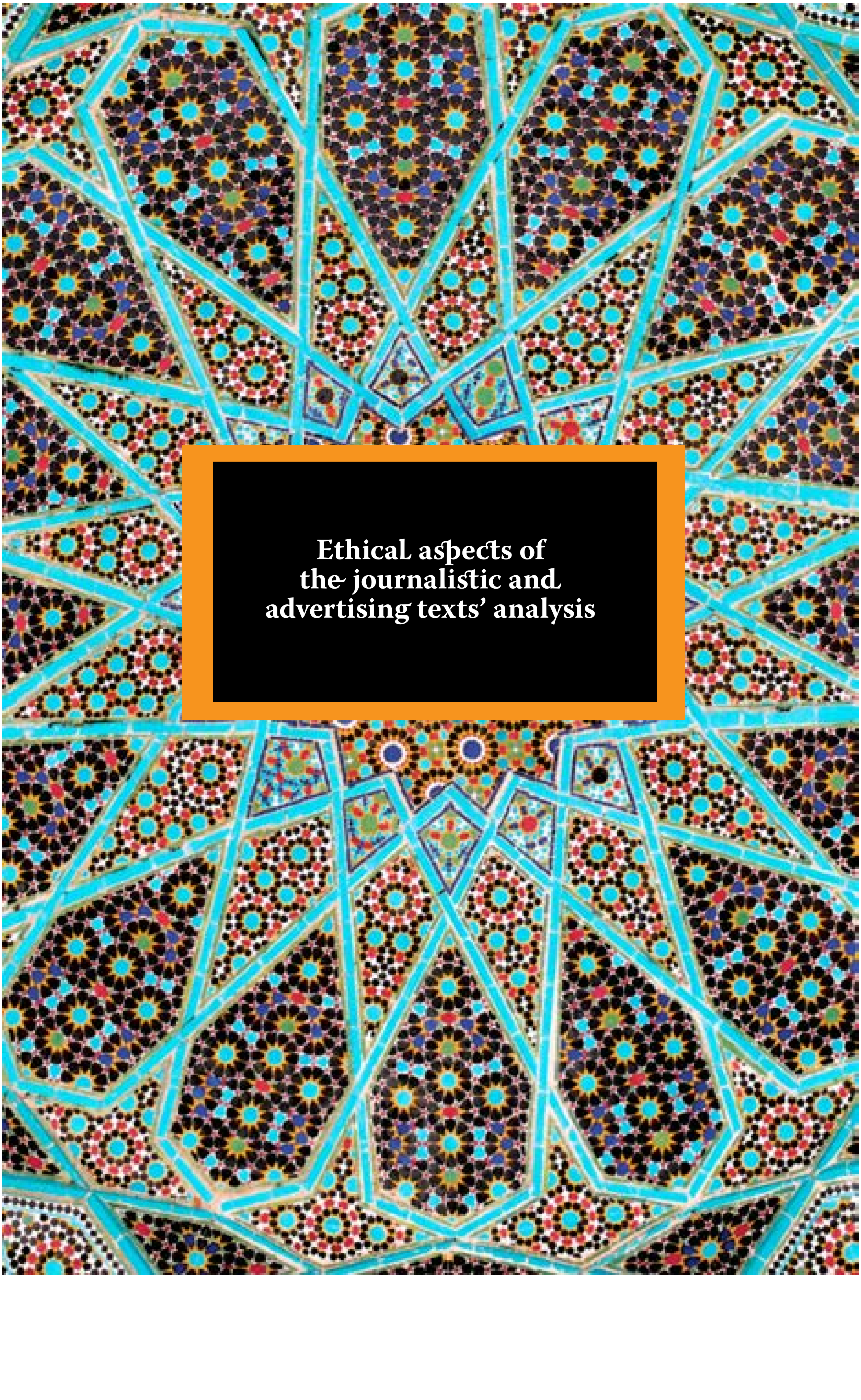
Table 1.Matrix of assessment of management systems organizational structures

ANNEXES

Indicator	Variables	Calculation Formula
1	2	3
Repackaging on line items	T_p - time spent for repackaging for the period, hour. Z_h – average salary of workers, rub/hour. C_p - cost of one packaging of a container, rub. N_p - the number of the workers who are engaged in repackaging, persons. Q_p – number of packagings of a container for the period, шт. X1 – costs before implementation of actions, rub. . X2 – costs after implementation of actions, rub. I - economic effect of implementation of actions, rub. W - costs for implementation of actions, rub.	The costs connected with need of repackaging: $X_1 = Z_{час} * T_{тар} * K + (Q_{тар} * C_{тар})$ Economic effect of reducing repackaging: $I = X_1 - X_2 - W$
Usage time of transport	T_r – a regulation of time of 1 flight, hour. Ca – a rate of work of motor transport, rub/hour N_{r1} – number of flights before implementation of actions for the period, piece. N_{r2} – number of flights after implementation of actions for the period, piece. I - economic effect of implementation of actions, rub. W - costs for implementation of actions, rub.	Economic effect of reducing number of flights: $I = C_a * (N_{r1} - N_{r2}) * T_r - W$ $Э = \frac{(Е_1 - Е_2)}{60} * Р_{дт} * Ц_{дз} - ЗП_{час}$
Subassemblies	L- Labour input of transactions of subassembly, N/h.$C_{нч}$ - Average cost of a hour of the worker, rub. Z - average salary of one worker, rub. G_1 - a regulation of accomplishment of orders before implementation of actions for the period, N/h. G_2 - a regulation of accomplishment of orders after implementation of actions for the period, N/h. I - economic effect of implementation of actions, rub. W - costs for implementation of actions, rub.	The costs connected with need of subassembly: $G_1 = L * C_{hp} * Z$ Economic effect of minimization of subassemblies: $I = G_1 - G_2 - W$
1	2	3
The number of contacts with the components	Tr – expenses on time of performance of works for the period, rub. Pr – expenses on repackaging for the period, rub. Mr – Transportation expenses for the period, rub. O_{r1} – total expenses before implementation of actions, for the period rub. O_{r2} - total expenses after implementation of actions for the period, rub. I - economic effect of implementation of actions, rub. W - costs for implementation of actions, rub.	The total expenses connected with contacts $O_r = T_r + P_r + M_r$ Economic effect of decrease in number of contacts $I = O_{r1} - O_{r2} - W$
Quantity of defective products	B_1 quantity of defective details before implementation an action for the period, piece. B_2 - quantity of defective details after implementation an action for the period, piece. J_B – cost value of defect minus returnable waste for the period, rub. I - economic effect of implementation of actions, rub. W - costs for implementation of actions, rub.	Economic effect of decrease number of level of defective products: $I = (B_1 - B_2) * J_B - W$
Overall performance of the supplier	F_1 – reliability of the supplier F_2 – the price F_3 – the number of returns F_4 – terms of payment F_5 – a possibility of unplanned deliveries F_6 – a financial condition of the supplier F_7 – compliance the supplier Y_i – specific weight of criteria O_i – assessment of values of criterion (min 1; max 10) Values of criteria are exposed on the basis of expert evaluations and supporting documents by the following services: F_1 – production and ???? service F_2 – service of supply F_3 – service of quality F_4 – financial service F_5 – production and dispatching service F_7 – security service	Integrated efficiency evaluation of work of the supplier $F = \sum_{i=1}^{7} (Y_i * O_i);$
Points of accounting	N_i – the number of the employees occupied with accounting process for the period, persons. Z – average salary of employees for the period, rub. Y_1 – costs before implementation of actions Y_2 – costs after implementation of actions I - economic effect of implementation of actions W - costs for implementation of actions	The costs connected with accounting points: $Y = \sum (N_{1+} N_{2+} N_3, \ldots N_i) * Z$ Economic effect of cost reduction connected with accounting points: $I = Y_1 - Y_2 - W$

Table 2.The system of indicators of an efficiency evaluation of logistic providing the entities in the conditions of digital economy





Ethical aspects of the journalistic and advertising texts' analysis

Ethical aspects of the journalistic and advertising texts' analysis

Aspectos éticos del análisis de textos periodísticos y publicitarios

ABSTRACT

Article is devoted to a problem of media texts (journalistic and advertising) compliance to ethical standards: to ethical standards of professional community and norms of media ethics. The research is conducted with the use of the "humanitarian expertise» principles and the semantic analysis method. In journalistic texts professional ethics standards violation is revealed. Advertising texts contain intended elocution violations. Non-compliance with ethical standards can be motivated by a divergence between them and other professional requirements to the journalistic and advertising text. In case of such divergences authors neglect requirements of ethics. The inattention reasons to ethical aspects of media texts: insufficiently accurate wording of ethical standards in Codes of professional ethics. Violations of professional ethics standards and language ethics demand discussion by professional community for improvement of professional standards and developing prevention mechanisms for such violations.

KEYWORDS: journalistic text, advertising text, professional ethics of journalists, conflict generating texts, language ethics.

RESUMEN

El artículo está dedicado a un problema de los textos de los medios de comunicación (periodística y publicitaria) el cumplimiento de las normas éticas: a los estándares éticos de la comunidad profesional y las normas de ética de los medios. La investigación se realiza con el uso de los principios de "experiencia humanitaria" y el método de análisis semántico. En los textos periodísticos se revela la violación de las normas éticas profesionales. Los textos publicitarios contienen violaciones intencionadas de elocución. El incumplimiento de las normas éticas puede estar motivado por una divergencia entre ellos y otros requisitos profesionales para el texto periodístico y publicitario. En caso de tales divergencias, los autores descuidan los requisitos de ética. La falta de atención explica los aspectos éticos de los textos de los medios de comunicación: redacción insuficientemente precisa de las normas éticas en los Códigos de ética profesional. Las violaciones de los estándares éticos profesionales y la ética del lenguaje exigen la discusión por parte de la comunidad profesional para mejorar los estándares profesionales y desarrollar mecanismos de prevención para tales violaciones.

Palabras clave: texto periodístico, texto publicitario, ética profesional de los periodistas, textos generadores de conflictos, ética del lenguaje

Svetlana V. Kryukova

Belgorod State National Research University. Russian Federation

krukova@bsu.edu.ru

Irina V. Mikulina

Belgorod State National Research University. Russian Federation

Nadezhda N. Khuhryanskaya

Belgorod State National Research University. Russian Federation

Yuliya N. Shatalova

Belgorod State National Research University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

The modern paradigm of mass media researches includes ethical aspect of the media texts analysis, both journalistic, and advertising, see: Cossack M. Y. (2012), Kozhemyakin E.A. (2010), Surikova T.I. (2009).

Professional activity of the journalist is regulated by the ethical standards developed by corporate community for preservation of public trust, establishment of social responsibility see: Clifford (2017), Frost (2015), Laitila (1995) Plaisance (2014). Formation of ethics as sciences in Russia is connected with names of D.S. Avraamov (2003), Y.V. Kazakova (2001), A.P. Korochensky (2003) and others. Now standards of professional activity of journalists are regulated by "The code of professional ethics of the Russian journalist" (1994) [The code of professional ethics of the Russian journalist, http]. Regulation is carried out also at the regional level: in February, 2007 "The Belgorod Region Journalist's Professional and Ethical Code" (author-originator is professor of Journalism Department of the Belgorod State National Research University A.P. Korochensky) was adopted. The basic principles of journalists' work, according to the document, are: social responsibility, high ethical culture, public trust, accuracy and reliability of publications. The clarity and definiteness of the formulated norms provides a possibility of their application as reference point and in journalists' work, and in the analysis of journalistic texts.

Professional activity of specialists in advertising is regulated, besides by the law "About Advertising", by the Russian Code of Practice for Advertising and Marketing Communications in which there is no concept "advertising ethics"; earlier it was treated as "compliance of form and content of an advertisement … to rules of ethics, i.e. set of the standards of behavior, traditions and moral principles adopted in society". The existing Code specifies in the article 4 "Standard Principles of Morals and Morality" that "marketing communication should not contain any information … the morals breaking the standard principles and morality [The Russian Code of practice of advertising and marketing communications, http]. In our opinion, the formulation has very generalized character that interferes with identification of similar violations and development of measures for their prevention.

Wide circulation of advertising and frequency violation in its texts of the standard norms (language and norms of ethics) draws attention of researchers, see: Drumwright (2009), Hyman (1994), Shabbir (2007), Zinkhan (1994), Bessarabova of N.D. (2011), Zavadskaya A.V. (2013), Polonsky A.V. (2010).

2.MATERIALS AND METHODS

Research materials are: the conflict generating journalistic texts widespread in the Belgorod region and involved in jurisprudence; the advertising texts not meeting literary standards. The analysis was carried out with use of the principles of "humanitarian expertise" [Shaykhitdinova, 2007] and a traditional method of the lexic-semantic analysis.

3.RESULTS AND DISCUSSION

The conflict generating texts are analyzed on compliance to the professional ethics standards stated in chapter "Our responsibility" of The Belgorod Region Journalist's Professional and Ethical Code and with a support on the principles of "humanitarian examination". Results of the analysis are systematized on the subjects designated in the Code: "State of emergency and crime", "Unchecked data", "Language aggression".

State of emergency and crime

In 2006 in three editions there were publications about death of the soldier during conscription service: "The resident of Belgorod shot himself after delivery of guard" (Komsomolskaya Pravda No. 23 29.03.2006), "What occurred in Naro-Fominsk?" (Meridian No. 13 28.03.2006), "Died of wound in heart" (Argumenty i Fakty No. 14 April, 2006). Journalists were mistaken, specifying service life, a cause of death and a name of the dead. The last especially touched the soldier's mother who appealed to court; an ethical assessment was not given to texts. Meanwhile the professional and ethical code indicates the need of the attentive, careful, tactful attitude to relatives of the dead. Authors showed disrespect, having allowed facts violation.

The author who published in the Belgorodskaya Pravda newspaper (No. 72 20.05.2000; No. 73 23.05.2000; No. 74 24.05.2000) a cycle of materials under the general heading "You Are Guilty Because … I Want So" (heading "Not Detective Story"), stated events from life of the young man, making an impression about his mental illness. Venomous hints, tendentious selection of the facts, categorical judgments and unreasonable conclusions were used: For teachers and schoolmates it was no secret that Vasya was not all right in the head. <…> Sometimeshet was attacked by such rage - eyes blood-shot, the face, hands flushed, and he instantly rushed into a fight. In a playful childish fight he flew into a rage at once and began to fight seriously. <…> Police officers … were forced to carry out a psychiatric forensic medical examination of Vasily which conclusion was unambiguous - schizophrenia.

The journalist did not make identification of the character impossible though the article was about sexual offense. The hero of the publication to whom criminals did heavy physical and moral damage also suffered from actions of the journalist who inconsiderately intruded into his private life. And the Belgorod ethical code directly warns: "Journalists should not identify the victims of sexual offenses or publish the materials promoting … identification … The information about the identity of the victim … of sexual crimes should not be published without consent" [The Belgorod Region Journalist's Professional and Ethical Code, http].

The texts devoted to suicide subject demand correctness, care, pickiness in words and illustrations. Excess details are not necessary: they can "inspire suicide of other people". Besides, "it is necessary to hold special respect for the feelings of the suicide victim relatives" [The Belgorod Region Journalist's Professional and Ethical Code, http]. Identification of persons who committed suicide and their relatives is inadmissible.

These requirements were violated by the author of the Octopus program on air of Magnit TV company (23.02.2001). The journalist so hurried to report news that relatives learned about a suicide earlier, than they were informed by law enforcement officers - this is inadmissible. Haste led to the message of unchecked information, inconsiderate invasion into private life of family where there was a tragedy: … If the girl, the heroine of our following story, would marry in time, perhaps, she would not begin to react to a joke of the friend so sharply. <…> the 20-year-old resident of Belgorod Taya Z … (it is removed – auth.) stepped from the 7th floor of the multi-storey building … <…> Probably Taya who was on the 3rd month of pregnancy, jokes proved fatal, the prospect of being a single mother did not suit her …

The name, surname, the photo of the deceased person appeared not only on air, but also on the website of shopping Mall Magnit: whether a suicide in Belgorod is a reason for a discussion "Did it became necessary to stay virgin till marriage?" (the Time program on TNT channel). Such "savoring" of details offended feelings of relatives of the deceased, and later they appealed to the court.

Unchecked data

It agrees to the Russian and Belgorod professional and ethical codes, the journalist is obliged to use data, "the reliability of which is established and buttressed up checked by facts". The professional and ethical code obliges the journalist to operate only with that information which source is known, avoiding references to anonymous sources. "The conjecture, opinions, guesses, the assumptions and rumors cannot be shown in the journalistic work as the facts or instead of them" [The Belgorod Region Journalist's Professional and Ethical Code, http]. However journalists quite often break these norms.

"Another game … in "marked cards"" (The word of the communist No. 11 19.03.2003) presented information marked by "unauthenticity signals" (are highlighted by us in bold type): In the early nineties of the XX century, being at a position of the vice-chairman of the Belgorod regional executive committee on economy and trade, he "successfully sold" the automobile transport limited by the state and, it is said, traded on official position for what he was dismissed and was forced to leave area.

The same author of the publication “Portrait against the background” enters unchecked information (Dobrostroy 09.08.1997):

They say, in this story there was everything: both anonymous letters, and “scolding” of subordinates, and colliding of colleagues. <…> Rumors have it that GOKE created system in which a part of taxes is not paid to the budget of Russia but are persistently directed on sale of export revenue, and profit from such operations remains abroad. <…> Evil tongues claim that these accounts can be personal or controlled by Anatoly Timofeyevich.

In material “Portrait against the background” there are also other violations of ethical standards. In the text having sharp critical focus, the criticized person was called on a name and a position, its biographic data, etc. are specified. The hero was not given an opportunity to explain the position, to comment on criticism. The Belgorod ethical code includes such obligation: “If the person called by name … is exposed to sharp criticism, then … the journalist is obliged to receive explanations of the criticized party. In cases when the party criticized refused communication … the audience has to be notified of it. Insubstantial accusations … are inadmissible …” [The Belgorod Region Journalist’s Professional and Ethical Code, http]. In the analyzed case journalists neglected these requirements.

Language aggression

The Belgorod Region Journalist’s Professional and Ethical Code warns against groundless labeling, demands to respect the advantage, honor and reputation of citizens, their right for private life, to avoid undeserved insult or humiliation [The Belgorod Region Journalist’s Professional and Ethical Code, http], however these requirements are violated often at the publication of letters.

In the letter “Let’s not allow plundering the enterprise” (The Belgorod Pravda 06.02.1996) authors characterized the citizen, using lexemes the easy rider, the trickster, the unscrupulous subject who leeched the enterprise. The Valuyskaya Zvezda (02.11.2007) newspaper published the letter “Resting at the sea with “advantage”” where words the swindler, the rascal, the villain are used. The author of the publication “Cry from the heart” (Our life No. 58 12.07.2000) saw it possible to call the person the bastard; the text was published without updates.

The mass media’s editorial office, according to Art. 42 of the Federal Law “About Media” [The Comment to the Act of the Russian Federation on Media, 2002, page 242], should not make the change distorting sense in author’s works by readers. But the right to freedom of speech in this case has to be coordinated with the rights of heroes of publications for a good name, reputation and not to contradict the principles of ethics and morals. According to us, offensive words have to be excluded from the published texts that media did not become repeaters of language aggression.

The aggression of language expression is peculiar to oral political polemic, but in the press texts on political subjects, in our opinion, have to have the style verified in the language relation. The expressivity common to many heated political debates can be expressed by various means of the literary language, without using rough and colloquial lexicon. Professional ethical standards demand not to accent “political convictions, intellectual and physical defects of individuals or groups - except cases when such information has a direct bearing on a case in point” [The Belgorod Region Journalist’s Professional and Ethical Code, http].

The publication “The Ballerina from a Grand Piano against the background of the Fright in a Picket” (The Voice of Belogorie No. 20 May, 2006) shows neglect to these norms, the author criticizes not the ideas, but persons. The journalist is not limited to the characteristic of political preferences of picketers, the text contains hints on physical defects and mental inadequacy of heroes which are identified: … if the man with brains is on friendly terms, he will not go solo or in companies of two-three to the central square; … spring aggravation of ambitions, plus avitaminosis, minus inadequacy - should look for somewhere nearby A. Sirotenko and A. Gritsayev from Shebekino; local activists of public life told us approximately so: there is a black sheep on every flock…; relied … on “fright” in a picket.

The journalist calls the political opponents "monsters" and "Pokemons" ("pocket monsters" - from English pokemon, poket monster), near the photo of participants of the action places a picture of the rock group Lordi in monstrous suits to show subject to comparison and "to prove" the choice of the nomination.

In the analysis of advertising texts regarding observance of ethics requirements it is necessary to consider extent of advertising language influence on national language. Daily practically each person faces a set of advertisements, at the same time texts are perceived as samples, and their repeatability promotes fixing of such samples in consciousness of addressees. On one hand, influence of advertising on language can be positive: advertising is a source of neologisms, promotes fast development of linguistic borrowing. On the other hand, the quality of advertising texts quite often leaves much to be desired: in the sphere of the Russian advertising the neglect is both observed regarding the standards of the literary language, and ethical standards. Violation of the accepted language and communicative norms in advertising is represented to linguists a serious problem [Astanina, 2014, page 81].

In general the violations of norm allowed in the advertising text can be divided into two types - unintentional and intended.

Unintentional violations are the mistakes made because of a lack of advertisers' literacy. Unintentional violations are observed at all levels of language: lack of quotes when writing names of firms and goods, substandard use of capital letters, accenting, spelling and punctuation errors. Such violations of the literary language standards testify, in our opinion, to non-professionalism, indifference to quality of the produced information, misunderstanding of the advertising text culture interrelation and its perception by the addressee. In the conditions of insufficient literacy of the population an advertising textual mistake becomes the factor promoting a bigger falling of the general level of speech culture and culture of the Russian society in general. See: [Polonsky, 2010, page 254].

Intended violations of norm are connected with purposeful impact on the addressee. U. Eco wrote about it: "Technology of advertising in its best samples, apparently, is based on the information idea which is that the announcement that draws the more attention, is the one that breaks the accepted communicative norms, reconstructing thus the system of rhetorical expectations" [Eco, 2006, page 223]. The serious linguo-ethic problem is hidden, however, in delimitation permitted in use of such receptions.

One of the intended violations sources is the language creativity. The modern advertising discourse is represented as a some kind of a base language game. Game receptions create an expression, draw attention of the addressee, and promote memorability that, eventually, defines communicative advertising efficiency.

In general assessing use of a language game in advertising positively, we are forced to note that not always the created texts meet standards of ethics. For example, word creation on the basis of obscene language became a tendency. The tabooed lexeme at the same time acts as a word sample which morphemic structure with replacement of a root producing a new word. The difficult, dual sense results: on the remaining lexical meaning of the tabooed unit the value brought by a new root and concerning object of advertising is imposed. For example, the word "окурительный" (smoking "Chicken Fries" in Burger King!), which combined semantics of the making obscene adjective meaning "very good" (obscene for sex) with semantics of an adjective chicken.

Other examples of this kind: Look do not become aggravated! (advertising of spicy burger); Stuff your face! Just now! Second Big-King free; Cheeuck! Cheeseburger for only 49 rubles. In fact, in such advertising texts word creation acts as a contrivance of a substandard word.

Violation of language ethics is noted in the texts containing lexicon of "a corporal bottom", words hints and puns of sexual orientation. For example: At me costs! And you? (advertising of bookmaker office); - Why chicken taste better at Burger King? - Because we grow eggs faster! (advertising the network of fast food restaurants); There is no staring at others' breasts when directly before you the natural XL chicken breasts "Chicken of Fillet" from Burger King lie. Take for a breast!; We nurse (advertising of sandwich with chicken breast).

Such advertising, certainly, attracts attention, but causes more likely negative reaction of audience. According to L.P. Amiri's remark, such advertising texts "are not just vulgar and substandard from the point of view of ethics and morals, but also can exert impact on morality of younger generation" [Ilyasova, 2009, page 45].

The problem of a language ethics in the advertising text is especially relevant for advertising on the Internet. This sector is the least adjustable legislation on advertising now, there is no accurate position on this occasion and in the Russian code of practice of advertising and marketing communications. In the conditions of fierce competition advertisers intentionally break norms of language ethics, widely using colloquial lexicon, negative and expressional jargons, obscene lexicon, etc.

