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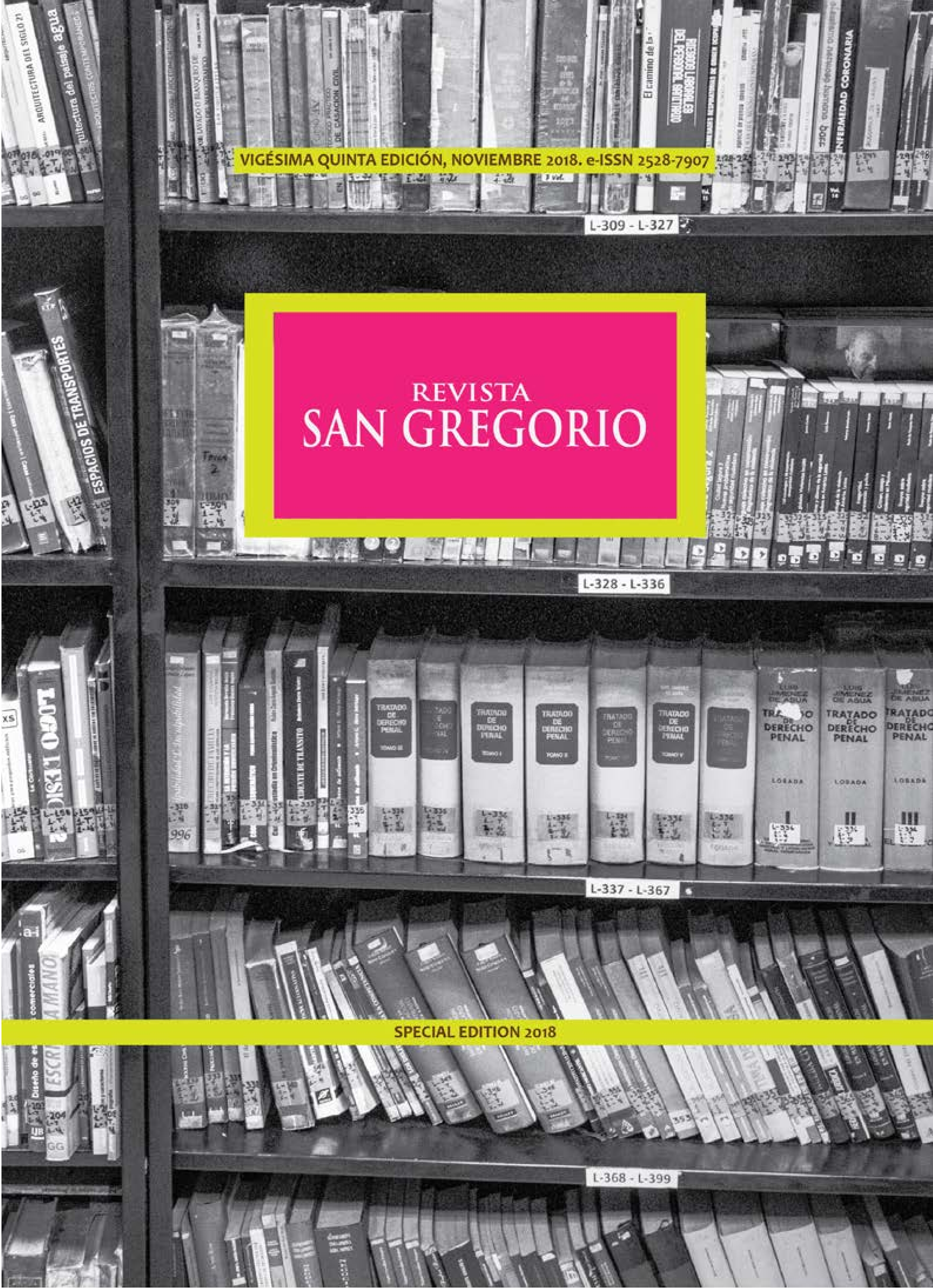

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La revista San Gregorio es una publicación científica, de frecuencia TRIMESTRAL, orientada a la investigación multidisciplinaria y dirigida a investigadores, estudiantes, pedagogos y comunidad científica nacional e internacional.

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

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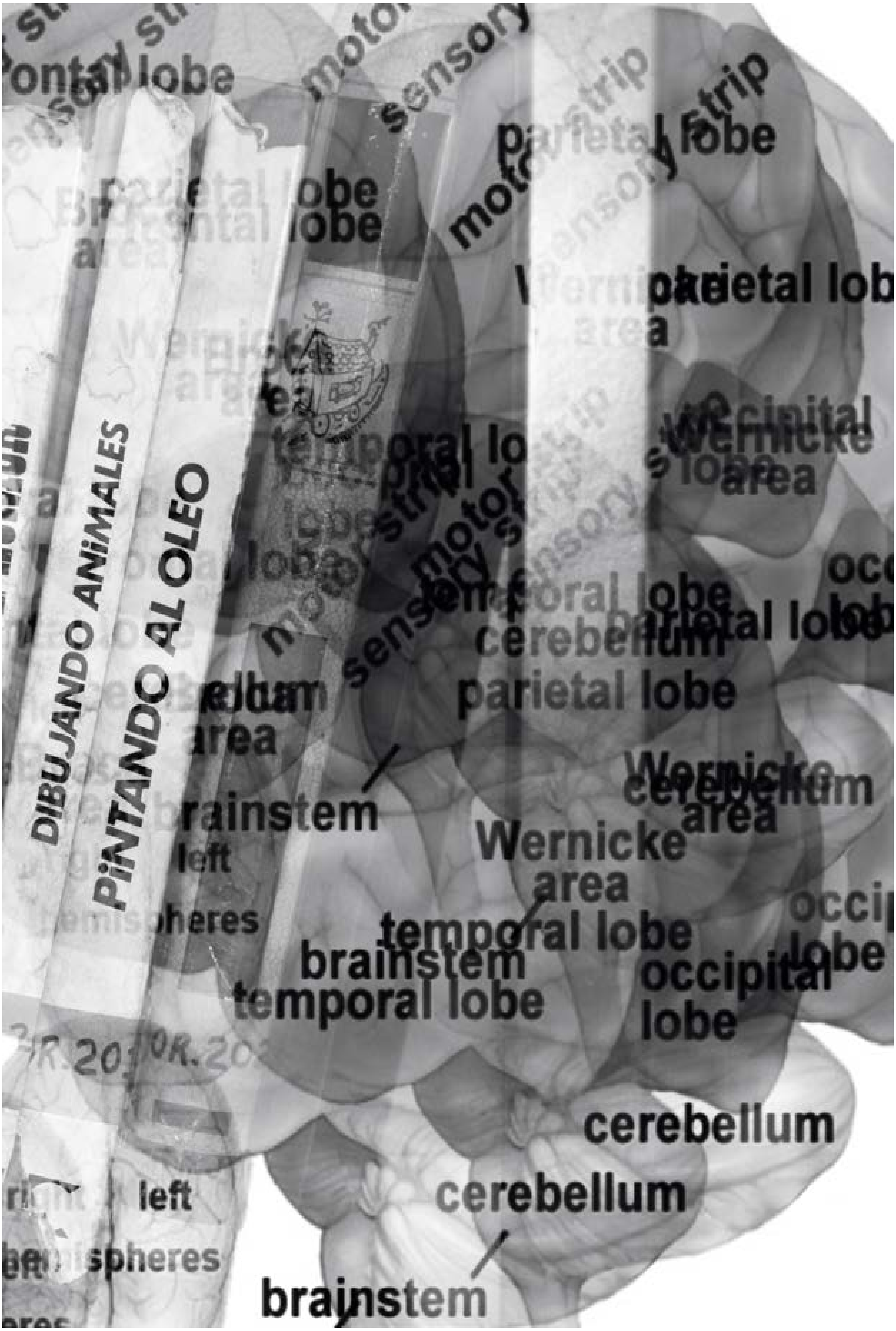
SUMMARY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PRESENTACIÓN

Este número especial 25 de la Revista San Gregorio, una vez más presenta artículos y contribuciones originales de autores de la República Federal de Rusia.

Para este número se han postulado más de cuarenta artículos, de los cuales veinticinco han sido seleccionados, teniendo en cuenta las líneas editoriales y temáticas afines a nuestra publicación, así como la actualidad y vigencia de las investigaciones presentadas. La revisión ha sido realizada por nuestro equipo de árbitros. Estos artículos son sometidos a un proceso de revisión por dos pares académicos, en la modalidad en que tanto el revisor como el autor son anónimos.

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.

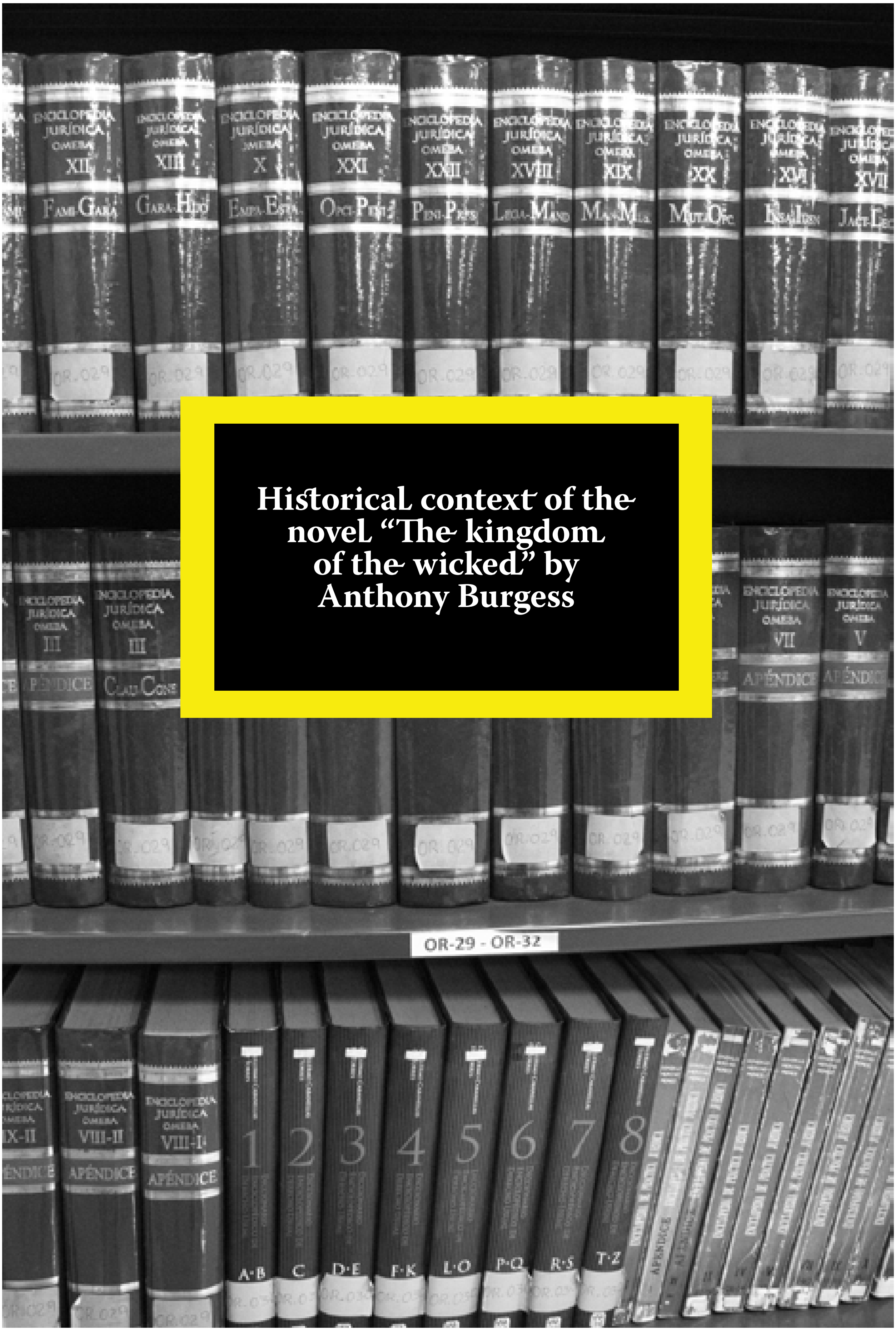
This special issue 25 of the San Gregorio Magazine once again presents articles and original contributions by authors from the Federal Republic of Russia.

For this issue, more than forty articles have been postulated, of which twenty-five have been selected, taking into account the editorial and thematic lines related to our publication, as well as the current relevance of the submitted research. The review has been carried out by our team of arbitrators. These articles are submitted to a review process by two academic pairs, in the modality in which both the reviewer and the author are anonymous.

The Editorial Committee of the San Gregorio Magazine 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

Historical context of the novel "The kingdom of the wicked" by Anthony Burgess



Historical context of the novel "The kingdom of the wicked" by Anthony Burgess

Contexto histórico de la novela "El reino de los Malvados", de Anthony Burgess

ABSTRACT

The paper deals with the study of the image of Rome and the socio-political situation of the era, which represent a significant historic context. The focus is on the real image of the Roman emperors Tiberius, Caligula, Claudius and Nero. The presence in the novel image of the narrator acting as interpreter of history and guide for the reader to actual historical events, suggests talking about the possibility of the historical analysis of the novel. Sadoc is definitely one of the most significant characters in the novel. We can assume that the images of the author and the narrator seem to be identical and Anthony Burgess` main ideas are given by Sadoc. The article gives particular attention to the analysis of the narrative features of Sadoc. Highlighting the actions of the apostles in the struggle for faith, the author doesn`t hide the main political events in The Kingdom of the wicked.

KEYWORDS: English literature, Anthony Burgess, biblical trilogy, the images of Rome and Roman emperors, The Kingdom of the Wicked, narrator.

RESUMEN

El artículo aborda el estudio de la imagen de Roma y la situación sociopolítica de la época, que representan un contexto histórico significativo. La atención se centra en la imagen real de los emperadores romanos Tiberio, Calígula, Claudio y Nerón. La presencia en la imagen de la novela del narrador que actúa como intérprete de la historia y guía para el lector a los eventos históricos reales, sugiere hablar sobre la posibilidad del análisis histórico de la novela. Sadoc es definitivamente uno de los personajes más significativos de la novela. Podemos suponer que las imágenes del autor y el narrador parecen ser idénticas y las ideas principales de Anthony Burgess son dadas por Sadoc. El artículo presta especial atención al análisis de las características narrativas de Sadoc. Al destacar las acciones de los apóstoles en la lucha por la fe, el autor no oculta los principales acontecimientos políticos en el Reino de los malvados.

PALABRAS CLAVE: Literatura inglesa, Anthony Burgess, trilogía bíblica, imágenes de Roma y emperadores romanos, El reino de los malvados, narrador.

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1. INTRODUCTION

In the 80s of the XX century, Anthony Burgess repeatedly turns to historical problems, trying to sum up the outgoing century (Earthly Powers 1980, The End of the World News 1982, Any Old Iron 1989).

Apart from the works of this period, the novel The Kingdom of the Wicked (1985) [1], in which distinctly (unlike the other two parts of the famous biblical trilogy, the poem Moses [2] and the novel Man of Nazareth [3]) is traced important for the writer of historical and cultural problems. Political, religious and cultural histories are united in a work in one general context. The novel consists of five books, each of which consistently narrates about the history of Rome in times of imperial dictatorship and the emergence of Christianity.

METHODS

Particular attention is paid to the connection of the artistic work with the historical tradition and social environment. Traditionally, we focus on large studies of the writer's work [4,5] we use the same methodology that is characteristic of V.R. Amineva, [6] or A. Shevchenko, O. Nesmelova [7]. In addition, we focus on the works of Kozyreva M., Ayupova K. [8], Baratova, O., Shamina, V., & Apenko, E. [9], devoted to the study of the historical context of works of art.

RESULTS AND DISCUSSION

This article sets as its task the possibility of a historical analysis of the novel The Kingdom of the Wicked by A. Burgess, also dating back to the 1980s.

The third novel of the biblical trilogy of Anthony Burgess The Kingdom of the Wicked, like two other works, was the result of work on the screenplay. It was a work on the twelve-hour series Anno Domini, A.D. 1985, delivered by the famous Italian producer Vincenzo Labella, who participated in the creation of the serials Moses the Lawgiver and Jesus of Nazareth. The series A.D. tells of the life and activities of St. Peter in ancient Rome after the crucifixion of Jesus and the emergence of Christianity during the reign of the Roman emperors. As J. Stinson points out, "In the same year (1985) A.D. was originally a telecast, Burgess turned out his The Kingdom of the Wicked, and the novel that wees the fruits of some assiduous research he did for the television movie" [4: 138].

The Kingdom of the Wicked tells of the birth of Christianity after the crucifixion of Jesus Christ, the preaching of the apostles, in particular Paul, the Great Fire in Rome, the persecution of Christians and the destruction of Pompeii, was a kind of continuation of the second part of the biblical trilogy of Anthony Burgess (Man of Nazareth, 1979). But if in the novel Man of Nazareth, to the forefront, Judea is put forward as a kind of provincial space and socio-political issues, represented mainly by the images of the Pharisees and Zealots, then The Kingdom of the Wicked is, first and foremost, the images of Rome and the Roman emperors (Tiberius, Claudius and Nero).

The image of Rome, the problem of the ideal Roman ruler and the socio-political situation of the era, especially interesting Burgess, constitute a significant historical context of the novel The Kingdom of the Wicked. In a conversation with Don Swaim in 1985, the writer confesses: "I was interested in that period" I felt nobody had yet written and heard about it, although we had both sides of the story in the New Testament and we have the Gideon our hotel rooms so we can read about Paul's voyages, but we never read about what was going on in Rome. It's rather like America and Europe: if you sneeze, we catch cold. When Rome sneezed, Israel caught cold" [10: 146].

It is known that Burgess had a significant influence on The King James Version of the Bible (1611), but in the process of research, Anthony Burgess re-read the New Testament in Greek, books on the history of the Roman Empire, since, in the author's opinion, one Bible for accurate images details would not be enough. In the "author's note" of the novel The Kingdom of the Wicked of Burgess, he wrote that he addressed a huge number of sources, the main of which were the texts of Suetonius, Tacitus [12], Josephus and Acts of the Apostles, preferably "in the original language" [2: 379].

Building a novel The Kingdom of the Wicked on biblical content, Burgess does not escape the independent and extrabiblical narrative. The canonical traditional images of the apostles are presented by Burgess in a format based not so much on the author's fiction as on his attitude to the historical process and the role of certain social groups in him. Putting on the foreground the deeds of the apostles in the struggle for faith, the author does not leave behind the curtain and the main socio-political events of the era of the kingdom of evil. Investigating the images of Rome and its rulers, the writer gives them a description close enough to historically known interpretations. Thus, Burgess shows us Rome as a huge empire with its dying idolatry and superstition, which allowed the creation of the dogmas of the new religion in its bowels (as in the Acts of the Apostles, which arose shortly after the miraculous events of the day of Pentecost). The life of society and its daily existence are considered in the novel through the prism of the accepted "new" spiritual values. Implicit discrepancies between the facts, the recreated image of the Roman Empire do not pretend to argue with history, but act only as an author's design. "Historical facts had to be checked, battle plans closely examined, bud, in the modern manner, the reader had to be kept in doubt about the competence of the narrator", says Burgess [13: 327].

Rome of Burgess, according to John Stinson, is "the corrupt Rome of Caligula, Claudius, Nero, and Domitian in lavishly gore detail" [4: 139]. We see that already in the title of the novel, a clear author's perception is indicated. According to the author, "The Kingdom of Evil" - during that time - in the first hundred years since the death of Christ ... ", the Jews called the Roman Empire [10: 146]. But the "evil" of Burgess is, of course, not only Rome, which engulfs Jews, but also a part of the essence of each of its inhabitants. "Human nature does not change, and human nature is what fiction is about" - the author himself admits [13: 327]. Rome, being, according to Burgess, "capital of a slave empire", was closed to the lower strata [2:94]. "In the streets low people jeered at the slaves and some spat...

There north were the Forum and the Temple of Jupiter and the Circus Flaminius and Pompey's Theatre, but slaves were to see none of these things ..." [2:98]. Rome of Burgess, in need of "moral redemption", was good only for those who "did, due, if cynical, reverence to the Roman gods" [2: 365].

For some, Rome is the "imperial world peace and the great flower of order" [2: 297], for others - "As an imperial monarchy it has been disgraced, bathed in the blood of the innocent" [2: 165], for third, "A mother ... hiding behind the skirts of a whore" [2: 311].

"... Rome was worse than Sodom and Gomorrah" writes the author [2: 326]. The world of depravity and cruelty, represented by Rome in the novel of Burgess, is closely connected with the images of the Roman emperors. Speaking at the beginning of the novel about love of the sublime, which Jesus preaches among his disciples, the author proceeds to describe the love in its lowest manifestations, introducing the reader to the image of the emperor Tiberius: "Here let us meet Tiberius Claudius Nero, called from his youth Biberius Caldius Mero, meaning boozer of neat hot wine. A man of orgies, who would receive a dinner in no time, unless assured that the waiting girls would all be naked..." [2:15]. Wicked and unreasonable in his 70 years, he puts on the leadership positions of the same belly-slaves and drunkards. Being a "dull shadow" of his stepfather Augustus, he is unable to revive the empire. Living out their old age in Cyprus, Tiberius refuses to return to Rome, long ago turned into the absence of the "old crazy" emperor in the "filthy shambles" [2:17]. At the age of 77, "the prince of peace," as many called him, Tiberius dies, taking with him the secret of his death [2:86]. "The wickedness of Tiberius was not quickly forgotten ... There were cries that his body should be dishonoured and quartered ... It seemed to many that his cruelty was able to flourish posthumously" [2:86]. Anthony Burgess with historical accuracy draws the figure of the emperor, creating a sense of the importance of every detail in describing the character and lifestyle of the hero. Historical book is confirmed by the book The Life of the Twelve Caesars by the historian Gaius Suetonius, whose work, as is known, relied on Burgess [11:45].

Thus, reading the description of Tiberius in the book of Suetonius, we understand that the novel image of Burgess is almost identical to the first: "Even a rookie he was called in the camps for an immense passion for wine, not Tiberius, but "Biberius", not Claudius, but "Kaldia", not Neron, but "Meron".

Then, already in power, already engaged in the correction of social mores, he once ate and drank two days and nights with Pomponius Flaccus and Lucius Piso; one of them he immediately appointed the prefect of Rome, the other - the governor of Syria and, in his orders for appointment, exalted them with his most amiable and ever-present friends "; or "In Capri a few days after his arrival, one fisherman caught him alone and unexpectedly presented him with a huge reddish-haired girl. In the fear that they had made their way through the whole island along impassable rocks, Tiberius ordered to slash him with this fish in the face. And when the fisherman began to thank the fate under blows that he did not bring at the same time the lobster, which he caught even more he ordered to smash his face with a lobster "[11: 45-48].

Gaius Caligula, reluctantly narrated by the narrator, just as accurately recreated in The Kingdom of the Wicked. "The nickname" Caligula "("Sapozhok"), he owes a camp joke, because he grew up among the soldiers, dressed as an ordinary soldier. And what kind of affection and love of the army earned him such education, it was best seen when he alone, undoubtedly, reassured the soldiers who were indignant after the death of Augustus and already ready for all madness. In fact, they only backed down when they noticed that from the danger of rebellion they sent him away, under the protection of the nearest city: only they, who were shocked by remorse, grabbed and held the cart, begged not to punish them with such disgrace "[11:52]. Similar information is not missing by Burgess [2:19]. In the novel before us appears the emperor, not only content with his imperial status, but also quite seriously claiming to divine greatness. "He ordered to bring from Greece images of the gods, glorified both by veneration and art, including even Zeus of the Olympian, in order to take their heads off them and replace them with their own" [11:55]. But the painful faith in his divine destiny during his lifetime, the lack of respect and meekness, arrogance and cruelty towards all estates, the ferocity of morals, the monstrosity of actions could hardly have lifted Caligula to the pantheon of the gods. Ironically introducing his image into the novel, the narrator, however, each time with difficulty turns to the description of the hero: "Gaius Caligula - the name still makes me shudder. It even induces a physical nausea. Ask me no more about him "[2: 97-98].

Forever stuttering and blushing, Claudius, who succeeded Caligula, was probably the only emperor who proclaimed justice, and cares about the future of Rome.

"Rome will be what it was" he says, "a polity in which no man need fear injustice, its capital a city in which men may walk freely at night, its people united in a return to Roman virtue and the worship of the Roman gods, untainted by effeminacy or Oriental pollutions" [2: 165]. Conspiracies, ridicule over inferiority, treachery of the wife did not allow the emperor to prove himself fully. Stupid and intelligent in appearance, but "enlightened" inside, he noticed, by Burgess, everything that is happening around and against him. As you know, the royal husband of Agrippina was under the heel of all his wives, including Agrippina, who herself appointed the prefects, sent the mentors of the son of Emperor Britannicus to exile, surrounding him only with their own people. She achieved for herself unprecedented honors and the fact that Claudius adopted her son from his first marriage, who was older than Britannica and therefore could be considered a more realistic contender for power after Claudius' death.

This heir, Nero, perhaps the most famous emperor of Rome after the Divine Augustus, is the fourth book of the novel The Kingdom of the Wicked. "This Nero is something of a new broom. Only a boy, but he knows all about cleaning the provinces, or so he thinks" [2: 249]. "The Emperor will speak to anyone in any way he wishes. The Emperor will do what he wishes…"- apparently self-sufficient, supported by the mother, Nero still did not rule the empire. Under the guise of the manager-son, the mother of the emperor hid, who artfully imposed his will on him [2: 258]. Literally from the first days Agrippina immediately began to behave as if she was not just the mother of the head of state, but his co-ruler. But soon Nero entered into the taste and did not want to listen to the instructions and act on the orders of the mother. He began to be released from the care of Agrippina, who, however, did not want to part with the authorities.

The relations between Agrippina and Nero, clearly resembling incest, hatred of the mother, role-playing games with minions, homosexual relations reveal the painful essence of the emperor for whom the death of the mother or the murder of Seneca is only a part of the drama that fills his whole life [2: 260] . But games on the verge of life and death, endless atrocities do not pass for Nero without a trace.

The image of the mother, pursuing him in dreams, leads the emperor to suicide. Abandoned by all and declared by the senate enemy, he stabbed his sword in his throat. "Glee among the people was such" writes Suetonius, "that the mob ran all over the city in Phrygian caps", hoping for slaves upon release into freedom and being a symbol of freedom [11:82].

The narrative is written in the name of Sadoc, the son of Azor, the narrator of novel the Man of Nazareth. The events described by Sadoc, in general, do, quite accurately, repeat the biblical Acts of the Apostles and, in a sense, can claim even historical accuracy, although they contain a series of derogations, the responsibility for which Burgess confidently and without a grain of irony shifts to the narrator . "My fictitious narrator sometimes muddles up, sometimes gets right, authorities we take for granted but he, presumably, can not know", writes the author [2: 379]. Overcoming pain at the end of the novel, Sadoc is only able to finish the book, but not to re-read it, correcting some obvious inaccuracies in statements and portrait descriptions [2: 337]. The presence in the novel of the image of the narrator, acting as a translator of history and referring the reader to real historical events, allows us to speak about the possibility of historical analysis of the work.

SUMMARY

Covering a certain historical period, Anthony Burgess, in our opinion, still does not focus on the images of some historical figures, highlighting and making vivid the images of the emperors Tiberius, Claudius and Nero. Even Guy Caligula, known for his cruelty, is not as interesting to the author as the stutterer Claudius, philosophizing about or without.

When asked whether this choice is justified, it is probably necessary to refer to the author's words: "If I have neglected for many pages the minor personages of this chronicle, it is because they have done little worthy of your attention. Who can compare a mother's wiping of her child's nose with the spreading of the word? [2: 251].

CONCLUSIONS

Enthusiasm for the historical period of Burgess develops into a very serious author's game, with which all participants, including the reader, become participants. The reception "I do believe-I do not believe", once proposed by Burgess in relation to the apostles, grows in the third part of the trilogy to the limits of authenticity and extreme accuracy in the perception of historical persons and events.

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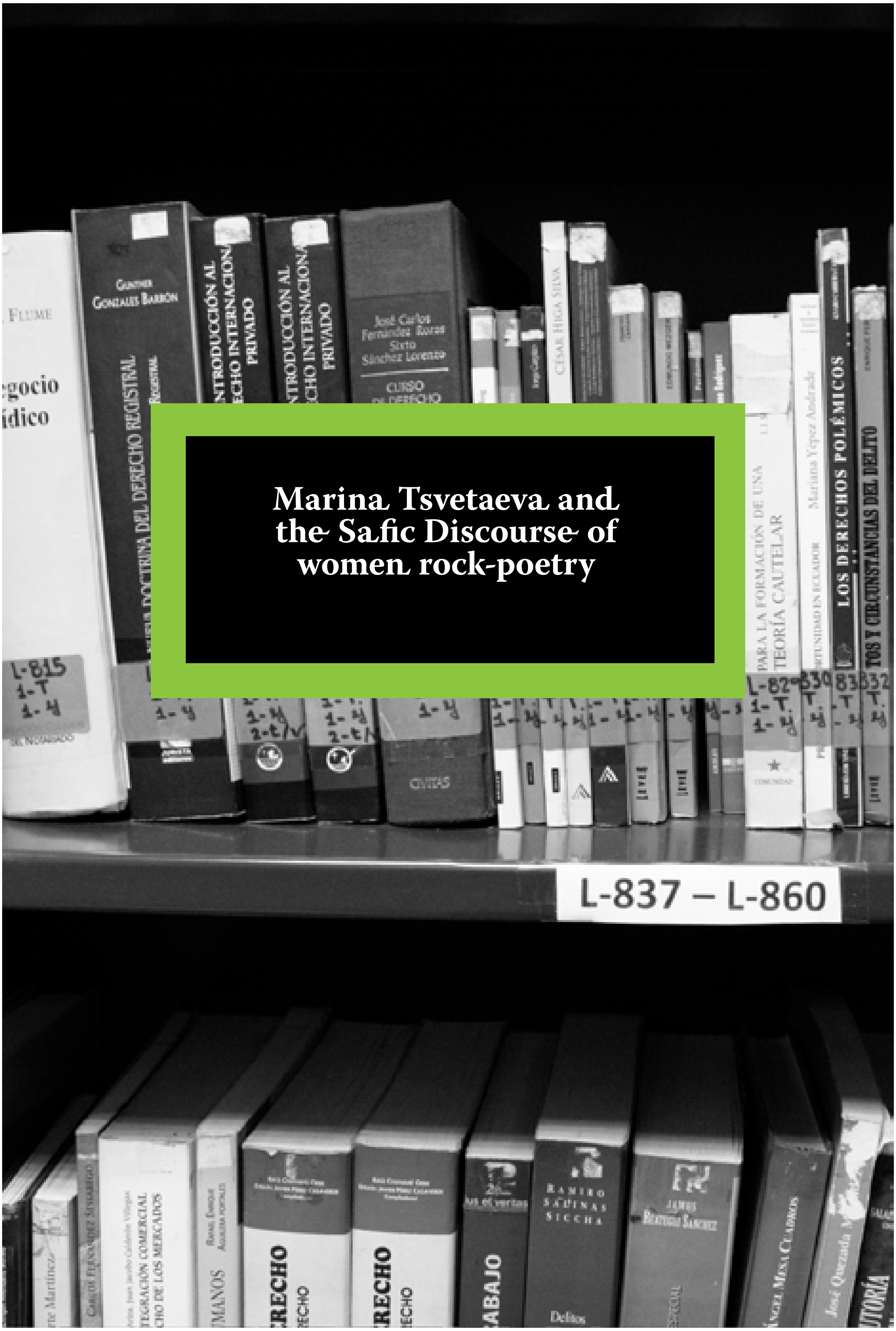

Marina Tsvetaeva and the Safic Discourse of women rock-poetry

Marina Tsvetaeva and the Safic Discourse of women rock-poetry

Marina Tsvetaeva y el discurso sáfico de la poesía rock femenina.

ABSTRACT

This article is devoted to the specifics of the functioning of the Sapphic discourse in Russian female rock poetry during the stage of inculturation. At this stage, Svetlana Surganova, the leader of the rock band "Surganova and Orchestra", a former participant of the rock band "Night Snipers" did not refuse the lesbian image, but it was not possible to represent it with the methods of queer strategy, relevant for the previous period. For Svetlana Surganova has become relevant cultural code associated with the name of Marina Tsvetaeva. In the methodological aspect, this article continues the attempts of the authors previously undertaken to combine the two methodologies: the methodology for analyzing the rock composition and the methodology for analyzing the female picture of the world, represented in the fictional text. The authors prove that the actualization of Marina Tsvetaeva's image has deep roots, connected not with the system of symbols of the lesbian subculture, but with the peculiarities of the work of the Silver Age poets. Based on the analysis of Svetlana Surganova's texts, the team comes to the conclusion that Marina Tsvetaeva's work attracts transgressive desire and opportunity to violate any prohibitions, go beyond strict limits and boundaries, which generally corresponds to the general attitudes and behaviours adopted in the lesbian subculture.

KEYWORDS: Marina Tsvetaeva, Sapphic discourse, female rock poetry, Diana Arbenina, Svetlana Surganova..

RESUMEN

Este artículo está dedicado a los aspectos específicos del funcionamiento del discurso sáfica en la poesía de rock femenina rusa durante la etapa de inculturación. En esta etapa, Svetlana Surganova, la líder de la banda de rock "Surganova and Orchestra" (una antigua participante de la banda de rock "Night Snipers") no rechazó la imagen lesbiana, pero no fue posible representarla con los métodos de la estrategia queer, relevante para el periodo anterior. Para Svetlana Surganova se ha convertido en un código cultural relevante asociado con el nombre de Marina Tsvetaeva. En el aspecto metodológico, este artículo continúa los intentos de los autores previamente realizados para combinar las dos metodologías: la metodología para analizar la composición de rock y la metodología para analizar la imagen femenina del mundo, representada en el texto de ficción. Los autores prueban que la actualización de la imagen de Marina Tsvetaeva tiene raíces profundas, conectadas no con el sistema de símbolos de la subcultura lesbiana, sino con las peculiaridades del trabajo de los poetas de la Edad de Plata. Sobre la base del análisis de los textos de Svetlana Surganova, el equipo llega a la conclusión de que el trabajo de Marina Tsvetaeva atrae el deseo y la oportunidad transgresores de violar cualquier prohibición, va más allá de las fronteras y límites estrictos, lo que generalmente corresponde a las actitudes y comportamientos generales adoptados en la subcultura lésbica.

PALABRAS CLAVE: Marina Tsvetaeva, discurso sáfica, poesía femenina del rock, Diana Arbenina, Svetlana Surganova.

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INTRODUCTION

Even today it can be said with certainty that female Russian rock poetry, despite the fact that it exists only in the second half of the 1980s, has undergone a unique path of its development (and, of course, continues its forward movement). In the evolution of the considered poetic phenomenon, in our opinion, three stages are distinguished. Criterion for the isolation of periods is the choice of rock poetesses to change the strategy of cultural or gender identity.

The first stage - the second half of the 1980s - the beginning of the 1990s - is characterized by a strategy of masculinization, which is realized through cultural rather than gender code: rock-poets (or just rock vocalists) to become "their own" in the world of rock culture, had to adapt to already established laws, norms and models of behaviour. In this case, it's not about any kind of gender perversions. The most vivid representative of this stage in the development of female rock poetry is Yana Stanislavovna Diaghileva (Yanka Diaghileva).

The second stage is the mid-1990s - mid-2000s, when Diana Arbenina, Svetlana Surganova, Zemfira Ramazanova, Mara, Elena Pogrebizhskaya and several others appear on the rock scene. All of them, when building their (auto) biographical myth, begin to actively use the queer strategy. According to Annamari's precise remark, "Institutionally queer was associated primarily with the subject of gay and lesbian studies, but its analytical framework also includes topics such as transvestism, hermaphrodism, gender homonymy, and surgical genital reconstruction. Unlike transvestism and academic deconstruction, the queer is located between the terms "sex", "gender", "attraction", which stabilize heterosexuality, uses their illogicality.

Demonstrating the impossibility of any "natural" sexuality, it calls into question even such obviously unproblematic terms as "man" and "woman" "[1]. Within the framework of female rock poetry, the queer strategy allows to begin the reverse masculinization process of "isolation" from the male world of rock culture and to build a special female picture of the world, while creating the language of its artistic and non-artistic expression.

The last stage of the development of female rock poetry (and the whole (and male) and female) rock culture in general) is characterized by the process of inculturation. In other words, the text of rock culture is included in the general cultural paradigm, adopting certain features of both high culture and mass culture. Representatives of this period can be divided into two groups: those who started their creative activity directly within the framework of inculturation (for example, Dilyara Vagapova, Lusine Gevorkyan), and those who entered rock poetry within the queer strategy (first of all, this Diana Arbenina and Svetlana Surganova). Within the framework of this article, we will be interested in the second group of rock poetesses, and the goal of the article will be to consider the transformation of the Sapphic discourse of female rock poetry within the framework of the strategy of inculturation. The central figure of this discourse in female rock poetry is Marina Tsvetaeva.

METHODS

In the methodological aspect, this article continues attempts to combine the two methodologies: the methodology of rock composition analysis [2-5] and the methodology of analysis of the female picture of the world, represented in the fictional text [6]. In addition, the historical-literary method was used, which allowed us to reveal the influence of some art systems on others [7-9].

RESULTS AND DISCUSSION

In the 2010s Svetlana Surganova had two major performances, in which the text of Marina Tsvetaeva was fundamentally significant. The first performance is a concert in Tyumen on October 16, 2012 [10]. Its exclusivity is explained by three-part composition: the longest (final) part is the performance of Svetlana Surganova's own songs, the second part is the performance of songs on the poems of N. Gumilev, G.-G. Lorca, P. Beranger, I. Brodsky, etc. The concert opened with the reading of the poems of Marina Tsvetaeva, it was dedicated to her 120-th anniversary of the birth. Svetlana Surganova read by heart the following poems: "Get down the head and lowering the eyes..." (1918), "Not to the warlocks! In the white book..." (from the series "Wires" (1923)), "I did not keep the commandments, did not go to the sacrament" (1915), "You who are passing by me..." (1913), "How gaily the snowflakes were shining..." (from the series "Friend" (1914)), "Longing for the Motherland! For a long time..." (1934), "No one took away anything ..." (1916),"I embrace you with my horizon..."(from the series "Poems to the orphan" (1936)). A peculiar transition from the poetic part to the song one was the performance of the song "I like that you're not mad about me…" (M. Tariverdiev's music).

The second significant event is the reading of poems for the evening of memory of Marina Tsvetaeva, held in the House-Museum of Marina Tsvetaeva on August 31, 2016 [11]. Then Svetlana Surganova read 21 poems: "The leaves crumbled over your grave ..." (1914), "My poems written so early ..." (1913), "No one took anything ..." (1916), "Not to the warlocks! In the white book..." (from the series "Wires" (1923)), " You were too lazy to get dress..." (from the series "Friend" (1914)), "How gaily the snowflakes were shining..."(from the series "Friend"(1914)), "A free neck is raised ..." (from the series "Friend" (1914)), "You pass your way..." (from the series "Friend" (1914), "Sea" (from the series "Two Songs" (1920), "You who are passing by me..." (1913), "Get down the head and lowering the eyes..." (1918), "I did not keep the commandments, did not go to the sacrament" (1915), "I do not dance - without my guilt ..." (from the series "N.N.V." (1920)), "You do not have to talk to me ..." (1918), "From friends - your true nature..." (fragment from the "Poem of the End" (1924), " Longing for the Motherland! For a long time…" (1934), "How many of them fell into this abyss..." (1913), "I embrace you with my horizon..." (from the series "Poems to the orphan" (1936)), "Someday a lovely creature..." (from the series "To Alya" (1919)), "With great tenderness - because..." (1915), "You, who exhaust me by the days..." (1916).

SUMMARY

It can be said that in the late 1990s and early 2000s, Russia is experiencing a sexual revolution. In culture, this is manifested primarily by the appearance on the music scene of a fairly large number of representatives of sexual minorities. The first was the actualization of gay culture (Boris Moiseyev, Sergei Penkin, Shura[1]), a little later, a lesbian culture announced itself. And the lesbian image was used not only in the mass culture (the most vivid example of this is the pop group "Tatu"), but also in the rock culture. Anyway, the image of the lesbian was (and still is) an integral part of the image of Zemfira Ramazanova, Elena Pogrebizhskaya, Mara. However, the real megaphone of the lesbian rock culture was Diana Arbenina and Svetlana Surganova, who in 1993 founded the duo (later developed into a full-fledged rock band) "Night Snipers".

Alexander Chantsev writes: "Night Snipers" (since 2002, not acting in the original composition and breaking up into two projects - the "Night Snipers" and the "Surganova and Orchestra") performed songs of heterosexual content, but gradually gained fame among lesbians due to brutal scenic the image of soloists Diana Arbenina and Svetlana Surganova - despite the fact that they did not discuss their sexual orientation and, for example, allowed themselves to perform in the culinary program of Makarevich "Smak" in the traditional guise of "home" x "girls" [12]. With this observation you can argue. Indeed, there were no cum-outs of the girls, sometimes they were allowed to appear in public in the "female" style. However, creativity supported their queer reputation. So, for example, in the authentic version of the debut album of the duet "Drop of tar in a barrel of honey" included 27 tracks. Of these, 6 poetic texts are written on behalf of a woman, 3 - on behalf of a man, and in 18 cases sex is not grammatically recorded. The above statistics allows us to draw a conclusion about the "floating" self-identification of the lyric hero. In addition, it is not always possible to clarify the sex of the lyrical object, which is present in most of the texts by both Diana Arbenina and Svetlana Surganova. So, for example, in Svetlana Surganova's poem "Cat" the sex of the lyrical subject is determined without difficulty - "I've seen such free and pure. / I've

1. It should be stipulated that this is not a true sexual orientation: gay in the full sense of this word can not be called anyone. Boris Moiseyev is a bisexual, Shura and Sergei Penkin used homosexuality as part of their image.

seen such people hooked up in paradise" [13], but the clarification of the sex of the lyric object is difficult.

The appeal of the lyric subject to the object "You have had a lot of time, yes, but still listen, / then it's not about the wings, it's about the roots" [ibid.] Adjoins the refrain "You're a cat that walks by itself" [ibid]: the verb standing in the form of a masculine gender, on the one hand, and the image of the cat, on the other hand, first create a "floating" identification of a lyrical subject, not a lyrical object, and, secondly, the relationship between them can be read not only through the prism of heterosexual relations. That is why the statement of Alexander Chantsev about the "heterosexual content" of the songs of the "Night Snipers" seems controversial.

However, such work on the image was possible only when the "Night Snipers" used queer theory to construct their gender self-identification. At the stage of inculturation, both Diana Arbenina and Svetlana Surganova (already in the framework of two independent groups - in 2002 Svetlana Surganova leaves the group "Night Snipers" and creates her own project "Surganova and Orchestra") it is necessary to solve the problem of including the lesbian image, constructed at the previous stage, into a new cultural context. Here you can talk about several ways to solve.

Diana Arbenina conditionally divided her life into a private and a public one, which found expression in the precise division of her works into poems ("anti-songs") and songs. The songs, that is, texts intended to be performed before the public, we do not observe any "floating" self-identification. The lyrical heroine of Diana Arbenina in the 2010s is a woman, a poet, a mother of two children. But in the poetic collections, which she (re)releases quite often, there are new poems written within the framework of the queer strategy.

Svetlana Surganova has not refused the lesbian image, however, it was impossible to represent it with the methods of queer strategy. She, like Diane Arbenina in her book of poems "Notebook of Words", divides her works into poems and songs, but such division is not as declarative as in the case of Diana Arbenina, she constructs gender identification. For Svetlana Surganova has become relevant cultural code associated with the name of Marina Tsvetaeva.

In our studies, we already addressed the problem of "Marina Tsvetaeva and female rock poetry", but then the goal of our article was to examine the functioning of the mythologeme "Marina Tsvetaeva" in the context of the aesthetics and poetics of Zemfira's "Thank You" album without projection into the sphere of gender identity. Here we will try to prove that Svetlana Surganova's appeal to Marina Tsvetaeva's image is caused by the construction of a lesbian image within the framework of the inculturation stage of female rock.

As A. Ranneva notes, Marina Tsvetaeva (along with Sappho, the Amazons, S. Parnok, F. Ranevskaya) is included in the characteristic for the lesbian subculture system of symbols [14]. However, as it seems to us, the actualization of the image of Marina Tsvetaeva has deeper roots, connected not with the lesbian subculture (although, perhaps, we can talk about mass culture here), but with the peculiarities of her creativity. In our opinion, the most accurate description of the problem "Marina Tsvetaeva and gender" was given by I. Shevelenko: "Tsvetaeva's work gives an example rare in Russian literature of the author's understanding and interest in eros as a transgression, that is, in the most general sense, the element that aspires "beyond", beyond the boundaries defined by its culture, resisting and socio-political regulation, and the control of an individual. At the same time, the eros for the mature Tsvetaeva was spiritual; it leads the person first to the knowledge of other, <here and further in the quotations, the author's italics – A.A., T.B., Y.D.> himself, then to the discovery of a different world. Sexual practice, forms of the embodiment of passions - it is only on the low-hanging signs of the inner experience of man; their transgression (in the sense of violating cultural taboos, somehow - Fedra's love for Hippolytus) rather symbolizes for Tsvetaeva the transgressive eros in general, rather than of intrinsic value" [15]. Thus, Svetlana Surganova in Marina Tsvetaeva's work is attracted by her transgression, desire and ability to violate any prohibitions, go beyond strict limits and boundaries, which in general corresponds to the general attitudes and behaviours adopted in the lesbian subculture. Let's confirm our theoretical calculations in practice. At the Tyumen concert Svetlana Surganova performed 8 poems by Marina Tsvetaeva and 1 song on her poem.

The unifying beginning of all texts selected by Svetlana Surganova is the motive of going beyond borders, the destruction of all established norms. This is the conversation on an equal footing with God ("Get down the head and lowering the eyes…"), and the way out of everyday life, the growth in the outside of the lyric "I" ("Not to the warlocks! In the white book...", "I embrace you with my horizon..."), and desperate loneliness ("Longing for the Motherland! For a long time...").

The central place in the composition of Svetlana Surganova composes is the poem "How gaily the snowflakes were shining..." - the seventh poem of the series " Friend" dedicated to Sofia Parnok. In this work the transgressive eros and gender perversions are most openly declared - "How did you tease me with a boy, / How did you like this one of me". We see such a picture at the evening of memory of Marina Tsvetaeva. It is interesting that absolutely all the poems sounded at the 2012 concert were performed in 2016 as well. It should be noted that there was an increase in the unit associated with gender perversion: from the series "Friend" was taken no longer 1, but 4 poems. The texts added by Svetlana Surganova also support the pattern we have identified.

CONCLUSIONS

Thus, it can be said that the discourse of female rock poetry is realized through the inclusion of the image-mythologeme of Marina Tsvetaeva in it. Rock poetess at the stage of inculturation Marina Tsvetaveya is close not so much to the fact that she is included in the system of stable symbols of the lesbian subculture as such, but rather as features of her creativity. Modern rock poetess actualizes Tsvetaeva's motifs to go beyond and, in particular, the transgressive eros.

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Peculiarities of forming the savings by the Russian population in modern conditions

Peculiarities of forming the savings by the Russian population in modern conditions

Peculiaridades del ahorro de la población rusa en las condiciones modernas.

ABSTRACT

The opportunities for economic growth of a state are largely determined by the level of financial market development and the money supply status. In the economically developed countries, household savings are the main source of temporarily idle funds in financial markets. The article aims to analyze the formation process of savings in households in Russia at the present stage, and to identify the factors that have the greatest impact on this process. It is established that in the economy to date, the effects of shocks from lower energy prices and economic sanctions have been overcome. This is reflected in GDP growth, in the reduction of inflation, and in the positive forecasts of the World Bank. However, the analysis of the indicators of the population cash incomes formation demonstrates that, despite the growth of wages and pensions, real disposable cash income of households is stagnating. In addition, the poverty level of the population does not decrease. All this leads to the fact that the population's savings activity is at a low level. There is also a trend towards an increase in the amount of cash remaining outside the sphere of consumption or investment. This indicates a lack of confidence in the mechanism of the financial market. The paper proposes measures to overcome negative factors affecting the savings activity of households.

KEYWORDS: savings; households; financial market; household budget; unemployment; real disposable income.

RESUMEN

Las oportunidades de crecimiento económico de un estado están determinadas en gran medida por el nivel de desarrollo del mercado financiero y el estado de la oferta monetaria. En los países económicamente desarrollados, los ahorros de los hogares son la principal fuente de fondos temporalmente inactivos en los mercados financieros. El artículo pretende analizar el proceso de formación de ahorros en hogares en Rusia en la etapa actual e identificar los factores que tienen el mayor impacto en este proceso. Se ha establecido que en la economía hasta la fecha, se han superado los efectos de las perturbaciones de los precios más bajos de la energía y las sanciones económicas. Esto se refleja en el crecimiento del PIB, en la reducción de la inflación y en las previsiones positivas del Banco Mundial. Sin embargo, el análisis de los indicadores de la formación de ingresos en efectivo de la población demuestra que, a pesar del crecimiento de los salarios y las pensiones, el ingreso en efectivo disponible de los hogares se está estancando. Además, el nivel de pobreza de la población no disminuye. Todo esto lleva al hecho de que la actividad de ahorro de la población se encuentra en un nivel bajo. También hay una tendencia hacia un aumento en la cantidad de efectivo que queda fuera de la esfera de consumo o inversión. Esto indica una falta de confianza en el mecanismo del mercado financiero. El documento propone medidas para superar los factores negativos que afectan la actividad de ahorro de los hogares.

PALABRAS CLAVE: ahorro; hogares mercado financiero; Presupuesto familiar; desempleo; Renta real disponible.

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INTRODUCTION

In modern conditions, the status and prospects for the development of the financial market are of great importance for any country. From the point of view of the problem development theory, the financial market is a superstructure to its basis which is the economy. However, this basis should have certain financial sources of its development, which are different financial instruments. The economy develops only in interaction with financial markets, it cannot be self-sufficient in modern conditions, as extended reproduction, technical re-equipment, reconstruction and other technological changes are possible only if the opportunities of financial markets are actively used.

Almost since the second quarter of 2014, Russia lives in a double shock - a fall in oil prices and the imposition of economic sanctions. The recession was expressed in the reduction of GDP in 2015 by 2.8% and in 2016 by 0.2%. The policy of flexible exchange rate formation in the foreign exchange market, the support of the financial sector through its additional capitalization, the policy of import substitution allowed the Russian economy to stabilize. Rising prices in the commodity market allowed support for private investment. The reduction in inflation reinforced the level of disposable incomes of the population and ensured the growth of consumption.

The main source of investment resources in developed financial markets is the savings of the population. From the standpoint of the theory of the problem in question, there is an interdependence between the population's propensity for saving and its motivational behavior [1]. Scientists have identified groups of factors that affect the motivational behavior of the population. These are factors associated with the duration of the accumulation process; associated with the objectives of the formation of savings; factors of the functional purpose of saving; factors that reflect the economic needs of "savers"; and macroeconomic factors [2].

Obviously, the first four groups of factors either directly or indirectly depend on the fifth group. The duration of the accumulation processes is largely determined by the inflation characteristic of macroeconomic development, the exchange rate of the national currency, and consumer opportunities formed against this background. Based on a component such as the current economic situation, we divide the goals of formation the savings into two large groups: dynamic (which can change depending on changes in macroeconomic factors) and static (still they can be called "eternal values" - that is, for that a person saves always: education of children, health, old age). The dynamic goals of the formation of savings will change over time.

METHODS

The purpose of our work was to study the process of savings formation by the population and to identify the impact factors.

In the process of research, general scientific methods of induction and deduction were used, as well as a hypothetical approach, in which various aspects affecting the savings activity of households were analyzed; proposals that could have a positive impact on this process were formulated.

Scientists from different sides are studying the issues of formation of savings activity of the population. Traditionally, GDP growth per capita has been viewed as a positive factor. However, it is noted that real GDP growth per capita is lower than the real standard of living [3]. A number of researchers note that even a small increase in the remuneration of employees and a decrease in unemployment have a significant impact on the growth of income in general [4].

The demographic component of the savings formation process was also studied. Thus, the relationship between the size of the population and the volume of savings is analyzed. It is concluded that the increase in the population of the country initially reduces the amount of savings, however, as the number of working population increases, their inflow is ensured. Nevertheless, if the population grows significantly and the number of families with a large number of members increases, this clearly reduces the amount of savings in the country [5].

Also in this context, factors such as population growth, changes in the age structure of the population, models of family decisions for the formation of savings are investigated [6].

Interesting are the works analyzing consumer behavior of people [7]. It is determined that modern consumption patterns formed largely under the influence of advertising media often do not cause the habit of forming savings [8].

Thus, we formulated the hypothesis that the economic growth of a state, the reduction of unemployment, and the low level of inflation cause a positive influence on the monetary incomes of households. However, the depth of the poverty level can have a deterrent effect on the savings activity of the population.

RESULTS AND DISCUSSION

In the long term, the World Bank gives positive forecasts for the development of the Russian economy. Table 1 shows the indicators of Russia's development in comparison with a number of countries predicted by the European Economic Advisory Group (EEAG).

As you can see, the unemployment rate in Russia is comparable to that of most developed countries. A high proportion of the economically active population with a predictable low level of inflation allows us to draw certain conclusions about the potential for growth in the savings of the Russian Federation's population.