The use of such words can sometimes be unmotivated, not corresponding to contents of an advertising appeal in any way. For example, such is the advertising text in the advertising video of online casino: "Volcano"... "Volcano"... "Volcano"... Boobs! "Volcano"... "Volcano"... "Volcano"... Got confused in "volcanoes"? Check out "Суперслотсказино.ком" where all your classical slots and huge bonuses! The viewer hears and sees constantly repeating name of widely advertised rival casino ("Volcano"). The sudden use in the text of the word "boobs" relating to the lowered lexicon is intended to provide, apparently, shock perception, to focus attention of the addressee.

Online casinos are very active advertisers placing the advertising on entertainment portals of RuNet now, their advertising texts become a subject of discussion, a source of Internet memes. Special attention of audience to aggressive and, according to us, unethical advertising, can significantly reduce the level of culture of society.

In 2017 the song of popular youth group advertising online casino and for 25% consisting of slangy lexicon was widely adopted: "Raised some bucks, others s*ck, began to reckon with me... <...> You have a talent, brother. What? To play online. "Azino three axes". A game began. In total on garlic.... Today I walk, money don't fit in me pocket". Except violation of norms of language ethics, questions are raised by the vital reference points broadcast in the song: the supreme value - the money allowing a message carefree, idle life. Thus, the analyzed advertising text contradicts standards of the Russian code of practice of advertising and marketing communications as breaks "the standard principles of morals and morality" [The Russian Code of Advertising and Marketing Communications Practice, http]. In this regard the popularity of such advertising is disturbing: besides actually advertising broadcasting, the roller in 5 months gained more than 7 million viewings on YouTube, became an object of a set of parodies which do not differ in the high level of speech culture too.

The analysis showed that in the majority of the conflict generating journalistic media texts ethical standards were violated: authors violated requirements of accuracy, reliability; interfered with private life; showed language aggression. It undermines confidence in the journalist personally, in a profession in general and in the institute of mass media. Despite the absence of sanctions for violation of professional and ethical standards, they have to be perceived as indisputable, above the provisions of the law. In "The Conceptual Report on the Media Law" it is specified: "In the conditions of the free market journalists have to strive more for responsibility, than to observance of a letter of the law. Reputation … journalists and confidence of public that … the publication is exact and impartial have to stimulate rather aspiration to observance of rules of journalistic ethics, than to exact respect for the provisions of the law" [The Modern Law of Mass Media in the USA, 1997, page 47-48].

The texts analyzed on compliance to requirements of media ethics and the professional standard of specialists in advertising show methods of unfair impact on the consumer. By means of intended speech violations unethical advertising is capable to loosen norms of ethics in consciousness of the person [Astanina, 2014, page 82].

4. CONCLUSIONS

Violations of ethical standards in the journalistic text have to be discussed by members of professional community and the public - in the form of publications in media to induce journalists into conscious and consecutive observance of ethical standards.

The texts based on messages of experts and other sources of information before publication should be checked carefully for compliance of the facts and reality, and opinion expression forms - to professional ethics standards of journalists.

In order for the advertising text to meet standards of a language ethics, in our opinion, it is necessary to accurately and definitely, with the indication of criteria, formulate the concept "ethics" of the code of professional standards that advertisement producers are guided by in their choice of methods of influencing the audience.

BIBLIOGRAPHY

Astanina, I.V., 2014, Normativnyj i lingvoehticheskij aspekty izucheniya reklamnyh tekstov, Vestnik VGU. Seriya: Filologiya. Zhurnalistika, 4: 81-85.

Avraamov, D.S., 2003. Professional'naya ehtika zhurnalista, M.: Izd-vo Mosk. un-ta, 264 s.

Bessarabova, N.D., 2011. Lingvoehtika, ili eshche raz ob ehticheskom aspekte kul'tury rechi sovremennyh SMI i reklamy, Zhurnalistika i kul'tura russkoj rechi, 2: 55-63.

Clifford, C. G., Fackler, M., Richardson, K. B., Kreshel, P.J., Woods, R. H., 2017. Media Ethics: Cases and Moral Reasoning. Routledge. 404 p.

Drumwright, M. E., Murphy, P. E., 2009. The Current State of Advertising Ethics, Journal of Advertising, 38(1): 83-107.

Eco, U., 2006. Otsutstvuyushchaya struktura. Vvedenie v semiologiyu. SPb.: Simpozium, 544 s.

Frost, C., 2015. Media Ethics and Self-Regulation. Routledge, 446 p.

Hyman, M. R., Tansey, R., 1994. Research on Advertising Ethics: Past, Present, and Future, Journal of Advertising, 23 (No. 3): 5-15.

Il'yasova, S.V., Amiri, L.P., 2009. Yazykovaya igra v kommunikativnom prostranstve SMI i reklamy. M.: Flinta, 296 s.

Kazak, M.Y., 2012. Specifika sovremennogo mediateksta, Sovremennyj diskurs-analiz, 6. - Rezhim dostupa: http://www.discourseanalysis.org/ada6/st42.shtml, svobodnyj

Kazakov, Y.V., 2001. Na puti k professional'no-pravil'nomu: Rossijskij media-ehtos kak territoriya poiska. M.: Centr prikladnoj ehtiki, 188 s.

Kodeks professional'noj ehtiki rossijskogo zhurnalista [Ehlektronnyj resurs]. - Rezhim dostupa: http://www.ruj.ru/about_organization/kodeks-professionalnoy-etiki-rossiyskogo-zhurnalista/index.php

Kommentarij k Zakonu RF "O SMI", 2002. M.: Galeriya, 416 s.

Korochenskij, A.P., 2003. "Pyataya vlast'?" Mediakritika v teorii i praktike zhurnalistiki, Rostov n/D: Izd-vo Rost. un-ta, 280 s.

Kozhemyakin, E.A., 2010. Massovaya kommunikaciya i mediadiskurs: k metodologii issledovaniya, Nauchnye vedomosti BelGU. Ser. Gumanitarnye nauki, 12(6): 13-21.

Laitila, T., 1995 Journalistic Codes of Ethics in Europe, European Journal of Communication, 10, No. 4: 527-544.

Plaisance, P. L., 2014. Media Ethics: Key Principles for Responsible Practice. SAGE. 268 p.

Polonskij, A.V., 2010. Russkij yazyk v sovremennyh mass-media: koflikt mezhdu "slovarem" i obshchestvennym vkusom, Nauchnye vedomosti BelGU. Ser. Gumanitarnye nauki, 24(8): 250-255.

Professional'no-ehticheskij kodeks zhurnalistov Belgorodchiny [Ehlektronnyj resurs]. - Rezhim dostupa: http://journ.bsu.edu.ru/kodeks/text-2008.shtml, svobodnyj.

Rossijskij Kodeks praktiki reklamy i marketingovyh kommunikacij [Ehlektronnyj resurs]. - Rezhim dostupa: http://sovetreklama.org/reklamnoe-pravo/rossijskij-kodeks-praktiki-reklamy-i-marketingovyx-kommunikacij.

Shabbir, H. A., Thwaites, D., 2007 The Use of Humor to Mask Deceptive Advertising: It's No Laughing Matter, Journal of Advertising. 2007, 36(2): 75-85.

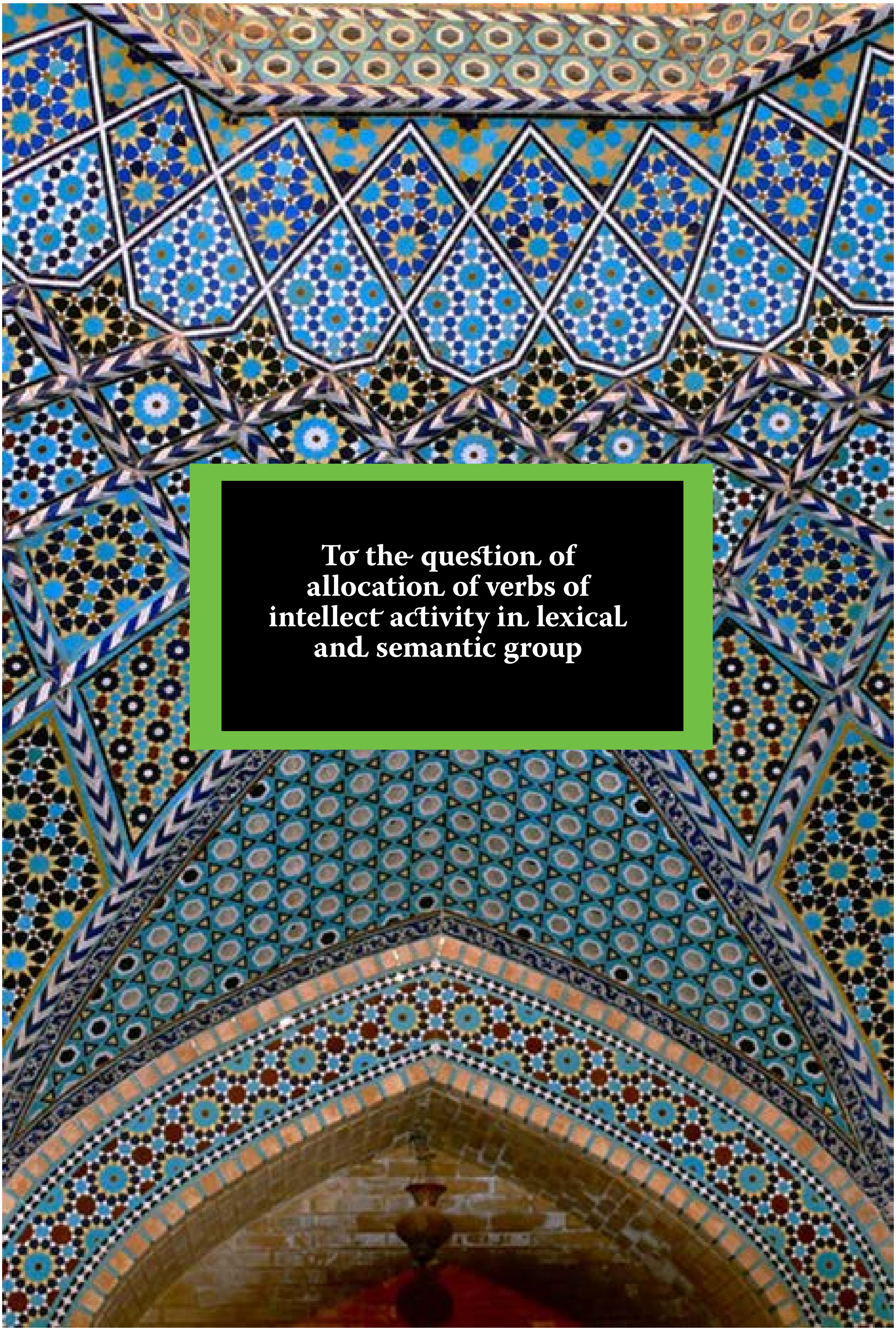
Shajhitdinova, S.K., 2007. Media-ehtika, Kazan': Izd-vo Kazanskogo un-ta, 77 s.

Sovremennoe pravo sredstv massovoj informacii v SShA, 1997. M.: PRAVO i SMI, 256 s.

Surikova, T.I., 2009. Ehtika kak kriterij issledovaniya i ocenki yazyka massovyh kommunikacij, EHtika rechevogo povedeniya rossijskogo zhurnalista: kollektivnaya monografiya. SPb.: Asterion: 71-104.

Zavadskaya, A.V., 2013. Ehpatazh kak sposob rechevogo vozdejstviya v sovremennyh reklamnyh tekstah, Nauchnye issledovaniya i razrabotki. Sovremennaya kommunikativistika, 6: 57-61.

Zinkhan, G. M., 1994. Advertising Ethics: Emerging Methods and Trends, Journal of Advertising, 23(3): 1-4.



To the question of allocation of verbs of intellect activity in lexical and semantic group

To the question of allocation of verbs of intellect activity in lexical and semantic group

Sobre la cuestión de la asignación de los verbos de la actividad intelectual en el grupo léxico y semántico

ABSTRACT

This article is devoted to justification of intellect activity verbs allocation in separate lexico-semantic group of verbs on the basis of semantic similarity, thematic unity, distributive uniformity and word-formation potential. The grammatical peculiarity of the verb requires special linguistic methods for its study. Relevance of the question considered in the article is caused by complexity of the lexical and grammatical nature of verbs of intellect activity, their frequency and prevalence in different functional styles of the speech, as well as by absence of their complex description accounting the last achievements of linguistics.

Key words: speech verbs, thought verbs, verbs of intellect activity, verb semantics, lexical and semantic group, classification of verbs.

RESUMEN

Este artículo está dedicado a la justificación de la asignación de verbos de actividad intelectual en un grupo lexico-semántico separado de verbos sobre la base de similitud semántica, unidad temática, uniformidad distributiva y potencial de formación de palabras. La peculiaridad gramatical del verbo requiere métodos lingüísticos especiales para su estudio. La relevancia de la cuestión considerada en el artículo es causada por la complejidad de la naturaleza léxica y gramatical de los verbos de la actividad intelectual, su frecuencia y prevalencia en diferentes estilos funcionales del habla, así como por la ausencia de su descripción compleja que cuenta los últimos logros de lingüística.

Palabras clave: verbos de voz, verbos de pensamiento, verbos de actividad intelectual, semántica de verbos, grupo léxico y semántico, clasificación de verbos.

Tatyana V. Samosenkova
Belgorod State National Research University. Russian Federation
petrova_l@bsu.edu.ru

Lilliya G. Petrova
Belgorod State National Research University. Russian Federation

Olga V. Lyutova
Belgorod State National Research University. Russian Federation

Ludmila F. Svoykina
Belgorod State National Research University. Russian Federation

Raisa V. Kuleshova
Belgorod State National Research University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

According to Vinogradov, possessing specific system of grammatical categories (tense, case, inclination, etc.), the Russian verb "is the most difficult, grammatically organized, and at the same time the most vivid, i.e. directly reflecting reality, category of the Russian language" [Vinogradov, 1972: 511]. The grammatical originality of a verb also demands a special linguistic and methodical approach to it's studying by foreigners.

Because of a number of features verbs of intellect activity are a subject of close attention of linguists for a long period of time. They are frequently used verbs, widely used in different spheres of communication, due to their morphological characteristics they are polysemantic; besides they possess a rich set of lexical meanings. In the article the question of allocation of lexico-semantic group of verbs of intellect activity in Russian is considered. The Russian verb is one of the most difficult phenomenon in linguistics: "The verbal word possesses complex semantic structure in which lexical, derivational, and grammatical meanings are united as in a single coil" [Tikhonov 1998 intertwined: 5]; "The verbal predicate is a structural and semantic center of the sentance. It not only defines the formal structure, but also expresses the general semantic features of the sentance" [Velichko, Tumanov, Chagin 1986: 10]. In linguistics there are a lot of verb definitions, because of the choice of approach to determine the part-of-speech meaning. Conditionally all interpretations of verbal meaning can be devided into several groups: semantic (N. S. Valgina, A.H. Vostokov, A.M. Zemsky); formal grammatical (S. I. Abakumov); lexical and grammatical (L.L. Bulanin; Grammar of the modern Russian literary language; The Russian language. Encyclopedia); those, including syntactic functions of a verb (T.A. Ladyzhenskaya, M. T. Baranov, L.T. Grigoryan, I.I. Kulibab, etc.).

Each of the approaches to the verb definition as a part of speech has the advantages and disadvantages. We, after N. M. Shansky, A.N. Tikhonov, L.L. Bulanin, define a verb as a part of speech designating process (process is meant as the various phenomenon: action, state, movement in space, speech and various sound phenomenon, manifestation and sign change; thought, perception, relationship between people, etc.) [Modern Russian of P.2. 1987: 150] and expressing this value in grammatical categories of Aspect and Voice, general for all verbal forms: infinitive, personal or conjugated forms, participle and adverbial participle [Bulanin 1976: 104]. Thus we will add that the verb is characterized by such domination connections as government at which "the use of nouns (pronouns) in the form of an indirect case (with or without a prepositin) is predetermined … by the meaning of the main component …" [The modern Russian literary language 1996: 287]; and an adjunction at which " unchangeable words act as dependent words: the adverb, an unchangeable adjective, and also an infinitive, comparative or an adverbial participle", also arise various relations (the filling, object, adverbial and attributive, attributive, etc.).

We decided it necessary to develop the definition of a verb as in other languages it possesses wider or narrower set of characteristics.

The speech and mental processes are distinctive characteristics of homosapiens among other live organisms. Despite the great number of linguistic works devoted to the research of verbal semantics there is no quite clear understanding of lexical grouping the verbs describing the principally important sphere of human activity.

2.RESEARCH METHODS

In this work we used the following methods of research: a descriptive and analytical method by means of which material selection, primary analysis and a statement of data are made; a method of the component analysis by means of which components of lexical meanings of verbs are established; the comparative method helping to build up the structure of lexical and semantic group.

3.MAIN PART

Within cognitive linguistics scientists scrupulously investigate concept's sphere of a language. Though these researches were devoted to a noun more often, verbs also became object of research. Linguists analyzed both separate verbs of thinking, and the whole groups. Results of these researches are presented in the Logical Analysis of Language magazine (1992; 1993; 1994; 1999). In lexical system of language the concept the lexico-semantic group (LSG) takes an important place. A lot of works of such researchers, as F.P. Filin (1966, 1993), L.M. Vasilyev (1981, 1990), M. Ya. Glovinskaya (1982, 2001), V.A. Kozyrev (2004), E.V. Kuznetsova (1978, 1989), Z.V. Nichman (1988), etc. are devoted to the description of LSG, their functioning in Russian. Lexico-semantic groups were studied not only in lexical aspect, but also in respect of interaction of lexicon with grammar and word formation. LSG are still insufficiently studied, though they represent a special unit in hierarchy of lexical system. According to D. N. Shmelyov, LSG is the group of words with uniform and comparable lexico-semantic variantns (meanings) of words allocated on the basis of the general semantic topic (the general seme, an integrated sign) [Shmelyov 1973]. V. G. Gak considers: "The structure of LSG is a set of words in those meanings where the corresponding categorial seme is presented" [Gak 1977: 154]. He writes: "The semantic structure of the word is a set of its meanings (lexico-semantic variantns) – is organized by the hierarchical principle, including the main and derivative, direct and figurative meanings. The structure of a separate word meaning is a set of semes forming it" [Gak 1977: 154]. In LSG all words have to be one part of speech and have one general element of meaning. Inclusion of words in LSG can be decided not only by the general element of meaning, but also by words with additional seme. The semantic structure of the word is reflected by a vertical axis, and structure of each separate meaning is reflected by a horizontal axis.

Absence of the standard understanding of the intellect activity verbs nature, ambiguity of approaches to determination of their meanings and functions complicate unambiguity in their perceptions by foreign students:1) when determining a circle of the verbs possessing a community of these or those signs; 2) at identification of semantic essence and morphological features for their studying in foreign audience; 3) at the organization of the lexical and grammatical material connected with features of structural-semantic potential of sentences with intellect activity verbs as well as with the selection of educational texts on the basis of which formation and development of communicative competence of foreign students is provided; 4) in the analysis of their functioning in the text as speech reality, etc.

The compatibility of speech and thinking verbs with consctructions with the direct and the indirect speech, existence of the instruction on the content of activity, distributive characteristics, etc. set thinking on expediency of association of verbs of the speech and thought in one lexico-semantic group. We will address directly to verbs of intellect activity. This group of verbs for many years was an object of attention of linguists and methodologists owing to a number of features:

1) verbs of intellect activity are presented by a large number of units;

2) in any language they are among the most common, entering into the fixed dictionary assets, and their importance is confirmed by spheres of the use;

3) existence of etiquette forms: «Скажите, пожалуйста...» ("Tell me please..."), «Не могли бы Вы подсказать…» (" Couldn't you prompt …"), «Что бы Вы посоветовали…» ("What would you advise …"), «Разрешите поблагодарить Вас…» ("Allow to thank you …"), «Сожалею, что…» ("I regret that …"), etc.;

4) existence of the conctructions entering someone's speech: «Премьер министр заявил…» ("The prime minister declared …"), «Лидер партии демократов обратился к…» ("The party leader of democrats addressed to …"), «Минздрав предупреждает…» ("Ministry of Health warns …"), etc.;

5) existence of the conctructions indicating information source: «Вчера мне сказали…» ("Yesterday I was told …"), «Недавно я прочитал…» ("Recently I've read …"), «Мы узнали, что…» ("We learned that …"), «Обдумав ситуацию, мы решили…»

("Having considered the situation, we solved ..."), etc.;

6) existence of the conctructions used in official style: «Сообщаю Вам...» ("I inform you ..."), «Прошу Вас...» ("I ask you ..."), «Уведомляю Вас...» ("I notify you ..."), etc.;

7) existence of the sentences transferring information on any action of the subject: «Я написал...» ("I wrote ..."), «Каждый человек мечтает...» ("Each person dreams ..."), «Он громко кричал...» ("He shouted loudly ..."), etc.;

8) existence of the conctructions which are the structure-forming center of the text-meditation: «Я думаю, что..., потому что...» ("I think that ... because ..."), «Мы считаем, что ..., потому что...» ("We consider that ..., because ..."), etc.;

9) these verbs provide daily people communication since they designate "the most important sphere of activity of the person – the speech – indirectly reflecting all other types of his activity. Through the speech a person carries out communicative, gnoseological, pragmatical, cognitive and other functions" [Crolles 1969: 21];

10) these verbs are a necessary component of the professional speech in many branches of life, and, therefore, are important when training foreign students of professional communication, for example, conctructions: «ЧТО + выражает + ЧТО» ("WHAT + expresses + WHAT"), «ЧТО + объясняется + ЧЕМ» ("WHAT is explained by WHAT), «ЧТО + обусловливает + ЧТО»("WHAT + causes + WHAT"), «ЧТО + доказывает + ЧТО» ("WHAT + proves + WHAT"), «обжаловать + ЧТО» ("to appeal + WHAT"), «оспорить + ЧТО» ("to challenge + WHAT"), etc.

Despite of considerable achievements in the field of speech and thinking verbs studying (Yu.D. Apresyan, I.P. Bondar, L.M. Vasilyev, V. I. Kodukhov, E.V. Kuznetsova, L.G. Mikhedova, V.P. Moskvin, G. A. Pak, etc.) there is still no their unique classification in the Russian language, and the question of the structure of this group remains unresolved.

In modern linguistics these verbs are considered as groups of verbs of speaking (speech) and mental verbs (verbs of thought, thinking) separate from each other. Such linguists as I.P. Bondar, T.N. Nedyalkova, etc., allocated the verbs of speaking defined on the basis of lexical meaning community [the Cooper 1969; Nedyalkova 1961]. Thus only the verbs designating speech process in its pure form were under the studying. At allocation of groups of verbs L.M. Vasilyev, Yu.K. Lekomtsev, G. A. Pak, etc. considered not only semantics, but also grammatical features (the instruction on subject of action, on the addressee of action, on contents of the speech, etc.) and interrelation of lexical and grammatical compatibility of a verb with its lexical meaning. Analyzing verbs of speaking, L.M. Vasilyev noted such a typical feature of these verbs as their functioning in conctructions with the direct speech, as well as the ability of some verbs of thinking, feelings and perception to function in the same conctructions. Along with this, verbs with the meaning of the mutually directed communication not allowing combinations with conctructions with the direct speech he also related to verbs of speaking [Vasilyev 1971: 29]. According to E.M. Nabokina's classification the group of verbs of speaking includes the units in the meaning of which the pointing at speech combined with the pointing at the kind of activity realized in speech is present [Nabokina 1985].

In the 60th years of the XX century the concept of verbal intension gained its popularity: action proceeds from somewhere (or doesn't proceed from anywhere) and goes to somewhere (or doesn't go to anywhere) which is the cornerstone of the verb valency and is reflected in it. R. Mrazek noted that verbs of speaking open places for one determinant "at the left" and for two "on the right". Mrazek's ideas gained development in Ch. Fillmore's [Fillmore 1968], Cheyf's [Cheyf 1975], Yu.D. Apresyan's [Apresyan 1974], works, etc.