Macroeconomic factors can be divided into direct and indirect. Direct factors are the size of household incomes, their dynamics in both nominal and real terms. The indirect factors are related to the state of the economy (this primarily determines the level of wages in the real sector), the budget deficit (determines the dynamics of incomes of employees in the non-material sphere, the income status of citizens in need of social protection), the level of financial literacy (exposure of the population to financial fraud), and others.

We have studied the dynamics of the incomes of the population of Russia from the point of view of direct factors (Fig.1). This diagram was compiled by the authors on the basis of Rosstat (Federal State Statistics Service) data [10].

For the analyzed period, per capita incomes of the population have more than doubled. In 2017, compared to 2016, the growth rate was 2.4 %. However, the household disposable income of the population showed a negative dynamics. Their decline was observed in 2014, and in 2015. The largest decrease in household disposable income occurred in 2016 - by 5.8 %. These data show that the investment opportunities of households have been significantly undermined. An analysis of the dynamics of average per capita pensions in the RF shows a similar situation.

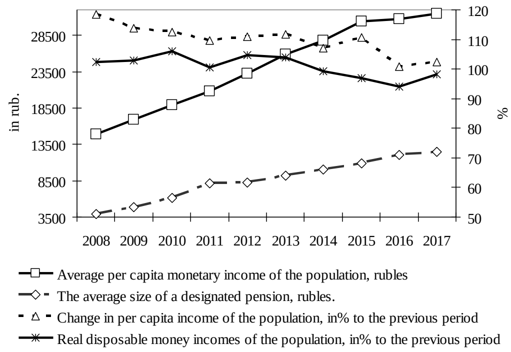

Fig. 1. The main indicators characterizing the monetary incomes of the population in Russia

Thus, in recent years there has been an increase in wages, as well as average pensions against a backdrop of a low level of inflation. Pensions in 2017 were indexed to a value close to the current level of inflation, and remained generally unchanged in real terms. However, the real household disposable income of the population showed stagnation.

The question arises: what is the reason for the discrepancy between the growth in the monetary incomes of the population in the form of wages and pensions and real disposable income? According to the World Bank, the difference between the two indicators is related to the other components of the income of the Russian population in addition to wages (Fig.2)

Wages account for slightly more than a third of income; a large informal labor market is not included in official statistics. This is a quarter of all income. They are estimated as the difference between total consumer spending and observed income [11]. Basically, it is self-employment, employment in the

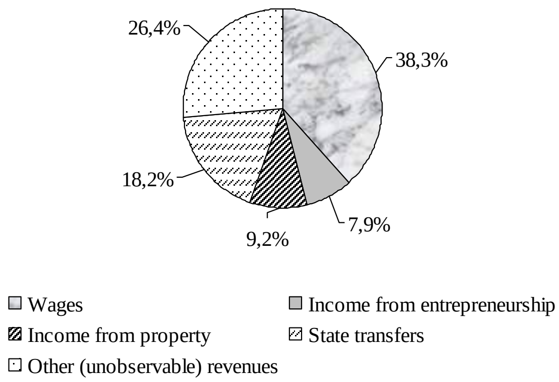

Fig. 2. The structure of household income in Russia [11]

informal sector, and employment without formal registration. These components, as the most socially unprotected, as well as income from entrepreneurial activity, have been declining over the past few years. This led to the stagnation of household disposable income of the population.

Obviously, a decrease in real incomes of the population affects the savings activity. This is demonstrated by the structure of expenditures of the population (Fig. 3). In the period of 2015-2017 the share of savings in the population expenditures structure was steadily declining. At the end of 2017, it was 8.1 %. At the same time, the share of funds remaining in the hands of citizens and not participating either in consumer or investment processes has increased.

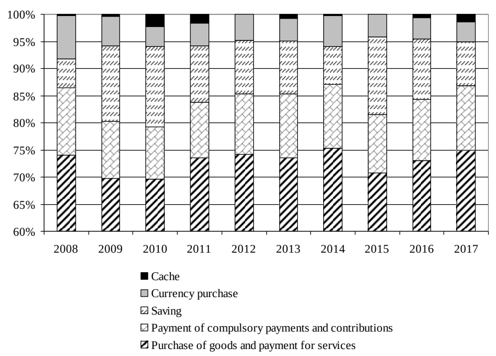

Fig. 3. Changes in the structure of expenditures of the Russian population.

Consequently, the generally improving economic situation does not yet lead to an increase in the population's savings. This is facilitated by the fact that in recent years the proportion of the poor has grown significantly. According to the World Bank methodology, the threshold consumption value in 2005 prices of $ 10 per day or more at purchasing power parity (PPP) which corresponds to approximately 11,000 Russian rubles per person monthly in 2016 prices is used as a generally accepted indicator for determining economically prosperous population, while the population with incomes below this indicator is considered vulnerable [11]. Half of this threshold value ($ 5 per day or less in 2005 prices at PPPs or 5,500 rubles per person monthly in 2016 prices in Russia) defines the border of the international level of moderate poverty. If to apply such criteria, then the population of Russia became more vulnerable in 2015, and in 2016 the situation became even more aggravated. The share of the population with consumption below $ 5 per day increased from 10% in 2014 to 13.2% in 2015 and to 13.8% in 2016. The share of the vulnerable population that spends between $ 5 and $ 10 per day at PPP 2005 prices has increased from 33.5% in 2014 to almost 40% in 2016. At the same time, the proportion of economically advantaged people (whose consumption exceeds $ 10 per day in 2005 prices at PPP) decreased by 10 percentage points from 56.5% in 2014 to 48.2% in 2015 and to 46.3% % in 2016. This reduction was due to a large decrease in disposable income and wages in 2015 and the continued decline in income in 2016 [11].

It is necessary to take into account the fact that a significant part of jobs is occupied by immigrants in our country. Russia's economic growth also allows improving the economic situation in a number of interrelated countries. The World Bank calculated that Russia's GDP growth of 1% allows for growth in other countries by 0.462% [12]. The World Bank called Poland, Ukraine, Armenia, Kazakhstan, Romania, Turkey, Slovakia as the countries interconnected with the Russian economic situation.

SUMMARY

The study confirms our hypothesis that stabilization of the economy, its emergence into a certain growth, inflation targeting, and a decrease in the level of unemployment contribute to an increase in the monetary incomes of households. But this still had a weak effect on the population employed by small businesses, the informal sector, and self-employed citizens. We also consider the poverty level of the population as a significant factor. It is important to take into account the time factor - the longer a person was in poverty, the longer he/she does not save as leaved in poverty.

In general, the emerging favorable macroeconomic situation of the current period should be used to activate the investment process. To this end, it is necessary to stimulate the savings activity of the population.

CONCLUSIONS

To increase the savings activity of the population, we recommend focusing on the following areas:

- assess the efficiency of programs for supporting entrepreneurial activity and maintaining healthy competition for each region;

- simulate the population's saving behavior with an emphasis on the medium-term perspective based on clear inflation targeting;

- continue activities aimed at bringing attractive instruments to the market for the population from the point of view of guarantee and profitability (on the example of federal loan bonds for the population);

- increase the level of citizens' awareness of financial tools alternative to bank deposits, such as, for example, investment life insurance [13];

- increase the financial literacy of the population with a view to reducing the level of deceived citizens and overcoming mistrust of financial institutions;

- It is necessary to think at the country level about the formation of a consumption model by Russian persons providing for the formation within a household budget of not only the consumption fund but also the savings fund;

- To carry out legislative activities which limit the capacity of financial institutions and pseudo-institutions to lend to the population at prohibitive interest rates principally.

The marketplace project, now being implemented by the Bank of Russia as part of the digitalization of the Russian economy, should help bring the savings process to a new level.

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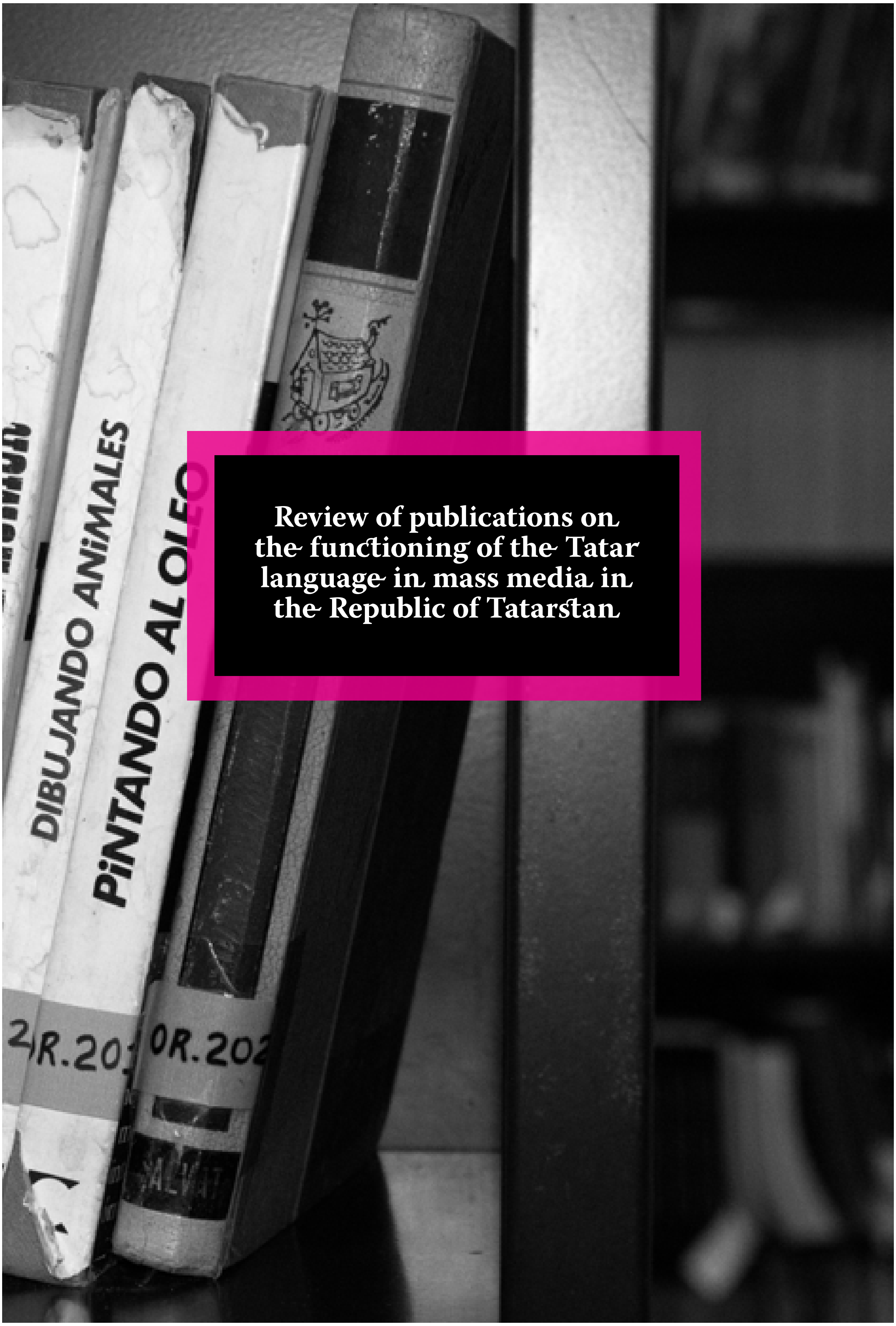
ANNEXES

Country	Share in world GDP, in %	GDP growth, %			Inflation, %			Unemployment rate, in %		
		2016	2017	2018	2016	2017	2018	2016	2017	2018
European Union	24.9	2.0	2.4	2.2	0.3	1.7.	1.7.	8.3	7.6	7.1.
Switzerland	1.0	1.4	1.0	2.3	-0.4	0.5	0.5	4.9	4.8	4.6
Norway	0.6	1.1	2.1	1.8	3.6.	2.0	1.8	4.7	4.1	3.9
Eastern and Central Europe	26.5	0.5	0.6	0.6	0.1	0.4	0.4	8.2	7.5	7.0
USA	28.2	1.5	2.3	2.6.	1.3	2.1	2.1	4.9	4.4	4.0
Canada	2.3	1.5	2.9	2.4	1.4	1.6	1.9	7.0	6.4.	6.2.
Japan	7.5	1.0	1.8	1.4	-0.1	0.4	1.0	3.1	2.9	2.8.
Developed countries (total)	64.5	1.0	1.5	1.5	0.5	1.1	1.1	6.7	6.1.	5.7
China	17.0	6.7	6.8	6.6	2.0	1.5	2.1	4.0	4.1	4.1
India	3.4.	7.1.	6.2.	7.6	4.9	3.3.	4.7	3.5	3.6.	n.a.
Russia	**1.9**	**-0.2**	**1.9**	**2.0**	**7.0**	**3.0**	**3.5**	**5.2.**	**5.1.**	**5.0**
East Asia	6.8	3.4.	3.8	3.7	1.6	2.3	2.3	n.a.	n.a.	n.a.
Latin America	6.3.	-2.0	0.8	1.6	21.1	43.9	139	n.a.	n.a.	n.a.
Emerging and Developing Countries	35.5	1.5	1.7.	1.8	2.1	3.3.	9.5	n.a.	n.a.	n.a.
Total	100.0	2.5	3.2.	3.2.	2.6	4.4	10.6	n.a.	n.a.	n.a.
World Growth	-	1.4	4.4	4.2	-	-	-	-	-	-

Table 1. The main economic indicators of a number of countries and the world economy [9]



Review of publications on the functioning of the Tatar language in mass media in the Republic of Tatarstan

Review of publications on the functioning of the Tatar language in mass media in the Republic of Tatarstan

Revisión de publicaciones sobre el funcionamiento del idioma tártaro en los medios de comunicación en la República de Tatarstán.

ABSTRACT

Article represents results of review and partial content-analysis of two leading media in Tatar and Russian languages concerning exposure of language situation in the Republic of Tatarstan in 2017-2018. News net title ProKazan.ru (http://www.prokazan.ru), where news of city of Kazan are presented in Russian language, and leading information agency of the Republic of Tatarstan "Tatar-Inform" (http://www.tatar-inform.ru) in Tatar and Russian languages were analyzed. Major methods used in course of conduction of this study were description method and method of quantitative content-analysis in aggregate with their practices. Study showed that portal of information agency "Tatar-Inform" is more informative in quantitative and qualitative aspects of published materials; dominating genre in both portals is information message in form of notes and extended notes containing sufficiently large quantity of event details, give fact with details, opinions of competent persons; presence of mini-conclusion is possible; main theme at exposure of events related to functioning of Tatar and Russian languages in the Republic of Tatarstan is the theme of Tatar language teaching in educational system of the republic. Practical significance of the study is comprised in the fact than major provisions, recommendations and conclusion stated in this work may be used in in studies related to further development of the review and content-analysis of media; at teaching of courses on journalism and sociology; at composing of electronic media rating.

Keywords: language functioning, language situation, Tatar language, education, content-analysis, media, bilingualism, press.

RESUMEN

El artículo presenta los resultados de la revisión y el análisis de contenido parcial de dos medios principales en idioma tártaro y ruso, sobre la exposición de la situación lingüística en la República de Tatarstán en 2017-2018. El título de la red de noticias ProKazan.ru (http://www.prokazan.ru), donde se presentan las noticias de la ciudad de Kazán en idioma ruso, y la agencia de información principal de la República de Tatarstán "Tatar-Inform" (http: // www .tatar-inform.ru) en tártaro y ruso, fueron analizados. Los principales métodos utilizados en el curso de la conducción de este estudio fueron el método de descripción y el método de análisis de contenido cuantitativo en conjunto con sus prácticas. Un estudio demostró que el portal de la agencia de información "Tatar-Inform" es más informativo en aspectos cuantitativos y cualitativos de los materiales publicados; el género dominante en ambos portales es un mensaje informativo en forma de notas y notas extendidas que contienen una cantidad suficientemente grande de detalles de eventos, da detalles con hechos, opiniones de personas competentes; la presencia de mini-conclusión es posible. El tema principal de la exposición de eventos relacionados con el funcionamiento de los idiomas tártaros y rusos en la República de Tatarstán es el tema de la enseñanza del idioma tártaro en el sistema educativo de la república. La importancia práctica del estudio está comprendida en el hecho de que las principales disposiciones, recomendaciones y conclusiones establecidas en este trabajo pueden utilizarse en estudios relacionados con el desarrollo posterior de la revisión y el análisis de contenido de los medios de comunicación; en la docencia de cursos de periodismo y sociología; en la composición de la calificación de medios electrónicos.

Palabras clave: funcionamiento del lenguaje, situación del lenguaje, lenguaje tártaro, educación, análisis de contenido, medios de comunicación, bilingüismo, prensa.

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INTRODUCTION

In contemporary society, media and society itself are in permanent and diverse interaction [1, 5]. The end of XX and the beginning of XXI centuries are characterizes by rapid growth of new sphere of mass communication. Dynamic development of traditional media - press, radio, television, as well as emergence of new computer information technologies, globalisation of the world information space, along with this, have a great impact on process of production and distribution of information, on interactions of media with auditorium. Being the most powerful system among social communications, media are capable to provide connections both by vertical "power (governing class) - society" and by horizontal (between diverse parts of society). At this, connection between editors office (or other media organization) and auditorium, in particular social and political conditions, may assume one or another nature [2, 44].

Media are intended for giving people the possibility to know, what is going on in surrounding natural and social environment, build their life with taking into account of ongoing events; therefore, information should be actual, objective, timely, generally significant, complete, warning about danger. In recent years, in social and political life of citizens of Tatarstan, problems of education related to teaching on native languages in the republic became especially actual. As is known, in the Republic of Tatarstan, which is a subject of the Russian Federation, two officially recognized languages are functioning on equal rights, Tatar and Russian languages, that were taught in equal amounts in general educational organization of main general education of the republic. In post-perestroyka time, bilingualism started to actively develop in the republic, with support from government, and teaching of Tatar language was conducted on the basis of the Republic of Tatarstan Constitution on the rights of officially recognized language of the republic. In spite of this, according to studies of G.Ya. Guzelbayeva, is noted "an extreme shortage of real possibilities to use Tatar language in many social spheres, especially in sphere of industrial production, science, IT-technologies and other, which interferes with dealing with issue of language asymmetry alignment. Level of Tatar knowledge by Russians increases, however, at present day, practically all population of the republic speaks Russian, while only 86% of Tatars and just 7.5% of Russians are capable to parley Tatar" [3, 44]. Due to this, in media are often published materials, where pressing questions of Tatar and Russian languages functioning are put to discussion,

Separate sides of problem of functioning and teaching of officially acknowledged languages and inter-ethnic processes, proportion dialect / standard language were considered in works of Gilmanova A.N. [4], Makhmutov Z.A. [5], Nizamova L.R. [6], Bakanova R.P. [7], Galiullina G.R.. [8], Shakirova D.Sh. [9]. Nurieva F.Sh., [10], Khusnutdinov D.H. [11] and others.

The goal of this work is conduction of review and partial content-analysis of publication on functioning of Tatar and Russian languages in the Republic of Tatarstan in media in 2017-2018.

In accordance with study goal, a range of tasks was set:

- detection of quantitative index of publication on languages functioning;

- detection of information genre priorities of press titles;

- detection main theme at exposure of events related to language situation;

Study object were publications in period of 2017 - May 2018, dedicated to exposure of Tatar and Russian language functioning in the Republic of Tatarstan, on sites of news portal "ProKazan" and information agency "Tatar-Inform". Selected time period corresponds to the most intensive flow of publications dedicated to language theme; it also shows the attention of society to language issues in dynamics.

Subject of study is the specter of communicative characteristics of this type materials content; with their analysis, particular tasks of study ion communicative aspect are connected.

Choice of information sources is predetermined by title popularity, geography of distribution and auditorium amount:

"ProKazan" is one of actual electronic media of city of Kazan. According to data of its owner, media-holding of Povolzhye U-media, new portal "ProKazan" is a popular and politically independent portal of city news in Kazan; it was created on March 1, 2010, has more than 470 000 unique visitors per month and 25000 unique visitors per day (http://umedia.pro/smi/view/7).

Information agency "Tatar-Inform" was formed on June 6, 1990. "Tatar-Inform" was the first independent regional information agency in Soviet Union and Russian Federation. Every day, 24 hours per day, "Tatar-Inform" produces up to 250 information messages in Russian language and up 80 original ones in Tatar language. In general, more than 1 million of agency materials are read in month. Traffic ranking of information agency "Tatar-Inform" is 33513 persons per day.

METHODS

Major methods used in course of conduction of this study were description method and method of quantitative content-analysis. Method of continuous sample was applied for collection of factual materials. Scientific-theoretical amd practical material was studied by description method; factual material was described by statistic method.

Analysis unit in this study was an article in electronic form, dedicated to language situation in RT, placed on sites http://www.tatar-inform.ru and http://www.prokazan.ru at current moment of the study (May 2018).

RESULTS

Concept of "review" is interpreted in journalism as description, summarizing, consideration, studying. While speaking about media review, by this is usually meant the studying of peculiarities of publications, tele- and radio-translations or method of auditorium familiarizing with publications, in order to give the impression about their content, form. One of tasks of media studies should be the answer for question about existence of active attempt to create social and political circumstances that forms interests of diverse people groups in a certain manner, and what was the aim of this. Namely this function is conducted by content-analysis of media. "Content-analysis (analysis of content) is a special methodical procedure of analysis for all text types, this is an analysis of communication core, of what lied between communicator and auditorium between author of message and the one whom this message is addressed" [1, 10]. In this article we will use the term "content analysis" in context of quantitative content-analysis.

When characterizing contemporary media discourse, scientists note its expressive and estimation nature, information and impact function created by special language fabric, combination of expression and standard [12, 81]. Analysis of materials of news portal "ProKazan and information agency "Tatar-Inform" shows that portal of information agency "Tatar-Inform" is more informative in quantitative and qualitative aspects of published materials. Each day this portal publishes approximately 50-80 materials. For instance, on November 14, 2017, quantity of all publication on this site is 69, among them 3 publications (4.5%) deal with issues of education and functioning of Tatar language. At the same day, news portal "ProKazan" published only 9 messages, among them 2 (22%) on theme of interest, note related to theme of languages functioning. From view point of genre forms, all materials on sites tatar-inform.ru and prokazan.ru are given n form of information messages, reports, interview, video-interview, analytical reviews, essays etc. Dominating genre is information message in form of notes and extended notes containing sufficient amount of event details, giving fact with details, opinions of competent persons; presence mini-conclusion is possible. For example, in materials published by "Tatar-Inform" on November 14, 2017, genre of report with photos from event location is presented by 9 publications (13 %); remaining ones are in from of notes and extended notes (87 %), while portal "ProKazan" presents information in notes form only.

Portals are practically similar in use of methods of emotional impact of graphic materials. In both is present one type of graphic image - photo, while such types as collage, caricature, photo-collage are completely absent. Distinctive peculiarity of portal "Tatar-Inform" is demonstration of interview and press-conference in form of video-records that consequentially are place in portal archive, In period of January 2017 - April 2018, 96 video-records were placed; in all of them, without exception, issues of Tatar culture and/or language situation in the Republic of Tatarstan are discussed one way or another. Notes and articles placed in "ProKazan" are actively commented by anonymous reader, while registration policy of "Tatar-Inform" eliminates anonymity, and. Seemingly, sue to this, comments on this portal are rarity.

In 2017-2018, on Russian language portal "ProKazan" and Tatar language "Tatar-Inform", similar activation of language functioning in the republic is observed. State provided creation of systems of educational organizations, other forms of upbringing and training in two officially acknowledged languages of RT. On territory of the republic, bilingualism is observed; it also extends on educational sphere. Learning of native language in education institutions became volunteer at the end of 2017. Analysis of results of sociological questioning on functioning of Tatar language as officially acknowledged one shows that position of Tatar language in system of students' social communication is stable; however, there are the following anxious moments. In rare cases, studied portals are conducting social questionings themselves. For example, "ProKazan" states that "By results of editors office questioning, 61% of parents signed documents for learning of Tatar language voluntarily. 20% of questioned did not sign their consent and note that the situation did not worsened. Other 9% and 7% of respondents either agreed to compromise after pressure from school administration or are still under pressure. There also are those who confessed that after refuse, attitude to their child at school had changes for worse - they are 3% of questioned" [http://prokazan.ru/news/view/125249].

Data on quantitative indexes of discussion on functioning of Tatar and Russian languages in the Republic of Tatarstan are interesting. For instance, in 2017 "ProKazan" had published only 70 information messages (2.9% of total quantity of publications per year) related to this theme (January - 0, February - 0, March - 0, April - 0, May - 1, June - 1, July - 2, August - 1, September - 9, October - 19, November - 25, December - 12); in 4 months of 2017 their number is 24 (January - 6, February - 4, March - 6, April - 8). At this, each month this portal publishes approximately 200 articles on different themes, averagely. As may be seen, theme of languages functioning becomes actual for society since May 2017 and does not lose its actuality up to present time. Approximately similar picture is also observed in portal "Tatar-Inform". Averagely, this portal publishes approximately 2000 information notes per months; among them, theme of languages functioning takes approximately 2-6 % if total number of publications per month. For example, in November 2017, this portal published only 1935 messages; among them 110 are related to language issues (5.7 %); April, 2018, contains 1860 articles, among them 84 are about languages (4.5%).

Theme of languages functioning represented on both portals is rather wide: information messages expose problems of communication in native national language in family, friends circle, places of public resort; issue of national language functioning in political arrangement of state; problem of teaching of national languages in pre-school institution, in system of secondary and higher education; problem of functioning on national languages in cultural life of population etc. Dominating theme is the theme of teaching of Tatar language in system of secondary and higher education. For instance, in 2017 and January-April 2018, portal "ProKazan" published 94 informative materials on language issues; among them problems of teaching of Tatar language at secondary school are discussed in 81 publications (86.2 %). Materials of informative agency "Tatar-Inform" also show comparatively high percent of attention to teaching of Tatar language in educational system but this is less representative than in "ProKazan": for instance, in November of 2017 was published 110 materials on languages functioning; among them 32 (29%) are related to teaching of Tatar language at school. In April 2018, of 84 notes on languages, 18 messages (21.4%) are related to teaching.

Therefore, theme of functioning of Tatar and Russian languages and their teaching in educational institutions of 2017-2018 is consistently discussed on both portals.

CONCLUSION

Historically, media play a great role in formation of public opinion. Media are peculiar mirror of occurring events. Dynamics of exposure of themes related to language issue in the Republic of Tatarstan is representative, In August of 2017, political government of the Russian state started the inspection of adherence to law provisions related to provision of Russia citizens' rights for voluntary learning of native language from among language of Russia nations and officially acknowledged languages of republics included in RF in subjects of the Russian Federation. Due to this, media published a lot of information materials dedicated to discussion of issues of functioning of Tatar and Russian languages in the Republic of Tatarstan; this theme became dominating practically in all media of the republic. In relations to this, activity is also observed in Russian language news portal "ProKazan" and in materials of Tatar language of information agency "Tatar-Inform".