According to Yu.D. Apresyan, A.K. Zholkovsky, I.A. Melchuk, V.P. Moskvin, etc., the system organization of lexicon occurs on the basis of integrated features: a) semantic, b) distributive (syntagmatic) – model of government. The distributive and semantic classes allocated with them represent associations of semantically close lexico-semantic variants of feature semantics with identical syntactic and standard lexical compatibility [Moskvin 1993:

8] which form larger and more generalized structures. The distributive and transformational principle of classification of verbs applied by Yu.D. Apresyan showed that it is inexpedient to consider a word meaning as it is done by traditional semantics, as there is a two-way communication between syntactic and semantic properties of language, between semantics and sintagmatic, which is revealed in the fact that "language expressions with similar syntactic properties have close meanings and vice versa, language expressions with close meanings have similar syntactic properties" [Apresyan 1967: 228]. Distributive and semantic classes are in a contact arrangement and are even crossed within one semantic space (the semantic space is meant as a semantical and syntactical field – the association of lexicon consisting of several distributive and semantic classes close in the semantic relation, but thus they can belong to various parts of speech). "Each word of language is included into a certain lexical and semantic paradigm, and most often, because of its polysemy, not only into one" [Mednikova 1974: 48]. The word polysemy testifies to interrelation of lexical and semantic groups [Kuznetsova 1982: 380 – 381]. Variability of syntactic compatibility can be a sign of a contact arrangement of distributive and semantic classes within one semantic space. For example, the verb говорить (to speak) belongs to two distributive and semantic classes: сообщение (message) and беседа (talk) which fall within one semantic scope of verbs of the speech. Therefore in Russian the verb говорить has two variants of syntactic compatibility: a) говорить / сказать кому что о чем; (tell whom what about what); b) говорить с кем о чем b) to speak with whom about what [Moskvin 1993: 10–14]. Such variability proves general semantics of verbs of the distributive and semantic classes «беседа» / «сообщение» ("conversation" / "message"). The facts of similar variability are observed concerning distributive and semantic classes «совет» / «выведывание», «выведывание» / «требование», «обсуждение» / «спрос», «сообщение» / «клевета», «сообщение» / «жалоба и донос», «признание» / «покаяние», «сообщение» / «покаяние и признание», «обличение» / «критика», «сообщение» / «критика» ("advice" / "scouting", "scouting" / "requirement", "discussion" / "demand" "message" / "slander", "message / complaint and denunciation", "confession / repentance", "the message" / "repentance and confession," "conviction" / "criticism", "the message" / "criticism"), entering a semantical and syntactical field of the speech.

Considering verb from the point of view of semantic synthesis, V. I. Inozemtseva relays verbs of speaking to a class of bidirectional, emphasizing an action orientation of speaking verbs both on object, and on subject [Inozemtseva 1968]. O. V. Bulankova relays verbs of speaking to the group of units designating an action of transformation and having two obligatory valencies without which the construction isn't complete [Bulankova 1971].

Analyzing verb semantic environment, G. A. Pak offered lexics and situational classification. He acknowledges that as speech communication assumes existence of at least two persons, and in verb lexical meaning the action orientation is hidden, verbs are devided into those denoting mutually directed communication, the unidirectional action, purposeful action [Pak 1975].

Thinking verbs has been the object of studying of linguists for a long time (T.V. Bulygina, L.M. Vasilyev, G. I. Kustova, M. V. Pimenova, N. M. Yakubova, etc.). L.M. Vasilyev offers semantic classification of verbs of thinking and feeling [Vasilyev 1971; 1981]. He determines ten semantic classes in their structure. While classifying the verbs L.M. Vasilyev considers extralinguistic factors, relies on intuition of the researcher, his knowledge of world around; according to what the area of thought is connected with three classes of verbs: 1) thinking, 2) knowledge, 3) memories on the basis of the thematic principle [Vasilyev 1981: 43]. They are united by the attitude towards thought, to cerebration, but in the first class the thought is presented in the course of its formation, in the second – in its relation to reflection process by consciousness of objective reality or information about it, in the third – in its attitude towards consciousness as to the keeper of knowledge and experience. On the basis of the thematic principle, as well as the principles of paradigmatic and a sintagmatic relayions, L.M. Vasilyev distributes thinking verbs into three subclasses: 1) the verbs designating intellectual properties and conditions of the person; 2) the verbs with meaning of implementation of thought process including a) the verbs designating processes as a result of which any objects are created, b) the verbs designating mental processes as a result of which nothing is created; 3) the verbs with meaning of result of thought process or the act designating thought as a reality. The class of verbs of knowledge is devided into two subclasses: 1) the verbs designating possession of knowledge; 2) the verbs designating acquisition of knowledge. M. V. Pimenova considers semantic, morphological and syntactic characteristics of mental verbs of the Russian and English landuages and allocates fourteen groups general for the Russian and English verbs: 1) knowledge verbs; 2) understanding verbs; 3) memory verbs; 4) thinking verbs; 5) mental condition verbs; 6) opinion verbs; 7) assessment verbs; 8) mental relation verbs; 9) imagination verbs; 10) belief verbs; 11) mental abilities verbs; 12) decision verbs; 13) assumption verbs; 14) residual group [Pimenova 1995].

Verbs of intellect activity possess high word-formation potential, being top of word-formation chains both in the literary language, and in its dialect variants. Studying of semantics and functioning of verbs in general and verbs of intellect activity in particular is carried out in close connection with studying of features of the sentense, superphrase unity and the text. Studying of the verb from this point of view presents a special interest.

4.CONCLUSION

Combination of words in LSG within one part of speech happens on the basis of semantic similarity, thematic unity, and distributive uniformity. Therefore, allocating LSG of verbs of intellect activity, we included verbs of the speech and verbs of thought into this group and defined them as the following: verbs of intellect activity is the lexical and semantic group of verbs including lexical and grammatical units which semantics reflects and describes the main stages of the process of speech production: transition of the internal mental processes hidden from a human eye to external oral or written language (speech verbs), and internal mental processes themselves (thought verbs). Thus, within this LSG we united such verbs, as говорить (to speak), рассказывать (to tell), шутить (to joke), агитировать (to agitate), думать (to think), мечтать (to dream), размышлять (to meditate), помнить (to remember), знать (to know), писать (to write), подчеркивать (to emphasize), печатать (to print) etc. In this case the term "group" is understood by us in the broadest sense, i.e. any lexical and semantic group of words, whether it is a field, a subfield, group, etc.

Relevance of the question considered in the article is caused by complexity of the lexical and grammatical nature of verbs of intellect activity, their frequency and prevalence in different functional styles of the speech, as well as by absence of their complex description accounting the last achievements of linguistics and, as a result, by insufficient preparedness of the educational complexes directed on formation of communicative competence of the foreign students learning Russian.

BIBLIOGRAPHY

Bondar, I. P., 1969. Glagoly Rechi v Staroslavyanskom, Russkom I Bolgarskom Yazykah: v Istoriko-Sopostavitelnom plane: Avtoreferat Dissertatsy na Soiskanye Uchionoy Stepeni Kandidata Filologicheskyh Nauk. – Saratov. (In Russian).

Bulankova, O. V., 1971. Dvukhperekhodnye Glagoly v Sovremennom Angliiskom Yazyke: Avtoreferat Dissertatsy na Soiskanye Uchionoy Stepeni Kandidata Filologicheskih Nauk. – Leningrad. (In Russian).

Vasilyev, L. M., 1981. Semantika Russkogo Glagola: Glagoly Rechi, Zvuchaniya i Povedeniya: Uchebnoe Posobie. Bashkirsky Gosudarstvenny Universitet Imeni 40-letiya Oktyabrya. – Ufa: Bashkirsky Gosudarstvenny Universitet. – pp: 72. (In Russian).

Vasilyev, L. M., 1971. Semanticheskye classi Russkogo Glagola: Glagoly Chuvstva, Misli, Rechi i Povedeniya: Avtoreferat Dissertatsy na Soiskanye Uchionoy Stepeny Doctora Filologicheskyh Nauk. – L.,– pp: 38. (In Russian).

Inozemtseva, V.A., 1968. K Voprosu Opregeleniya Smislovoy Struktury Glagola (Na Materiale Sovremennogo Angliyskogo Yazyka): Avtoreferat Dissertatsy na Soiskanye Uchionoy Stepeny Kandidata Filologicheskyh Nauk. – M. (In Russian).

Crolles, M. I., 1969. Glagoli Rechi v Sovremennom Frantsuskom Yazyke (v Sopostavlenii s Russkim): Avtoreferat Dissertatsy na Soiskanie Uchionoy Stepeny Kandidata Filologicheskyh Nauk. – M. (In Russian).

Moskvin, V. P., 1993. Semantica i Sintaksis Russkogo Glagola. – Kiev, Tsentr Slavistiki, Kievsky Gosudarstvenny Pedagogichesky Institut Inostrannih Yazikov. – pp: 245. (In Russian).

Nabokina, E. M., 1985. Korrelyatsiya Glagolov, Vvodyashih Pryamuu Rech, v Hudojestvennom Tekste: Avtoreferat Dissertatsy na Soiskanye Uchionoy Stepeny Kandidata Filologicheskyh Nauk. – Saransk,– pp: 112-117. (In Russian).

Nedyalkova, T. M., 1961. Leksicheskaya Gruppa Glagolov Rechi v Sovremennom Nemetskom Yazyke: Avtoreferat Disertatsy na Soiskanye Uchionoy Stepeny Kandidata Filologicheskyh Nauk. – M. (In Russian).

Pak, G. A., 1975. K Voprosu o Printcipah Videleniya Glagolov Rechi // Nauchnye Trudy Novosibirskogo Pedagogicheskogo Instituta. – Novosibirsk, – Vipusk 119. – pp: 27-37. (In Russian).

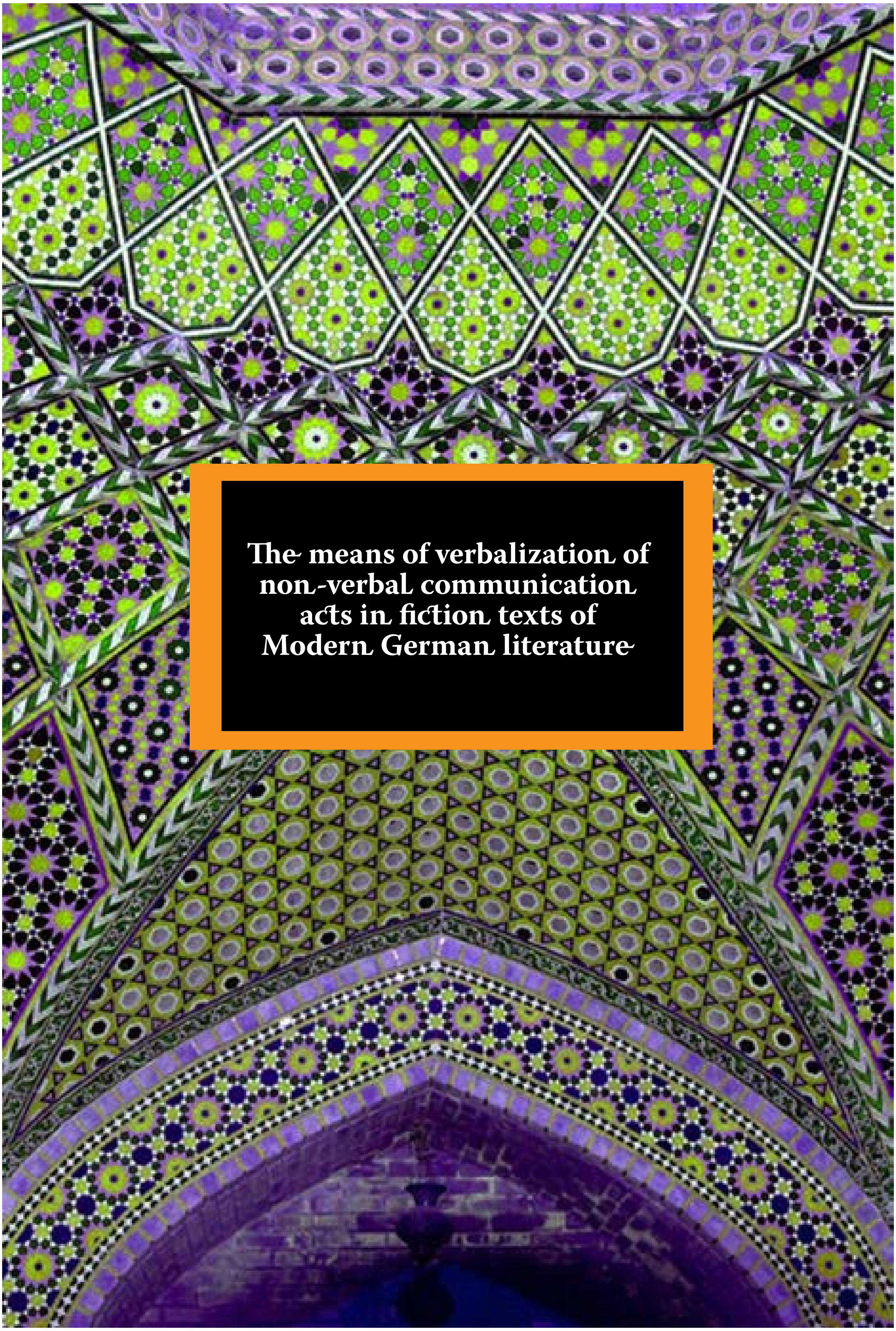
Pimenova, M. V., 1995. Semantiko-Sintaksichesky Aspect Mentalnih Glagolov (Na materiale Russkogo i angliyskogo yazykov): Avtoreferat Dissertatsy na Soiskanye Uchionoy Stepeny Kandidata Filologicheskyh Nauk. – SPb. (In Russian).

Lekant, A., Goltsov, N. G., Zhukov, V.P., 1996. Sovremenny Russky Literaturny Yazik: – M.: Vysshaya. Shkola, – pp: 462. (In Russian).

Shansky, N. M., Tikhonov, A. N., 1987. Sovremenny Russky Yazik: Chast 2. Slovoobrazovanye. Morphologiya. –M.: Education.– pp: 256. (In Russian).

Cheyf, U., 1975. Znacheniye and Structura Yazika. Perevod s Anglyiskogo Shchur, G. S. – M.: Progress. – pp: 432. (In Russian).

Fillmore, Ch. J., 1968. The Case for Case [Text]/Ch. J. Fillmore//Universals in Linguistic Theory. – N.Y.: Holt, Rinehart and Winston. – P. 1-88.



The means of verbalization of non-verbal communication acts in fiction texts of Modern German literature

The means of verbalization of non-verbal communication acts in fiction texts of Modern German literature

Los significados de la verbalización en los actos de comunicación no-verbal en textos de ficción de la literatura alemana moderna

ABSTRACT

The article presents the results of study of acts and functions of behavioral communication that can be found in fiction and descriptive modeling of stereotype means of their verbalization in modern German. Only a limited number of models, which represents extra-linguistic communicative components, were discovered. They can be added to optional lexical elements reflecting the specificity of recipient's perception of the act. Contextual conditionality of verbalization of non-verbal components is determined by a number of functions which they perform interacting with verbal message in a dialogue. Autonomic usage of paralinguistic means is used for expression of emotional and mental state of participants of communication. .

KEY WORDS: non-verbal communication, semantic types of gestures, verbalization models of non-verbal communicative acts, paralinguistic context.

RESUMEN

El artículo presenta los resultados del estudio de los actos y funciones de la expresión corporal que se pueden encontrar en la ficción, y el modelo descriptivo del significado de los estereotipos y su verbalización en el alemán moderno. Se descubrió un número limitado de modelos, que representan componentes comunicativos extralingüísticos. Se pueden agregar a elementos léxicos opcionales que reflejen la especificidad de la percepción del acto por parte del receptor. La condicionalidad contextual de la verbalización de los componentes no verbales está determinada por una serie de funciones que realizan interactuando con el mensaje verbal en un diálogo. El uso autónomo de los medios paralingüísticos se usa para la expresión del estado emocional y mental de los participantes de la comunicación.

PALABRAS CLAVE:comunicación no verbal, tipos semánticos de gestos, modelos de verbalización de actos comunicativos no verbales, contexto paralingüístico..

Copyright © Revista San Gregorio 2018. eISSN: 2528-7907

Elena A. Zueva
Belgorod State National Research University. Russian Federation
zueva@bsu.edu.ru

Olga V. Ostrovskaya
Belgorod State National Research University. Russian Federation

Tatiana A. Belousova
Belgorod State National Research University. Russian Federation

Natalia V. Fisunova
Belgorod State National Research University. Russian Federation

Larisa R. Ermakova
Belgorod State National Research University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

REVISTA SAN GREGORIO, 2018, No.23,SPECIAL EDITION.JULY (156-161), ISSN: 1390-7247; eISSN: 2528-7907

1. INTRODUCTION

Non-verbal communication is the most ancient communication form of people. But, in spite of the availability of such a perfect form of communication as a verbal language, 65% of all the information is conveyed through a non-verbal form of communication in interpersonal communication. The fact is that for successful communication there is a necessity not only for representative information but also for evaluative information, allowing to determine an attitude of a speaker towards the information and/or a recipient [Konetskaja, V.P., 1994..Dementev, A.V., 1985].

At the present stage of linguistics development verbal and non-verbal components of communication are considered as duality of communication means not only in oral language but also in writing, including fiction. Consequently in modern linguistics of a text there is increasing attention to the verbal reflection of different paralinguistic phenomena. Our main purpose within the framework of this article is a detailed study of acts and functions of behavioral communication which are discovered in fiction with descriptive modeling of stereotype means of their verbalization in modern German [Zueva, E.A., 2009. Zueva, E.A., 2011.].

The ascendancy of a new paradigm of scientific knowledge with a focus on linguistic identity and the predominant language learning from the standpoint of anthropocentrism determined the timeliness of consideration this topic. The active development of communication theory reflected in communicative oriented study of language phenomena at different levels. The timeliness of the survey is determined by the tendency towards integration of research areas which contributes more detailed, qualitative and objective study of the problem. Within the framework of this research the tendency is manifested in relation to data of various special branches of linguistics (psycholinguistics, sociolinguistics, theory of text, communication theory, etc.) with the results of psychology and physiology. This synthesis of disciplines is a necessity, as in special sciences of natural cycle the problem under consideration received much more significant elucidation while the linguistic aspect of behavioral communication is far enough from the state which allows us to consider the issue closed, despite a fairly long history of paralinguistic [Kreidlin, G.E., 1999. Schönher, B., 1997. Gorelov, I.N., 1980.].

2.METHODS

Methods of the analysis are defined by the objectives of the research, a theoretical and practical concept, type of the material under study. The basis of the study methodology is the system structural analysis which makes it possible to consider the inner organization of the phenomenon under study and determine its specificity in line of related phenomena. The main method is a descriptive one, understood as a set of methods and techniques and allows moving from particular observations to generalizations and conclusions. The particular methods are elements of hermeneutics, text interpretation, and a method of dictionary definition, observation, lexical semantic transformations, and contrastive comparison within the framework of an individual style of different authors in fiction.

3.MAIN PART

In differentiations of non-verbal communication there are the same characteristics as in verbal communication: social status, social roles or occupation, age, sex. The means of non-verbal communication are carried out instinctively as a part of non-verbal etiquette. At the same time the distinction between standards of social differentiations in various areas denotes their sociocultural conditionality that dates back to the past of people [Gorelov, I.N., 1980. Kolshanski, G.V., 1974.].

Turning to the problem of studying the functional characteristics of paralinguistic acts of communication and means of their verbalization in modern German, we put forward a hypothesis of a limited number of models which represent extra-linguistic communicative components. These components can vary by different optional lexical elements which reflect the perception of an act by a recipient. This hypothesis is the basis of our study.

The existence of non-verbal means in modern German assists an interlocutor to apprehend adequately a speaker's remarks and serve as a figurative mean. In modern German communication, national and individual features, a manner of talking, communication culture and other characteristics of speakers are reproduced by describing different gestures, body movements and mimicry. With the help of non-verbal means a psycho physiological and emotional state of a speaker, his inner world is depicted. In some cases of communication non-verbal means have an advantage over verbal ones: they are apprehended directly and despite their short duration they have a far greater influence; they reveal the most subtle shades of attitude, appreciation and emotions. In the long run they communicate the information that, for some reasons, cannot be expressed with a word [Akishina, A.A., Kano, H. Akishina, T.E., 1991].

The analysis of context descriptions of non-verbal means of communication provided the opportunity to distinguish three major semantic types of gestures in the fiction under study: ritual gestures, communicative gestures (etiquette and deictic (i.e. pointing) and symptomatic ones. These types of gestures may be represented in turn by the following means of non-verbal communication: gestures themselves, movements of the body, mimicry, visual communication and a pose [Nikolaeva, T.M., 1969. Gorelov, I.N.,].

In the result of the analysis and the description of the main lexico-grammatic verbalization models of non-verbal communication in German fiction from the point of view of explication of their formal aspect and context three main methods of acts representation of non-verbal communication were distinguished in writing: 1) explication of the form, 2) explication of the meaning, 3) simultaneous explication of the form and meaning [Jazykoznanie. Bolshoi enzhiklopedicheski Slovar, 1998].

In the course of the study 1500 cases of kinemes verbalization understood as meaningful gestures, mimic and pantomimic movements included in communication as non-verbal components when communicants interact directly [3], it has been established that basic verbalization models of non-verbal acts are verbal nominal word combinations (49%) which include the action verb and the noun naming the body which performs the action (die Hand geben; den Kopf schütteln; die Hand auf die Schulter legen) or the noun denoting the action in combination with a neutral verb (sich die Handbewegungen streuen; eine Kusshand geben; den Schüttelfrost haben).

Another common method of verbal kinemes representation is a kinetic verb, i.e. comprising in its semantics denotation that information is given in a non-verbal way (40%). These verbs may be represented by nominative or adverbial verbs, i.e. the verbs with a complicated semantic structure including the verbal seme and a seme (or semes) of nominative or adverbial characteristic of the main verb action. The nominative kinetic verbs have in their meaning in addition to the seme "action" also the seme "the body performing the action" (nicken; gestikulieren; umarmen). The semantic structure of adverbial kinetic verbs includes actually the verbal seme representing the named action and the compulsory actant seme characterizing the main seme (sich wälzen; tigern; schmunzeln; grinsen).

The kinemes may be also verbalized through postverbal formations which include substantivised infinitives of verbs (3%) (das Lächeln; das Nicken) and participles (6%) (nickend; grüssend). There are also cases of substantivization of verb collocations (1%) (das Stirnrunzeln; das Armschwenken; das Kopfschütteln).

Some context descriptions of non-verbal acts are represented also within the framework of a sentence (1%): „Nein", sagte Murke, „noch nie, jedenfalls" – und er gab seinem jungen Gesicht den Ausdruck tadelloser Bescheidenheit – „jedenfalls noch nie, solange ich in diesem Hause arbeite." [Böll].

In spite of a relatively limited quantity of verbal representation means of non-verbal communication components, their functionality is broad enough. It is ensured by means of a large number of optional elements – complementary lexical means. Being parts of a basic model, they expand or specify nature of the performed non-verbal action taking on the semantic function.

Additional lexical means denote human emotions, and also specify the degree of intensity or duration one or another sign of display. From a grammatical point of view, participles, adjectives, adverbs and nouns with prepositions are the most suitable for explication of the emotional seme, as they originally include a qualitative description. This fact was confirmed in the study of functional features of verbalized behavioral acts.

The contextual causation of non-verbal components verbalization is determined by a number of functions which they perform interacting with the verbal message within the framework of a dialogue, namely the functions of repetition, contradiction (i.e. opposition), substitution (i.e. replacement), amplification and emphasis. They form certain types of paralinguistic contexts within the framework of which they accomplish these functions. This interaction reveals some features which allow distinguishing the following kinds of paralinguistic contexts: duplicating, opposed, complementary, substitution and specifying contexts.

Non-verbal components of communication have their standard content, but in every kind of paralinguistic context they get some version or connotation of meaning which is not strictly fixed. Therefore, nonverbal components of communication get their true meaning only in a certain paralinguistic context. The autonomous usage of paralinguistic means serves for communication of emotional and mental states [4].

The autonomous usage of paralinguistic means serves for communication of emotional and mental states.

When describing a person's emotional state there is a need to create a general classification of emotions. According to the most psychologists, emotions should be divided into "primary" (basic), that are not combined with other emotions, and "minor" ones. However, distinct principles for division of emotions into different groups are not developed. Apart from that, the number of emotions, which should be considered as basic ones, varies in works of different authors.

In this study the question about the criteria emotions' classification as "primary" ones is solved by determining the generality of the selected group. On this basis it is fair to say that the "basic" emotions are the following: anger, surprise, grief, joy, fear and contempt.

Within the group of primary emotions we distinguished three oppositions: joy – grief, surprise – anger, fear – contempt. "Minor" emotions which are connotations of "primary" ones are distributed inside of these oppositions on the principle of intensity and/or duration [4].

The division of emotions and mental states into "primary" and "minor" is due to the need of the detailed analysis of non-verbal behavior with the purpose to identify the features of interaction of emotional, mental and behavioral components.

4. CONCLUSION

The simultaneous usage of verbal and nonverbal means is determined by intention to make information more concrete, expressive and significant to affect an interlocutor. In spite of the fact that nonverbal means take second place of communication in the combined usage, they fulfill a function of influence more effectively.

Thus, verbal signs are conventional symbols, i.e. unmotivated and denote some facts of reality while nonverbal signs, in particular, gestures and mimicry are also unmotivated but denote feelings, emotions and an attitude of evaluation of a speaker.

BIBLIOGRAPHY

Konetskaja, V.P., 1994. Sopostavlenie neverbalnikh sredstv kommunikatsii naknationalno-kulturnih I sotsialnih komponentov rechevogo povedeniy. Tezisy IV mezhdunarodnogo simpoziuma po lingvostranivedeniju: 155-159 (In Russian).

Dementev, A.V., 1985. Sposoby i sredstva verbalnogo otraszhenia kinesiki: (na material sovremennogo angl. yaz.). M., pp: 38 (In Russian).

Zueva, E.A., 2009. Stereotype verbalization models of behavioral communication acts in fiction texts of modern German literature. Vestnik Kostromskogo gosudarstvennogo universiteta im. N.A. Nekrasova, 4: 136-139 (In Russian).

Zueva, E.A., 2011. The research of the peculiarities of the realization of a man's emotional states as the component of intercultural competence. Philology. Theory and practice, 3 (10): 67-69 (In Russian).

Kreidlin, G.E., 1999. Nationalnoye i universalnoe v semantike zhesta. Logocheski analiz yazyka. Obraz cheloveka v culture i yazyke: 170-185 (In Russian).

Schönher, B., 1997. Syntax – Prosodie – nonverbale Kommunikation: empirische Untersuchungen zur Interaktion sprachlicher und parasprachlicher Ausdrucksmittel im Gespräch. Tübingen: Niemeyer, pp:178 (In German).

Gorelov, I.N., 1980. Neverbalnye komponenty kommunikatsii. M., pp: 104 (In Russian).

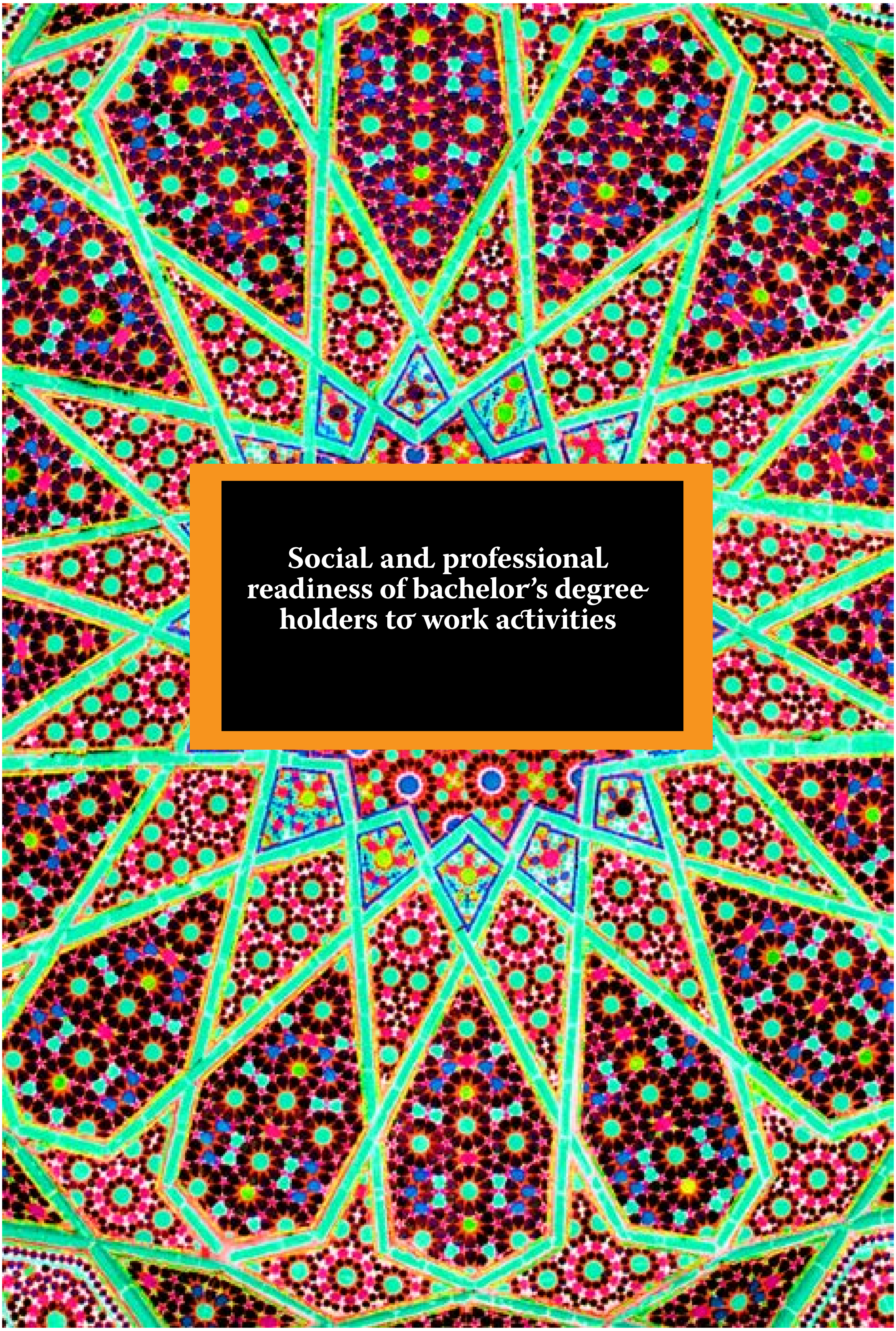
Kolshanski, G.V., 1974. Paralingvistika. M., pp: 84 (In Russian).

Akishina, A.A., Kano, H. Akishina, T.E., 1991. Zhesti i mimika v russkoi razgovornoi rechi. Lingvostranovedcheski Slovar. M.: Russki yazyk, pp: 145 (In Russian).

Nikolaeva, T.M., 1969. Struktura rechevogo viskazyvania i nationalnaya spetsifika zhesta. M., pp 135 (In Russian).

Gorelov, I.N., Engalychev, V.F., 1991. Bezmolvni znak mysli: rasskazy o neverbalnoi kommunikatsii. M.: Mol. gvagdia, pp: 240 (In Russian).

Jazykoznanie. Bolshoi enzhiklopedicheski Slovar, 1998. M.: Bolshaja rossijskaja entsiklopedia, pp: 685 (In Russian).



Social and professional readiness of bachelor's degree holders to work activities

Social and professional readiness of bachelor's degree holders to work activities

Preparación social y profesional de los Bachilleres para actividades laborales

ABSTRACT

The paper presents the results of the empirical study of the social and professional readiness of the bachelor. The main sources were on academic progress and students 'learning experience, diagnostic results of social integration and ability to cope with stress, and also graduates' subjective perception of their educational background for professional engagement. The questionnaire was developed in the course of the process of employment and adaptation in the process of employment in the work of collectives.

KEY WORDS: readiness to professional activity, subjective perception of the educational background, social and occupational adaptation.

RESUMEN

El artículo presenta los resultados del estudio empírico de la preparación social y profesional del bachiller. Las principales fuentes fueron sobre el progreso académico y la experiencia de aprendizaje de los estudiantes, se elaboró un diagnóstico sobre la integración social y la capacidad para hacer frente al estrés, y se valoró la percepción subjetiva de los graduados sobre su formación educativa y el compromiso profesional. El cuestionario fue elaborado en el transcurso del proceso de empleo y adaptación al trabajo colectivo.

PALABRAS CLAVE: disposición a la actividad profesional, percepción subjetiva de los antecedentes educativos, adaptación social y laboral.

Copyright © Revista San Gregorio 2018. eISSN: 2528-7907

Nina V. Shitova
Belgorod State National Research University. Russian Federation
shitova@bsu. edu. ru

Tamara P. Belikova
Belgorod State National Research University. Russian Federation

Tatiana A. Syrovatskaya
Belgorod State National Research University. Russian Federation

Sergey I. Maslakov
Belgorod State National Research University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

One of the priority directions on modernization of the current educational system is introduction of the competency building approach, the essence of which is that graduates should have a set of such competences that will help them to adapt in the labor market in the future. These competences can be a reference point in the system of managing key competencies of the university. Equally important is the degree of subjective awareness and confidence in readiness for professional activity by graduates-holders of bachelor's degree themselves.

In the last decade, a large number of studies have appeared devoted to various aspects of the professional training of undergraduate students. So, the studies of V. G. Bocharova, V. A. Slastenina, E. I. Kholostov analyzed important aspects of vocational training and formation of a professional culture of graduates. Such psychologists as I. A. Zimniaya and B. Yu. Shapiro have analyzed the person-centered nature of professional activities of a graduate. The study of conditions and means for the formation of individual components of students' readiness for professional work was carried out by A. A. Verbitsky, V. V. Gorshkova, M. V. Klarin, N. V. Kulyutkin, M. I. Lisina, V. Ya. Liaudis, D. Shales.

In the light of recent changes in the system of higher education, it is logical to introduce the concept of "social and professional readiness of a graduate" which means the measure and quality of a graduate's overall readiness to practical activities. The measure of a graduate's professional readiness for work can be defined as a quantitative value formed from a set of professional competencies demanded by employers. Formation of students' readiness for professional activity is one of the central tasks of the activity of leaders and teachers from educational organizations. And it is solved more successfully if not only the competencies that have been formed are evaluated in a complex manner, but also the social and psychological characteristics of readiness for work are taken into account [Bogdan, N. N. 2004. Caballero, C.L., Walker, A., 2010. Hambur, S., Rowe, K., Luc, L.T., 2012.].

Readiness of a bachelor's degree holder is an essential precondition for the effectiveness of their professional activity after graduation. Readiness helps a young specialist to successfully fulfill his/her duties, use knowledge and experience correctly, maintain self-control and rebuild themselves when unforeseen circumstances arise. Readiness is a decisive condition for rapid adaptation to working conditions, further professional development and advanced training.

In the capacity of a professionally important quality of a person, a student's readiness is a complex psychological formation; it includes: a) a positive attitude to his/her profession, sustainable motives of activity; b) adequate requirements of the professional activity for his/her abilities, character traits, manifestations of higher nervous activity; c) the necessary competences; d) stable professionally important features of cognitive and emotional-volitional processes, etc. [Yemelyanova, O. Ya. 2015,Shemyatikhina, L. Yu. 2005 Casner-Lotto, J., Barrington, L., Wright, M., 2006.].

The emergence and formation of the state of readiness is determined by the understanding of professional tasks, awareness of responsibility, the desire to succeed in the chosen field of activity. Its deployment and functioning in the course of training, and then in the course of work activity are determined both by the conditions and tasks of training and labor, and also the personality, personal motivation and experience. Readiness for work should be maintained and improved not only by students theirselves, but also by a whole system of extra-curricular activities conducted during the entire educational process at the university.

Ccomplexity of the preparedness problem lies in the fact that success in professional activity is not guaranteed by simply transferring the skills developed earlier to a new situation. Along with actualization of the qualities and experience in a new situation, there is a process of entering into it. Therefore, an important indicator of students' readiness is both the process of acquiring professional independence during their studies at the university, and the process of adapting them as graduates to a successful professional activity. A level of preparedness can be judged from the results of theoretical training, acquired skills in the course of production practices, as well as subjective assessments of graduates themselves [Kansuzian, L. V. 2009;Hager, P., Holland, S., 2006. ; O'Banion, T., 2011].

In the fourth year of education, when students receive the most complete picture of their future activities in the process of passing a work experience internship and pre-graduation practical training, a final assessment of their social and professional readiness takes place. The level of their professional preparedness can be also judged by the way the young specialists assess their vocational independence, the degree of stability of professional motivation, the prospect of professional growth and qualification.

2.MATERIALS AND METHODS

An empirical study of the social and professional readiness of graduates which hold bachelors' degree to work was conducted in the Stary Oskol branch of the FSAEI HE (Federal State Autonomous Educational Institution for Higher Education) "Belgorod State National Research University". Respondents were the students of the full-time education graduate courses of the School of education (SE) in the number of 79 people and students of the Economics and Management Department (EMD) in the number of 48 persons. The age of participants in the empirical study was 21 to 22 years, of which 29 were young men and 98 were girls.

A comprehensive assessment of social and professional readiness of the graduates was provided by statistical data from the reports of the departments on the progress and quality of training for undergraduate students, the standardized methodology for diagnosing social adaptation and stress resistance (R. Kh. Rage, T. H. Holmes), and the projective test on directive behaviour in activity (S. Dellingher) [2001]. In order to study the subjective perception of the social and professional readiness of graduates to work, a questionnaire has been developed that includes questions about attitudes toward the chosen profession, assessment of training at the university and competitiveness in the labor market, availability of job skills and communicative competence, the estimated time of adaptation in the work collective, as well as on the problem aspects of preparedness and career prospects.

3.RESULTS AND THEIR DISCUSSION

Social and professional adaptation of graduates which hold bachelors' degree is divided into professional adaptation which means adaptation to the nature, content, conditions and organization of work, development of skills of independence in work; socio-psychological adaptation of an individual to a group and to relationships with it, the development of their own style of behavior. In other words, adaptability is understood as the ability of a person to adapt to various environmental requirements (both social and physical) without feeling internal discomfort and without conflict with the environment [Qenani, E., MacDougall, N., Sexton, C., 2014]. The results of the study of stress resistance and social adaptation are listed in Table 1. (See Annexes)

Analysis of social adaptation and stress resistance of graduates which hold bachelors' degree showed that the students of the school of education have high (21 people) and optimal (58 people) levels of adaptation. This demonstrates the adaptive abilities of students developed in the process of training and interning. 6 students of the Economics and Management Department demonstrated a high level of adaptation and 38 people have the optimal level of adaptation. Four students have the low (deficit) level of stress resistance and social adaptation.

Comparative analysis showed a slight difference in formation of stress-resistance and adaptive qualities in graduate students of the School of education and the Economics and Management Department. This may speak for a different content of curricula and training programs for bachelors. Students of the School of education are focused from the very beginning of training on social interaction, where they act as coordinators of the communicative process. The students of the Economics and Management Department primarily develop analytical skills in the process of training.

Studying the direction of behavior in professional activity, we saw that almost all students have constructive attitudes of sociability, efficiency, aspiration for leadership and creativity, only one student of the Economics and Management Department has an undetermined direction. A comparative analysis for the results of the behavior direction indicators for the graduates which hold bachelors' degree concerning their work activity in the School of education and in the Economics and Management Department are presented in Table 2 and in the figure. (See Annexes)

Projective express diagnostics of the activity orientation for the graduates which hold bachelors' degree showed that 78.5% of the students of the school of education and 58.24% of the students of the Economics and Management Departmentare interested in constructive interpersonal relations. These students have developed empathic abilities, are friendly, have the skills of effective dialogue.

89. 9% of the students of the School of education and 79. 04% of the students of the Economics and Management Departmentshow demonstrated their high performance. This group of holders of a bachelor's degree demonstrated analytical skills, practicality and organization. Activity of the subjects was marked by activity, accuracy, methodicalness, diligence, endurance and perseverance. The listed qualities are necessary for graduates-holders of a bachelor's degree in the process of employment and forthcoming professional activities.

The trend towards leadership was revealed in 48.1% of the students of the School of education and 31.2% of the students in the Economics and Management Department. Graduates-bachelors of this group are distinguished by resoluteness and inclination to competition. They show activity and communication skills to concentrate on the main thing without being distracted by the details. The dominant orientation of these students is the orientation towards victory and success.

Creative thinking and the desire for creativity are characteristic of 44.3% of the students of the school of education and 24.96% of the students of the Economics and Management Department. Students of this group are characterized by the generation of various ideas, intuition in communication and activities, the propensity to create original material and intellectual products. These subjects do not accept restrictions, they work better alone.

Among the graduates which are holders of a bachelor's degree, only one person experienced difficulties in determining the direction of the work activity. Usually this condition occurs during the crisis periods of life and is manifested by a feeling of uncertainty, confusion, resulting in internal tension and anxiety.

Turning to the analysis of students' perception of final courses of their readiness for professional work, we note that 93% of respondents are satisfied with the chosen direction of preparation. The majority (89%) of students note competence in the upcoming types of professional activity and the ability to establish friendly relations with others. 76% of students would like to continue their education in the chosen direction of preparation in the magistracy. When asked about the necessary time for adaptation in the workplace, the students noted that they would need from 1 to 6 months for this process.

Answering questions about the shortcomings of social and vocational training in the university, the respondents noted the following problematic aspects:

1. I do not know how to write a resume (21%);

2. There is no skill in interviewing an employer when finding a job (36%);

3. I have no work experience (24%).

Thus, it can be concluded that the undegrads have an optimal level of social and professional preparedness for work, however, the problematic aspects of training pointed at indicate the difficulties of the graduate's job search process, rather than their competence. Taking into account the shortcomings noted by the students, we consider it necessary to develop specialized information resources aimed at eliminating the problems associated with the transition of a graduand from an educational environment to a professional one.

4. CONCLUSION

Training in SOF NIU "BelGU" (Stary Oskol branch of "Belgorod State Research University") is subject to the main goal - to create conditions for e self-development of students and acquisition of professionally important skills and personal qualities. The main direction in solving the problem of social and professional readiness of graduates can be the organization of such training of students when, in connection with changes in their working conditions and technical base, they could quickly retrain and acquire new knowledge and skills for successful work. Automated information resources will provide comprehensive training of graduates which hold bachelor's degree to work in changing conditions of the socio-economic environment of the modern Russian state.

BIBLIOGRAPHY

Bogdan, N. N. Career of a young specialist: the higher school's view / N. N. Bogdan, E. A. Mogilevkin // Human resource management. - 2004. - No. 13.

Caballero, C.L., Walker, A., 2010. Work readiness in graduate recruitment and selection: a review of current assessment methods. Journal of Teaching and Learning for Graduate Employability, 1(1): 13-25.

Hambur, S., Rowe, K., Luc, L.T., 2012. Graduate skills assessment: Stage one validity study. Canberra, ACT: The Australian Council for Educational Research (Ed.), Commonwealth Department of Education, Science and Training.

Yemelyanova, O. Ya. The problem of professional formation and adaptation of graduates and young specialists / O. Ya. Emelyanova, V. S. Samsonov, I. V. Shershen' // Modern problems of science and education. - 2015. -№ 6.

Shemyatikhina, L. Yu. Improving the quality of the Russian higher education system and the competitiveness of specialists in the labor market / L. Yu. Shemyatikhina // Philosophy of Education. - 2005. - №3.

Casner-Lotto, J., Barrington, L., Wright, M., 2006. Are they really ready to work? Employers' perspectives on the basic knowledge and applied skills of new entrants to the 21st century U.S. workforce. (Research Report BED-06-Workforce).Washington DC, USA: The Conference Board, Inc., the Partnership for 21st Century Skills, Corporate Voices for Working Families, and the Society for Human Resources Management.

Kansuzian, L. V. University education in students' assessments / L. V. Kansuzian, A. A. Nemtsov // Joint scientific journal. - 2009. -No. 26.

Hager, P., Holland, S., 2006. Introduction. In P. Hager , S. Holland (Eds.), Graduate attributes, learning and employability. The Netherlands: Springer.

O'Banion, T., 2011. Focus on learning: The core mission of higher education. In Terry O'Banion & Cynthia Wilson (eds.) Focus on Learning: A Learning College Reader (pp 3-8). League for Innovation in the Community College: Phoenix, AZ.

Raygorodsky, D. Ya. Practical psychodiagnostics. Methods and tests. Textbook / D. Ya. Raygorodsky. - Samara: Publishing House "Bakhrakh-M", 2001. - 672 p.

Qenani, E., MacDougall, N., Sexton, C., 2014. An empirical study of self-perceived employability: Improving the prospects for student employment success in an uncertain environment. Active Learning in Higher Education, 15(3): 199-213.

REVISTA SAN GREGORIO, 2018, No.23,SPECIAL EDITION.JULY (162-169), ISSN: 1390-7247; eISSN: 2528-7907

ANNEXES

Levels of social adaptation and stress resistance	School of education,%	Economics and Management Department,%
High level	*26.34*	*12.48*
Threshold (optimal) level	*73.66*	*79.2*
Low level of adaptation and stress resistance (vulnerability)	-	*8.32*

Table 1. Stress resistance and social adaptation levels .