SUMMARY

Analysis of information materials on functioning of officially acknowledged languages in the Republic of Tatarstan in Russian language portal "ProKazan" and Tatat language "Tatar-Inform" shows the following: 1) portal of information agency "Tatar-Inform" is more informative in quantitative and qualitative aspects of published materials; 2) dominating genre is information message in form of notes and extended notes containing sufficiently large quantity of event details, give fact with details, opinions of competent persons; presence of mini-conclusion is possible; 3) main theme at exposure of events related to functioning of Tatar and Russian languages in the Republic of Tatarstan is the theme of Tatar language teaching in educational system of the republic.

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DIBUJANDO ANiMALES
PiNTANDO AL OLEO

Russian feminine nouns with suffix -k(a) in the modern mediaspace

Russian feminine nouns with suffix -к(а) in the modern mediaspace

Sustantivos femeninos rusos con el sufijo -к (а) en el espacio de medios moderno

ABSTRACT

The article is devoted to the study of the peculiarities of derivative feminine nouns with suffix –ка, which is considered to be the most productive means of expressing modification of the word-formation category «femininity» in the Modern Russian language. The relevance of the study is due to what is happening in the present-day world especially the societal changes that led to the increased activity of existing correlates of the feminine gender and the emergence of a number of new female words according to the professional and social set-ups. The basis of this phenomenon is that women`s increased activity is stepping up in all spheres of public life: professional practice, science, culture, politics and so forth. Nowadays, global social changes are contributing to the emergence of new linguistic units and the Internet is getting the main communicative scope. The data of the Russian Reverse Dictionary and potential words that are functioning in the Russian media space are taken to present the material for research. Word-Forming bonds of the suffix –кА to motivated word stem are thoroughly described and the conclusion is drawn about the flexibility of this morpheme and its indifference to producing word. The peculiarities of functioning of the analyzed word-formative type are distinguished in modern Russian media space. The reasons of becoming the most popular suffix of producing feminisms-neologisms are listed.

KEYWORDS: categories of femininity, word formation, feminitive, word building type, suffix.

RESUMEN

El artículo está dedicado al estudio de las peculiaridades de los sustantivos femeninos derivados con sufijo –ка, que se considera el medio más productivo para expresar la modificación de la categoría de «formación de palabras» «feminidad» en el idioma moderno ruso. La relevancia del estudio se debe a lo que está sucediendo en el mundo actual, especialmente los cambios sociales que condujeron al aumento de la actividad de los correlatos existentes del género femenino y al surgimiento de una serie de nuevas palabras femeninas según lo profesional y lo social. configuraciones La base de este fenómeno es que el aumento de la actividad de las mujeres está aumentando en todos los ámbitos de la vida pública: la práctica profesional, la ciencia, la cultura, la política, etc. Hoy en día, los cambios sociales globales están contribuyendo a la aparición de nuevas unidades lingüísticas e Internet está obteniendo el principal alcance comunicativo. Los datos del diccionario inverso ruso y las palabras potenciales que están funcionando en el espacio de los medios rusos se toman para presentar el material para investigación. Los enlaces de formación de palabras del sufijo –кА a la raíz motivada de la palabra se describen detalladamente y se llega a una conclusión acerca de la flexibilidad de este morfema y su indiferencia para producir la palabra. Las peculiaridades del funcionamiento del tipo de palabra-formativo analizado se distinguen en el espacio moderno de los medios rusos. Se enumeran las razones para convertirse en el sufijo más popular de producción de feminismos-neologismos.

PALABRAS CLAVE: categorías de feminidad, formación de palabras, feminitivo, tipo de construcción de palabras, sufijo.

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INTRODUCTION

The word-formation category of femininity belongs to the number of universal linguistic categories. It forms two large lexical classes: the women`s identity and female animals in the Russian language. The word-building category of femininity is characterized by a wide range of means of expression thus it is thought to be the most productive one. The subcategory of women`s names in which we have a concern is a set of derived words with general meaning «female person».

Anthroponyms that correlate according to assigned sex and grammatical gender are associated with word-formation references in which the feminine form is usually secondary to the masculine. This order is precisely natural for Russian language, as many personal nouns of masculine gender have the property of denoting a person in general (the names of professions: doctor, accountant, stage director) and denominate group of people including both men and women (plural numbers: students, athletes, Tatars).

The relevance of the study is related to active learning of gender manifestations in the language and women`s language representation.This is due to social changes in the modern society: women are actively involved in all areas of human activities, and the origin and the functioning in the Russian media space of a large number of feminitives - nominations of persons of a female in a professional, social, ethnic origin are confirmations for this. Moreover, the study of these feminitives is becoming to have special significance. The media space is the main platform for people`s communication around the world. There is no life without the Internet in our modern world. Moreover, the traditional media are dying, being transformed in their own digital alternatives: online Newspapers, news portals, digital TV, online radio and other services with free or partial paid content. The Internet has long ceased to be just repository information; this is a place where everyone can become popular, influential and commercially successful by monetizing its own individuality and their ideas. Nowadays, when the information space is quite oversaturated due to globalization, a unit of information must be really unique or relevant to involve a great number of users. Only those units that are relevant and have a meaningful language niche can exist as going units and it is rather typical for many feminitives. Lacunarity of this lexical and semantic sphere is recognized by native speakers as a significant absence it is always replenished in speech practice by potential derivatives.

METHODS

Firstly, the information for the study was taken from the Russian Reverse Dictionary, allowing to draw a conclusion about the volume and specificity of the derivation type of femininity with suffix -к(а), secondly, the data of Internet resources, including the Internet-magazines and Newspapers (Psychologies.ru, Gazeta.ua), thirdly, materials of social networks, the most popular among Russian-speaking users (VKontakte, Twitter, Instagram). Media space is increasingly attracting attention of linguists as a source of material for research [3], [4],since it is a basic communicative sphere for people of all over world.The methodological basis of the study consists of cognitive oriented methods of analysis of derived words ([5], [6], etc.), on the basis of which stands out and receives linguistic and cognitive interpretation of derivational category of “femininity” and word-formation types which imply this category.

RESULTS AND DISCUSSION

In the modern Russian language word-formation type with suffix –к(а) within the particular sub-categories of feminities expresses modification value “female person” belonging to the category of persons which is named (regardless of gender) as a motivating noun. Suffix -к(а) is highly productive due to its ability to join a large number of bases; apparently the only one systemic limitation is phonetic inconvenience, which arises on the morphemic suture. So, suffix -k(a) freely joins

to bases which end in voiced and voiceless explosive consonants: -б (серб-сербка,араб-арабка),-п(эфиоп-эфиопка), мизантроп-мизантропка, (филантроп-филантропка), -д (швед-шведка, сердцеед-сердцеедка), -т (студент-студентка,аспирант-аспирантка); носовыесонорные: -л(профессионал-профессионалка,либерал-либералка,театрал-театралка,балабол-балаболка, монгол-монголка), - м (хам-хамка), -н(спортсмен-спортсменка); дрожащиесонорные: -р (аварец-аварка, баварец-баварка,свинарь-свинарка, лекарь-лекарка); -ж(норвежец-норвежка, консьерж-консьержка, конькобежец-конькобежка), -ц (европеец-европейка, индонезиец-индонезийка), -з(абхаз-абхазка, кавказец-кавказка, гагауз-гагаузка), -с(белорус-белоруска, мракобес-мракобеска, альбинос-альбиноска), -ш (чуваш-чувашка); смычно-щелевые: -ч (богач-богачка, циркач-циркачка).

According to "Russian grammar" [8], the suffix –к(а) is attached to motiveless nouns of masculine gender (серб-сербка, скандинав-скандинавка, швед-шведка, сосед-соседка),with different suffixes –ент, –ант, –авт, –ат, –ит, –яй, –ач, –ич, –ин,–анин (студент-студентка, кандидат-кандидатка, бандит-бандитка, официант-официантка, хозяйка-хозяин, вегетарианец-вегетарианка, москвич-москвичка, циркач-циркачка), nouns of masculine gender with suffix –ка and alteration of hushing sounds (словак-словачка, чудак-чудачка, казак-казачка, калмык-калмычка, земляк-землячка), alteration of velars and hissing sounds (казах-казашка, монах-монашка, чех-чешка), compound nouns with zero suffix (сердцеед-сердцеедка, домосед-домоседка, наркоман-наркоманка), nouns of masculine gender with suffix –ик (католик-католичка, алкоголик-алкоголичка). Morph –овк(а) is attached to monosyllabic motivating word stem (вор-воровка,плут-плутовка). Morph -ичк(а) has a mutative meaning of «teacher of the subject, called motivated base» (химичка, математичка),with the exception of (филолог-филологичка).

Zemskaya E. V. distinguishes two types of semantic relations, common to the word-formative category "feminine" [9]:

1. The names of persons by their ethnic and geographic groups can be divided according to their biological sex: nouns of masculine gender generalize both men and women in plural number(татарин-татарка, татары). The names of persons according to their psychophysiological principles are also divided (блондин-блондинка, шатен-шатенка). Both correlates are normative and are actively used in speech;

2. The names of persons by social and professional groups are organized differently. The nominations of masculine gender have a meaning in general, which is represented in monolingual dictionaries (руководитель - сущ.м.р. лицо, стоящеевоглавечего-либо) they denote both men and women. However, the nouns of masculine gender are primarily associated with men in native speakers` minds. Moreover, there are a lot of puzzles to be made up according to it. (У двух шоферов есть брат Андрей, а у Андрея братьев нет. Как же это так? Ответ: шоферы - сестры).

The nominations of male gender in relation to women still cause dissonance despite the fact that women show up in different professional fields (article entitled «Депутат и политолог развелись после 20 лет брака», evoke readers` perplexity in first few seconds). The existing nominations of feminine gender are related to professions that were traditionally carried out by women санитарка, сиделка, машинистка, прачка, балерина. The majority of these professions are not motivated by masculine gender, for a rare exception (стюардесса, актриса.)

Such a distinction between the codified language and representations of native speakers leads to the fact that the spoken language functions a large number of spoken feminities, differently marked from neutral to colloquial-reduced. For example, the word teacher is commonly used, but the nomenclative position is called teacher (honorary title ЗаслуженныйучительРФ is assigned both men and women), and the word врачиха has strong negative connotation. However, the researchers denote that despite of the strict adjustability of positions' names, this layer of codified vocabulary is also affected by the changes, occurring in society, and must conform to the requirements of time.

Word formation as a process always determines the correlation of reality awareness and derivative words in human consciousness. Fragments of the real world are interpreted by the linguistic personality and are named according to the importance degree of this concept. As it was mentioned before, the functioning of wide range of feminitives in spoken speech refers to the language lacunarity of the derivational system. A variety of derivational means of the category of "femininity" in Russian language are represented by ten main word-formation types [11] emphasizes the importance of the representation of women in the language and witnesess an existing need to strengthen the correlates of feminine gender.

The modern Russian media space is characterized by several features:

a) the community of communicative space, forming one linguistic area where the norms of the language are «washing out»; b) Internet accessibility, allowing any user to engage in word-making and involve other people in the process;

c)the speed of communication which distribute initiatives of language within and beyond the media space. All that makes the media space a propitious base for generating non-verbal vocabulary. The feminist discourse is meant to be the most debatable one in modern society. The representatives of the third wave of feminism stand for the need in changes of socio-cultural stereotypes associated with women who are represented in language and media. Realizing the opportunities which Internet provides, women use its resources to create communities, promote ideas, and increase their audiences. Active neoplasm and the usage of nominations of feminine gender are closely associated with thesis that postulates feminism movement.

The suffix-к(а) is the most popular in feminist media space for several reasons: 1) the existence of a large number of feminitives formed by derivational model that emphasizes the "naturalness" of Russian language forming feminitives-neologisms; 2) lack of restrictions (formal, semantic,stylistic), affecting to ability of morphemes to join different types of bases; 3) regularity of suffix -к(а) with Slavonic languages (Ukrainian: лікарка, авторка, Belorussian: directory, paetka, Bulgarian: trycicle, ekskursovodov Slovak :profesorka, učiteľka, špecialistka).

The distribution of linguistic initiatives takes place mostly in Internet communication, the specifics of which do not require strict adherence of norms of literary language.Each digital resource independently makes the decision on possibility of usage of feminitives- neologisms, including the published author` request. For example, in feminist communities the authors are named as социологиня, кандидатка филологических наук, писательница, локализаторка [12],at the same time on the pages of the online version of the journal Psychologies the same authors are presented in different ways: журналист, филолог, социолог, нописательница и философиня [13]. On the website of the online edition Gazeta.ua article «Директорка, депутатка, президентка: 5 reasons to use feminitives» according to the materials of the lecture-linguist and candidate of philological Sciences Elena Sinchak, presented on the website as языковед and кандидат филологических наук, but старшая преподавательница and соавторка of the book «Gender for media» is published [14].

In the formation of feminities neologisms with the suffix –к(а) three trends can be distinguished in which the suffix –к(а):

1) freely joins to the existing names of professions where there are no formal restrictions;(эксперт –экспертка, юрист – юристка, режиссер – режиссерка, лингвист –лингвистка);

2) creates derivatives which do not have derogative sense of a word in contrast to existing feminitives with stylistically reduced suffix–ш(а), ср.: авторша – авторка, тренерша – тренерка);

3) is used for identifying women in new professions, appeared in the last decades of XXI century(локализатор –локализаторка, блогер – блогерка, менеджер – менеджерка, дизайнер –дизайнерка)

SUMMARY

As it was established, the word-formation type- к(а) has the flexibility to structural characteristics of motivated base, being not tied to a certain type of word stem. The only morphological restriction for the suffix is the combination of the posterior-lingual on the morphemic seam, which can be bypassed with the help of morph- –ичк(а): филологичка.

The motiveless nouns of masculine gender and derivatives with suffixes –ец, -ист are considered to be the derivational word stem. The active word formation with suffix -к(а) in Slavonic languages also indicates the "naturalness" of this word formation types for Russian language. That's all aforesaid does word-formation type with suffix -к(а) the most productive means in word-formative category "femininity".

In modern Russian media space the usage of suffix –к(а) creates new feminitives which detect the following features:

1) Creation of new nominations of the female gender with the help of suffix -к(а)

according to nominative purposes, as a consequence of the sharply increased representation of women in different professional fields due to a huge number of new professions (программист – программистка).

2) Appearance of new synonymous of feminist formations with suffix –к(а) is focused on neutralizing negative connotations and derogatory sense of a word with different suffixes (авторша – авторка).

3) Relevance of the referent "female person" for the language consciousness that requires expression by word-formative means. The suffix -к(а), being the most productive is becoming the important tool for the representation of women in the language.

CONCLUSIONS

Thus, word-formation type with suffix-K (a) has an ability to join different types of bases due to lack of formal, semantic and stylistic restrictions that makes it the most popular means of word-formation category "feminine" in modern Russian media space.

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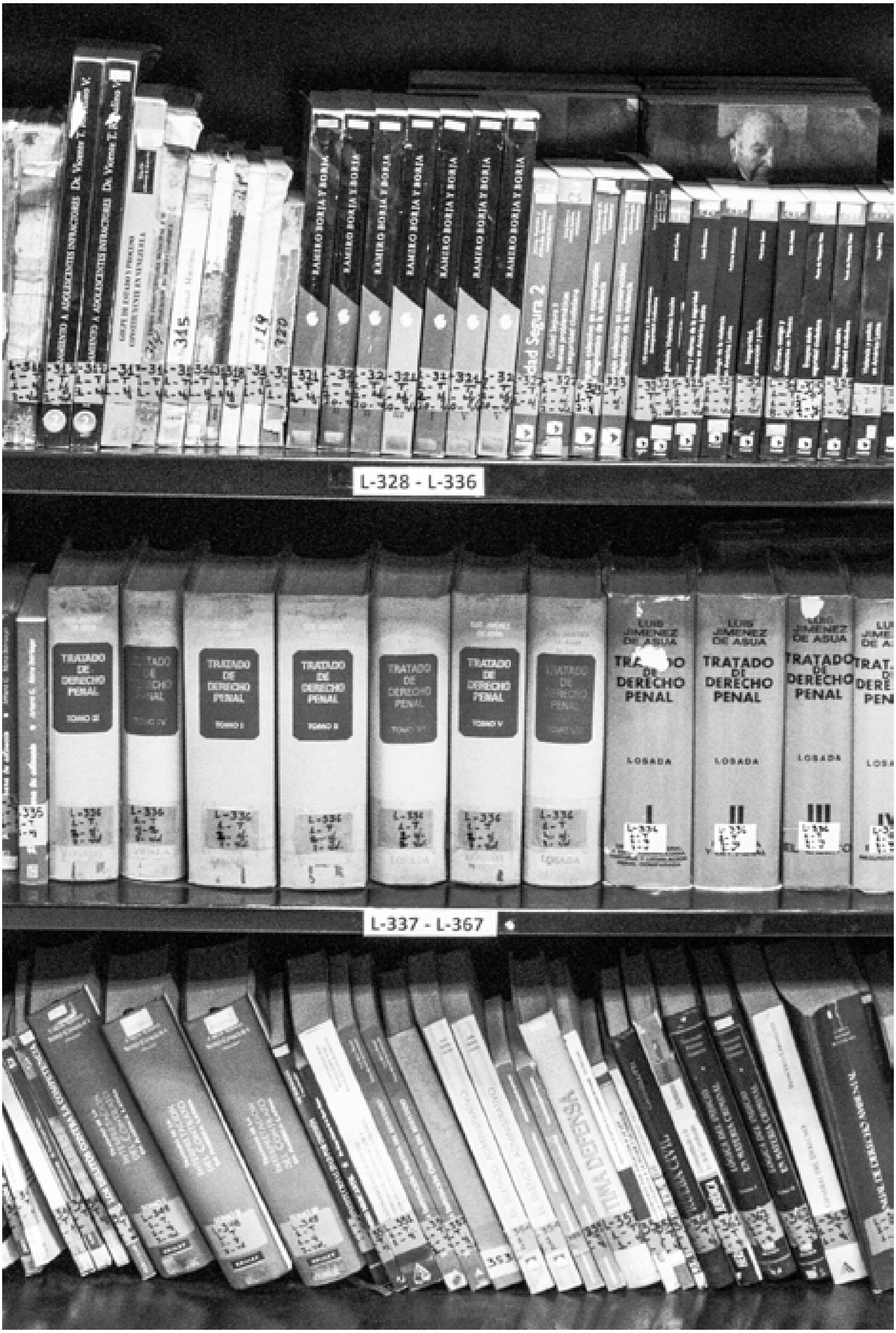
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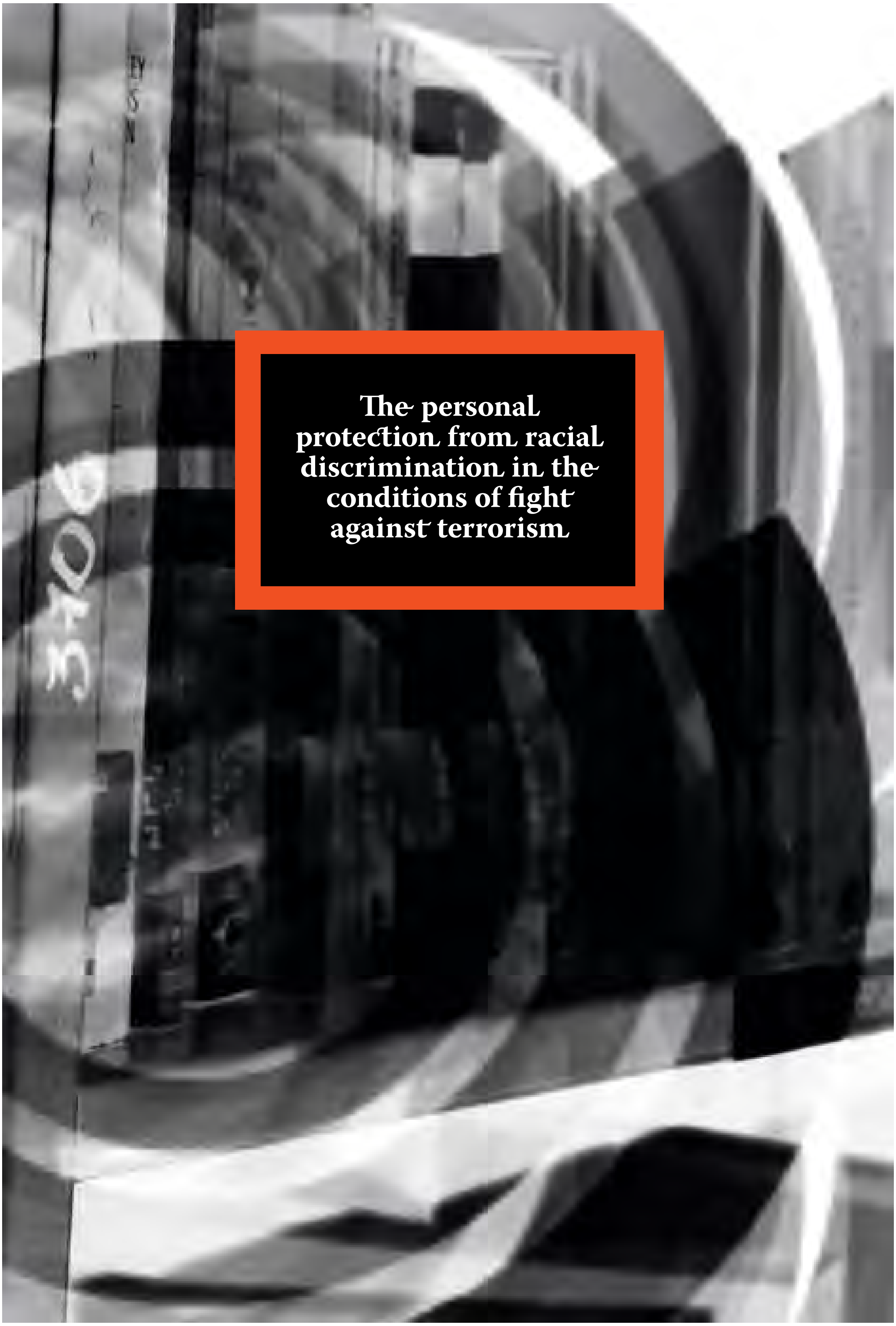

The personal protection from racial discrimination in the conditions of fight against terrorism

The personal protection from racial discrimination in the conditions of fight against terrorism

La protección personal contra la discriminación racial en las condiciones de lucha contra el terrorismo.

ABSTRACT

In the context of economy globalization and the integration of interstate relations, as well as the short-sighted policies of the leaders of some countries, there is a serious danger of terrorist acts of various groups, arising on religious grounds. In such circumstances, the probability of racial discrimination is quite high. Racism needs neither explanation nor analysis. Its ineradicable slogans spread like a tide, which can flood society at any moment. The existence of racism does not require justification. This categorical statement, as absolute as the unprovable, means that racism has all the signs of an axiom. Racism is a concept, accessible to everyone, albeit not universally accepted. The more it is vague and seemingly obvious, the more effective and dynamic it is. The purpose of this work is to investigate the complex of criminally-legal and criminological problems of fighting against the incitement of national, racial or religious hatred in the conditions of terrorism. The article also proposes the scientific development of proposals and recommendations, aimed at improving of preventive activities, criminal legislation, as well as the practice of its application.

KEYWORDS: international legal acts, discrimination, terrorism, protection, law, people.

RESUMEN

En el contexto de la globalización de la economía y la integración de las relaciones interestatales, así como las políticas miopes de los líderes de algunos países, existe un grave peligro de actos terroristas de varios grupos, que surgen por motivos religiosos. En tales circunstancias, la probabilidad de discriminación racial es bastante alta. El racismo no necesita explicación ni análisis. Sus consignas indecibles se propagan como una marea, que puede inundar la sociedad en cualquier momento. La existencia del racismo no requiere justificación. Esta afirmación categórica, tan absoluta como lo que no se puede demostrar, significa que el racismo tiene todos los signos de un axioma. El racismo es un concepto, accesible para todos, aunque no aceptado universalmente. Cuanto más vago y aparentemente obvio, más efectivo y dinámico es. El propósito de este trabajo es investigar el complejo de problemas criminales-legales y criminológicos de luchar contra la incitación al odio nacional, racial o religioso en las condiciones del terrorismo. El artículo también propone el desarrollo científico de propuestas y recomendaciones, destinadas a mejorar las actividades preventivas, la legislación penal y la práctica de su aplicación.

PALABRAS CLAVE: actos jurídicos internacionales, discriminación, terrorismo, protección, derecho, personas.

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INTRODUCTION

The Universal Declaration of Human Rights, being the basis for international human rights law, enshrined that "All human beings are born free and equal in dignity and rights" [1].

International legal acts, adopted within the framework of the United Nations (hereinafter UN), impose a number of obligations on states and set before them the task of eliminating the discrimination on the basis of nationality and race. However, the events, taking place in the world, such as: the terrorist attacks of September 11, 2001 in the United States, a series of terrorist acts in Paris, in Moscow metro, in Volgograd, St. Petersburg, Iran and other countries, as well as the current migration crisis in the countries of Europe, actualize this problem of racial discrimination and require its solution.

The fight against terrorism in the countries after the events of 11 September 2001 in some cases has led to the legislation or norms, which are directly or indirectly discriminatory, in particular on the grounds of citizenship, ethnic or religious affiliations, and even more, to discriminatory practices on the part of state bodies.

Unfortunately, the fight against terrorism supersedes the human rights norms, resulting in illegal arrests, extradition of criminals to foreign countries, discrimination and violation of human rights. The attempts to present some counter-terrorism strategies as complying with human rights, serve against these rights, and in fact, they are no so humanistic. All these tendencies discredit the true value of human rights.

At present, the general situation in the Russian legal system is characterized by the absence of a single terminology and a uniform approach to the formulation of legal prescriptions and prohibitions, related to equality. A number of federal laws (the Criminal Code of the Russian Federation, the Code of Administrative Offenses of the Russian Federation) contain the concept of "discrimination", but all these acts use the term "discrimination" without its definition, and in different contexts. The concept of "discrimination" is also used in Part 3 of Article 37 of the Constitution of the Russian Federation, and in Article 3 of the Labour Code of the Russian Federation, but without definition and explanation.

MATERIALS AND METHODS

This study was carried out on the basis of the general methodological provisions of the theory of knowledge. It is based on the concept and methods of the theory of criminal law and criminal policy, sociology and psychology, criminology and general theory of law.

Such methods as analysis, synthesis, historical legal, system-comparative, statistical, formal-logical, content analysis, questioning and interviewing were used for the preparation of the article.

The normative base of the research includes the Constitution of the Russian Federation, sources of domestic criminal law, criminal legislation of foreign countries, as well as other laws and by-laws.