Index	School of education		Economics and Management Department	
	persons	*%*	*persons*	*%*
Number of students	*79*	*100*	*48*	*100*
Sociability	*62*	*78. 5*	*28*	*58. 24*
Working capacity	*71*	*89. 9*	*38*	*79. 04*
Striving for Leadership	*38*	*48. 1*	*15*	*31. 2*
Creative work	*35*	*44. 3*	*12*	*24. 96*
Uncertainty	-	-	*1*	*2. 08*

Table 2. Directivity of behavior in work activity

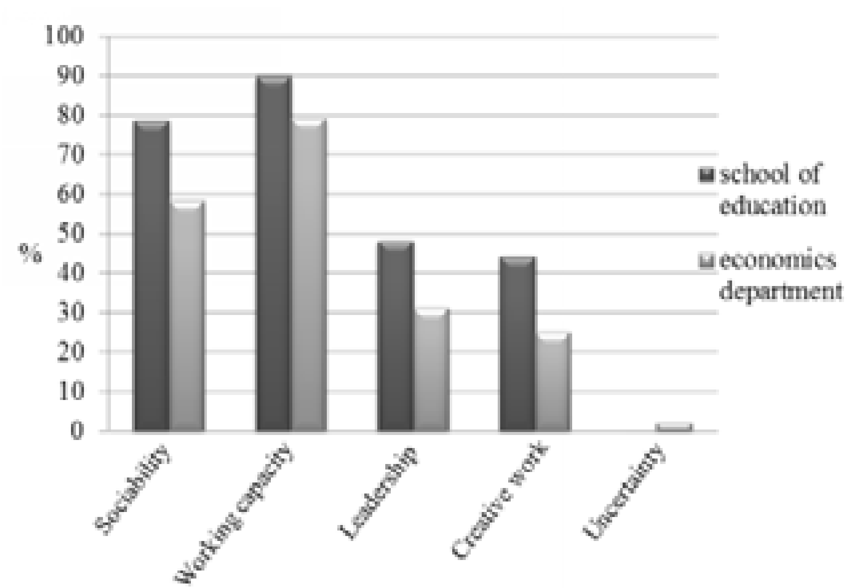
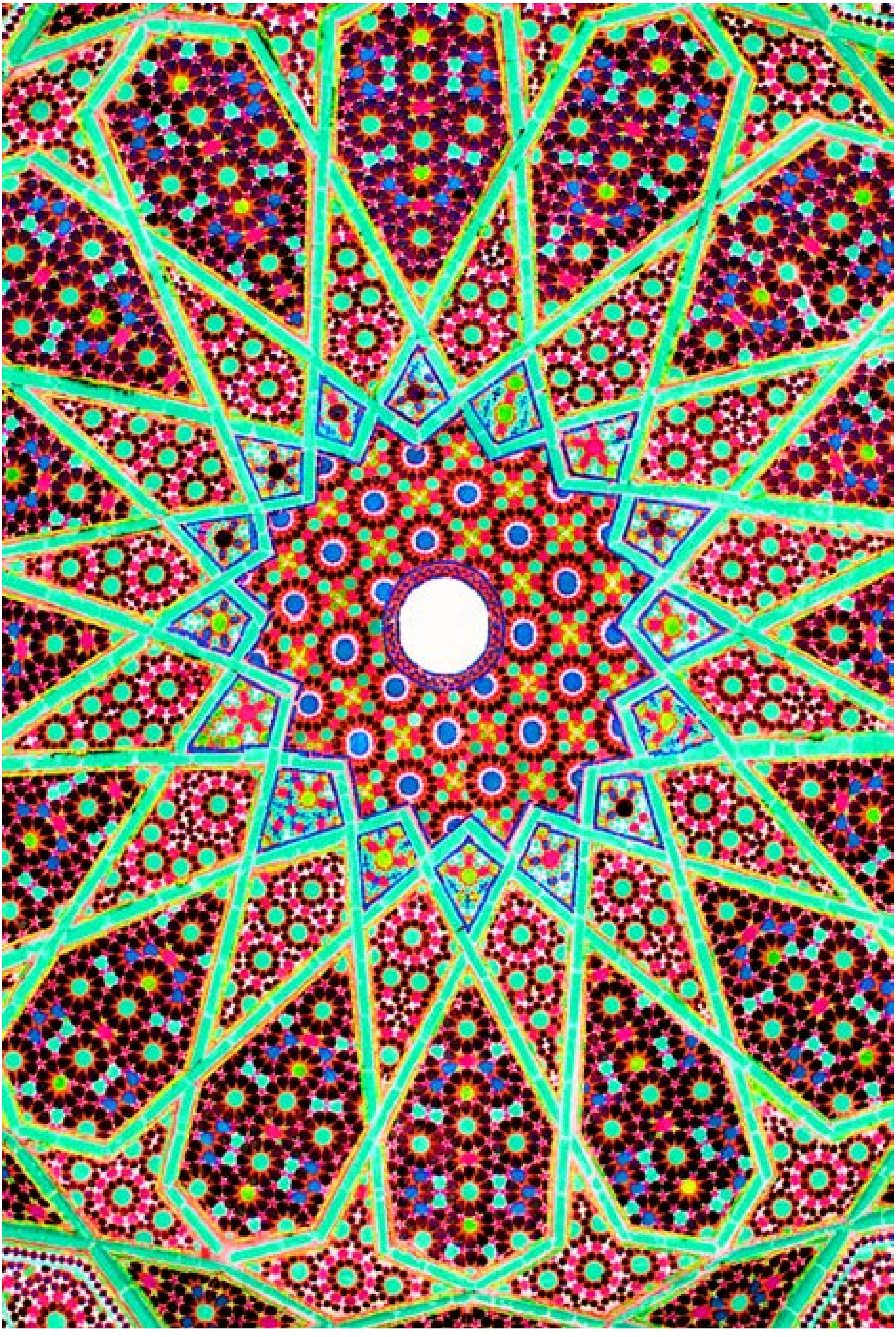
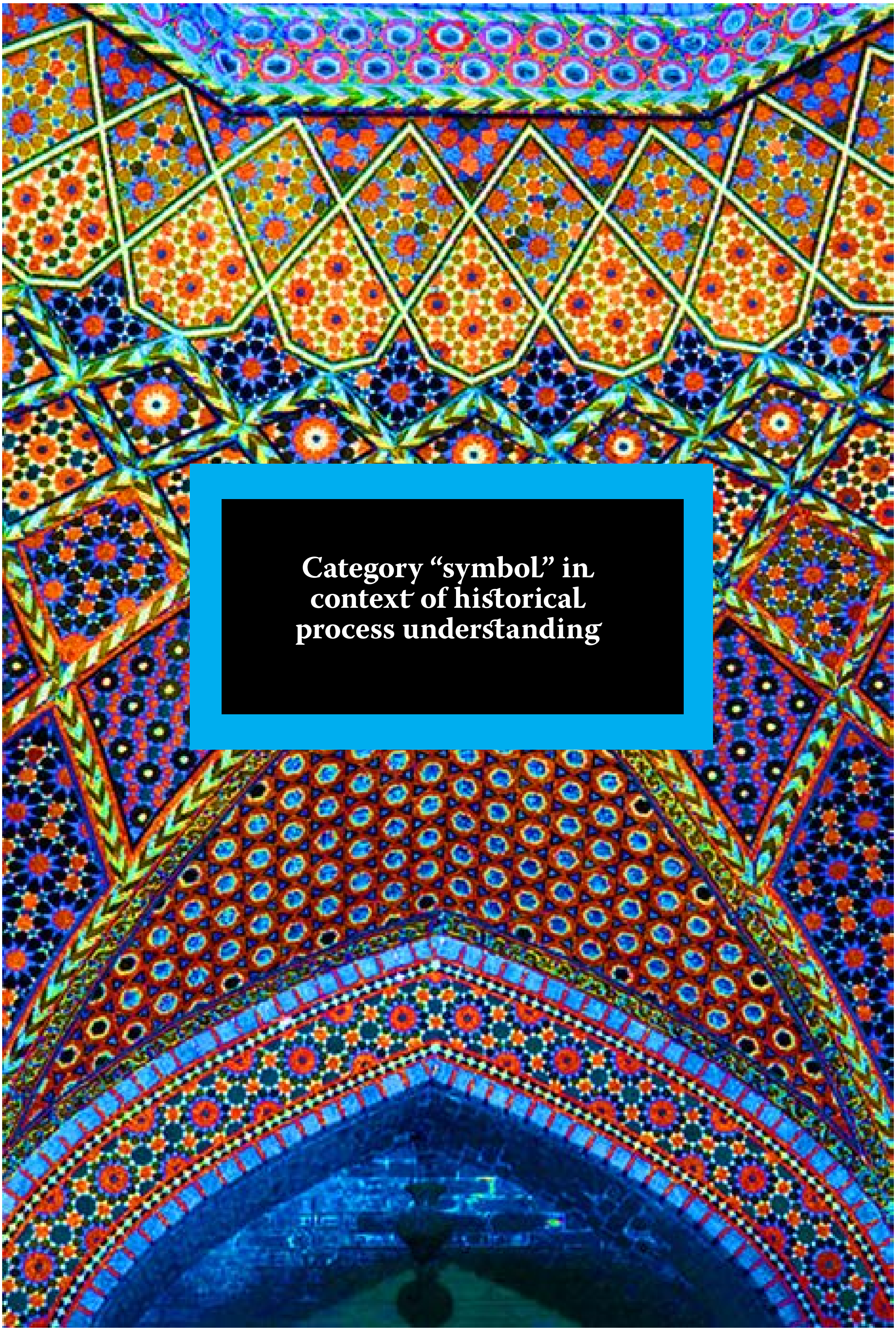


Fig. Directivity of behavior in professional activity





Category "symbol" in context of historical process understanding

Category "symbol" in context of historical process understanding

La categoría "simbolo" en la comprensión del contexto histórico

ABSTRACT

In the course of their development, people created a special type of culture, representing a specific world of things, values, symbols, which embodied the image containing an idea. One of the key issues in various scientific fields is the definition of the very concept of "symbol". Nowadays, there is such a scientific discipline as symbol study. The authors of the article suggest to consider the origin and the evolution of the concept "symbol" in the context of historical process understanding. A symbol is one of the key concepts of the humanities and social sciences: the culturology of philosophy, sociology, history, psychology, linguistics, political science, ethnography, aesthetics, etc. During the study they established that symbols played an important role in the whole variety of human culture manifestations - in ideology and religion, politics and law, literature and music, painting and architecture, literature, etiquette, advertising and commerce. In its turn, culture can be represented in the form of a system of different symbols embodying the ideas, the ideals and the meanings by which people live in and which determine the development and the functioning of the culture itself.

KEYWORDS: symbol, symbolism, material and spiritual culture, mythology, idea, sign, image.

RESUMEN

En el curso de su desarrollo, las personas crearon un tipo especial de cultura, representando un mundo específico de cosas, valores, símbolos, que encarnaba la imagen que contenía una idea. Uno de los temas clave en varios campos científicos es la definición del concepto mismo de "símbolo". Hoy en día, existe una disciplina científica como el estudio de símbolos. Los autores del artículo sugieren considerar el origen y la evolución del concepto "símbolo" en el contexto de la comprensión del proceso histórico. Un símbolo es uno de los conceptos clave de las humanidades y las ciencias sociales: la culturología de la filosofía, la sociología, la historia, la psicología, la lingüística, la ciencia política, la etnografía, la estética, etc. Durante el estudio establecieron que los símbolos desempeñaban un papel importante en la toda una variedad de manifestaciones de la cultura humana: en ideología y religión, política y derecho, literatura y música, pintura y arquitectura, literatura, etiqueta, publicidad y comercio. A su vez, la cultura puede ser representada en la forma de un sistema de diferentes símbolos que incorporan las ideas, los ideales y los significados por los cuales las personas viven y que determinan el desarrollo y el funcionamiento de la cultura misma.

PALABRAS CLAVE: símbolo, simbolismo, material y cultura espiritual, mitología, idea, signo, imagen.

Vladimir S. Kulabuhov
Belgorod State National Research University. Russian Federation
kulabuhov@bsu.edu.ru

Andrey I. Papkov
Belgorod State National Research University. Russian Federation

Marina A. Sergienko
Belgorod State National Research University. Russian Federation

Inna G. Onoprienko
Belgorod State National Research University. Russian Federation

Lyudmila S. Polovneva
Belgorod State National Research University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

Many researchers note that history is life, the activity of mankind for two million years. The need for historical self-awareness did not appear immediately among people. But Homo sapiens, as a man of reasoning, thinking, has been trying to comprehend the world through mythology for a long time. Myth in Greek means nothing other than "word" [Tokarev S.A. 1990, p. 15]. And this creativity is not really solved in its entire depth to this day.

There is hardly any other such phenomenon in the field of the spiritual culture of mankind as mythology, about which so different, directly opposite judgments were expressed. First, nowadays, some people connect it and almost identify with religion, others sharply oppose it. Some mix it with folk legends, legends, fairy tales, others separate it from them. Some consider mythology a reactionary load and a ballast in the spiritual heritage of people, others, on the contrary, consider it as a deeply progressive factor of culture [Tokarev S.A. 1962].

Secondly, one can come across information that mythology is a product of folk fantasy, containing naively personifying explanations of the real world facts in itself. Myths are born from the natural curiosity of the human mind and mythology, as a part of the world spiritual culture, was born in the process of knowledge and explanation by a man of nature, society and himself and is one of the ancient forms of the world perception [Scheglov G.V., Archer V. 2007 , p. 4].

It is well known that ancient Greek literature developed on the basis of mythology. In the post-Homer period of Greece logography appears - an explanation of myths - along with philosophy and science. Literature creates a biography of a person, mythology creates a collective memory [Antique literature. 1973, p. 216]. Almost all our knowledge of the symbols goes back, first, to folk legends, that is, mythology, and secondly, to cult customs [Bauer W., Dumotz I., Golowin S. 1986, p. 3].

2.METHODS OF RESEARCH.

The performed study is based on the principles of objectivity, historicism and scientific character, which allow us to identify evolutionary, regular appearance and the development of mythological consciousness. The logical, comparative-historical and problem-chronological methods were used for a consistent proof of the hypothesis put forward, which allowed to reconstruct various views on the functions and the significance of symbolism in Russian and foreign history completely and reliably.

3.MAIN PART.

Traditionally, it is considered that each person has his own mythology and has his own mythological thinking - a special kind of attitude [Makovsky M.M. 1996, p. 15]. In our opinion, this made a tremendous influence on such a common trait of any people as the elevation of certain individuals to the level of a symbol [Biedermann H. 1989., p. 6]. To confirm this, it is worth quoting the words of the famous Chinese philosopher Confucius, who said that the world is not ruled by word and law, but by signs and symbols [Foley J. 1993, p. 2].

The concept of a symbol is extremely multifaceted, multivalued and polysemantic. It is worth noting that the very word symbol comes from the Greek word "symbolon", meaning "contract", "sign", difference" [Symbol. Plastic arts. Brief terminological dictionary. 1994., p. 118].

The word "symbol" has not lost its "weight", but has become a term that has taken a firm place in our life [Kopaliński W. 1999, p. 3].

A.F. Losev found about sixty concepts and definitions of the word "symbol" [Losev A.F. 1976]. This term is often used even in the most ordinary, everyday sense, when one wants to say that something points to something else, that is, they use the term "symbol" in the sense of a "sign" [Soboleva N.A., Artamanov V.A. 1993, p. 5].

V.V. Pohlebkin referred the oldest signs that existed in different nations and serve as the designation of luminaries, planets, stars and elements, as well as a person himself, his life, death and sex to the classical symbols [Pokhlebkin V.V. 2006, p. 363]. According to available sources, symbol served as a conditional material identification mark in ancient Greece for the members of a certain social group, a secret community, etc. [Symbol. Encyclopedia of mystical terms. 2000, p. 446] In a traditional society, symbol was one of the ways for a friendly union conclusion: friends or like-minded people broke a certain object, usually a coin or a plaque, and each left a half. An original owner could give such a half to his trusted person or a relative, who also could rely on the help and the hospitality of his newfound symbolic partner [Ulyanov A.V. 2010, p. 13]. There is an opinion that the drafts of decisions drawn up at community meetings were also called symbols. United at a temple of some deity, his admirers recognized each other by special signs [Kasperavichyus M.M. 1990, p. 3].

K.G. Jung noted the following: "I do not mean that a symbol is an allegory or a simple sign; rather I understand by it some image that should, as far as possible, characterize only a vaguely supposed nature of a spirit. A symbol does not contain and does not explain, but points through itself to an incomprehensible, only vaguely assumed meaning that can not be satisfactorily expressed in any words of our modern language" [Jung K.G. 2017, p. 218].

In the opinion of the above-named researcher, if there are countless things outside human understanding, then we constantly use symbolic terminology to present concepts that we can not fully define or fully understand. This is one of the reasons why all religions use symbolic language or images. But such a conscious use of symbols is only one aspect of the psychological fact of great significance: a man also produces symbols spontaneously and unconsciously in the form of words [Jung K.G. 1996, pp. 116-117], because a word is not the same as a thing indicated by it, but simply a symbol [Plakhotnyuk V.N. 2009, p. 1018].

The works of researchers have the information on the multifaceted concept of a symbol with numerous meanings: "A symbol can be compared with a crystal that transmits light in many different ways, depending on which side this light passes through. We can also say that a symbol is a living being, a particle of our own essence, which is in a constant motion and transformation. When we penetrate into it, at the moment when we realize that it is the impetus for revision and reflection, we simultaneously observe and study our own path while studying it, the direction is opened before us, following which our soul will fly away to new distances" [Sekirich E. Language of symbols - the language of eternity. URL: http://www.manwb.ru/articles/simbolon/simbol_lengua/Simbols_lingva_ES/].

Encyclopaedic and educational reference literature also contains the definition of a symbol as a conventional sign, which is based on the simplest outlines that receive a geometric or other conditional form and reflect this or that concept in this abstract form associated with a particular knowledge.

Symbolics is also the key to spiritual world understanding. In addition, the need to study symbolism lies in the fact that symbolism is a special language, the means of conveying information. Therefore, the participants of the communicative act must know from this what a particular symbol means [Kenner T.A. 2006, p.4].

A symbol, if you give it a definition, is something contained in our minds and personifies something else. The connection between an object and a symbol can be associative, based on similarity or purely conditional nature. Of course, there are images that are symbols in their pure form, that is, they have no other meaning, except symbolic one. This category includes some of the most abstract religious symbols. But in most cases, a symbolic meaning is simply one of the layers of knowledge, from which a general idea of a subject or a phenomenon is formed .

In the oldest cultural monuments, we can see the images that can often look like an ornamental decor, but in its essence, they are the symbols that convey certain knowledge and the ideas of people about the world. In these graphemes, people recorded vital information, and their function consisted in the passing of relevant knowledge to generations [Surina M.O. 2005, p. 3].

Having emerged from nature, people have created their own culture - a specific world of things, values, symbols that embody an image containing an idea. Symbols seem to unite two halves of a split world - a visible and an invisible one. They reveal the meaning of complex concepts and phenomena. And people always worried about the existence of a fatal combination of circumstances and the opportunity to bypass it, the ability to plan and program their own destiny [Symbols and their influence on people. 2004, p. 3].

S.S. Averentsev, noted that "A symbol is the same as a sign in science (logic, mathematics, etc.); it is a universal aesthetic category in art, revealing through the comparison of a sign and an allegory with the related categories of an artistic image" [Averentsev S.S. 1989., pp. 581-582].

The connection between an object and a symbol can be associative, based on similarity. Of course, there are the images that are the symbols in their pure form, that is, they have no other meaning, except symbolic one. This category includes some of the most abstract religious symbols. But in most cases, symbolic meaning is simply one of the layers of knowledge, from which a general idea of a subject or a phenomenon is formed.

A symbol is the highest form of knowledge, and therefore it is extremely abstract, extremely concentrated and conditional. That's why the simplest forms (a point, a line) and geometric figures (a circle, a square, a triangle) are the "graphic form" of symbols most often. Graphically applied symbols denoting special concepts in various fields of knowledge are extremely conventional: they are, first of all, mathematical symbols (the signs of addition, subtraction, multiplication, division, etc.), the signs of mathematical logic, astronomical and astrological symbols, topographical signs, musical notation and others. The abstractness of a symbol is a necessary condition for its existence in "a symbolic quality": one can gain access to inmost knowledge only through the abstraction from reality. Symbols express the ideas of a higher abstraction, which can not be briefly described or formulated in words. For example, the symbol of Christianity is the cross, and the symbol of Islam is the crescent, both of these signs contain both religious doctrines in an extremely concentrated form [Symbol. The encyclopedia of symbols, signs and emblems. 2006, pp. 12-14].

In the understanding of many researchers and cultural figures, a symbol is a sign, a sign, a password, a signal, an omen. But, as V.K. Romanovsky noted, not every sign or a mark has a symbolic meaning. The concept of a symbol is much broader than it may seem at first glance [Romanovsky V.K. 2002, pp. 4-5]. A symbol conveys the meaning of a thing or an event, it is its semantic reflection and generalizes it, but by its original content it does not have a direct connection with a designated object.

Without going into the numerous disputes that are being held around the definition of "symbol" and "sign" meaning it is worth noting that, in general, symbolism is a system of signs or figurative constructions saturated with various semantic nuances. Of course, a symbol is also a sign with an infinite set of values and an infinite number of contexts for any expression [Symbol. Sheynina E.Ya. 2003, p. 4]. Yu.M. Lotman noted that one of the main attributes of the nobility - a sword, could represent itself as a weapon, as a part of clothing and as a direct symbol and sign [Lotman Yu.M. 1994, p. 7]. A sword is the symbol of the symbol: it means a sword, and a sword means the belonging to the privileged class and symbolizes a free person.

Symbols have several levels of values. In most cases, a particular symbol is associated with one area of knowledge or a sphere of human life. Everything depends on the context in which a symbol is considered. A picture in the Baroque style can be just a pretty pastoral scene on one level of perception, on the other - the embodiment of morality, and on the third - an indicator of its owner wealth and his love for art. Symbols are a part of our daily life, a base is formed from them, which serves as the basis for the understanding of more complex symbols. Although the specific meanings of the base symbols in different cultures may differ somewhat, they, however, are clear to all of us. But at the same time, a symbol never reveals all of its content to a man, but only that part that becomes actual for him, which he is able to understand, as it is consonant with the changes in his soul, his spiritual quests and aspirations.

.

4.CONCLUSIONS

Symbolism that appeared in ancient times always accompanied human society. Its purpose was to explain various natural phenomena in society as well as the development of various structures that were to be given a certain meaning. Traditionally, symbols can be divided into several types, but the main ones are secular and religious one, which complement each other. A variety of symbols contain a large amount of encrypted information, which allows you to see different aspects of Russian society life in different historical periods.

5.SUMMARY.

Thus, on the basis of the conducted research it is necessary to note the following. First, the knowledge of the symbols of different peoples, states, religious confessions, international organizations, political parties and movements is an essential component of modern humanitarian education. Everyone should have a clear idea of what a symbol is, what is its place and role in culture and society; know the meaning of the main symbolic signs, use them correctly; respect the symbols of not only their own people and culture, but also the symbols representing other religions and cultures.

Secondly, symbols are the signs, the connections between a body and a spirit, which allow people to feel any idea. The symbolic system is based on the connection between myth and reality, the essence of which it describes in the ciphered elements of form, rhythm, number, sign, color and gesture.

Thirdly, a person understands or does not understand the innermost content of a symbol, whether its outward form seems strange and remote to him. A symbol can always influence a person and be a teacher and a mentor in his life provided that a person genuinely needs it and does not remain indifferent to it.

BIBLIOGRAPHY

Tokarev S.A. 1990. Early forms of religion. Moscow: Politizdat: 622.

Tokarev S.A. 1962. What is mythology? The issues of the history of religion and atheism: the collection of articles. Author-Ed. V.D. Bonch-Bruevich, N.A. Smirnov. V. 10. Moscow: Academy of Sciences of the USSR: 316 - 319.

Scheglov G.V., Archer V. 2007. Mythological dictionary: about 1800 articles. Moscow: AST-Astrel: 368.

Antique literature. 1973. Textbook for the students of ped. institutions. Ed. by A.A. Tahoe-Godi. Moscow: Enlightenment: 439.

Bauer W., Dumotz I., Golowin S. 1986. Lexikon der Symbole. Wiesbaden: Fourier: 580 p.

Makovsky M.M. 1996. Comparative dictionary of mythological symbols in Indo-European languages: The image of the world and the worlds of images. Moscow: The Humanitarian Publishing Center "Vlados": 416.

Biedermann H. 1989. Knaurs Lexikon der Symbole. München: Droemer Knaur: 591 p.

Foley J. 1993. The Guinness Encyclopedia of Signs & Symbols. London: Guinness Publishing Ltd.: 236 p.

Symbol. Plastic arts. Brief terminological dictionary. 1994. Ed. A.N. Cantor. Moscow: Passim: 118.

Kopaliński W. 1999. Słownik symboli. 5. wyd. Warszawa : Wiedza powszechna: 512 k.

Losev A.F. 1976. Problems of symbol formation and realistic art. Moscow: Arts: 320.

Soboleva N.A., Artamanov V.A. 1993. Symbols of Russia. Essays on the history of state symbols of Russia. Moscow: Panorama: 208.

Pokhlebkin V.V. 2006. The Dictionary of International Symbolism and Emblematics. Moscow: Tsentrpoligraf: 560.

Symbol. Encyclopedia of mystical terms. 2000. Compiled by S. Vasiliev and others. Moscow: Astrel: 446.

Ulyanov A.V. 2010. Russian Symbols. Moscow: AST-Astrel: 479.

Kasperavichyus M.M. 1990. The functions of religious and secular symbols. Leningrad: Knowledge: 32.

Jung K.G. 2017. Problems of the soul of our time. St. Petersburg: Peter: 336.

Jung K.G. 1996. Approach to the unconscious. Man and his symbols. St. Petersburg: BSK: 352.

Plakhotnyuk V.N. 2009. Symbols of religions and cults. A great encyclopedia of symbols and signs. Moscow: RIPOL classic: 1168.

Sekirich E. Language of symbols - the language of eternity. URL: http://www.manwb.ru/articles/simbolon/simbol_lengua/Simbols_lingva_ES/

Kenner T.A. 2006. Symbols and their hidden meaning. London: Carlton: 168 p.

Surina M.O. 2005. Color and symbol in art, design and architecture. Moscow: March: 152.

Symbols and their influence on people. 2004. Author-comp. L.V. Aksenova; V.T. Gridina. Moscow: AST: 302.