The definition of racial discrimination is given in the International Convention on the Elimination of All Forms of Racial Discrimination, adopted by the General Assembly on December 21, 1965, and entered into force on January 4, 1969 (art. 1, part 1): the term "racial discrimination" shall mean any distinction, exclusion, restriction or preference based on race, colour, descent, or national or ethnic origin, which has the purpose or effect of nullifying or impairing the recognition, enjoyment or exercise, on an equal footing, or human rights and fundamental freedoms in the political, economic, social, cultural or any other field of public life" [2].

There is also a case law of the European Court of Human Rights. The European Court defines the discrimination as the application of different rules in comparable situations, or the application of the same rules in different situations. In support of the foregoing positions, the practice of the European Court indicates that discrimination can be evident or hidden, and direct or indirect [3].

The concept of discrimination has been captured in international acts more than half a century ago. It seems necessary to develop and enshrine in the Russian legislation the concept of discrimination, which allows to separate it from violation of rights and freedoms. The definition and the norms of civil and administrative law, formulated on its basis, should provide the opportunity to challenge discriminatory treatment, regardless of whether it entailed a violation of rights, and without the need to prove violations of rights.

In light of the events of modern history, related to the terrorist attacks of September 11, 2001 in the United States, the UN Security Council adopted resolution No. 1373. This resolution and subsequent UN Security Council resolutions initiated large-scale actions for fighting against terrorism and the adoption of national laws. These normative acts were aimed at tightening of border control, the movement of human and transport flows, but since they did not contain a clear definition of terrorism, the states began to disregard human rights in their "war on terror" for the sake of national security. To facilitate the implementation of measures for fighting against terrorism, the Counter-Terrorism Committee (CTC) was established. Its purpose was to carry out smart sanctions against the extremist groups and to identify cases of financing and preparation of terrorist acts.

RESULTS AND DISCUSSION

In these circumstances, the concept of inviolability of human rights, as well as the democratic values such as pluralism, freedom and respect for the opinion of other people and groups, the freedom of association, non-discrimination have been jeopardized.

We believe that today the key problem is the broad interpretation of terrorism, which enables national governments to abuse this concept, setting the limits of "ensuring national security" arbitrarily.

The lack of clear definition of terrorism in international law leads to serious violations of human rights, since not only those who were implicated in the preparation of terrorist acts, but also suspects, may fall under the accusation of terrorism. Moreover, in the situation of military conflicts, the principle "rule of law" is significantly undermined by the formation of special trials of alleged terrorists.

Another problem is the ambiguous attitude towards persons, suspected as terrorists. Thus, some separatist organizations can be perceived as fighters for freedom and independence, and their actions, connected with the use of violence, are justified for the sake of great goals. In this context, within the framework of international law, it is necessary to consolidate the principle of preventing any acts, associated with the application of force, even for the most justified purposes.

Also, a significant blow, denting the idea of international protection of human rights, was the violation of humanitarian law, connected with the absolute prohibition of torture and other forms of violence.

One of the first achievements of international human rights was the recognition of the right to freedom from tortures and other torments, even during military conflicts. Beginning with the Hague Conventions of 1899 and 1907, and the Geneva Conventions of 1864 and 1949, the UN Convention against Torture 1984, the norms of humanitarian law, prohibiting tortures, are recognized as jus cogens, or peremptory.

So, torture, as well as other actions tantamount to them, causing physical or moral suffering to a person, can't be justified by any circumstances, be it a war or a threat of war, since they are crimes against humanity.

However, in the context of ongoing "war on terror", the states began to disregard this norm, using in the court the evidences, obtained under duress. There are new sophisticated types of tortures, such as stress, isolation, deprivation of sensitivity, "simulation of drowning." These torments are difficult to prove, because they do not leave visible signs of physical violence, but they cause such suffering to the person, as if he is tortured. The evidences, obtained as a result of torments, are formally invalid, but in practice the judiciary takes them into account, especially in cases, where is no certainty about the way of their obtaining.

A flagrant violation of human rights is the incidences of illegal detention and arrest, as well as a transfer to another country, which have become more frequent in the light of anti-terrorist operations. It is well known and normatively established that any detainee has the right to know the reasons for his detention, has the right to an attorney, the right to inform his family members about the place of his sojourn, he has the right to be questioned in accordance with the law, and not to be transferred to the jurisdiction of another state, where the person may be subjected to tortures. However, a broad interpretation of terrorism leads to the fact that persons, who are absolutely uninvolved in the actions imputed to them, may come under suspicion and detention.

Concern of international community regarding the widespread violation of human rights led to the adoption by the UN General Assembly of the Global Counter-Terrorism Strategy [4], where it was enshrined that the observance of human rights does not impede national security, but, on the contrary, is a fundamental basis in the fight against terrorism. The strategy emphasizes the need to coordinate efforts of states in the fight against terrorism, pointed out that terrorism as a phenomenon does not represent any religious, ethnic, national or civilizational interests.

SUMMARY

So, terrorism is identified as a purely violent act, which can't be justified, and political asylum in the territory of other states can't be granted to those persons, who were implicated in terrorist activities, and they are subjected to a criminal court [5]. At the same time, there was an appeal for civil society institutions, regional and subregional organizations to coordinate their efforts in order to prevent terrorist attacks. In these circumstances, the skill of "building bridges" between human rights and national security, both at the international level and at the level of individual states, is at the forefront in the fight against terrorism.

The importance of protection against discrimination in international human rights law can't be overestimated. This principle is applicable to any discrimination in conditions of detention, as well as to all other cases [6]. Different treatment, which can't be justified, can constitute unlawful discrimination in such matters as collection of evidences, interrogation methods or conditions of detention. Strengthening of human rights standards means that any response to an unlawful act must be strictly targeted and carefully planned, in order to avoid the violation of human rights. Counter-terrorism measures do not have an advantage over human rights. On the contrary, in democratic societies, the plans for fighting against terrorism must be squared with human rights.

Terrorist acts, and in some cases the fight against terrorism, have led to the spread of racist prejudice and racial discrimination on the part of some individuals and organizations. [7]

There are also increasing difficulties, encountered by asylum seekers in the process of obtaining asylum in the member states of the Council of Europe, as well as the gradual weakening of refugees' protection, as a result of restrictive legislative measures and practices, related to the fight against terrorism.

To date, there is an urgent need for states to promote the integration of different groups of population as a common process, which can help to prevent racism or racial discrimination, as a public response to the atmosphere, caused by the fight against terrorism. [8]

Anti-discrimination legislation remains the main component of opposition to discrimination system. Constitutional norms, provisions of branch laws and special anti-discrimination laws create a system of legal means for standing up against the discrimination, that is, its suppression and prevention.

It should be noted that anti-discrimination legislation is not a means for correction of social inequalities or preventing conflicts [9]. Anti-discrimination legislation should be considered as a necessary, but not sufficient, condition for solving such problems, and as a first step in this direction.

At present, there is no special anti-discrimination legislation in Russia. Most of the legal norms, relating to equality and discrimination, are substantive rules, and the law lacks sufficient procedural guarantees against discrimination.

The question of the necessity of anti-discrimination legislation is connected with a more complex issue of its effectiveness. There are two ways to determine and assess this effectiveness - in terms of impact on discriminatory practices as a whole, and in terms of effectiveness of the means, presented to the person, having need of protection [10].

To date, the criteria for the effectiveness of antidiscrimination instruments have not been developed. To a large extent, this is due to the complexity of the task of standing up against discrimination, and from the fact, that it is inseparable from the broader agenda for ensuring of social equality, and the overcoming of spontaneous processes, leading to the marginalization of certain groups of the population. However, it can be argued that anti-discrimination mechanisms make a great contribution to the unity, internal consistency and stability of many modern societies.

In the Russian Constitution and legislation there are a number of terms and categories, relating to equality and equality. However, the absence of an entrenched categorical apparatus, i.e. clear definitions and established practice of using these terms, can be stated in the Russian Federation. In the legislation, there is an imbalance of material and procedural norms, related to ensuring equality. In addition, the sphere of legal regulation, relating to equality, is blurred, due to the existence of anti-extremist legislation [11].

In Russia, there are factors, which both facilitate and hinder the development, adoption and application of anti-discrimination legislation.

The positive factors include the following: the existence in the Constitution and legislation of substantive rules, which proclaim the equality of rights and prohibition of its violation; preceding attempts (albeit unsuccessful) to introduce into legislation a definition of discrimination; decisions of the Constitutional Court on the interpretation of Article 19 of the Constitution of the Russian Federation; the recognition of the norms of international law as an integral part of the legal system of Russia.

The number of negative factors is much more than positive. The social and political background in the country, which is extremely unfavourable for the adoption and implementation of anti-discrimination legislation, should be placed first. The agenda for equality and non-discrimination is replaced by other issues, and the practice of standing up against discrimination and discussions about equality are absent. Professional communities have poor and distorted interpretations of the experience of fighting against discrimination abroad.

CONCLUSIONS

In Russia, the equality of citizens' rights on racial and national grounds is an object of administrative and criminal-legal protection. However, as already noted, it is extremely difficult to prove the fact of discrimination precisely on the grounds of nationality. Broadly speaking, judicial practice in the matter of cases involving discrimination in the country is absent. Racial discrimination was not the subject of court hearing and was not reflected in court decisions.

All of the above requires the state to implement policies and take specific measures, aimed at preventing discrimination and eliminating conditions, conducive to discrimination. It should be remembered, that responding to the threat of terrorism must not undermine the values of freedom, democracy, justice, the rule of law, human rights and humanitarian law, because such efforts are aimed at protecting these values; it should not upset the protection and development of these values.

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The script work in the complex object of copyrights

The script work in the complex object of copyrights

El trabajo del script y el propósito complejo de los derechos de autor.

ABSTRACT

In article the questions connected with features of the civil mode of the scenario work as a part of difficult objects of author's rights, such as audiovisual works are investigated (movies, film formats and others). The author in detail considers questions of concepts of the scenario work and a difficult object of author's rights. At the same time the special-purpose character of creation of the scenario work as object of an author's right, namely, for use as a part of difficult objects of author's rights reveals, the interconditionality of concepts, existence of two-level system of author's rights concerning a difficult object, namely, the rights for a difficult object, and the rights to results of intellectual activity which were used during creation of a difficult intellectual property item is proved.

KEYWORDS: scenario work, difficult object of author's rights, result of intellectual activity, civil protection of author's rights.

RESUMEN

En el artículo se conectan las preguntas relacionadas con las características del escenario de trabajo y la sociedad civil, y los difíciles propósitos de los derechos de autor, como pasa con las obras audiovisuales (películas, formatos de películas y otros). El autor revisa en detalle las cuestiones de conceptos del escenario de trabajo y el difícil propósito de los derechos de autor. Al mismo tiempo, el propósito especial de la creación funciona como propósito del derecho de autor, es decir, para su uso como parte de los objetivos de los derechos del autor, revela la intercondicionalidad de los conceptos, la existencia de un sistema de dos niveles de autoría. los derechos relacionados con un objeto complicado, a saber, los derechos para un objeto peculiar, y los derechos a los resultados de la actividad intelectual que se utilizaron durante la creación de un elemento difícil de propiedad intelectual.

PALABRAS CLAVE: escenario de trabajo, objeto difícil de los derechos de autor, resultado de la actividad intelectual, protección civil de los derechos de autor.

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INTRODUCTION

Now the industry of production of cinema and other difficult objects of author's rights promptly develops in the conditions of technical innovations, and together with development of creation of difficult objects also dynamic movement happens in the sphere of scenario art as a result of which the scenario work which is an object of an author's right is created. Due to such tendencies in the Russian Federation active work on formation and improvement of the legislation in the sphere of protection of intellectual property is carried out, including the legislation directed to protection of the rights for scenario works including when using these objects of author's rights as a part of difficult objects.

RESEARCH METHODS

The methodology of a research is based on such general scientific methods of a research as comparison and the analysis, synthesis.

RESEARCH RESULTS

Forward and dynamic development of civil circulation determines and undoubtedly demands flexibility and accounting of social needs for civil registration of the public relations personifying progressive innovations. The special attention of the legislator is concentrated in creation, renovation of civil designs (civil forms) demanded by society, its participants for the purpose of every possible ensuring realization of the legitimate interests and the subjective rights characterizing their civil status belonging to subjects. It is necessary to refer category of a difficult object in civil law to those civil designs generally and category of a difficult object of author's rights, in particular.

Still V.A. Dozortsev noted that the category of a difficult object of the subjective rights – it is a logical social and adaptive consequence of progress in the art, technical sphere and also directly result of progress of a legal thought. The Soviet civilian called a phenomenon "a difficult complex object"[1] also pointed to some "was ripened", its readiness for legal "crystallization" and registration of a concept within rules of law in the form of a design concrete de jure[2] .

The category of a difficult object in the semantic value can apply for the general civil meaning. So, within the domestic civil doctrine absolutely fairly carry difficult things as objects of rights in rem which are understood as things to difficult objects of the subjective civil rights[3], consisting of several other functionally connected things owing to action of Art. 134 of the Civil code of the Russian Federation[4].

Directly terminology a difficult object is used by the legislator in Art. 1240 of the Civil code of the Russian Federation[5], and within this statute there is no normative definition of the studied concept, the law only contains the instruction on what a difficult object includes several protected results of intellectual activity which, properly to add, can be allocated with own civil mode.

Besides it is necessary to pay attention that the category a difficult object of the civil rights is a design which scientific research has no developed and comprehensive character. There are only fragmentary scientific researches in the field of the exclusive rights, complex judgment of the mentioned legal pheno-

1. Dozortsev V. A. Intellectual rights: Concept. System. Problems of codification. Collection of articles. M, 2005. Page 153.

2. See: in the same place. Page 146-147, 153.

Ambaryan A.G. Difficult objects of author's rights//IS. Author's right and allied rights. 2017. No. 4. Page 7 - 14.

3. Civil code of the Russian Federation (part one) of 30.11.1994 No. 51-FZ (edition of 29.12.2017)//Russian Federation Code. 1994. No. 32, Art. 3301.

4. The civil code of the Russian Federation (part fourth) of 18.12.2006 No. 230-FZ (an edition of 01.07.2017) (with amendment and additional, intro. in force from 01.01.2018)//the Russian Federation Code. 2006. No. 52 (1 h), Art. 5496.

5. Dozortsev V. A. Intellectual rights: Concept. System. Problems of codification: Comp articles / Issled. center of private law. M, 2003. Page 146-147.

menon of a difficult object of the civil rights was not made now yet.

So, investigating difficult objects of author's rights, V.A. Dozortsev noted that the legal regime of such uniform, but difficult, complex and multilayered result consisting of a set of diverse objects has to have essential features. The multilayered intellectual product exists in general, includes all components, without any of them it is absent objectively though many elements can be used and separately, separately[6].

Complexity, synthetic character of a number of objects of author's rights it was observed by N.A. Raygorodsky during the analysis of a legal essence of works which acted as result of joint work of several authors[7]. To the specified judgment also modern theorists come. Conclusions that a difficult object of author's rights should be considered through a prism of creative cooperation of several persons of law as which fruits organizational and technical unity of the diverse creative deposits connected in a complete independent object of author's rights will act are repeatedly drawn[8].

For example, O.V. Kondakova, pointing out difficult character of the audiovisual work, notes that it represents the synthetic, uniting in itself various forms of art, a creative product[9], emphasizing with that unity of that result of synergetrics of objects of author's rights as which a difficult object of such rights acts.

On the specified sign of unity (whole) which as it was already told above, is typical for a difficult object it is specified in the Conclusion of the Research center of private law concerning interpretation and possible application of separate provisions of a part of the fourth of the Civil code of the Russian Federation[10].

It is necessary to consider that such combination of results of several authors assumes need of ordering and establishment of system of the rights of their owners as on the ideas which are directly created by them embodied in those results of creativity which unite in a difficult object of author's rights, separately on each work, and on a difficult object in general. In the latter case will specially be allocated the person who organized creation of a difficult object which owing to Art. 1240 of the Civil code of the Russian Federation and will act as the owner concerning a difficult object.

Feature of the civil mode of a difficult object of author's rights concerning the subject list of authorized persons it was repeatedly mentioned in special literature[11].

We believe that the complex subject structure in the studied case represents a logical consequence of versatility of a difficult object of author's rights in a consequence of synthesis of separate objects of the author's rights belonging to different persons. Besides, the specified unification of objects of author's rights generates absolutely independent object which cannot be equated in the civil mode to any object, from those several author's rights, united in a difficult object. In this regard the specialist program in determination of the civil status of the person who organized creation of a difficult object which as it was stated above, is an owner of the intellectual rights for a difficult object in general according to a statute of Art. 1240 of the Civil code of the Russian Federation is represented natural and consecutive.

It is necessary to pay attention that the terminology used by the legislator in Art. 1240 of the Civil code of the Russian Federation "the person who organized creation of a difficult object" is not allocated with standard disclosure of own contents, there is no inter-

6. Dozortsev V. A. Intellectual rights: Concept. System. Problems of codification: Comp articles / Issled. center of private law. M, 2003. Page 146-147.

7. Raygorodsky N.A. An author's right on the piece of screen. L., 1958. Page 39.

8. Radominova A.O. Civil regulation of creation and use of audiovisual works: history and present: Autoref Thesis PhD Law, M., 2012. Page 7; Nikiforova I.N. Difficult objects and works with plurality of authors: Autoref Thesis PhD Law, M., 2012. Page 8.

9. Kondakova O.V. The audiovisual work as an object of an author's right by the legislation of Republic of Belarus: Autoref. PhD Law, Minsk, 2012. Page 5.

10. See: The conclusion of the Research center of private law concerning interpretation and possible application of separate provisions of a part of the fourth of the Civil code of the Russian Federation//the Messenger of civil law. 2007. No. 3. Page 124.

11. Grin E.S. Author's rights on a multimedia product. M, Avenue. 2015. Page 105; Intellectual property right: Textbook / E.S. Grin, V.O. Kalyatin, S.V. Mikhaylov, etc.; under a general edition of L.A. Novoselova. M.: Statute, 2017. T. 2: Author's right. Page 214; Ambaryan A.G. Difficult objects of author's rights. Page 11.

pretation of the design offered de jure, its any correlation with the existing types of subjects of the civil rights in general. In this regard we believe that it is necessary to agree with the opinion expressed in the doctrine that both the physical, and legal entity can act as that subject. At the same time, the mention in the law on the person singular also makes a certain legal sense. In this case the legislator seeks to create and creates the legal effect allowing "to facilitate" civil circulation of the rights for a difficult object, using it regarding the characteristic of its civil legal regime. Besides, the concept of a difficult object of author's rights itself loses constructive value, in case of investment of authors (owners) of works who were included in a difficult object, the rights for a difficult object[12].

We consider, to above told it is necessary to add that isolation of the status of the person who organized creation of a difficult object, just and is reached by refusal of the legislator of mixture of the rights characterizing position of the authors the work demanded during creation of a difficult object, and his owner for the purpose of direct formation and systematization of the civil mode of a difficult object of author's rights in general.

Thus, it should be noted existence of two-level system of the intellectual rights of their owners within civil the mode of a difficult object of author's rights. The first level assumes existence of the civil mode on a difficult object of author's rights where the person who organized creation of a difficult object acts as the owner, the second level is connected with the civil modes of objects of the author's rights created by certain persons independently and included in a difficult object during its creation.

The mode of the scenario work as a part of a difficult object of author's rights is especially distinguished from the civil modes of objects of author's rights of the second level.

The scenario work depending on an art form can be various composite model "… the ideas, thoughts and images which received as a result of creative activity of the author the expression in available to perception by human feelings to the concrete form allowing a possibility of reproduction[13]…" .

As A.P. Sergeyev "specified … in the ballet the scenario represents detailed statement of a plot with the description of all dancing and mimic numbers, at cinema the scenario is, as a matter of fact, the dramaturgic work …". The scenario at cinema "… is created taking into account such means of expression of cinema as the plan and installation, taking into account opportunities of free change of time and the scene of action, broad coverage of historical events, simultaneous development of parallel subject lines, etc … Besides, the scenario has to meet the productive and economic requirements of cinema"[14].

Thus, using lexical approach to interpretation of the studied term, the scenario work can be interpreted as the work of drama, literary character (work of art) intended for audio and also visual perception by the viewer.

It is necessary to point out the following characteristic features of the scenario work as object of author's rights.

First, the scenario work, being an independent object of author's rights, represents result of intellectual activity, creativity of his author, having the objective form of expression to which due civil protection is provided.

Secondly, the scenario work can have signs of primacy, originality, or to have character of derivativeness.

Thirdly, in the scenario work the definite purpose is implemented. The scenario work is created to become the making link united in a new difficult object of author's rights. It becomes published in its framework.

The purpose which is stated above caused some polemic in special literature on whether the scenario work is an independent object of author's rights. However within the Soviet civil law it was noted that the civil mode of the scenario assumes establishment of author's rights on it, in connection with the creative

12. Ambaryan A.G. Difficult objects of author's rights. Page 9.

13. Serebrovsky V.I. Questions of the Soviet author's right. M, Publishing house of Academy of Sciences of the USSR, 1956. Page 32.

14. Sergeyev A.P. Intellectual property right in the Russian Federation. Textbook. The edition second processed and added. M.: PBOYuL Grizhenko E.M., 2001. With 515.

nature of activities of the author for his creation[15]. Now at the standard level the question of granting author's rights to the persons creating the scenario according to Art. 1259 of the Civil code of the Russian Federation is resolved.

It is necessary to specify that inclusion of the scenario work in a difficult object of author's rights assumes realization by the scriptwriter of the right to use own work belonging to it in civil circulation. However such use has some features.

Follows from literal reading of Art. 1240 of the Civil code of the Russian Federation that the result of intellectual activity can be used as a part of a difficult object. At the same time, we consider that in this case there is some dichotomy of legal result at creation of the difficult object of author's rights including the scenario work. On the one hand, there is an implementation of the right of the author on introduction of the scenario work to civil circulation: the legislator in Art. 1240 of the specified code directly decides the addressing the contract on alienation of the exclusive right or the license contract as to the form mediating the relations between the person who organized creation of a difficult object and owners of the exclusive rights to the corresponding results of intellectual activity, for example, the scenario. On the other hand, creation of a difficult object of author's rights is impossible without inclusion of other protected results of intellectual activity as a result of which there is something new, having signs of objects of author's rights, and subject to civil protection. The unification of different independent objects of author's rights presents a constructive component of the concept of a difficult object to a difficult object, and has to be interpreted only in the context of creation, creation of earlier not existing unique object which should be qualified as the Civil code of the Russian Federation, difficult as Art. 1240.

CONCLUSION

Thus, the scenario work represents result intellectual, created for the purpose of its use within a difficult object of author's rights. The special-purpose character of creation of the scenario work for its inclusion in a framework of a difficult object of author's rights causes a direct connection and determination in definition of the civil mode of the scenario work with the civil mode of a difficult object of author's rights.

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The use of interactive technologies in studying modern russian female poetry in polylingual gymnasium

The use of interactive technologies in studying modern Russian female poetry in polylingual gymnasium

El uso de tecnologías interactivas en el estudio de la poesía femenina rusa moderna en el gimnasio polilingüe

ABSTRACT

In modern pedagogical science, interactive forms and methods of teaching are actively developed based on activity and dialogue forms of cognition, which allows organizing the education of students in gymnasiums, based on substantive and practical activities and interpersonal interaction. In literature and extracurricular activities a leading role of the traditional forms of organizing the activities play teachers and senior students. Lessons, lectures, seminars, solitary work of students, along with them interactive forms of teaching are widely introduced: role-playing game (lesson, concert, poetic theatre, dramatization poems of modern Russian poets,). Mini-conferences dedicated to the life and work of modern Russian poets. Solving problem situations (case studies) in the class of extracurricular reading "Modern Russian Female Poetry: Traditions and Innovation" (students create and publicly defend creative projects: they compose collections of poems, almanacs or bookreuters about modern Russian female poetry, write introductory articles and comments). In determining the characteristics of modern Russian female poetry, students are helped by methods of "brainstorming", discussion or debate, which enable them to discuss problems dynamically and publicly defend their position on the issue under discussion. The specifics of the teaching of Russian literature in the polylingual gymnasium suppose a comparative analysis of the works of modern Russian poets with the poems of poets of other nations (English, Tatar, etc.).

KEYWORDS: methodology of literature teaching, interactive teaching methods, polylingual gymnasium, modern Russian Female poetry, case studies.

RESUMEN

En la ciencia pedagógica moderna, las formas interactivas y los métodos de enseñanza se desarrollan activamente en función de las formas de actividad y diálogo de la cognición, lo que permite organizar la educación de los estudiantes en gimnasios, en base a actividades sustantivas y prácticas e interacción interpersonal. En la literatura y en las actividades extracurriculares, un papel destacado de las formas tradicionales de organización de las actividades son los maestros y los estudiantes de último año. Lecciones, conferencias, seminarios, trabajo solitario de estudiantes, junto con las formas interactivas de enseñanza se presentan ampliamente: juegos de rol (lección, concierto, teatro poético, poemas de dramatización de poetas rusos modernos). Mini conferencias dedicadas a la vida y obra de los poetas rusos modernos. Resolver situaciones problemáticas (estudios de caso) en la clase de lectura extracurricular "Poesía femenina rusa moderna: tradiciones e innovación" (los estudiantes crean y defienden públicamente proyectos creativos: componen colecciones de poemas, almanaques o escritores sobre poesía femenina rusa moderna, escriben artículos introductorios y comentarios). Al determinar las características de la poesía femenina rusa moderna, a los estudiantes se les ayuda con los métodos de "lluvia de ideas", discusión o debate, que les permiten discutir problemas de forma dinámica y públicamente defender su posición sobre el tema en discusión. Los detalles específicos de la enseñanza de la literatura rusa en el gimnasio polilingüe suponen un análisis comparativo de las obras de los poetas rusos modernos con los poemas de poetas de otras naciones (inglés, tártaro, etc.).

PALABRAS CLAVE: metodología de la enseñanza de la literatura, métodos de enseñanza interactiva, gimnasio polilingüe, poesía femenina rusa moderna, estudios de casos.

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INTRODUCTION

In the context of Russia's integration into the world educational process, the competence approach in education becomes the leading one. In the normative documents of the Ministry of Education and Science of the Russian Federation (the Law "On Education", FSES) regulating the organization of general education, a competence approach is planned as the preferred one, which corresponds to the normative documents of the UNESCO International Commission on Education. So, in the report "Education: the hidden treasure" J. Delor called the main results of education, defining the main competencies: "learn to know, learn to do, learn to live together, learn to live" [1: p. 37].

In this article, on the example of a lesson on the overview of modern Russian female poetry, let us turn to this effective method of organizing students' solitary work as a case study. The use of case technology in literature lessons allows students to improve their speech and communication skills in the analysis of various case situations; they develop skills of working with various information (reading and retelling of the fiction texts, making a comprehensive analysis of the poetic text, work with literary critical sources, with scientific and popular scientific literary texts, select materials necessary for solving the case from Internet sources).