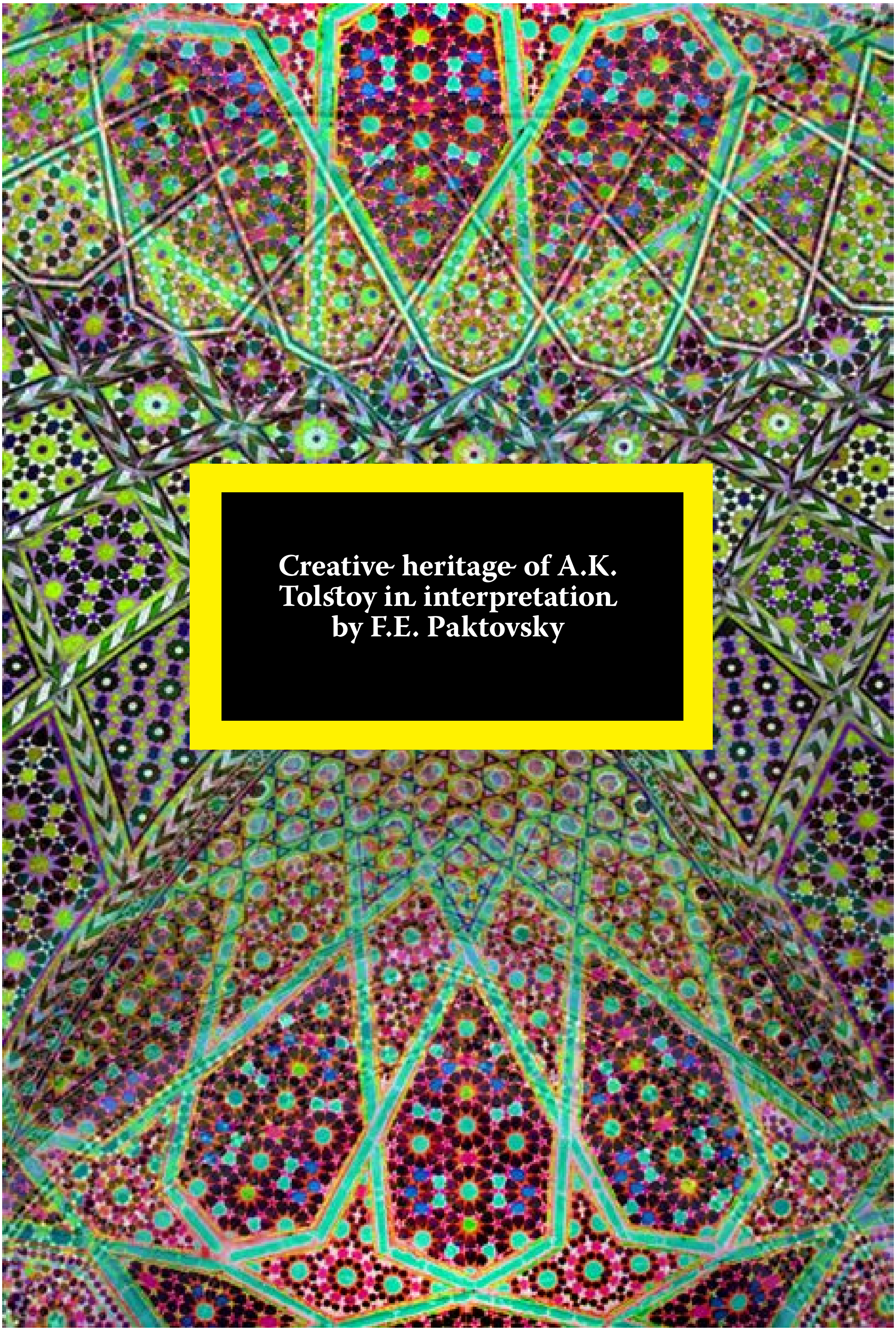
Averentsev S.S. 1989. Symbol. Philosophical Encyclopedic Dictionary. Ch. Ed. L.F. Ilyichev, P.N. Fedoseev and others. Moscow: Soviet Encyclopedia: 581 - 582.

Symbol. The encyclopedia of symbols, signs and emblems. 2006. Author. K.M. Korolev. Moscow: Veche: 12 - 14.

Romanovsky V.K. 2002. The symbols of Russian statehood. Coat of arms. Flag. Anthem. A handbook for teachers. Moscow: Russian word: 96.

Symbol. Sheynina E.Ya. 2003. Encyclopedia of symbols. Moscow - Kharkov: AST, LLC "Torcing": 4.

Lotman Yu.M. 1994. Talks about Russian culture: Life and traditions of Russian nobility (XVIII - early XIX century). St. Petersburg: Art-St. Petersburg: 539.



Creative heritage of A.K. Tolstoy in interpretation by F.E. Paktovsky

Creative heritage of A.K. Tolstoy in interpretation by F.E. Paktovsky

Herencia creativa de A.K. Tolstoy en la interpretación de F.E. Paktovsky

ABSTRACT

This article presents a conceptual analysis of F.E. Paktovsky, dedicated to the creative heritage of AK. Tolstoy. The relevance of this study is determined by the importance of the figure of the literary critic for the history of Russian criticism of the 19th and 20th centuries, the importance of his views on the creativity of the authors of Russian classical literature of the second half of the 19th century, and also for the history of the National University of BelSU as a whole, since the critic was one of the directors of Belgorod teacher's institute. Turning to the works of A.K. Tolstoy, a literary critic considers them as the embodiment of aesthetic views on the nature of art, he focuses attention on socio-political motives that were relevant to contemporary Russian social life.

KEYWORDS: Belgorod Teacher's Institute, F.E. Paktovsky, A.K. Tolstoy, literary criticism, conceptual analysis, motivational-figurative method, biographical method, historical and literary.

RESUMEN

Este artículo presenta un análisis conceptual de F.E. Paktovsky, dedicado a la herencia creativa de AK. Tolstoy. La importancia de este estudio está determinada por la importancia de la figura del crítico literario para la historia de la crítica rusa de los siglos XIX y XX, la importancia de sus puntos de vista sobre la creatividad de los autores de la literatura clásica rusa de la segunda mitad de el siglo 19, y también para la historia de la Universidad Nacional de BelSU en su conjunto, ya que el crítico fue uno de los directores del instituto de profesores de Belgorod. Pasando a los trabajos de A.K. Tolstoy, un crítico literario los considera como la encarnación de puntos de vista estéticos sobre la naturaleza del arte, centra su atención en motivos sociopolíticos que fueron relevantes para la vida social rusa contemporánea.

PALABRAS CLAVE: Instituto de Profesores de Belgorod, F.E. Paktovsky, A.K. Tolstoi, crítica literaria, análisis conceptual, método motivacional-figurativo, método biográfico, histórico y literario.

Copyright © Revista San Gregorio 2018 eISSN: 2528-7907

Valeriy A. Cherkasov
Belgorod State National Research University. Russian Federation
cherkasov@bsu.edu.ru

Vera V. Demicheva
Belgorod State National Research University. Russian Federation

Olga I. Eremenko
Belgorod State National Research University. Russian Federation

Tatyana V. Yakovleva
Belgorod State National Research University. Russian Federation

Svetlana V. Petrova
Belgorod State National Research University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

This research was conceived within the framework of the project "Belgorod Teachers' Institute: Directors, Teachers and Graduates", fruitfully developed by the professor of the National Research University "BelGU" V.M. Moskovkin. In the introductory work on this topic Vladimir Mikhailovich indicates among other directors of the Belgorod Teachers' Institute, whose scientific work requires a detailed study, the literary critic Fyodor Yegorovich Paktovsky (1856 / 1859-1922) [3, 38]. This scholar is known as the author of detailed works on the creativity by N.V. Gogol, A.K. Tolstoy, L.N. Tolstoy, V.G. Korolenko, V.M. Garshin and A.P. Chekhov [Voronova, L.Ja., 2013, 290-297, 359]. His essay about A.K. Tolstoy's works is one of the first generalizing works on this topic. He was among the first researchers of Chekhov's creativity [Moskovkin V.M., 2014, 38]. The fact that his treatise "Contemporary Society in the Works by A.P. Chekhov" (1901) is referred by modern scientific research confirms the significance of Chekhov's studies by Paktovsky [Ershova, A.A., 2016.]. It is remarkable that a famous writer Gaito Gazdanov was among his students at the 2nd Kharkov gymnasium, where he served as a director [Orlova, O.M., 2005, 42].

A.K. Tolstoy's creativity always attracted the attention of many scholars. The analysis of his works was demanded not only in Russia, but also abroad, as evidenced by the works written by N.S. Parsons [1980], E. Sheinberg [2010], M. Ritzarev [2010] and A. Szymańska [2011].

Due to the significance of F.E. Paktovsky's personality for the history of Russian criticism at the turn of the XIX-XX centuries, the relevance of his views on the work of Russian literature classics of the second half of the XIXth century, as well as for the history of the National Research University "BelSU" as a whole, we intend to carry out the conceptual analysis of his literary and critical heritage having considered the main motives of his literary and critical works. They are quite numerous and they are very voluminous. Therefore, this article is necessarily the first one (hopefully not the last) in the whole series of articles that we have conceived, devoted to the study of F.E. Paktovsky's creativity.

2.METHODOLOGY

Motivational-figurative method, biographical method and historical and literary method.

3.MAIN PART.

Chronologically, the first of the literary and literary-critical works by F.E. Paktovsky was the essay "The count A.K. Tolstoy and his poetic work" (1900), written for the 25th anniversary of the poet's death (Paktovsky, 1900). Let's begin to analyze it.

F.E. Paktovsky explains the relatively modest celebration of the twenty-fifth anniversary of A.K. Tolstoy's death. Tolstoy's by the irrelevance of the ideological world of his works, "singing only the beautiful" , in the conditions of the "boiling social activity of the 60s [Paktovskij, F.E., 1900. .] of the nineteenth century". However, the critic seeks to smooth out the emerging contradiction between the utilitarian direction of Russian social thought and the poet's work, pointing to the timeless significance of the "eternal and general ideas of beauty and good" characteristic for the latter [5, 5]: "And if the poetry by count A. Tolstoy, while not directly concerned with the evil of the day, remained at the same time the exponent of the beautiful aspects of a man's spirit life, therefore, was not defeated by modernity and had its right to coexist with the poetry of a different direction" [Paktovskij, F.E., 1900. ;Tolstoj, A.K., 1969.].

Characterizing the ideological world of Tolstoy's poetry, F.E. Paktovsky emphasizes its nationality above all. This emphasis on the national content of Tolstoy's poetry is in connection with the general aspiration of the critic to "justify" the poet in the eyes of utilitarian idea supporters about the tasks of Russian literature. As the examples of Tolstoy's "folk" lyrics in the mentioned meaning of this definition, Paktovsky quotes the poems published in the magazine "Sovremennik": "To love without reason ..." (1854), "Prudence" (1854), "Oh, I would like the Volga river ran back! .." (1856). At the same time, in these works he singles out "social" motives and images close to the understanding of the democratic public. Thus, the verse "If to argue, then boldly ..." is associated with the image of "the furious Vissarion" [5, 10]. Considering "Prudence" he points out the similarity of the Tolstoy's lyric hero position with the author's position by A.S. Griboyedov, who ridiculed "moderation and accuracy" as a world outlook. In "Oh, I would like the Volga river ran back!" the critic treats the poems "If petty officials can be ignored!", "If a hungry man dine every day!" in a utilitarian sense. It is curious that in Paktovsky's literary-critical discourse such socially-accusatory motives are organically combined with the monarchical motif. In the poems "If forgive, then wholeheartedly, / If a feast, then a great feast!" he sees a hint on the image of Peter I, thus placing him on a par with the aforementioned image of the "violent Vissarion," and the ironic ending of the poem "Oh, I would like the Volga river ran back! .." "straightens" in a very loyal way:" "Let the father our king knew the whole truth" high puts him [Tolstoy - V.Ch.], as the noble zemstvo member of his country, in whose soul lives the sacred desire of people unity with the throne of their fatherland" [5, 11].

As you know, Tolstoy wrote a number of works with an acute rejection of the sixties. How does Paktovsky overcome this obstacle in his striving to reconcile the democratic public of the late nineteenth century with the "rejected" poet? He balances the positions of the opposing sides, pointing to their extremes. The followers of sixties, according to Paktovsky, wrongfully denied the art of general humanist orientation, except for the utilitarian one. "No matter how great the importance of art, which creates public thought, or awakens it, although its role is predominant in the history of our country," he writes, "nevertheless, its high and indisputable significance should not destroy the values of that art, which educates just a man, and not just a citizen of his time, for even a citizen must be a man first of all" [5, 19]. In this regard, Paktovsky recognizes the criticism of utilitarianism in art, expressed in Tolstoy's program poem "Against the Current" (1867). However, according to the critic, Tolstoy was also not right, giving out in the poem "Pantelei-healer" (1866) and the poem "The Flow Bugatyr" (1871) the private shortcomings of the activity of the sixties for the essence of their teaching. Nevertheless, Paktovsky explains Tolstoy's pamphlet attacks against the trend of sixties by a mere misunderstanding, or, in his words, an "unwitting mistake" [5, 21], which can not undermine the belief in the purity of the poet's democratic beliefs. Here is the sample of the critic's reasoning on this topic: "Unbeknownst to himself, he has joined by these two poems to the unsympathetic camp of reform opponents, it was imperceptible for himself, because it is hard to believe that the poet's sympathies were on the side of an orderly clerk instead of a jury trial, or on the side of an empty secular life of a Russian girl instead of her aspirations for learning, to an active work in the same fields where a man works" [5, 20]. "These defects in A. Tolstoy's poetry should not and can not undermine his significance as an honest writer also because there are different mockeries. His mockery was not due to hatred of everything noble and honest, it was not the fear that the stilted authorities were crumbling and light would crush "those who walk in the darkness"; it was only a misunderstanding peculiar to people and, perhaps, it brought a certain amount of benefit to society, keeping it from further delights. If we add to this that the count A. Tolstoy has deviations of a completely different nature, it will be quite clear that A.K. Tolstoy was not opposed to the described phenomena by conviction "[5, 21]. Under "deviations of a completely different nature," Poktovsky probably meant acute attacks of the poet against the powers that he described in detail by the satire "The People Gathered at the Administration Gates ..." (1857).

The second part of Paktovsky's essay, devoted to the description of Tolstoy's epic and dramatic works, is based on the consideration of their ideological and imaginative level in itself, irrespective of the social problems of 1860-ies and 1870-ies. This attitude is motivated by the critic's conviction in the isolation of Tolstoy's interests as a historical novelist and a playwright of the pre-Petrine history of Russia: "... true to himself and his views on art, the count A. Tolstoy does not consider in the epic and dramatic works, his modern epoch and the epoch close to his time. His poetic field, or possession, is Russian life and history before Peter the Great with its positive and negative phenomena" [5, 22]. According to Paktovsky, Tolstoy manifests himself as "a poet of pure, lofty ideals, which must be the foundation of social life above all" in prose and drama [5, 21]. In accordance with this setting, Paktovsky concentrates on the analysis of the structural, poetic features of Tolstoy's prosaic and dramatic works. In his view, history plays a subordinate role in the writer's work: he needs it only "to express his personal ideals" [5, 23]. Therefore, the critic divides the system of characters of Tolstoy's epic and dramatic works, which he considers as a single text, into two categories: "some are the living persons of history, appearing in the creation by virtue of truth demands, the fact itself, the bearers of their time ideas, the representatives of the "main topic of the day in history" and therefore the persons needed by the poet for his original artistic conception; others are his personal creations [...] peculiar psychological sketches, which embodied the cherished ideals of the poet, and bear only the external features of his original, his name and the general outline of historical portraits" [5, 24]. According to Paktovsky, the conflict of Tolstoy's works is based "on the struggle, on the clash between the representatives of the ideas of the "main topic of the day" in history and the representatives of pure eternal ideas by which the ideal creation of the poet are endowed" [5, 24]. Under the "main topic of the day," the critic means "state principles" [5, 25], for the sake of assertion of which the destinies of individuals were broken, their moral principle was destroyed. In Tolstoy's works, this despotic idea is realized by Ioann IV and Boris Godunov. They are compared and at the same time they are opposed to the heroes who, according to Paktovsky's formulation, "really show us all the highly moral, everything morally strong, powerful, strong in a person and at the same time shade the temporal and immoral in the enthusiasm or beliefs of the people who took upon themselves the work of time" [5, 25]. In his opinion, such people are the boyar Morozov, Prince Serebryany, Tsar Feodor Ioannovich, Queen Irina, Prince Repnin, the Prince Ivan Petrovich Shuisky and others [5, 25]. The critic believes that Tolstoy's ideal characters are a direct projection of his personality, so to speak, the resonators expressing his cherished beliefs and the dreams of a just society: "In the speech of his ideal characters, the poet encapsulates the entire power of his personal, but always calm feeling and sympathies; he captures the attention of a reader and a viewer to the words and the actions of the actors so powerfully that he can not forget their noble images for a long time. This is the life force of A.K. Tolstoy's works" [5, 27].

4.SUMMARY.

Let's summarize our research. Of all the lyrics by Tolstoy, Paktovsky chooses to analyze the poems of socio-political orientation. The critic pays much less attention to the love and landscape poetry of the poet, confining to its general characteristic. Treating Tolstoy's epic and the drama as the realization of his aesthetic views on the nature of art, Paktovsky, nevertheless, accentuates the socio-political motives in them that are relevant to contemporary Russian social life. Even the notorious "ideals" in Tolstoy's works, which, according to his own admission, testify to the poet's adherence to "pure art", he considers in a utilitarian way as a good didactic tool for the upbringing of the younger generation. At the same time, the critic perceives Tolstoy's ideas and images in a biographical manner, as the direct projections of his personality, without taking into account their romantic conventionality.

5.CONCLUSIONS

1. In the interpretation by F.E. Paktovsky A.K. Tolstoy's works represent the realization of aesthetic views on the nature of art, the ideological and imaginative world is considered in the biographical aspect, the attention is focused on socio-political motives.

2. In the considered essay, F.E. Paktovsky appears as a representative of Russian utilitarian criticism of the late XIXth century, genetically ascending to the revolutionary-democratic traditions of the 1860-ies.

BIBLIOGRAPHY

Voronova, L.Ja., 2013. Paktovskij F.E. Russian literature in the perception of the Kazan intelligentsia. Training. allowance: reader,

Kazan: KFU, 359-360 (in Russian).

Ershova, A.A., 2016. Chekhov in the assessment of Kazan criticism and literary criticism of the late XIX-early XX centuries: Author's abstract. dis. ... to. philol. sciences, Kazan, 19 (in Russian).

Moskovkin V.M., 2014. Belgorod Teachers' Institute: directors, teachers and graduates. Scientific Result. Social and humanitarian research, 2(2): 29-41(in Russian).

Orlova, O.M., 2005. The problem of autobiography in the creative evolution of Gaito Gazdanov: Dis .... C. of philol. sciences, Moscow, 258 (in Russian).

Paktovskij, F.E., 1900. Count A.K. Tolstoy and his poetic work: [To the 25th anniversary of the death of the poet], Kazan: Tipo-lit. Imp. Un-ta, 37 (in Russian).

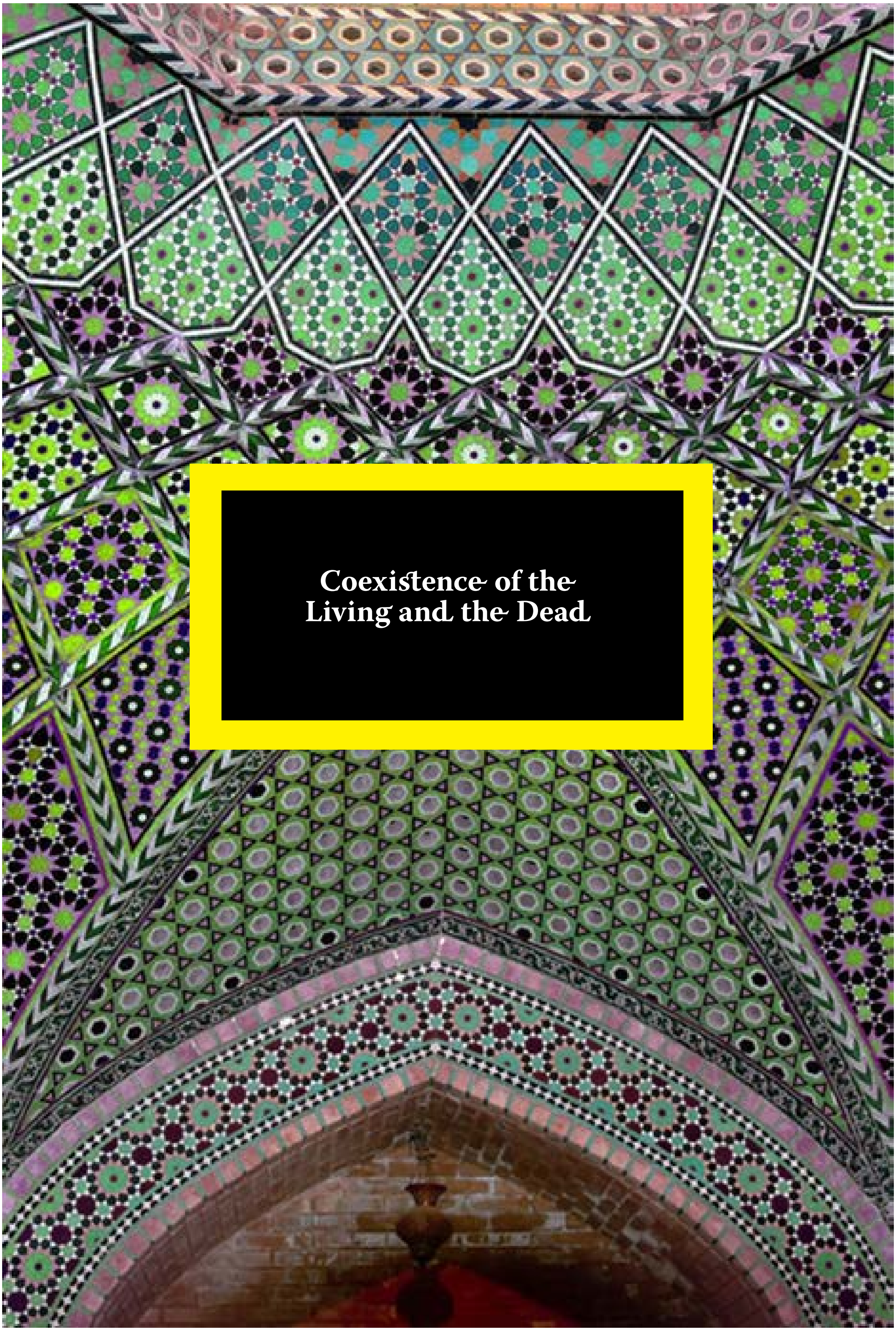
Tolstoj, A.K., 1969. Coll. op. In 4 tons, M.: Pravda (in Russian).

Parsons, N.S., 1980. A hostage to art: The portraits of Boris Godunov by Pushkin and A.K. Tolstoy, Forum for Modern Language Studies, 16(3): 237-255.

Sheinberg, E., Ritzarev, M., 2010. The infinite Grace of Jesus': Massenet's 'Marie-Magdeleine' and Tchaikovsky's blessed tears, Music and Letters, 91(2): 171-197.

Szymańska, A., 2011. The figurę of the Commander in 19th century Russian drama [Literaturoznawstwo], Slavia Orientalis, 60(3): 327-336.

Coexistence of the Living and the Dead



Coexistence of the Living and the Dead

La coexistencia de los vivos y los muertos

ABSTRACT

The current study has been conducted with two interrelated objectives that are both directly rooted in one unique reason: 1- raison d'être of burial in the floor of Neolithic monuments, 2- critical assessment of the idea of life after death in another world focusing on the burials in Paleolithic to Neolithic eras. In many of the sites of Neolithic era, the tradition of burial under the floor of monuments has taken form that somehow can show the coexistence of the living and the dead. On the one hand, generalization of the burial tradition and beliefs of primitive societies and applying them to the belief systems of some of the contemporary societies based on their religious perspective of the life after death and on the other hand, inattention to its specific meaning and application, have caused the reader to misunderstand this burial tradition and ritual. Then, the author believes that the existing beliefs and culture regarding death are based on the fear of death as well as the act of dying and the dead person. Burying the dead person's properties with him/her is one of the manifestations of fear of death phenomenon and act of dying. It is this very fear indeed that has led to the coexistence of the living and the dead in the form of the burial of the dead beneath the floor of buildings. Finally, this fear has taken shape in various forms in view of the culture and tradition of every society in that juncture and the following eras. The current study has been conducted based on a library, descriptive and analytic method.

KEY WORDS: Belief in the Life after Death, Primitive Society, Neolithic, Burial, Fear

RESUMEN

El presente estudio se ha llevado a cabo con dos objetivos interrelacionados que están directamente arraigados en una única razón: 1- razón de ser del entierro en el suelo de los monumentos neolíticos, 2- evaluación crítica de la idea de la vida después de la muerte en otro mundo centrándose en los entierros en el Paleolítico a las eras neolíticas. En muchos de los sitios de la era neolítica, la tradición del entierro bajo el piso de monumentos ha tomado la forma que de alguna manera puede mostrar la coexistencia de los vivos y los muertos. Por un lado, la generalización de la tradición y creencias funerarias de las sociedades primitivas y su aplicación a los sistemas de creencias de algunas sociedades contemporáneas basadas en su perspectiva religiosa de la vida después de la muerte y, por otro lado, la falta de atención a su significado específico y aplicación, han causado que el lector malinterprete esta tradición y ritual de entierro. Entonces, el autor cree que las creencias y la cultura existentes con respecto a la muerte se basan en el miedo a la muerte, así como en el acto de morir y la persona muerta. Enterrar las propiedades de la persona muerta con él / ella es una de las manifestaciones del fenómeno de miedo a la muerte y el acto de morir. Es precisamente este miedo el que ha llevado a la coexistencia de vivos y muertos en la forma del entierro de los muertos bajo el piso de los edificios. Finalmente, este miedo se ha concretado en diversas formas en vista de la cultura y la tradición de cada sociedad en esa coyuntura y en las siguientes eras. El presente estudio se ha realizado en base a una biblioteca, método descriptivo y analítico.

PALABRAS CLAVE: creencia en la vida después de la muerte, sociedad primitiva, neolítico, entierro, miedo

Reza Azadijou

Golestan Higher Education Institution,.Iran

rezaazadijou@yahoo.com

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

The present study is focused on the perspective of ancient man in primitive societies on life and death. Given the fact that one of the most important issues in the universe is the phenomenon of death and act of dying, human being in all historical eras has always sought to resist the phenomenon of death and act of dying and prevent its emergence. In every epoch of human life, some efforts have often been made in order to show this confrontation with death in various forms. The current essay analyzes the perspective of the ancient man in order to know the thought resulted from the fear of the phenomenon of death and act of dying. The chosen era in this study due to the existing evidences is the first burials in Paleolithic and Neolithic ages. These evidences include the objects that have been buried with the corpses beneath the floor of buildings with residential, religious or other applications. Ancient man has struggled to show his fear of death in burial rituals. Showing this fear is not for something or someone rather it is just for satisfaction of oneself before the phenomenon of death. In the current essay, various examples of the concept of fear in the environmental perception have been provided for the better understanding of the research objective.

BACKGROUND

1- Personal decorations due to their high value both in view of their quantity and because of the fact that their construction required a continuous hard work with primitive tools are sign of value store or indeed wealth and if we suppose an individual has had value and social stature in the daily life, then having these decorations along has been a sign of the personal effort for keeping his own supremacy in otherworld life (Ahmad Chiachi, 1996: 105).

2- Concentration of permanent nuclear communities inside or near places that have encompassed the environmental resources as compared to the weak sense of land ownership and powerful sense of land ownership as the result of which protection of a small but vital region turned to one of the key group objectives. It is in this environmental-social context that burial of individuals inside personal houses was a common practice in Neolithic Age. In other words, without any need to an official document or contract, existence of ancestors was generally declared as a document that endorsed one's ownership of a certain land or region (Abbas Alizade, 1996: 7).

3- Gifts and objects that were prepared for burial along with the dead one. Before setting these inside the grave they were exhibited to the people around the grave. Usually, dead ones from royal dynasty were buried along with valuable objects the evidences of which have been acquired through the excavations of the grave of Nimrud the Assyrian Queen (Harrak, 1990: 11).

4- In all communities before burial, the corpse is prepared in certain ways. The first burials date back to homo sapiens. Archaeological evidences show that these primitive groups decorated the dead one with Ocher that seems to have been the symbol of their possible belief in life after death (Rahmatullah Abbasi, 2009: 8).

5- In this era (almost 8000 years before Christ), the dead ones were buried beneath the floor of the residential places. Belief in ghosts, life after death, putting gifts inside the graves and overlaying the corpse with Ocher are the striking features of the burial traditions. These features generally reveal the ritual aspect of the burial of dead ones and belief in unknowns (Hassan Talaei, 2002: 175).

6- The vision of people of ancient Mesopotamia regarding death and the dead has been reflected on their beliefs in soul and life after death. For the people of ancient Mesopotamia there was neither a Day of Judgement nor a resurrection nor a paradise nor a hell. Lack of such beliefs overshadowed the funeral. They believed that human body has been created by Gods out of the mud and after the departure of soul it should be put into the dust in order to let it turn to dust again and it is soul that finds her way to the lower world through the grave (Bottero, 2001: 106).

7- The state of corpses inside the graves in Neolithic era might remind us the embryonic state of human being. Perhaps it was due to the specific idea of the worlds of life and death in ancient times, according to which these two worlds follow each other, that the corpses should lie in the grave on their side with legs gathered around the stomach as the grave serves as a womb inside of which the corpse is conceived for a new creation. This may be just symbolic. This notion of man in prehistoric age reveals the necessity of preservation of corpses and their comfort inside the grave after death. As to the corpses in lying or sitting modes and other modes we should suppose that only preservation of the corpse for the otherworld is of importance. Anyway, whether such traditions exist or not both alternatives are highly significant for research (Ahmad Chaychi, 1996: 98).

8- Provisions of the dead person in his travel to the lower world included a bowl of roasted meat, fish, soda, date and yogurt that were all set inside the grave in order to facilitate the travel for the dead one. Inside the grave a pair of sandals or even for the king a carriage was set inside the grave in order to facilitate the travel. The provisions and objects inside the grave were indeed gifts for the gods of lower world (Hassan Akbari and Morteza Hisari, 2005: 85).

RESEARCH THEORETICAL PRINCIPLES

From his very early stages of evolution onwards mankind has found various visions of his surrounding world. The five senses of hearing, taste, sight, touch and smell can help us to understand the environment. Environmental perception is a perception that comes about upon the understanding of environment and can appear in the form of environmental reaction versus environmental action. From surrounding environment with all the existing realities certain actions occur that in view of human knowledge of the sense can be experience giving and to be followed by material and spiritual reactions as regards man himself and the environment.

In various eras these senses had had conscious and unconscious structure in view of the prioritized requirements of the time. For example, application of such senses as hearing and touch has had wider use as compared to taste. As time went by and following various conditions, man reached higher power in the light of these senses as compared to the past in the surrounding environment.

According to McLuhan, in the hierarchical culture there is a preference among the senses. The prehistoric people perceived the world through five sense specifically the sense of hearing.

Sense of fear is the result of inattention or lack of knowledge of the totality of senses. According another interpretation, when man has a correct understanding of an issue or a phenomenon or a sense he cannot face the reality and this causes fear of the essential reality; a fear that is associated with the lack of knowledge of anything. Lack of knowledge as the result of the fear is one of the reasons that can provoke the perceptions and imaginations.

Given the mode of thought of burial in early societies, there has been special notions and imaginations as regards death. These notions have their roots in the lack of knowledge that is the result of the fear. In early societies, a specific percent of the death was natural away from personal and social biases. For example, suppose that in early societies people in a completely sudden fashion and without the consciousness of every individual encounter their death and this causes the following question to be raised:

1- When an individual sees another man's death, due to which the body stops working, how does s/he feel?

2- Can a living person have any feeling for a dead person in a determinate fashion?

3- Can repetition of seeing the act of dying bring about experience and understanding (death-consciousness) for one or turn him to a consciously evolved person?

Mankind has undergone through all stages of life including tools, form of life, discoveries and the like, without any presupposition or self-consciousness, because these acts have been in primitive forms and emerged in the form of instinctual self-consciousness that is sometimes associated with unconsciousness.

Point: In some conditions, self-consciousness and unconsciousness have distinct border.

- One can say that most part of beings regardless of their understanding of the reason for their fear have fears and this can be only with not repeating the bitter experience of others based on having the sufficient understanding of the bitter experience.

- The objective is stated in the following proverb: "fear is the biggest experience of man, an experience that has affected the whole life of mankind".

- Burial and its related traditions have undergone through numerous transformations from various vital and cultural aspects since the Paleolithic and Neolithic eras. It has been affected by this initial fear that has its own roots in the lack of knowledge of death and senses.

- To know the past human generations and early societies we can neither put ourselves in their conditions nor we can think like them and decide. It needs to be reminded that one should not make decisions for the ancient man (unfortunately in many research conclusions this is the procedure that is taken).

There are certain ways for better knowing of ancient man and nearing ourselves to understanding their ideas and beliefs and it is understanding every individual's personal existence. (When we speak of the existence itself we mean that only existence is significant not anything else including material and spiritual affairs that despite their importance are not taken into account in this context). Understanding personal existence is done without taking the early experience into account and only via senses that have shaped the actions of ancient man. For senses are the very basis of human experiences. It is senses that should be taken into account as regards the early times. Comparison is a means for understanding these senses.

Comparison causes man to reach a dimensional perspective which can be described as follows:

The past and present scholars are of the belief that people of early societies due to their burial traditions believe in life after death. According to the current author, this is a view from outside in the sense that the scholars are of the belief that ancient man has had such a view. However, if the ancient man himself had such a belief and intention? This includes the internal dimension. Given the type of burial and knowledge of the personal existence itself we can near ourselves to the belief and thought of ancient man himself and the burial traditions and this can be defined as internal dimension. The objective of archaeologists and scholars and understanding the thought of ancient man for revision of the pattern of social, political, religious and economic patterns of ancient man. Combination of this ideology with the intellectual perspective of contemporary man will not result in a correct conclusion.

- Both external and internal dimensions are defined in the following ways:

1- Internal dimension: in this dimension given the manifestation of actions of ancient man based sensory knowledge we understand his thought and provide intellectual evidences that serve as a basis for its knowledge and analyze it and conclude.

2- External dimension: in this dimension we express our view regarding the actions of ancient man without involving the thoughts of ancient man that have been reflected in his actions and thus we generalize our own mindset to the ancient man.

Note: In both dimensions the probability of inclusion of contemporary beliefs is high because the perspective of contemporary scholar has taken form based on modern beliefs. To reach a correct standpoint one should prevent this ideological perspective.

- Given the archaeological evidences and documents, primitive man did not have a perfect notion of act of dying and death and in fact his lack of knowledge and understanding of death on his behalf has been sensed in a way that dying is not in the sense of not being in the life and not existing.

Note: this type of belief (life after death) has existed in many of world religions and continues to exist even today. It has been propounded due to the lack of a correct notion of death and act of dying in early human societies in various forms.

Ancient man could have had a specific feeling towards the act of dying given the frequent experience of seeing the act of dying or killing the fellow man. It is this feeling that has affected the notion of the living regarding the dead person and burial rituals. This is the sense of fear of death and escaping the act of dying and the dead that is reflected in the fear of resurrection of the dead.

Reflection of the fear of the phenomenon of death and act of dying placing objects inside the grave

Reflection of fear of the resurrection of the dead person its preservation and coexistence of the living with the dead

Note: the sense of fear of death phenomenon and act of dying exists for every human individual but the fear of the dead person exists not for all human persons and everyone defines his own stance as regards the dead according to his own beliefs. For example, Eyrians who live based on the lithic life style and reside in the south east Australia around Eyrie Lack have the following beliefs regarding burial: (Freud, 1972: 74)

1- Death is due to the diabolic forces and their conspiracies.

2- If the dead comes to the dreams of the relatives the latter should take food to the dead's grave in order to free themselves from the curse of the ghosts.

3- In winter they set fire on the graves of the dead in order to keep them warm and not to get cold.

According to archaeological evidences that have been found through excavations in graveyards throughout the world including Chay Unu and Chatal Hoyk in Turkey and Zagheh in Iran, graves are located in life areas and exactly beneath the floor of the buildings with residential and religious applications. These burials have their specific conditions including the structure of graves (hole-like or etc) and also conduction of rituals like overlaying the corpse with Ocher mud or setting various objects beside the dead or the mode of corpse (in gathered or semi-gathered form). These traditions have been repeated in various places and in the form of burial rituals in the light of the beliefs of every society and in various forms.

Archaeologists has stated that such qualities as the existence of objects beside the dead and the state of the corpse inside the grave and the conditions of their preservation indicate people's belief of the life after the death in the new world. In other words, the person remains alive and the soul continues its eternal life. But in fact as it has been stated earlier, this is the theory of scholars of the burial in ancient times and we should ask if this is really the same view that has been held by the ancient living man regarding burial?

Surely, ancient man did not have the same view of the dead person that is today shared by many people across the world upon religious grounds. For the knowledge of such view requires one to have a notion of soul and the definitions that have been offered by the religious men of the immaterial promises. In the contemporary era there societies that do not believe in soul and this has caused them not to believe in the world after death. In this simple way we can recognize that the Paleolithic and Neolithic man with such burial methods did not have a knowledge of soul and admittedly he did not have any notion of soul and trans-physical issues.

Rather his notion of death and act of dying has taken shape based on his fear and personal imaginations of dead person. The ancient man believed that the dead person will rise again after death in a new world and will continue his life in spiritual fashion. Indeed, ancient man just merely knew the material world where he lived.

The ways through which a living person can have connection with the dead are the following:

1- Thinking of the dead person: there is a mental relation between the dead and living through thinking due to various reasons including fear, emotional ties, family ties, friendship ties, ethnic ties and so on and so forth.

2- Dreaming: the only unconscious relation that a living person can establish (for every reason whether fear or any other reason) with the dead person is in dream. This relation has been experienced with every human individual.

Note: Dreaming is a distinct category and is a subject of difference of opinions. In the current research we only discuss dreaming phenomenon and we do not intend to analyze it.

Dreaming is an objective reality and every human individual has an experience in this regard and we can state that dreaming is an essential reality. Dreaming is an incomprehensible phenomenon for the ancient man. Even for many contemporary human individuals lack of knowledge as to dreaming can bring about baseless notions and hallucinations like the early conditions of social life.

CONCLUSION.

Fear includes various outcomes resulted from it including love, affection, emotional tie and the like. For example, love is an instinct that is associated with affection. Affection for every entity comes about when an emotional bond and dependency exists and the latter is itself based on the fear of losing someone. Then fear is the main reason for every sense and the definition of fear affects the senses.

According to the intellectual vision that has been pursued in the current research the following ideas can be expressed:

1- Fear of the dead has caused a coexistence comes about. It is this coexistence that substantiates the burial and preservation of the dead. Coexistence is the best way for overcoming the fear. Man has acquired this stance via life experience.

Note: burying the corpses beneath the floor of the building with residential and religious applications is one of the beliefs of the ancient man. One can say that preservation of the dead person is in one sense an indication of the belief in possible resurrection of the dead person in coming seconds.

2- Placing objects beside the corpses has also been done upon the fear of death phenomenon and the act of dying.

2-1- Ancient man was not surely seeking to convey any meaning or a symbol via this method of burial rather he sought to satisfy his sensory instincts that had created such a feeling in the ancient man towards the dead person.

2-2- Even if the ancient man had observed certain etiquettes for burial he did indeed believe in a bilateral tie between the dead person and the living which was both in the interest of the dead and the living.

2-2-1- This tie was in the interest of the dead because it prepared the ground for the resurrection of the dead person.

2-2-2- It was in the interest of the living because it brought about a sense of peace.

2-3- As it was mentioned in this research, feeling is an undeniable reality for every human individual and it exists in all living beings. A being has weaker felling while the other enjoys a stronger feeling and this sensory quantity is resulted from the knowledge and understanding and intelligence.

2-4- Placing objects beside the corpse in some graves is an expression of personal sense of ownership in the sense that the objects that have been placed inside the grave will continue to belong to the dead person even after his death. This is also an indication of the fear of the anger and curse of the dead.

2-5- In some graves some objects have ornamental application in order to prevent from the death phenomenon and the sense of peace of the dead person after his death.

2-6- In fact the early thought of death is based on the fear of death phenomenon and the dead person is a reflection of the death while the living man fears of death phenomenon, act of dying and the dead person.

3- Due to lack of comprehensive sensory knowledge of the environment man cannot have a dependable understanding of death although he can have a sense of livingness. For man has surely touched the sense of birth and creation. Creation and birth have temporal duration in the sense that it is a gradual process and it cannot occur in an instant fashion. There should be copulation through which a fetus is conceived in mother's womb and there is a 9 months long waiting that finally results in birth.

3-1- The ancient man's notion of birth has provided him with a view according to which he seems himself obliged not only fear the dead rather to prepare the ground for its resurrection and keep it satisfied in order to evade its rage. It is for this reason that in some graves we see scenes that depict a childbirth. E.g.

3-1-1- Placing the corpse in the grave in the form of a fetus that is an expression of the consecutive stages of death and returning to mother womb. This is a familiarization process that can be seen in some cultures in order to better understand the death and help the people to have a notion of resurrection.

3-1-2- Preservation with the Ocher mud is a symbol of connection with the mother womb and death and a means for overcoming the fear of death.

3-1-3- The bodily form of the graves in circle like the mother womb during pregnancy.

3-2- But the dead person can never return to this world and this is in contradiction with the notions, imaginations and feelings of ancient man and caused a type of value conflicts in his ideas and his fear of them. Because this is also a sign of lack of knowledge of the death. The views explained are in fact the early vision of the burial of primitive societies and with repetition this has been reproduced in various forms as a standard view. Insofar as it has been presented in various ideological and cultural forms.

The formation of a belief in various forms changes it. Insofar as the initial meaning of an notion would change while the secondary meaning stands in contradiction with the initial meaning. The author believes that many beliefs have transformed and evolved into various forms due to the cultural expansion.

BIBLIOGRAPHY

Alizadeh, Abbas, My Ancestors Have Been Buried Here, Journal of Archaeology, YEAR 10, NO. 2, Spring and Summer, 1996.

Chaichi Amir Khiz, Ahmad, Burial in Iran from the early times to 5000, supervisor Hassan Talaei, advisor: Ali Akbar Sarfaraz, Tarbyat Modares University, Summer, 1996.

Azadegan, Jamshid, Primitive Religions, Elmi Farhangi Press, 1993.

Mircea Eliade, Images and Symbols: Studies in Religious Symbolism, translated by Nasrullah Zanquei, Tehran, Agah, 1989.

Bab al-Hawayeji, Nasrullah, Spirit in the Kingdom of Religion and Philosophy, Darya, 1966

Freud, Sigmund, Totem and Taboo, translated by Ali Khanji, Tahuri, Tehran, 1972

Qazaei, Samad, Forensics, Tehran University, 1989.

McKall, Henrieta, Mythos of Mesopotamia, translated by Abbas Mokhber, Tehran, 1994.

Abbasi Damshahri, Rahmatullah, An Introduction to Burial Rituals, Golpang, Year 7, no. 2, Spring 2009.

Talaei, Hassan, Traditions and Methods of Burial in Iron Age, Journal of Faculty of Literature and Humanities, University of Tehran, Summer and Autumn, 2002.

Raeisi, Fatemeh, Study of Burial in Ancient Iran, Journal of Islamic Iran History, Islamic Azad University of Shushtar, Year 7, no. 2, Autumn and Winter 2017.

Akbari, Hassan, Hisari, Morteza, Death in Ancient Mesopotamia, Journal of Iranian Studies, Bahonar University of Kerman, Year 4, no. 7, Spring 2005.

Braid wood, Robert, prehitoric Archeology along the zagros flanks, the oriental institute of chicago, 1983

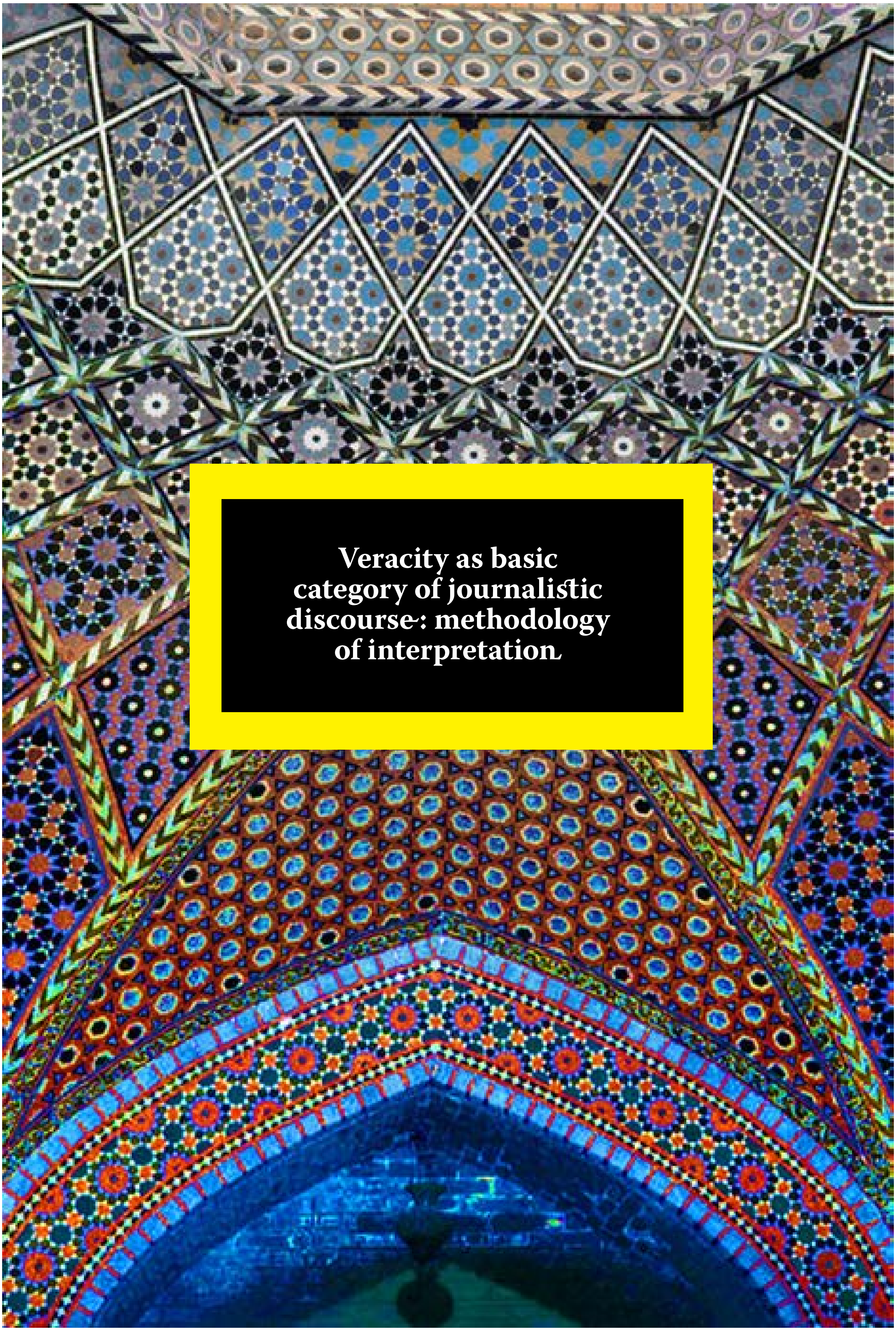
Braid wood robert J "the origin and Growth of a research , Focus:Agricultural Beginnings" EXPEDITION,volume28, 1986

Coon, carleton, seven Caves, jana than cape London.1957

Bottro.J.2001,"Religion in Ancient Mesoptamia"chieago

Harrak .A 1990 ,"The Royal Tombe of Nimrud and their jewellery"bulletin of the center for syro – meso potmian studies 20.

Veracity as basic category of journalistic discourse: methodology of interpretation



Veracity as basic category of journalistic discourse: methodology of interpretation

La veracidad como categoría básica del discurso periodístico: metodología de la interpretación

ABSTRACT

The category of veracity, as well as objectivity, is declared to be the main principle in the theory and practice of journalism. The journalistic descriptions of categories have their own specificity as compared to philosophical considerations. The veracity of journalistic texts including the closely related categories of objectivity and accuracy are of great importance in contemporary research discourses. The object of the research is scientific concepts of veracity, objectivity, accuracy, facts, knowledge; we focus on their peculiarities and purpose in journalistic discourse. The article deals with approaches and ways of veracity interpretation in mass media. The specific features and purposes of veracity are analyzed. Attention is drawn to multi-dimensionality of the category which is revealed in journalistic texts in connection with informativity, accuracy, objectivity; indicators and criteria of veracity and accuracy in contemporary media texts. Researching of objectivity through sub-categories of informative value, accuracy and objectivity leads to the conclusion that it is more appropriate to take into consideration the interference between objectivity and subjectivity, accuracy and approximation, various types of information required for veracity evaluation..

KEYWORDS: veracity, objectivity, accuracy and completeness of information, social fact, social cognition.