Introduction of the topic "Modern Russian Female Poetry: Traditions and Innovation" for conducting an extracurricular reading lesson is very important and necessary for increasing the cognitive interest of students of the 11-th grade of the polylingual gymnasium.

It should be noted that modern Russian literature occupies a very modest place in the existing school curricula, which does not allow students to form ideas about the modern literary process, about life and the main directions of creativity of modern writers, poets and playwriters, which negatively affects the readers' preferences of modern schoolchildren, and sometimes leads to a complete lack of interest in literature, including poetry.

This theme allows us to trace the successive links of female poetry of the 1990 – 2010ss with the female poetry of the early XX century, represented in the school program by A.A. Akhmatova and M.I. Tsvetaeva, at the same time, the students reveal the main features of modern Russian female poetry in general and get acquainted with the life and work of modern Russian poets (I. Lisnyanskaya, N. Matveeva, B. Akhmadulina, J. Moritz, I. Kabysh, F. Grimberg, I. Mashinskaya, A. Gedymin and others).

Students of the polylingual school, fluent in three or more languages (Russian, Tatar, English, French, etc.) can establish and trace the dialogical links of Russian, English and native (Tatar) modern female poetry.

METHODS

Specificity of the socio-cultural situation in the Republic of Tatarstan is determined by the system of bilingual and polylingual education and the presence of a large number of schools and gymnasiums in which the learning process is conducted in the native (Tatar) language, at the same time they guarantee a full knowledge of Russian and foreign languages for involving students in Russian and world culture.

At literature lessons, bilingual students can establish and trace the dialogical links between Russian, English and native (Tatar) literature. This method of teaching literature is based on the principle of dialogue of cultures, put forward by M.M. Bakhtin [2], substantiated in the studies of V.S. Biblera, M.V. Cherkezovaya, R.Z. Khairullina [3], with reference to the specifics of the teaching of literature in the context of the dialogue of cultures.

Education and development in the process of studying the Russian language and literature determine the problems of literary education in the school with the native (Tatar) language of instruction, which are developed by methodical scientists R.F. Mukhametshina, A.F. Galymullina, literary scholars V.R. Amineva, D.F. Zagidullina, A.S. Afanasiev, T.N Breeva [4-5], intercultural approaches are also in demand, the effectiveness of which has been revealed in a number of linguistic studies [6-7]. Research scientists can scientifically justify and introduce the practice of school literary education lessons of literature based on a dialogue of Russian, Tatar and English literature.

The application of case technologies in literature lessons allows students to form reading, information and communication competences, as well as develop critical thinking skills. In Western European and American psychology and pedagogy, much attention is paid to the development of critical thinking. M. A. Boden, S. Klentz, M. Connelly, D. Clyster, L. Miller, B. Moore, R. Parker, giving the definition of "critical thinking", primarily connect it with the formation of independent thinking.

In scientific and pedagogical studies M.Yu. Bukharkina, E.S. Polat, G.K. Selevko, A.V. Khutorskogo, E.V. Shimutina developed the main approaches to the introduction of interactive technologies in modern Russian school practice [8-12].

All these studies became a methodological basis for our research and allowed us to develop an extracurricular reading lesson using interactive technologies, in particular case studies.

RESULTS AND DISCUSSION

Inclusion in the school practice of modern Russian female poetry is associated with a number of difficulties for students in the upper grades. First, there are no established assessments of the specifics of the creativity of modern poets; information about them is not included in the current school textbooks.

At the same time, cognitive interest of schoolchildren is stimulated by the fact that these poets are actively included in the modern socio-cultural process: they act with reading their poems in various media (television, newspaper magazines, publish collections of their poems), many of them have personal sites or actively participate in various Internet forums.

All this allowed us to develop an extracurricular reading lesson in the 11-th grade on the topic "Modern Russian Female Poetry: Traditions and Innovation" with the use of case studies.

This form of the lesson requires each of the students to thoroughly prepare themselves in extracurricular time. A month before the lesson, the class is divided into three equal groups. Each group receives its case (a package of documents and tasks) on the topic of the lesson. In preparing for the lesson, students can recruit for work any other artistic, literary and literary critical material. Since the creativity of modern Russian poets is insufficiently meaningful in the scientific and literary-critical terms, students have additional cognitive and research interest in discovering new literary phenomena, independent thinking is formed, and students should present the results of their research for public discussion, which actualizes their creative abilities and skills.

Teacher in the preparatory period and in the lesson acts as a leading, competent consultant. Each group receives a case dedicated to the creative work of various groups of modern Russian poets, whose creativity falls in 1990-2010ss. Conditional classification is based on the time of their first publication. The task for all groups is the same: to compile a collection of poems "Modern Russian Female Poetry" and to conduct at the lesson its public presentation in the original form on the theme: 1 group "Collection of poems by modern Russian poets who came to literature in the 1950-1960ss", 2 group - "Collection of poems by modern Russian poets who came to literature in the 1970-1990ss", and 3 group - "Collection of poems by modern Russian poets who came to literature in 1990-2010ss".

The purpose of this case: to come up with an idea for a collection of modern female poetry of a certain period, select poetry and compose a collection of them, write an introductory article, biographical references, necessary comments and notes, then conduct a public original presentation of the collection.

The case materials are distributed to each student, and contain the following documents:

1) a list of assignments with a small comment on the teacher about some of the features of modern Russian female poetry, the general classification;

2) a list of recommended literature and sources of information (collections of poems, publications in famous literary magazines, on websites, etc.) on the subject of the case.

Students have the right to use any sources of information when preparing the case.

The materials of the case can be arranged as follows:

"Dear editors!

For the Day of Poetry (March 21) we are preparing a collection of poems of modern Russian female poetry. We ask you to render active assistance in the publication of this collection. We believe in your professionalism and we hope that this collection will be adequately represented at the literary and musical evening dedicated to the Day of Poetry". Next, a specific task for 1, 2 or 3 group of students is placed. At this case the task can be completed, and maybe equipped with a work plan:

1. Read and select 5 - 6 of the most poems in your opinion that are typical for this poet.

2. Create a name for the entire collection of poems.

3. Consider and discuss the principle of selecting and locating poems in the entire collection and within the section devoted to the work of the poet.

4. Write an introductory article to the entire collection.

5. Write a short note on the main events of life and the originality of the work of each poet of the collection.

6. Create and draw the cover of the collection of poems.

7. Think about the form in which you will present your book in the lesson.

Work on the case requires the students to demonstrate a variety of communicative skills: first, they must distribute roles and responsibilities within the groups at the first meeting of the group, select a leader, an artist, distribute the research material among all the students in the group, and second, determine the periodicity of group meetings for coordinate the activities of each member of the group, and in the course of discussions develop a general concept for carrying out the task of the case.

SUMMARY

Experimental verification of the effectiveness of the proposed methodology for conducting an extracurricular reading class "Modern Russian Female Poetry: Traditions and Innovation" showed that students with great interest and enthusiasm carry out the tasks of the case.

The first group of students in the lesson demonstrated a collection of poems composed of poetry that came to literature in the 1950-1960ss: Inna Lisnyanskaya (1928-2014), Novella Matveeva (1934-2016), Natalia Gorbanevskaya (1936-2013) , Bella Akhmadulina (1937-2010), Yunna Moritz (born 1937), Larissa Miller (born 1940);

The second group compiled a collection of poetry that came into the literature in the 1970-1990ss: they can be divided into 2 subgroups: the 1970-1980ss (Elena Shvarts (1948-2010), Olga Sedakova (born 1949), Irina Vasilkova (born 1949), Nina Iskrenko (1951-1995), Olesya Nikolaeva (born 1955), Marina Boroditskaya (born 1954) and the 1980-1990ss (Irina Ermakova (born 1951), Svetlana Kekova 1951), Faina Grimberg (born 1951), Irina Evsa (born 1956), Maria Galina (born 1958), Inna Kabysh (born 1963).

The third group of students prepared a collection of poetry that came to the literature in 1990-2010ss: they can also be divided into 2 subgroups: those who came to the literature in the 1990-2000ss (Irina Mashinskaya (born 1958), Tatiana Voltskaya 1960), Anna Gedimin (born 1961), Elena Fanaylova (born 1962), Anna Arkatova (born 1962), Vera Pavlova (born 1963), Olga Sulchinskaya (born 1966), Maria Vatutina (born 1968), Maria Stepanova (born 1972), Polina Barskova (born 1976) and in the 2000-2010ss (Inga Kuznetsova (born 1974), Ganna Shevchenko (born 1975), Linor Goralik (born 1975), Yana Tokareva (born 1976), Nata Suchkova (born 1976), Evgeniya Rits (born 1977), Anna Zolotaryov (1978), Anna Logvinova (born 1979), Marianna Heide (born 1980), Anna Russ (born 1981), Maria Markova (born 1982).

At the lesson, the discussion and presentation of the collections can be organized with the help of one or several problem questions:

1. A.A. Akhmatova called herself a poet and was very offended when she was called a poetess. How do modern women poets feel? Do modern Russian poetry have a woman's face? Is it right to divide poetry into female and male? Are there specific features inherent exclusively in female poetry?

2. How do you feel about the joking words of A.A. Akhmatova "I taught women to talk, / But, God, how to silence them!"?

3. Is there continuity in the work of modern Russian poets with the work of poets of the first half of the XX century (A.A. Akhmatova, M.I. Tsvetaeva, and others)? If the answer is yes, then what is it?

Each group presented its poetic collection and the work of its authors: 1 group prepared a literary and musical composition for poems of poets, 2 group - multimedia presentation with elements of correspondence excursion to places connected with the life and work of poets, and 3 group - made a short video in format video poetry.

The result of the discussion in the lesson was the following conclusions:

- In 1990-2010ss, observed the flourishing period of modern Russian poetry, including women's poetry: there are many new poets appear.

- Modern female poetry occupies a significant place in modern Russian literature, but it is not a single cultural phenomenon.

- Part of the poets seek gender isolation within the general literary process, referring specifically to the female audience.

In general, female poetry appeals to a broad readership, not dividing it according to the gender principle. In female poetry, there are followers of the traditional poetic tradition and adherents of avant-garde and postmodern writing practices.

CONCLUSIONS

Case-method (or case technology) includes other interactive methods, so students need to gradually prepare for this type of solitary work through the active introduction to the lessons of literature method of projects, creating and protecting multimedia presentations, the discussion of various controversial issues in the form of " brainstorming ", discussions, as well as conducting master classes on the analysis of the poetic text, teaching various methods of creative reading (expressive reading, oral verbal drawing, expressive reading by heart, etc.), as well as the ability to summarize various types of information (drafting plans for the text, notes, abstracting). As a preparation for the application of case technology in the literature class, the teacher can offer high-school students to conduct conversations both with the whole class and in small groups (4-6 students), a graphic representation (drawing up a table, diagrams (for example, "Genres of Modern Russian Literature "," Literary schools and trends of modern Russian literature "), in the form of an "unfinished sentence", suggesting the free answer (1. What are the main features of modern Russian female poetry; 2. Tell us about life and creativity of Inna Lisnyanskaya; 3. The peculiarity of love lyrics of Bella Akhmadulina; 4. A wide thematic range of Yunna Moritz's poetry: from children's poetry to civic lyrics etc.)

Students can carry out a comparative analysis of the poems of modern Russian, English and Tatar poets, revealing the similarities and differences.

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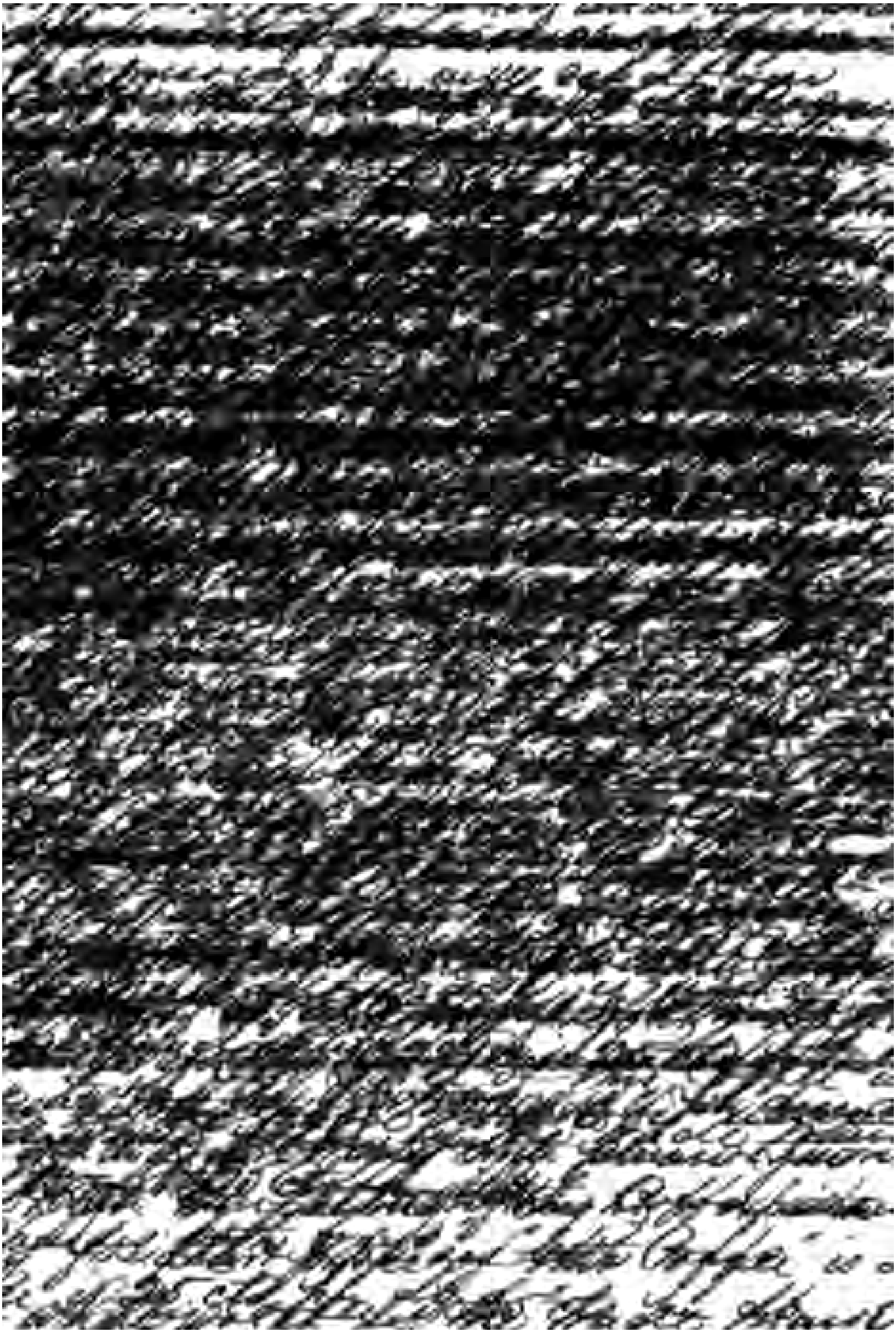

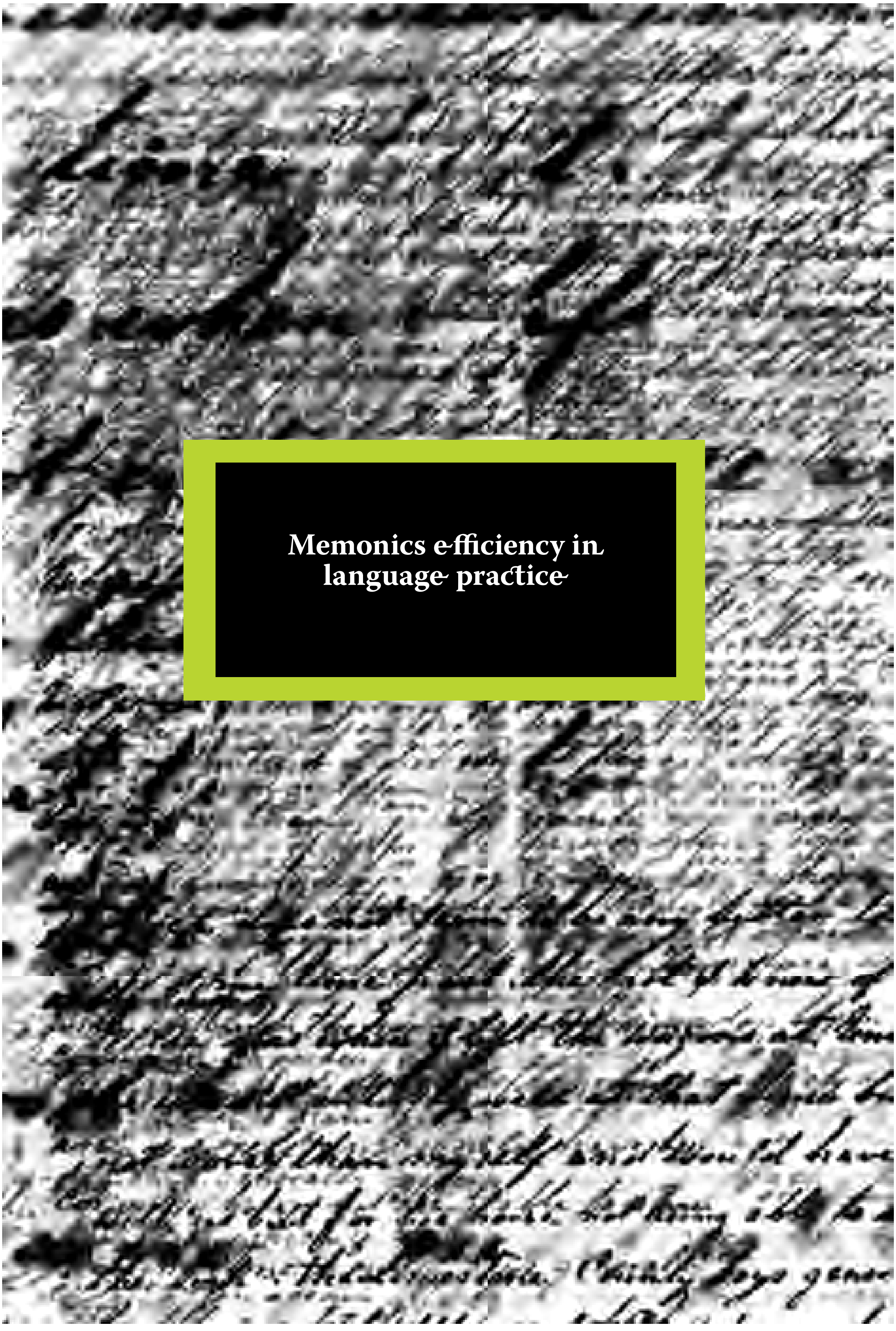

Memonics efficiency in language practice

Memonics efficiency in language practice

Eficacia de los mnemónicos en la práctica del lenguaje.

ABSTRACT

The study of languages requires high intellectual effort, as well as emotional and mental stress. Taking into account the interdependence of mental and communicative processes with human cognitive activity, one should recognize the productivity of mnemotechnical technique application in language learning practice. In this regard, the object of our attention are mnemonics, which, based on the positive resources of native speaker development, contribute to the painless memorization and further use of difficult material. The urgency of the article is connected with the understanding of mnemotechnical technique importance in the process of language mastering. In this article, mnemotechnical techniques are described, used for Russian and German language mastering. They substantiate the expediency and the effectiveness of their application during the study of native and foreign languages. The classification of mnemonic techniques by classes (I. Thompson) and basic methods (R.L. Oxford) is of particular interest. The purpose of mnemotechnical method study is to improve the methodology of language teaching. Based on the analysis of the described mnemotechnical methods, they provided the rationale for their application in the wide practice of native and foreign language teaching. The practical significance is represented by the identification of mnemonic specific features, forms and methods in linguistic training.

KEYWORDS: mnemotechnics, efficiency of foreign language teaching, mnemonic techniques, educational process, language practice.

RESUMEN

El estudio de idiomas requiere un alto esfuerzo intelectual, así como estrés emocional y mental. Teniendo en cuenta la interdependencia de los procesos mentales y comunicativos con la actividad cognitiva humana, se debe reconocer la productividad de la aplicación de la técnica mnemotécnica en la práctica del aprendizaje de idiomas. En este sentido, el objeto de nuestra atención son las mnemotécnicas, que, basadas en los recursos positivos del desarrollo del hablante nativo, contribuyen a la memorización indolora y al uso adicional de material difícil. La urgencia del artículo está relacionada con la comprensión de la importancia de la técnica mnemotécnica en el proceso de dominio del idioma. En este artículo, se describen técnicas mnemotécnicas, utilizadas para el dominio del idioma ruso y alemán. Justifican la conveniencia y la efectividad de su aplicación durante el estudio de idiomas nativos y extranjeros. Es de particular interés la clasificación de las técnicas mnemotécnicas por clases (I. Thompson) y métodos básicos (R.L. Oxford). El propósito del estudio del método mnemotécnico es mejorar la metodología de la enseñanza de idiomas. Basados en el análisis de los métodos mnemotécnicos descritos, proporcionaron las razones para su aplicación en la práctica amplia de la enseñanza de idiomas nativos y extranjeros. La importancia práctica está representada por la identificación de características, formas y métodos específicos mnemónicos en la formación lingüística.

PALABRAS CLAVE: mnemotecnia, eficiencia de la enseñanza de lenguas extranjeras, técnicas mnemotécnicas, proceso educativo, práctica de la lengua.

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INTRODUCTION

There is a growing interest in native and foreign language study due to the process of globalization, emerging in the world space. The carriers are interested in a deeper study of the native language, due to the need to preserve the linguistic national identity, and a foreign language is necessary to a modern person for interethnic communication in a multicultural society.

The consideration of each language as a carrier of a unique historical memory requires the implementation of new approaches and modern linguistic and methodological concepts in language mastering. Voigt Ulrich Elses Welt in his book dwells on the history of mnemotechnic development, compares them according to potential possibilities [1]. From Yu.M. Lotman's point of view, culture is the "non-hereditary memory of the collective" [2]. B.M. Gasparov regarded linguistic memory as a conglomerate acquired by a person throughout his life, representing "a huge supply of communicatively charged particles of linguistic tissue with different volume, texture, varying degrees of distinctness and completeness..." [3, p. 104]. Boris Nikolai Konrad believes that "The brain is able to learn any language and learn any kind of activity from the start" [4, p. 3].

Learning a language as a native or as a foreign one requires intellectual effort, as well as emotional and mental stress. In this regard, the object of our attention is mnemonics as the paradigm of techniques and technologies that, based on positive resources of native speaker development, contribute to the painless memorization of material that is difficult to learn and its further mastering. Mnemonics, as a rule, are underestimated in language mastering and teaching. We believe that mental and communicative processes are associated with human cognitive activity.

The relevance of this problem is related to the understanding of mnemotechnical technique importance in the process of language mastering.

METHODS

In this study they used the methods of comparative analysis, synthesis, the analysis of methodological and theoretical literature on the problem. Specific mnemotechnical techniques require the inclusion of all sensory organs, so the study includes the method of all types of sensations interaction, the method of comparative analysis and the method of reflection.

RESULTS

The basis of communication is the language practice, indirectly reflecting the degree of communicant language training. The appeal to mnemonics allows to use different approaches to the learning and memorizing of language significant elements. This can be the reference to the word etymology. For example, German words by origin have an accent on the second syllable: квартАл, дефИс, French - on the last syllable - диспансЕр, коклЮш, English words have the accent on the first syllable - marketing, management.

Single-root words with a fixed stress can help to avoid accentological errors. For example, "Born to crawl can not fly!" (Gorky M.), hence the preservation of stress in the word новорождЁнный.

Describing mnemotechnical techniques, you should pay attention to the graphics, in particular the frequent replacement of the letter "Ё" by "Е", which leads to errors: жЕлчь instead of жЁлчь. P.A. Klubkov notes that "in Old Slavonic and Old Russian languages they wrote and spoke Е instead of modern Ё. Then, on the basis of the Russian language, the stressed Е before hard consonants turned into Ё" [5, p. 148].

Mnemotechnical techniques are also in demand during foreign language study, for example, German. The remembering of German noun gender is very problematic for students.

The specificity of the grammatical category of noun gender is manifested in the fact that the belonging of words to a particular gender is often not connected with the meanings expressed by them, it is conditional and determined by the established tradition.

The noun in Russian and German can be male, female and neuter (Maskulinum, Femininum, Neutrum). The gender of nouns in German and Russian can be the same, for example: der Stuhl (m.g.) - chair (m.g.), die Tasche (f.g.) - сумка (f.g.), das Fenster (n.g.) - окно (n.g.). Often, the gender of nouns does not coincide: der Baum (m.g.) - дерево (n.g.), die Sonne (f.g.) - солнце (n.g.), das Buch (n.g.) - книга (f.g.), die Feder (f.g.) - перо (n.g.), das Heft (n.g.) - тетрадь (f.g.).

The discrepancy of gender is also observed in some words that are borrowed шт German and Russian from other languages, although these words have the same meaning and almost the same form: das Thema (n.g.) - тема (f.g.), das System (n.g.) - система (f.g.), das Institut (n.g.) - институт (m.g.), die Universität (f.g.) - университет (m.g.), die Fakultät (f.g.) - факультет (m.g.), die Kontrolle (f.g.) - контроль (m.g.).

Thus, the remembering of German noun gender is a problem for the students who are close to and familiar with the category of gender, for example, for Russian speakers. And for Turkic-speaking students the very understanding of gender category is very difficult, since there is no such a category in their native language, and the mastering of the German is a complex and a long process for them.

The gender of German nouns can be defined: 1) by article, if a noun is in the nominative singular: der Tag, die Tafel, das Wetter; 2) by agreeing the name of an adjective or a pronoun with a noun: ein schöner Tag - dieser schöne Tag, eine schwarze Tafel - diese schwarze Tafel, kaltes Wetter - dieses kalte Wetter etc.; 3) by meaning, 4) by form, mainly by suffixes. In some cases, the gender of noun can be determined by the form of plural or by the type of its declension. However, in order to determine the gender of nouns by article, you must first memorize the noun with the article.

The number of nouns, whose gender can be determined by value, is small in German. Exceptions are inevitable, for example: monetary units are predominantly masculine nouns, but die Kopeke (копейка), die Krone (крона), die Mark (марка), etc. Feminine nouns are the words denoting the animals of female gender, for example, die Kuh (корова), die Katze (кошка), but das Huhn (курица), das Schaf (овца) are neutral nouns.

Those who learn German also have difficulties during the determination of noun gender by suffix. For example, the masculine gender includes the nouns with the suffixes -er - der Flieger, -ner - der Redner, -ler - der Künstler, -el - der Flügel, -ling - der Jüngling. But not always-er, -el are suffixes. Sometimes they are the part of the root, and then the word is a root one, and not derivative, for example: der Sommer, der Winter, das Alter, das Fenster, die Regel, die Tafel, etc., and therefore, as examples show, it can be any another gender.