RESUMEN

La categoría de veracidad, así como la objetividad, se declara como el requisito principal en la teoría y la práctica del periodismo. Las descripciones periodísticas de las categorías tienen su propia especificidad en comparación con las consideraciones filosóficas. La veracidad de los textos periodísticos, incluidas las categorías estrechamente relacionadas de objetividad y precisión, son de gran importancia en los discursos de investigación contemporáneos. El objeto de la investigación son los conceptos científicos de veracidad, objetividad, precisión, hechos, conocimiento; nos enfocamos en sus peculiaridades y propósito en el discurso periodístico. El artículo trata sobre enfoques y formas de interpretación de la veracidad en los medios de comunicación. Se analizan las características y propósitos específicos de la veracidad. Se llama la atención sobre la multidimensionalidad de la categoría que se revela en los textos periodísticos en relación con la informatividad, la precisión, la objetividad; indicadores y criterios de veracidad y precisión en textos de medios contemporáneos. Investigar la objetividad a través de subcategorías de valor informativo, precisión y objetividad lleva a la conclusión de que es más apropiado tomar en consideración la interferencia entre objetividad y subjetividad, precisión y aproximación, varios tipos de información requeridos para la evaluación de la veracidad.

PALABRAS CLAVE: veracidad, objetividad, exactitud e integridad de la información, hecho social, cognición social.

Anna V. Beloedova

Belgorod State National Research University. Russian Federation

beloedova@bsu.edu.ru

Maria Y. Kazak

Belgorod State National Research University. Russian Federation

Evgeny A. Kozhemyakin

Belgorod State National Research University. Russian Federation

Ekaterina V. Khovanova

Belgorod State National Research University. Russian Federation

Ekaterina A. Novinkina

Belgorod State National Research University. Russian Federation

ARTÍCULO RECIBIDO: 3 DE JUNIO DE 2018
ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE JULIO DE 2018
ARTÍCULO PUBLICADO: 31 DE AGOSTO DE 2018

1. INTRODUCTION

The category of veracity as well as closely related problems of media reality reflection and social construction is of great importance in contemporary research discourses. The range of approaches to the possibilities of adequate reality reflection in journalistic texts is extremely diverse. They are sometimes diametrically opposed from the proclamation of the complete "loss of meaning" in media discourse to the journalism's ability of society consolidation and full and complex life portrayal [Lektorskij 2009; Bloor 1991; Couldry, Hepp 2016; Goldman 2008]. These views reproduce the philosophical doctrines which can be grouped into two approaches; the realists admit the cognition of the real world and the constructivists consider the image of the world to be the human consciousness construct. We follow the approach of V.A. Lektorskij who offered his own variant of constructive realism claiming that the subject in his cognition deals with the world he is constructing himself. Herewith, the constructed world itself is not fantastic, it is the real world projection.

2.MATERIALS AND METHODS.

The object of the research is scientific concepts of veracity, objectivity, accuracy, facts, knowledge; we focus on their peculiarities and purpose in journalistic discourse. The issues of truth and veracity are considered to be interdisciplinary. Thus, the research is based on philosophical, epistemological, linguistical, approaches; it relies on journalism, media law, professional ethics.

The research methodology is based upon interdisciplinary approach. Descriptive research method, built on the information gathering techniques, observation, generalization, comparison and classification of theoretical material is used. Methods of analytical summarization and theoretical reconstruction of theoretical representations of journalistic discourse represented in the scientific literature are applied. The research material for the study is taken from scientific papers representing theoretical reflection of category-based journalism and media theory.

Results and Discussion. The category of veracity refers to the most important principles and postulates in the theory and practice of journalism. The requirement for information veracity corresponds to the essence of journalism as a type of social activity aimed at creating adequate picture of the world, overview of ongoing events and modern life. The researchers reveal information veracity through the categories of «accuracy (the degree of relevance to the real prototype of the message) and completeness (decoding of meaning and significance of ongoing events) [Korkonsenko 2004: 69]; «authenticity of the message is confirmed by comments, references to authoritative sources of information» [Melnikova 2014: 95]. B. Lozovsky indicates three meanings of «information veracity»: «1. Undoubt, authentic, real information; 2. Article 57 of Federal Law of Russian Federation "On Law" stipulates credible and reliable information i.e. facts which can be proved by legally correct procedures (using documents, witnesses, expert judgments etc.). 3. In the practice of journalism veracity refers to information published with obligatory reference to the source [Lozovskij 2004]. The interpretation of veracity is synonymous with "truthfulness" which is the leading principle of journalistic activities.

Veracity is the central meaning-making category in media law and Ethics Codes, which regulate professional norms in mass media. The main source of law in media sphere is Federal Law of Russian Federation "On Law". The category «veracity» appears in articles 47 (journalists' rights) and 49 (journalists' responsibilities) as a claim «to check the accuracy of reported information» [FZ "O SMI"]. Thus checking the accuracy of reported information to real facts is both the right and the responsibility of a journalist. The appeal to the veracity and the requirement to verify the information are directly or indirectly revealed in many articles of Ethics Codes.

Journalists reveal social facts which can be «found in stable phenomena with statistical nature». Social fact «is turning into sociological fact». Social fact in journalism is turning into journalistic fact [Sotsiologija zhurnalistiki 2014: 94]. Facts are ranged in journalistic media texts in accordance with their veracity, accuracy, completeness, scale, significance. E. Prokhorov distinguishes «facts» (objective significant data), «factics» (real insignificant facts) and «factoids» («tertiary facts», assumption of the facts existence). Facts mainly refer to significant, meaningful events, statements and acts. «Factics» appear in insignificant facts to be mentioned incidentally. Researchers assume that real life facts which can be proved (written forms, foto-, fono-, video records with «evidences of authenticity») are of paramount importance. The information for the audience should be strengthened by references to the source of information, approvals of the interview, copies of the documents, exact references to the book or article, etc. If the information cannot be supported with documents, it "should be used with caution". This information may be exaggerated, accidental, insignificant. [Prokhorov 2012: 117-118; 296].

The category of veracity is admitted to be complex and multidimensional. It is revealed through complementary categories of accuracy, informativity, objectivity [Panchenko 2010: 25]. Following the logic we are considering the category of veracity in media discourse through categories of informativity, accuracy, objectivity.

I. Informativity. The primary function of the information in public sphere is to provide the audience with relevant and accurate data in a wide range of human activities (politics, economics, science, ideology, religion, art, moral values, etc.). The basic category for the theory of journalism is considered to be social information alongside with its types mass and journalistic information. Journalists mainly deal with social information which «is produced in the process of human activities, reflects the social significance of the facts, aimed at communication and goal achievements depending on their social status» [Lektorskij 2012: 75].

Mass information is aimed at all social groups (quantitative parameter) and therefore it is generally relevant and accessible (qualitative parameter) [Lazutina 2004: 29].

S. Korkonsenko regards journalistic information as «the most social» in its significance and prevalence. The researcher claims that journalistic information «combines data proved by documents, their interpretation from the position of social interests and personal evidence of the events». As many researchers claim, the core characteristics of journalistic information are documentalism in reality reflection, relevance of media content, idea richness, analytical approach, popularity of comlex issues description, regularity of information, collectivity of labour [Korkonsenko 2004: 81-85]. These characteristics are considered in conjunction with information selection criteria (newness, veracity, timeliness, relevance, etc.).

The researchers distinguish potential information (until it contacts with the audience), accepted (perceived by the audience), real (used by the audience) [Prokhorov 2012: 45]. This classification mainly reflects information process and journalists' cognition stages. The stages are related to reality reflection, text creation and audience perception.

E.S. Jakovleva states that the quality of information (completeness/ incompleteness) and the quantity of information (sufficiency/ insufficiency) correspond to the veracity degrees. Objective completeness refers to information from person's own perception («one saw it», «one heard it») or «on the basis of absolute truth of logical prerequisites and strictness of logical conclusion» (the square of the hypotenuse is equal to the sum of the squares of the other two sides) [Jakovleva 1994: 213]. Incomplete or insufficient information is marked by special language indicators of veracity such as it seems, as if, maybe, who knows, perhaps.

Information gathering corresponds to its sources: direct (I see/hear), indirect knowledge-based (I think/consider), «second hand» (according to, the mayor said that, opposition media consider that, according to preliminary information, anonymous sources say that, allegedly, in my opinion).

Mechanisms of reality reflection and their verbal embodiment in journalistic texts correspond to various information types. Thus, A.A. Tertychnyj distinguishes six information types. Their combination helps to cover a wide range of real-life events: 1) fact-based information (veracious information justifying the authenticity of any phenomena in the present or the past); 2) probable information (assumptions, predictions, hypotheses, versions. This type of information may be fact based but not necessarily.); 3) preventive information (reports about planned events that must take place in the nearest future); 4) evaluative information (actor's attitude to evaluated subject); 5) regulatory information (requirements addressed by society to social groups and individuals; laws, regulations, laws of the authorities, etc.); 6) program information (measures leading to the desired result formulated by a journalist; tips, recommendations) [Tertychnyj 2011: 53-58].

E.P. Prokhorov analyzes journalistic texts as the unity of four information types: descriptive, prescriptive, evaluative, and normative (d, p, v, n). Descriptive information is based on facts, knowledge of «as it is», giving the audience «richness of the surrounding world - events, phenomena, laws, processes and human relations, characters, fates». Prescriptive information (perception of «desirable future») reflects facts comprehension through the journalist's social ideal. Evaluative information is the result of data comparison with social ideal. It helps to evaluate current events, tendencies, regularities. Journalist can express his own viewpoint or «give» the fact impartially. However, in both cases value-based approach is inevitable. Normative information answers to the question «what to do» [Prokhorov 2012: 49-51].

The theory of «elementary expressive means of journalism» by E.I. Pronin is based on three information types: fact-based (to cover subject matter), character-based (to express main idea) and norm-based (to give draft idea) [Pronin 1980: 82; 13].

Literature review leads to the conclusion that various types of information (facts, evaluations, opinions, hypotheses, forecasts, versions, direct and indirect information, «second / third-hand information», facts and factoids) are used in journalistic texts. These types take different positions on veracity scale and reflect specific nature of journalists' creativity aimed at informing and influencing. Text narration results in complex plexus of objective and subjective principles, facts, their interpretation and evaluation. However the core function of journalistic information is target audience provision with timely, most recent, veracious knowledge which satisfies consumers' information needs.

II. Accuracy. Accuracy as the notion of logic and gnoseology indicates the grade (or the measure) of relevance of the scientific knowledge to the reality. The contemporary philosophical approaches assume that "the accuracy of knowledge cannot be absolute, it is historically changeable and relevant"; moreover, even in formalized theories the methods of knowledge identification reveal their epistemic limitation [Kuraev 2009]. The definition of accuracy in journalism draws on the philosophical reflection of this category. Accuracy is "the degree of relevance to the real prototype of a message" [Korkonosenko 2004: 69]; "relevance of the content of the news event to reality" [Ilyinova 2012]; "the high degree of relevance of event reflection on the lexical-meaning level of a text" [Melnikova 2014: 95]. The researchers mark out various factors of objective limitation of accuracy representation in journalistic media texts:

- the real world itself is complex, it is highly imprecise, vague, approximate rather than absolutely precise and accurate;

- in most cases it is sufficient for communicational needs to represent real situations approximately or roughly: "one can simply schedule a certain development of situation to make an addressee be able to think up the details and additional descriptions of a situation" [Olyanich 2007: 127];

- the absolute precision is excluded at the linguistic level since the natural language is based on vague, imprecise notions and it has a valuable quantity of inaccurate signs and nominations at all levels, e.g., whitish, someone, anybody, scarcely, hardly, almost, a kind of, about, likely, neither … nor, whether .. or.

Overall, the researchers distinguish the objective and subjective factors for the usage of language items of accuracy various degrees. The objective factor is the reality itself, knowable and perceptible to different extents, and hard to be precisely nominated. The subjective factors are accuracy or inaccuracy of personal knowledge; personal certainty or uncertainty in the information veracity; personal plans to hide the precise information or to communicate the false information; lack of personal responsibility for the information; personal intentions to smooth the harsh nominations [Arutyunova 1005: 5; Olyanich 2007: 120; Panchenko 2010: 37-42]. What determines linguistic inaccuracy is the broad range of lexical items with vague and uncertain semantic components, with the tendency to rounding the non-integral numbers, with polysemy, synonymy, homonymy, generalization, reductions, euphemization, metaphorization, expressivization.

The linguistic accuracy / inaccuracy depends on the communicational situation and communicants' pragmatic goals and interests. There may be no need for being accurate in the communication, since it is not practically necessary to precise sharply, for example, the quantity of people gathered for a meeting, or to indicate the wind speed with an accuracy of seconds. Alongside, "it is necessary to mind the factor of addresser's personality, their forgetfulness, careless verbalization, psychic and emotional conditions of the speech" [Panchenko 2010: 36, 40].

The accuracy of the represented event in the publicist style corresponds generally to news materials and informational function [Ilyinova 2012; Melnikova 2014]. It is evident especially in terms, special lexical items and proper nouns usage. However, it is clear that the demarcation between accuracy and approximations is exposed not so much by the genres opposition as by the communicational situation, pragmatic goals and interests, and the need for generalized or detailed representation of an event.

III. Objectivity. The category of objectivity is also imported to the journalistic discourse from philosophy. The philosophical interpretation of objectivity relies on ontological and epistemological approaches. From the ontological view, objectivity refers to the external world (external for the mind). In the epistemological meaning, objectivity refers to the representation of the cognitively independent material reality in the mind. Objectivity indicates a set of things, an object's being, processes themselves regardless the cognitive consciousness [Filosofia 2004; Ivin 1997].

Objectivity is one of the meaning-making categories in both theoretical and practical discourses of journalism. The imperative of both objectivity and veracity of the information is the principle mostly proclaimed in textbooks, Ethics Codes and other normative documents in journalism: objectivity is the main demand for journalistic texts; objectivity and honesty are key principles of journalism, etc. The issue of objectivity in journalism refers mainly to factual data. The journalists start selecting the data when searching the information and end with integrating facts into texts. The objective data in journalistic perspective is the ones that base upon facts, not upon speculations, illusions, or fantasies; they embrace empirical evidences, logical groundings and not-biased assertions [Kozhemyakin 2011: 188]. The contortion of the reality for author's interests or according to author's fantasies "is completely at odds with the laws and ethics of journalism" [Korkonosenko 2004: 83].

The general approaches to objectivity in the theory and practice of journalism reproduce the philosophical interpretations of the category.

The first approach, factualist, admits the reality as it is beyond our mind. Factualists claim that the fact lays beyond the theory (an informational conception of media, editors' policy, genre or format, etc.), it is independent from it, and thus it is what makes us suppose it objective.

The second approach, theoretist, considers the fact to be a determined statement about the fragment of reality. The theory (worldview, ideology, culture, editors' policy, media format) determines the objective fact. The objectivity appears in such journalistic texts features as argumentativeness and logical coherence: "the issue of objectivity is (…) the question of argumentativeness and cogency of interpretations based on factual analysis, conclusions, suppositions and statements" [Prokhorov 2012: 118-120]. We are facing here not much the representation of objective facts in journalistic texts as the grounded subjectivity.

The third approach draws on the mixed interpretation of objectivity as the pluralism of opinions. Thus, in accordance with this approach, B.N. Lozovsky corresponds objectivity with the means of informational representation in texts: equity and emotional neutrality in events representing [Lozovsky 2004].

As many researchers claim, it is more difficult to provide the objectivity in representing reality rather than to provide the veracity of represented facts. As E.P. Prokhorov writes, "… both in gnoseological (cognitive difficulties) and in social (impact of positions) perspectives the absolute realization of the principle [of objectivity] is impossible", though "there are general demands for making journalists closer to constructing the adequate worldview" [Prokhorov 2012: 117]. Journalists communicate with their audiences through objectively existing media texts. Different types of agents produce the latter: individual (or personal) ones, i.e. subjectively engaged authors of texts, and collective (or social) ones, i.e. editor board, media with its ideology and conception. The human messages cannot exist but with "traces" of social interactions. Alongside, the subjectivity of journalistic texts "should not be expressed through the rough biases, substituting facts for their subjective interpretation" [Korkonosenko 2004: 82]. The social fact emerges as a journalistic fact "only under reflection and organic implementation into the social experience of journalists" [Stilisticheskiy …2006: 97]. Therefore, the objective roots for journalistic media texts are possible only due to agents who can generate, perceive, understand and interpret ideas and meanings.

The journalistic discourse is preliminary based upon common sense, empirical experience, "generalized empirical means for cognition" [Svitich 2003] rather than upon formal logics principles. Journalism produces the knowledge that is "operative knowledge of reality in its explicit and implicit representations". This knowledge is not scientific in its nature, it "cannot tend for absolute truth, but it should be reliable enough to make people cope with the changeable reality" [Lazutina 2004: 43].

Category of objectivity is traditionally corresponds to expressively and emotionally neutral representations of events. These representations base on the stylistic neutrality, impersonality and equity. Such features are typical for informational messages representing (relatively) objective version of what goes on in the world [Melnikova 2014: 92; Ilyinova 2012; Sarafannikova 2006]. The rest of genres are "seized in the cage" of subjectivity (e.g. commentaries) or "trespass the limits of unbiased representation" (analytical texts) [Olyanich 2007: 54, 64].

Thus, the objective nature of media texts appears through information based upon facts. The subjective nature is "unavoidable manifestation of authors' personalities that defines the manner of reflection on objective social issues" [Lavrenevskaya 1989; cit. on: Panchenko 2010: 52]. S.G. Korkonosenko states that the subjective features of journalistic texts do not necessarily unveil the rough biases or substitution of facts. We should take into account the "mixed" interpretation of objectivity by B.N. Lozovsky, which embraces both the completeness and precision of facts representation and the pluralism and equity of opinions [Lozovsky 2004].

Veracity is the key principle of journalism anchored in normative media documents and Ethics Codes. Veracity draws on relevant to reality data and checked facts. It refers to the true, precise and full information as well as to valuable informational sources, tools of data gathering, and means for factual representation in media texts. The peculiarities of journalism is that it does not exist beyond the media practice. This is why the theoretical descriptions of categories often rely on common sense, associative cognition and intuition methods.

Researching of objectivity through sub-categories of informative value, accuracy and objectivity leads to the conclusion that there are no absolute values in media discourse (neither absolute truth, nor absolute accuracy, nor absolute objectivity). It is rather more appropriate to mind the interference between objectivity and subjectivity, accuracy and approximation, various types of information required for veracity evaluation.

3. CONCLUSION

The criteria of veracity in journalistic texts are references to informational sources, quotations of communicants, evidences of agents, usage of documentarily approved data. Idealistically, journalists construct the objective-subjective worldview that is close to reality. They make "the panorama of actual social life" to help audience cope with the reality, socialize, and make adequate decisions. The criteria of accuracy are quantitative data, number nominations, statistics, terminology, special lexical items from various epistemic fields and professions, proper nouns usage (geographical and organizational names, abbreviations and word constructions).

BIBLIOGRAPHY

Arutyunova, N.D., 1995. Ot redaktora [Editorial Column]. Logicheskij analiz jazyka. Istina i istinnost' v culture i jazyke. Moscow: Nauka: 3-7 (in Russian).

Bloor, D.,1991 . Knowledge and social imagery (2nd ed.). Chicago, Illinois: University of Chicago Press.

Couldry N., Hepp A., 2016. The mediated construction of reality. Polity Press, Cambridge, UK: 256.

Federalnyj zakon RF "O SMI" (2015) [1994] [Federal Law of Russian Federation "On Law"]. http://docs.cntd.ru/document/9003299 (in Russian).

Filosofia: entsiklopedicheskij slovar' [Philosophy: Encyclopedia] ,2004. Moscow: Gardariki, 1072 p.(in Russian).

Goldman, A., 2008. The social epistemology of blogging. In J. van den Hoven & J. Weckert (Eds.), Information technology and moral philosophy : 111–122. New York, NY: Cambridge University Press. URL: http://fas-philosophy.rutgers.edu/goldman/Social%20Epistemology%20of%20Blogging.pdf

Ilyinova, E.Yu., 2012. O tochosti i tonalnosti predstavlenija sobytija v tekste novostej [On the Accuracy and Tonality of Event Representation in News Texts]. Diskurs kak socialnaja dejatelnost': prioritety i perspektivy. Ch. 1. In: Vestnik Moskovskogo lingvisticheskogo universiteta, 5 (638):162-172 (in Russian).

Ivin, A.A., Nikifiriv, A.L., 1997. Slovar' po logike [Dictionary of Logic] Moscow: Vlados : 384 (in Russian).

Jakovleva, E.S.,1994. Fragmenty russkoj jazykovoj kartiny mira [Fragments of Russian Language Worldview]. Moscow: Gnosis, 344 p.(in Russian).

Korkonsenko, S.G., 2004. Osnovy zhurnalistiki [Introduction to Journalism]. Moscow: AspektPress, 287 p. (in Russian).

Kozhemyakin, E.A., 2011. Objektivnost' kak filosofskaja kategorija v zhurnalistskom diskurse [Objectivity as a Philosophical Category in Journalistic Discourse]. Nauchnije vedomosti Belgorodskogo gosudarstvennogo universiteta. Seria: Gumanitarmije nauki, 18 (113), Iss.11: 187-194 (in Russian).

Kuraev, V.I.,2009. Tochnost' [Accuracy] . Enciklopedia epistemologii i filosofii nauki. Moscow: Kanon+, Reabilitatsia, 990 p. (in Russian).

Lazutina, G.V.,2004. Osnovy tvorcheskoj dejatelnosti zhurnalista [Introduction to Creative Activity of Journalists]. Moscow: AspektPress, 240 p. (in Russian).

Lektorskij, V.A., 2009. Realizm, anti-realizm, konstruktivizm i konstruktivnyj realism v sovremennoj epistemologii i naukah o cheloveke [Realism, Anti-Realism and Constructive Realism in Contemporary Epistemology and Humanities]. Konstruktivnyj podhod v epistemologii i naukah o cheloveke. Moscow: Kanon+:4-40 (in Russian).

Lektorskij, V.A., 2012. Transformatsija epistemologii: novaja zhizn' starykh problem [Transformation of Epistemology: New Life of Old Issues]. Epistemologija: perspektivy razvitija. Moscow: Kanon+, Reabilitatsia: 5-47 (in Russian).

Lozovskij, B.N., 2004. Zhurnalistika: kratkij slovar' [Journalism: Brief Dictionary]. Ekaterinburg: Izd. Ural. Un., 116 p. (in Russian).

Melnikova, E.A., 2014. Tochnost' i dostovernost' kak kriterii informativnosti teksta novostnogo soobschenija [Accuracy and Veracity as Criteria for Informativeness of News Texts]. Vestnik Volgogradskogo gosudarstvennogo universiteta. Serija: Filologija. Zhurnalistika, 5: 94-100 (in Russian).

Olyanich, A.V., 2007. Prezentatsionnaja teorija diskursa [Presentational Theory of Discourse]. Moscow: Gnosis, 407p. (in Russian).

Panchenko, N.N., 2010. Dostovernost' kak kommunikativnaja kategorija [Veracity as a Communicative Category]. Volgograd; Peremena, 323 p. (in Russian).

Prokhorov, E.P., 2012. Vvedenije v teriju zhurnalistiki [Introduction to Journalism Theory]. Moscow: AspektPress, 351 p. (in Russian).

Pronin, E.P., 1980. Vyrazitelnije sredstva zhurnalistiki [Expressive Means of Journalism]. Moscow: MGU, 92 p. (in Russian).

Sarafannikova, E.V., 2006. Diskursivnije markery sootnesenija soobschaemogo s dejsctvitelnostju (na materale televisionnykh novostej na russkom i anglijskom jazykakh) [Discursive Markers of Correspondence of the Message with the Reality (on the Examples of Russian and English Language TV News)]. Voronezh, 20 p. (in Russian).

Sotsiologija zhurnalistiki [Sociology of Journalism], 2014. Moscow: Jurajt, 421 p. (in Russian).

Stilisticheskij Entsiklopedicheskij Slovar Russkogo Jazyka [Stylistic Encyclopedia of Russian Language] , 2006. Moscow: Flinta, 696 p.(in Russian).

Svitich, L.G., 2003. Professija zhurnalist [Profession of journalist]. Moscow: AspektPress, 255 p. (in Russian).

Tertychnyj, A.A., 2011. Zhanry periodicheskoj pechati [Genres of Periodical Print Media]. Moscow: AspektPress, 320 p. (in Russian).

UNIVERSIDAD
SAN GREGORIO

www.revista.sangregorio.edu.ec