Besides, there are suffixes -e, -en, -nis, -sel (-sal), -tum in German, which are not associated with any one gender. Thus, the suffix -e occurs in masculine, feminine and neuter nouns. For example: der Russe - русский, die Wärme - тепло, das Gebäude - здание. The suffix -nis occurs in neutral and feminine nouns (das Ereignis - событие, die Kenntnis - знание).

Thus, it becomes necessary to learn the gender of such nouns simply by memorizing.

Scientist Horst Sperber in his thesis "Mnemotechniken in Fremdsprachenerwerb" (1989) considered and studied the techniques of mnemotechnics for German as a foreign language [6]. The results of his research are presented in the article "Gedächtnistechniken für Deutsch als Fremdsprache", published by the publisher Hueber in 2009 [7]. Dr. Horst Sperber examines various mnemonic techniques associated with noun gender remembering. For example, the suffixes serving for the development of nouns of a certain gender combine and "fictitious word" / "quasi-word", the so-called Fantasiewort is developed. For example: -ig, -ling, -or, -ismus (masculine suffixes) are combined into the word der Iglingorismus; -heit, -ung, -keit, -ei, -schaft, -ion, -ität, -ik (feminine suffixes) - in the word die Heitungkeitei or die Schaftionitätik; -tum, -chen, -ma, -ment, - (i) um, -lein - in das Tumchenmament(i)umlein. The main thing is to place the stresses correctly during the pronunciation of these "invented words"

/ “quasisols”. Then an image is created, connected with the situation and visualized. For example: the word der Iglingorismus is suggested to be associated with a dangerous virus similar to the swine flu virus.

It is possible to combine words formed by certain suffixes serving for the development of words of a certain gender, for example - sentence (Beispielsatz). For example, Hektik und Streiterei in einer Wohnung sind nicht gut, sondern Freiheit, Flexibilität, Passion, Heiterkeit und viel Freundschaft (Vanity and endless squabbles in one apartment are bad, it is better when there is freedom, flexibility, hobbies, fun and friendship).

The mnemonic method can be connected with the fact that the plot, played by the words of a certain gender, is depicted schematically or drawn. This technique allows us to achieve a stable effect of a large number of words memorizing. This is possible due to the visualization of the material and imagination.

You can create interactive images to memorize article-symbols. To implement this method, several steps are necessary. Step # 1: a characteristic image-symbol is selected for an article of a certain gender, for example: der Löwe (lion) as a symbol of the masculine gender, die Ballerina (ballerina) - female gender, das Bett (bed) - neytral gender. Step # 2: an absurd association is established with this image, for example: für Salat: Ein Löwe, der einen Salat frisst oder eine Mähne hat wie einen Kopfsalat (Lion, which is a salad or a Lion with a mane like a head of lettuce). Each will have its own image (picture), but it is important that they are always the same. Then you need to associate the word that is remembered with the image. The student develops the relationship between words using sentences and presents the situation in the picture, that is, visualization takes place. This technique allows you to memorize well both the noun and the article for a long time.

The use of so-called “donkey bridges” (Eselsbrücken) also should be attributed to mnemotechnical techniques. So when you memorize the planets of the solar system, a coherent sentence is created, each word begins with the letter by which the name of the solar system planet begins: Mein Vater erklärt mir jeden Sonntag unsere neun Planeten. The order of the planets is obtained from the first letter of each word in the sentence: Merkur, Venus, Erde, Mars, Jupiter, Saturn, Uranus, Neptun, Pluto [8].

So, in those cases when it is impossible to establish logical connections, to connect with the etymology of a word imaginative thinking and imagination help. The above examples are a vivid confirmation of this.

DISCUSSION

Mnemonics, fixing the accentological norm, do not exhaust the mnemonic techniques that help to master the difficult cases of the orthoepic norm. They can be supplemented by methodological techniques aimed at phonetic, rhythmic and intonational speech sensitivity development. For example, A.A. Korobeinikova offers to use singing to strengthen orthoepic norms: “studying the features of pronunciation in the process of singing causes a deeper understanding of the laws concerning the functioning of the linguistic system as a whole, since vocal speech is an integral part of linguistic culture” [9, p.57]. Only in this case it is possible to convey the harmonic connection of thought and feelings.

It is well known that phonetic skills are easily fixed by the use of interactive educational technologies and not only visual and auditory, but also tactile, scent markers. The emotional component of these methods makes it possible to use “linguistic sense”, to develop memory. This allows to master not only any phonetic phenomenon: verbal, phraseological, logical stress, the accumulation of vowels and consonants, syllables, and actual concepts of Russian language picture of the world. N.L. Fedotova, working with foreign students studying Russian language, offers to use different types of phonetic play based on nine criteria. These structured training exercises are aimed at the development of various linguistic and didactic competencies: the formation of skills to identify sound units, determination of the correspondences between sounds and letters, determination of accentual and rhythmic models of a word, the recognition of various types of utterances in the process of communication, articulation skills [10].

The development of language practice is also influenced by mnemonics based on sound means of artistic expressiveness. Let’s turn to the classics: “I’m looking for an alliance of magic sounds, feelings and thoughts" (Pushkin A.S.), "believe in a word sound: the meaning of their secrets" (Bryusov V.). "Sound instrumentation" can convey a more aesthetic pleasure from a sounding text, in which visual-auditory, visual and pictorial-motor images appear, which facilitates better memorization, the recognition and the preservation of the obtained information. Compare the ways the scent information can be transmitted and memorized through various imagery. For example, he eagerly ate two cucumbers, so deliciously smelling of the earth and the sun (Sholokhov M.) - the taste image through the sense of smell; You go into the house and first of all you will hear the smell of apples (Bunin I.A.) - auditory image); A subtle, multicolored aroma stably holds above the gardens until dusk (Sholokhov M.) - a visual image.

The perception of information and its memorization is influenced by the background signs accompanying the speech articulation. For example, the power, the tempo, the timbre, the diction, the overtone of voice allow the human voice to quickly recognize it and observe it easily: "His speech was disorderly, like delirium, impulsive and not always clear" (Anton Chekhov, "Chamber No. 6"), ; "His voice was of such strength and density that even Richard the Lionheart would envy him" (Ilf I. and Petrov E. "Twelve Chairs"); "My God, his speech is so wonderful! ... You listen, listen and you hang your head. Nicely! Like a dream after a bath!" (Gogol N.V. "The quarrel between Ivan Ivanovich and Ivan Nikiforovich"). According to V.A. Zvegintsev, memory is the basis for the transition "through sensuality beyond the sensory, through the sensory modalities to the amodal world" [11, p. 76]. The symbolic nature of memory is a universal conceptual property that connects language and memory as important elements of evolution, reflecting the sociocultural communicative nature.

CONCLUSIONS

Mnemonic techniques can be classified in different ways, for example, I. Thompson divides them into five classes: linguistic, spatial, visual, verbal methods and the methods of physical response [12]. R.L. Oxford, identifies four basic methods, namely: the creation of mental connections, the use of images and sounds, the repetition of the studied and the application of actions [13]. A.D. Baddeli believes that mnemonics are divided into the methods of visual and verbal images [14]. Considering mnemotechnical techniques that require the inclusion of all sense organs, one should consider the method of all sensations interaction. This technique is indispensable for those who want to learn how to communicate freely in a new language. The main thing is not to memorize a foreign word as the translation of a native word. That is, we must achieve visualization and learn to distinguish the essential aspects in remembered words. This method is very effective, as it is similar to the development of concepts in the child's native language. It is necessary that the word becomes a concept, then it will begin to appear in memory at right time involuntarily and automatically.

SUMMARY

The closest relationship between the human language and memory and culture is obvious: language is a place where the knowledge of the world around us is stored; All this must be kept in mind in order to master the regulatory framework and to develop the correct language picture of the world. The stated mnemonics and linguistic approaches can be considered as the important components in language practice development.

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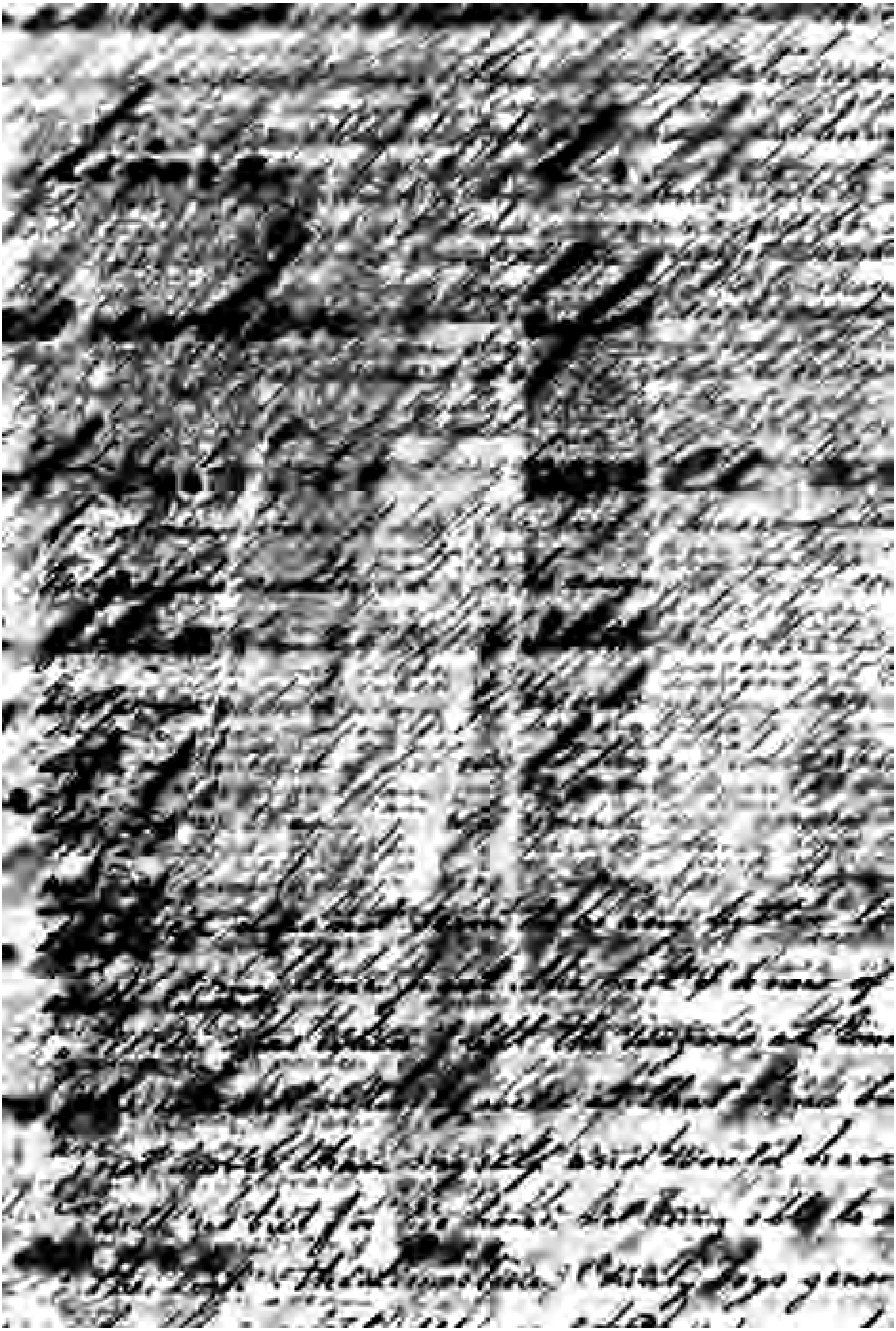

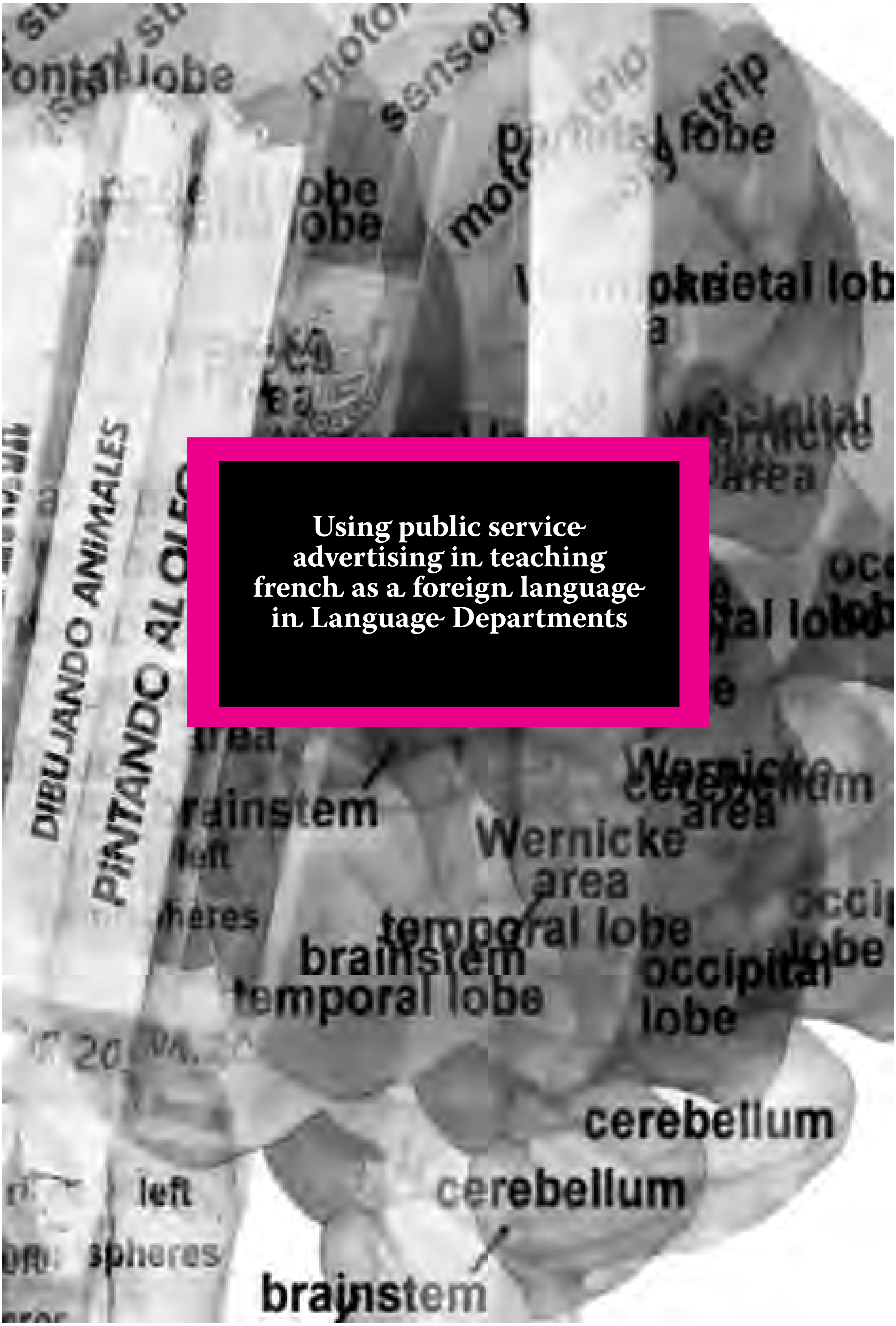

Using public service advertising in teaching french as a foreign language in Language Departments

Using public service advertising in teaching French as a foreign language in Language Departments

Usando el servicio público de publicidad en la enseñanza de francés como lengua extranjera en los Departamentos de Idiomas.

ABSTRACT

One of the most important components of professional competence of a modern competitive specialist is a high level of foreign language communicative competence, which leads to the search for the most optimal ways of teaching foreign languages. The article deals with the linguistic and didactic potential of social advertising texts as an effective means of formation of intercultural communicative competence of students in teaching French as a foreign language. The importance and expediency of the use of social advertising in the classroom for the practice of speech and linguistic studies in the language University is being proved. Being an authentic resource, it contributes to the immersion of students in the socio-cultural reality of the country of the studied language and can act as an auxiliary tool in mastering the skills of listening, speaking and writing and the formation of intercultural communication. In the course of the study it was found that social advertising materials are not only one of the effective means of formation of foreign language communicative competence, information, analytical and creative skills of students, but also contribute to the formation of value orientations and behavioral models of modern students in accordance with specific social norms and ideals through polycode advertising text. Thus, it can be stated that social advertising is a means of moral and cultural enrichment of the individual.

KEYWORDS: social advertising, communicative competence, French language teaching, creativity, value orientations.

RESUMEN

Uno de los componentes más importantes de la competencia profesional de un especialista competitivo moderno es un alto nivel de competencia comunicativa en el idioma extranjero, que lleva a la búsqueda de las formas más óptimas de enseñar idiomas extranjeros. El artículo trata sobre el potencial lingüístico y didáctico de los textos de publicidad social como un medio eficaz de formación de la competencia comunicativa intercultural de los estudiantes en la enseñanza del francés como lengua extranjera. Se está probando la importancia y la conveniencia del uso de la publicidad social en el aula para la práctica del habla y los estudios lingüísticos en la Universidad de idiomas. Al ser un recurso auténtico, contribuye a la inmersión de los estudiantes en la realidad sociocultural del país del idioma estudiado y puede actuar como una herramienta auxiliar en el dominio de las habilidades de escucha, expresión oral y escritura y en la formación de la comunicación intercultural. En el curso del estudio, se encontró que los materiales de publicidad social no solo son uno de los medios efectivos de formación de competencias comunicativas, información, analíticas y creativas de los estudiantes en idiomas extranjeros, sino que también contribuyen a la formación de orientaciones de valor y modelos de comportamiento. de estudiantes modernos de acuerdo con normas e ideales sociales específicos a través de textos publicitarios de código de código. Por lo tanto, se puede afirmar que la publicidad social es un medio de enriquecimiento moral y cultural del individuo.

PALABRAS CLAVE: publicidad social, competencia comunicativa, enseñanza de la lengua francesa, creatividad, orientaciones de valor.

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INTRODUCTION

To date, advertising materials are not widely used in the methodology of teaching foreign languages in the Russian education system due to the fact that many teachers underestimate their linguistic and methodological potential.

However, it is worth noting that one of the most obvious "aids" in the study of the language and modern French society can be advertising in all its diversity. "Advertising discourse is a reflection of the cultural and spiritual values and national mentality, presented in the form of a special code woven into the language" [Gazizova, Dunyasheva, 2016]. Advertising is a mirror of modern society. No wonder the English writer Norman Douglas said that the ideals of the nation can be judged by its advertising [Ermishin, 2006].

Advertising, being a creolized text, is a unique didactic material that allows to organize the teaching of foreign languages in a new way, using innovative forms and methods of teaching aimed at the formation of intercultural communicative competence.

The choice of texts of social advertising as a means of learning the French language may be due to the following factors: availability of promotional materials, thanks to the Internet; the authenticity of the material; the possibility of immersing students in a natural language environment; reflected in advertising texts of the new language trends; conciseness and memorability of advertising slogans; the encyclopaedic value of advertising material; the possibility of creative self-realization of students. In addition, the "advertising messages trigger emotions, grabbing and holding the attention of an audience, and therefore stimulate students' interest and motivation" [Martin, 2012].

2.METHODS

As for social advertising, it also has a high educational potential, as it is a special "type of communication focused on drawing attention to the most pressing problems of society, its moral values. The purpose of social advertising is the humanization of society, the formation of moral values" [Nikolaishvili, 2008]. Thus, in the context of teaching foreign languages, socially-oriented advertising is also a means of forming a new responsible attitude to social problems and moral values.

MATERIALS AND METHODS

The research is based on the most interesting and effective from a linguistic point of view, creolized texts of French social advertising placed on the websites of public organizations, state institutions and professional associations, as well as on the pages of print media used in the process of learning the French language students of the Department of Roman Philology, Kazan Federal University to promote intercultural communicative competence.

To solve the tasks set in the study, a set of theoretical and empirical methods was used: a system analysis of linguistic, psychological, pedagogical, scientific and methodological literature on the problem under consideration; a directed sample of advertising material; pedagogical monitoring; observation; analysis of the results of educational activities; a survey and questioning of students.

RESULTS AND DISCUSSION

French social advertising is a unique sociocultural phenomenon. It is original, emotional, creative and brightly reflects the modern language, national peculiarities, traditions, customs and ideals of the French people. In addition, it should be noted that, since advertising is a social phenomenon familiar to today's youth, its use in French classes can increase the interest and motivation of students to learn. Thus, the texts of social advertising can be effectively used as an additional resource in teaching French both in the classroom and in the framework of the organization of autonomous work of students, contributing to the understanding of students of different linguistic cultures and the formation of communicative competence.

Advertising materials have a high didactic potential for initiating discussions, debates and role-playing games. A special feature of the integration of social advertising in the French language classes is the possibility of involving students in an active discussion of social, moral, global problems of mankind, raised in the texts of social orientation, which contributes to the development of skills of spontaneous foreign language speech and discussion culture of students. For example, an advertisement for a non-governmental international organization "Doctors without borders": "Au prix de ce café, nous achetons 1 traitance contre le paludisme. 1 euro par semaine, si pour vous C'est peu, pour nous C'est beaucoup " MSF, can give impetus to the discussion of both malaria control and human solidarity [Le Monde Magazine, 2011]. Social advertising is a mouthpiece for all citizens who believe in solidarity and humanistic values [Cossette, Daignault, 2011].

It should be noted that since advertising is a creolized text that includes verbal and non-verbal components that complement each other, its use in teaching French has its advantages, allowing you to work not only with the slogan, but also to develop students' skills in decoding and interpreting visual information. Television advertising is undoubtedly the most advantageous in comparison with text advertising. The obvious advantages of video advertising is that it uses several channels of information transmission at the same time, using various special effects. In addition, from the first seconds of its viewing, it immerses students in the socio-cultural reality of the country of the studied language [Tubbs, 1993].

The possibilities of using social advertising in French classes are inexhaustible. In junior courses, authentic advertising materials can be used in groups with different levels of language training, for example: in teaching reading; as phonetic exercises; in the study of certain grammatical categories.

Advertising texts of social orientation at senior courses can be used as additional material: to train listening skills of authentic texts; in the study of expressive means of language; to solve a wide range of communicative tasks (we are talking about building monological and dialogical statements, organization of various types of educational discussions, writing cultural comments, essays, etc.).

No less interesting task, aimed at the development of information and analytical skills is the task, involving a comparison of French social advertising with advertising, affecting similar problems in the home country, on such parameters as the organization of media text, lexical saturation, grammatical and stylistic features of the text, the role of the visual component, information content, perlocution of the advertising message.

Special importance is given to creative tasks that are performed by students at the final stage of work with advertising materials of social orientation. Creative tasks stimulate the intellectual development of the student's personality, activate his potential, form critical thinking [Sadykova, Shelestova, 2016], contribute to the development of new creative products by the subjects of educational activity, characterized by novelty, originality of the solution [Ostroumova et al., 2014].

As creative tasks, you can invite students to write a new slogan; choose an illustration to the text of social advertising and vice versa; create your own creolized advertising text in the framework of the studied topic (family values, our common home planet, global problems of mankind, youth problems, healthy lifestyle, etc.). It can be both printed advertising and video. Implementation of a creative project (individual or group) will allow students to express their vision of the problem, their position, their attitude to the problem and the way to solve it, as well as to demonstrate creativity, knowledge of communicative competence and information competence.

Language is a vehicle of culture. "Learning a foreign language is characterized by unique opportunities for the creation of a wide socio-cultural educational environment..." [Subich et al., 2016]. Promotional materials are an effective means of forming sociocultural competence due to the fact that they are a source of background knowledge, non-equivalent vocabulary and national realities, which find reflection in creolized texts of social advertising. "The concept of "sociocultural competition" invokes the ability to use specific information about nation, speech etiquette knowledge and communication technology in order to achieve mutual understanding with other culture bears" [Rakhimova, 2017].

The use of social advertising in the learning process is invaluable for students ' understanding of French society and the formation of spiritual and moral ideals, internal values. For example, the integration into the process of teaching advertising of French public funds and associations that enjoy great support among the population of the country, whose activities are aimed at achieving social, charitable goals can help students to realize the urgency and global nature of social problems raised in France, the mobilization role of social advertising in the life of society, as well as affect the formation of the worldview of students. In this context, you can use advertising campaigns known in the country of the Fund, the Abbot Pierre, is actively advocating for the provision of assistance to the homeless and urging the French to support the needy, for example: "On dénombre près de 3 millions de logements sans occupant #OnAttendQuoi pour y loger les 140 000 personnes sans domicile?"(the use of the hashtag in this advertisement is explained by the desire of the creators of the text to focus on the main idea) [La Fondation Abbé Pierre], or advertising posters of the Association "Les Restos du Cœur", known in France for helping the poor and the homeless by calling on the French to show solidarity. The formation of ecological consciousness of students can contribute to the so-called advertising of a new "attitude to the world". A striking example is the advertising campaign against the killing of animals for the production of leather and fur or videos Greenpeace France.

The use of posters from the Restons civils sur toute la ligne advertising campaign, which calls on the French to show respect for other passengers on public transport, can contribute to the awareness of modern social problems in large cities and change the behavioral attitudes of students [Richebois, 2011]. The uniqueness of this advertising campaign is that it reflects the uncivilized behavior of residents of the metropolis and is aimed at their "education". The linguistic technique used in the text, such as rhyme, contributes to the rapid memorization of advertising, and visual images (violators of the order are presented in the form of people with animal heads, having features of their behavior) enhance the emotionality and expressiveness of the message.

During the study, we conducted a survey among senior students (115 people), the purpose of which was to determine the degree of influence of French social advertising on the formation of behavioral attitudes and value orientations of students. 95% of the surveyed students studying French, said that they regularly face French social advertising on the Internet, 5% see it in the print media and on French television channels. The most significant and interesting topics, according to the survey, are the problems of environmental protection (25 %), the fight against smoking (19 %), HIV and AIDS (17 %), as well as violence (15 %), the theme of road safety (14 %), gender equality (6 %), charity (4 %). 90 % of respondents indicated that advertising has a predominantly positive impression.

In terms of changes in the lives of students surveyed through social advertising, 85 % of students said that they have revised their attitude to social problems and their value orientation. When asked about the need for social advertising in the life of modern man, the majority of students (81%) said that it is definitely necessary because of the importance of solving acute social and global problems, while 19% of students believe that it is necessary only when the problem has reached its critical point.

SUMMARY

Based on the study, we can say that advertising materials should be actively used in the process of teaching foreign languages at the University. They contribute to the better assimilation of language material, the development of communication skills and information and analytical skills in the use of information and communication technologies, innovative forms and methods of teaching foreign languages, comfortable "authentic" environment. In addition, the materials of social advertising contribute to the formation of a new social consciousness, which is integrated into the social reality of each student through the methodical presentation of new values and behaviors through social advertising, which is a relay of social values of society and a means of forming new values. The study also revealed that in the process of studying social advertising there is a correlation of their own social values (value orientations) with the values of the French society, their reassessment and rethinking. This is particularly important as "values and value orientations are a kind of social regulator of behavior, playing an important role in the formation of moral consciousness, determining its direction, content and forms of expression" [Mingaleva, Makarova, 2013].

CONCLUSION

Texts of social advertising, being actual authentic material, which reflects the linguistic specificity and socio-cultural reality of the country of the studied language, of course, have a high linguistic and didactic potential. The organization of the process of teaching a foreign language with the inclusion of texts of social advertising helps prepare students for an adequate perception of other cultures. The integration of creolized advertising texts into the process of teaching foreign languages can effectively contribute to the development of communicative competence, creative thinking, creative abilities, stimulating students' speech-thinking activities, development of discussion skills and culture. In addition, the work with the use of advertising materials of social orientation helps to increase the interest and motivation of students to study a foreign language, as well as the assimilation of students' behaviors, value orientations necessary for every modern civilized person.

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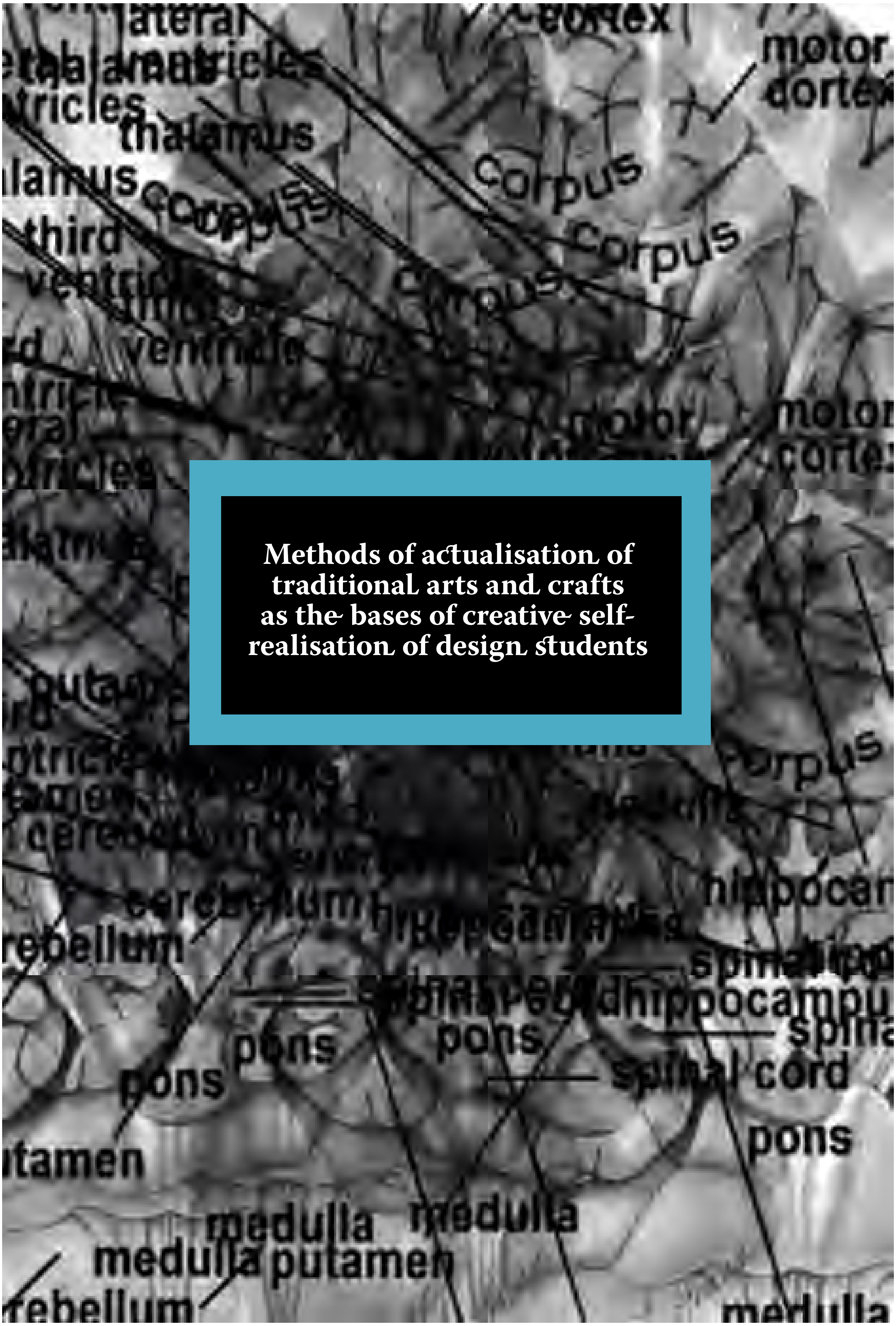
frontal lobe
sensory
parietal lobe
DIBUJANDO ANIMALES
PINTANDO AL OLEO
parietal lobe
brainstem
Wernicke area
temporal lobe
brainstem
temporal lobe
occipital lobe
cerebellum
cerebellum
left
spheres
brainstem



Methods of actualisation of traditional arts and crafts as the bases of creative self-realisation of design students

Methods of actualisation of traditional arts and crafts as the bases of creative self-realisation of design students

Métodos de actualización de las artes y oficios tradicionales como las bases de la autorrealización creativa de los estudiantes de diseño.

ABSTRACT

As of today, the development of a person-centered approach has made significant progress. The article reveals the person-oriented approach to the learning process as one of the main methodological approaches in the Russian educational space. It is based on the student's identity, self-worth and subjectivity of the process. The popularity of this method of education is determined by the formation of individual and original personality traits in students that allow them to adapt in a rapidly changing society and the dynamic development of Russian society; due to the pragmatism of thoughts and actions inherent to modern students and the use of new educational technologies by teachers, universities need to humanize relations between students and teachers and to democratize its activities of daily living, which requires the construction of personal-oriented systems of training and education of students.

KEYWORDS: creativity, self-realization, creative self-realization, abilities, students, designers.

RESUMEN

A partir de hoy, el desarrollo de un enfoque centrado en la persona ha logrado un progreso significativo. El artículo revela el enfoque del proceso de aprendizaje orientado a las personas como uno de los principales enfoques metodológicos en el espacio educativo ruso. Se basa en la identidad del estudiante, la autoestima y la subjetividad del proceso. La popularidad de este método de educación está determinada por la formación de rasgos de personalidad individuales y originales en los estudiantes que les permiten adaptarse a una sociedad que cambia rápidamente y al desarrollo dinámico de la sociedad rusa; Debido al pragmatismo de los pensamientos y acciones inherentes a los estudiantes modernos y al uso de las nuevas tecnologías educativas por parte de los maestros, las universidades deben humanizar las relaciones entre estudiantes y maestros y democratizar sus actividades de la vida diaria, lo que requiere la construcción de sistemas de orientación personal. Formación y educación de los alumnos.

PALABRAS CLAVE: creatividad, autorrealización, autorrealización creativa, habilidades, estudiantes, diseñadores.

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1. INTRODUCTION

Today, the national higher school realizes the need for analysis and theoretical substantiation of the personality-oriented approach on the example of creative educational activity in the context of developing the ability of creative self-realization of university students.

As is known, in the national pedagogy and pedagogical psychology the didactics was mainly based on the development of psychologists, where the main idea was the transfer of knowledge, proficiency and skills on the principle of the transition of the external to the internal. Further, this principle in pedagogy became the basis for subject-object relations (the learner receives and the teacher passes his knowledge and experience), within the framework of which the student adapts to the forms, methods, processes and techniques of the teacher's work.

As the analysis of psycho-pedagogical literature has shown, L. Kheill & D. Ziegler [1], [2], E.I. Goryacheva [3] - K. Rogers [4] came the most closely to the theoretical interpretation of the person-centered approach to learning. In particular, he argued that in the learning process it is extremely important to shift the emphasis from teaching to learning, when teaching in the form of information transfer becomes facilitation, which contributes to the most meaningful learning process (significant learning).

When it comes to the preservation of folk decorative art within the framework of the university, students have a sense of belonging to their people, the process of preserving the moral norms worked out by previous generations is launched. This also applies to the development of national feelings - J. Neapolitan [5], L.G. Akhmetov et al [6]. These factors underscore the need for a deeper study of the topic chosen by us, taking into account new theoretical, methodological and practice-oriented positions, the main of which is the contradiction between the pedagogical potential of folk decorative art in developing the ability for creative self-realization and its practical use among university students - G. Kasatova et al [7].

METHODS

Theoretical methods: the study and analysis of philosophical, pedagogical and psychological literature (analysis, systematization, classification, generalization and comparison);

Empirical methods: observation, questioning, testing, pedagogical experiment, methods of mathematical statistics.

RESULTS AND DISCUSSION

For the organization of experimental work we have formed two groups of students - an experimental group (63 people) and a control group (65 people).

Notation: experimental group - EG, control group - CG.

Following the logic of the study, the experimental work was divided into three main stages:

- ascertaining stage of the experiment, the goal of this stage was to identify the initial values of personal creative abilities, the level of creativity, self-actualization indicators, the level of ability to self-development of students, the level of ability to creative self-realization;

- constructive stage of the experiment envisaged the implementation of pedagogical conditions and the model of the development of the ability for creative self-realization of students by folk decorative art;

- control stage of the experiment assumed the evaluation of the results of the constructive experiment, the determination of the dynamics of the development of the indicators of the ability to creative self-realization of students, the testing of the effectiveness of the set of identified pedagogical conditions and the model of the development of the ability to creative self-realization of students by folk decorative art, and the formulation of conclusions on the conducted research.

The results of the study of levels of ability to self-development, self-education in the experimental and control group at the ascertaining stage are shown in Table1.

Levels	Experimental group		Control group	
	%	No. of persons	%	No. of persons
High	20,6	13	21,5	14
Average	34,9	22	36,9	24
Low	44,5	28	41,6	27

Table 1. Levels of ability to self-development, self-education in EG and CG at the ascertaining stage of the experiment

It can be seen from the table that the low level of self-development and self-education is dominant in the experimental and control groups of the subjects at the ascertaining stage of the study and is 44.5% (28 people) in the EG and 42.6% (27 people) in the CG.

The average level of self-development and self-education was diagnosed for 34.9% (22 people) of EG students and 36.9% (24 subjects) of CG subjects. A high level at the ascertaining stage of the study was found for 20.6% (13 students) of EG students and 21.5% (14 people) of CG subjects.

The obtained results of the experiment were reached by us through the thoughtful introduction of groups of students into the experimental process, the same factors of the measured characteristics in the control and experimental groups were an important factor. These goals are met by the parametric criterion - Students' T-test.

The T-test is used to test hypotheses about the reliability of the difference in the mean values when analyzing quantitative data. It is well applicable when comparing the values of the average values of the measured characteristic in the control and experimental groups.

When the empirical value of the Students' T-test is above the critical value of the tcr, in this case the differences in the mean xcp1 and xcp2 are considered valid. Indicators of the tcp are calculated from special tables of the distribution of critical values of Students' T-test as a function of the number of degrees of freedom v, calculated from the formula v = n1 + n2-2. In our case, for v = 126, the critical values will be:

tcr = 1.98 (with ρ = 0.05);

tcr = 2.6174 (with ρ = 0.01).

We hypothesize:

H0: The difference between the mean values of the two samples is zero.

H1: The difference between the mean values of the two samples is different from zero.

When using the results of Students' T-test at the ascertaining stage of the study, we found that a significant difference in mean values in the levels of self-development and self-education in the experimental and control groups is absent tcr = -0.2 at the confidence level ρ = 0.05

Personal creative abilities	EG	CG
Curiosity	7,3	6,6
Imagination	6,6	6,5
Complexity	6,8	6,2
Inclination to risk	7,2	6,7

Table 2. Indicators of personal creative abilities in EG and CG at the ascertaining stage of the experiment

The results of studying personal creative abilities in the experimental and control groups at the control stage of the experiment are presented in Table 3.

Personal creative abilities	EG	CG
Curiosity	10,3	7,2
Imagination	10,4	7,2
Complexity	10,1	6,6
Inclination to risk	10,5	7,4

Table 3. Indicators of personal creative abilities in EG and CG at the control stage of the experiment

All indicators of personal creative abilities are sufficiently represented in the experimental group, the data of which we see in the table, are vividly expressed. The indicator of curiosity (10.3), when the student expresses this indicator, he asks all about everything, is in constant study of something new, seeks new ways (practices) of thinking and solving problems, studies encyclopedias, art, games, maps and etc., in order to reach more information.

The imagination indicator (10.4), the developed imagination allows the student to invent stories, to throw about different things, to solve problems that he did not encounter, to find scenes of pictures and drawings unusual, surprised by ordinary events and ideas, unlike ordinary guys.

The indicator complexity (10.1), the student with a pronounced complexity index is focused on the study of complex phenomena, poses difficult tasks, studies new information without help, is persistent in achieving goals, offers too complicated ways to solve the problem, is happy to undertake complex tasks.

The inclination to risk indicator (10.5), students of this category do not pay attention to others and defend their ideas, admit the possibility of mistakes and failures, however, they set high goals and go to achieve them, do not yield to the opinion of others, do not take to heart critics of classmates, teachers, parents, take risks and want to know what they will receive from this risk.

In the control group, the indicators of personal creative abilities are insufficiently expressed, curiosity (7.2) and inclination to risk (7.4) are still dominant.

Thus, we can say that in the students of the experimental group, after carrying out the formative work, the creative abilities are developed, which indicates the sufficient effectiveness of the work done.

During the study of creativity levels by Johnson's method at the control stage of the study, we found that the dominant level in the experimental group is the average level of creativity and is 50.8% (32 people) of subjects, a high level of creativity was detected for 30.2% (19 people) students, a low level of creativity was diagnosed for 12.7% (8 people) of the subjects, we found a very high level of creativity for 6.3% (4 people).

In the control group at the control stage of the study, the low level is dominant and is 40% (26 students) of the students. The average level of creativity was revealed at 35.4% (23 subjects) of the control subjects tested. A high level was detected for 18.5% (12 people) of subjects in the control group. A very high level was detected for 1.5% (1 person) of subjects in the control group.

Very low level of creativity, we found for 4.6% (3 people) of students in the control group. As we can see in the control group, no significant changes occurred.

The results obtained with the help of the self-actualization test in the experimental and control groups at the ascertaining stage of the study are presented in Table 4.

Self-actualization options	EG	CG
Orientation in time	6,5	6,2
Self-Support	4,1	4,5
The value of self-actualization	7	7,2
Flexibility of behavior	9,1	7,3
Reactive sensitivity	6,3	5,7
Spontaneity	6,5	5,8
Self-esteem	6,2	6,1
Self-acceptance	7,7	7,1
Acceptance of the nature of man	4,9	5
Synergy	3,7	3,8
Accepting your own aggression	5,6	6,4
Contact	7,2	6,6
Cognitive needs	5,5	4,7
Creativity	7	5,7

Table 4. Parameters of self-actualization in EG and CG at the ascertaining stage of the experiment

The analysis of the conducted study showed that in the experimental group at the ascertaining stage, the flexibility of behavior (9.1) prevails among the parameters of self-actualization, which demonstrates the degree of human flexibility in behavior, the realization of one's ideas, the adequacy of responding to changing situations, and interaction with surrounding people.

The next point is self-acceptance (7.7), which is a reflection of the degree of acceptance of oneself as a person, regardless of merits and demerits. And the third dominant point is contact (7.2), which characterizes the ability to establish close, emotional contacts with strangers.

In the second place are such scales as the value of self-actualization (7) - a demonstration of the division of values that is inherent in the self-actualizing personality; the creativity (7) - demonstrates the intensity of the creative direction of the individual.

In the third place, the time scale (6.5), which characterizes a person directed only to one of the timeline segments (past, present or future) and / or discrete perception of one's life path; the spontaneity (6.5) allows you to measure a person's ability to express feelings. A high score indicates that a person is not afraid to behave uninhibitedly and naturally, actively expresses his emotions, and he does not at all mean lack of ability for thoughtful, purposeful actions, but does not exclude his manifestation.

Reactive sensitivity (6.3) - this criterion determines how well a person reflects in his needs and feelings.

Self-esteem (6.2) - shows the person's ability to respect himself, appreciate his dignity, positive character traits.

The least expressed in the experimental group are such scales as the synergy (3.7) -person is able to perceive the world and people in a holistic way, understand the connectedness of opposites, such as play and work, physical and spiritual, etc.; the self-support (4.1) - shows the degree of independence of the values and behavior of the subject from external influences ("internal / external support"), low score indicates a high degree of dependence, conformity, the subject's non-dependence (an "externally directed" person), an external locus of control; the acceptance of the nature of man (4.9) - a low score on the scale testifies to the tendency of the subject to negatively perceive the nature of man ("people are more angry") and to consider the dichotomies of masculinity / femininity, rationality / emotionality and others antagonistic and irresistible.

In the control group, the self-actualization parameters, such as the flexibility of behavior (7.3), the value of self-actualization (7.2), the self-acceptance (7.1), are dominant at the ascertaining stage of the study. In the second place are such parameters of self-actualization as the contact (6.6), the acceptance of one's own aggression (6.4), the time orientation (6.2). In the third place are the self-actualization parameters (6.1), the spontaneity (5.8), the reactive sensitivity and the creativity (5.7). Scenarios such as the synergy (3.8), the self-support (4.5), the cognitive needs (4.7) and the acceptance of human nature (5) are the least represented in the control group at the ascertaining stage.

Self-actualization options	EG	CG
Orientation in time	10,4	6,8
Self-Support	6,7	5,4
The value of self-actualization	10,6	7,5
Flexibility of behavior	13,7	7,8
Reactive sensitivity	9,2	6,3
Spontaneity	8,3	6,3
Self-esteem	9,1	6,1
Self-acceptance	11,5	7,5
Acceptance of the nature of man	6,9	5,7
Synergy	5,6	4,6
Accepting your own aggression	8,5	6,9
Contact	10,1	7,02
Cognitive needs	7,7	5,4
Creativity	9,4	6,3

Table 5. Parameters of self-actualization in EG and CG at the control stage of the experiment

The generalization of the most important signs of creative self-realization of university students led to the understanding that when creating the pedagogical conditions that would ensure the development of the individual, taking into account its internal motives for raising its general and professional culture in the context of creative self-realization, it is necessary to take into account the following provisions: the professional culture of students by means of national decorative art; orientation of the training of future specialists for the development of their ability to preserve the traditions of folk decorative art and the artistic heritage of folk crafts in their region; the inclusion of students in the design and implementation process of both their creative projects, and meaningful interaction with other samples of artistic creativity; the ensuring the possibility of an effective solution of artistic and pedagogical problems for the formation of the necessary artistic and pedagogical skills and abilities of students; the provision of conditions for the development of students' motivation for the formation of their artistic skills and spiritual growth on the basis of national and world culture; the creation of an appropriate educational space for the formation of students' readiness to develop the ability for creative self-realization through the means of national decorative art C. Mouillere [8], G.I. Egorova et al [9], S. V. Karkina [10], A. V. Mishina [11], A. V. Mishina [12].

SUMMARY

The developed practice of mastering folk arts and crafts in higher education, despite the long history and the existence of proven methods and forms, is characterized by its inadequate use as the basis for creative self-realization, which requires the creation of new pedagogical models for its development.

CONCLUSIONS

In the work with students, when the future profession is defined, the main task is the formation of an aesthetic need in a creative attitude to any activity, and if the chosen case is also related to the creation of artistic objects, the teacher's task is to maximize involvement in creativity, the daily need for it [13].

Using the pedagogical potential of folk decorative arts, increasing the competitiveness of the individual, it focuses on creative self-actualization in the process of educational and practical activities.

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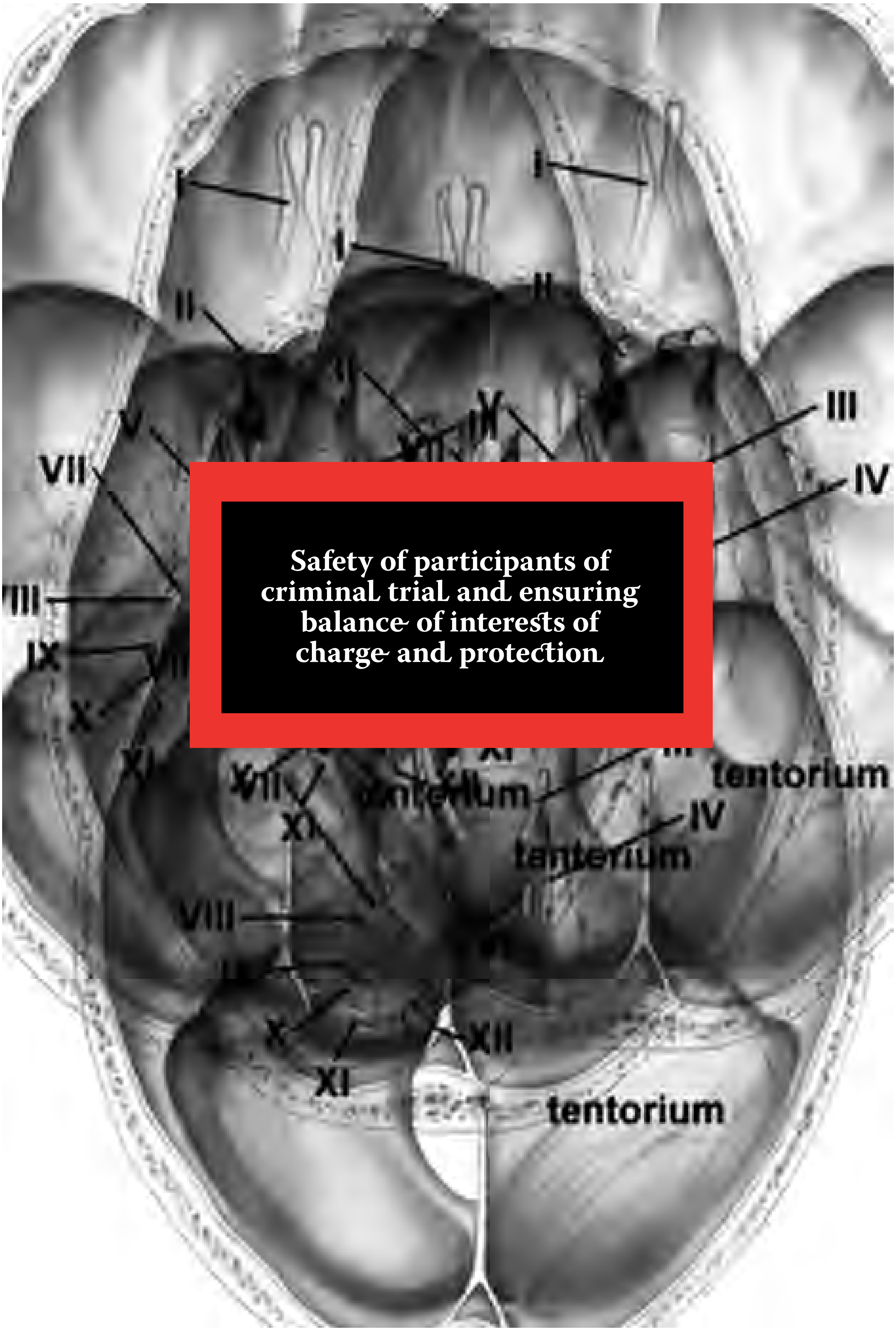
Safety of participants of criminal trial and ensuring balance of interests of charge and protection



Safety of participants of criminal trial and ensuring balance of interests of charge and protection

Seguridad de los participantes en el juicio penal y garantía de equilibrio de intereses de cargo y protección

ABSTRACT

Ensuring the safety of participants in criminal proceedings is one of the important guarantees for the achievement of the goal of modern Russian criminal justice: involvement of a guilty person or release of an innocent person from punishment. The achievement of this important result can be based on an assessment of the evidence obtained. The citizens' assistance to establish evidence in the work of law enforcement agencies causes certain contradictions. The interests of the state in combating crime and the legitimate interests of a citizen can be asymmetric. In this regard, the state shall create the necessary and sufficient conditions for motivating such assistance. Otherwise, the citizen is not able to potentially assist in the criminal proceedings, as this constitutes a threat to his/her (close relatives) interests. It is particularly relevant to define the optimal balance of state and personal interests in the criminal proceedings. The citizens can facilitate the investigation only when they feel completely safe. At the same time, not only witnesses and victims (their relatives) shall be provided with the protective measures, but a suspect (accused), who promotes criminal justice, as well. The article presents an analysis of the formation and development of the personal security institution in the Russian criminal process. The articles shows the main problems of balancing the interests of the state in combating crime and ensuring the legitimate personal interests of a citizen.

KEYWORDS: victim, witness, security, criminal justice, prosecution and defense, balance of interests, combating crime, tactical and criminal means.

RESUMEN

Garantizar la seguridad de los participantes en los procesos penales es una de las garantías importantes para lograr el objetivo de la justicia penal rusa moderna: involucrar a un culpable o liberar a una persona inocente del castigo. El logro de este importante resultado puede basarse en una evaluación de la evidencia obtenida. La asistencia de los ciudadanos para establecer evidencia en el trabajo de las agencias de aplicación de la ley causa ciertas contradicciones. Los intereses del estado en la lucha contra el crimen y los intereses legítimos de un ciudadano pueden ser asimétricos. En este sentido, el estado deberá crear las condiciones necesarias y suficientes para motivar dicha asistencia. De lo contrario, el ciudadano no puede ayudar potencialmente en el proceso penal, ya que esto constituye una amenaza para sus intereses (parientes cercanos). Es particularmente relevante definir el equilibrio óptimo de intereses estatales y personales en el proceso penal. Los ciudadanos pueden facilitar la investigación solo cuando se sienten completamente seguros. Al mismo tiempo, no solo los testigos y las víctimas (sus familiares) deben recibir las medidas de protección, sino también un sospechoso (acusado), que promueve la justicia penal. El artículo presenta un análisis de la formación y el desarrollo de la institución de seguridad personal en el proceso penal ruso. Los artículos muestran los principales problemas de equilibrar los intereses del estado en la lucha contra la delincuencia y garantizar los legítimos intereses personales de un ciudadano.

PALABRAS CLAVE: víctima, testigo, seguridad, justicia penal, persecución y defensa, equilibrio de intereses, lucha contra el crimen, medios tácticos y criminales.

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INTRODUCTION

The problem of ensuring safety of the participants in the Russian criminal process is directly related to the promotion of criminal proceedings. The state's duty is to counteract criminality, however, the interests of the individual are not directly related to this process. This is a certain contradiction. It is needed an effective balance between the implementation of the state's interests in combating crime and the protection of legitimate interests of an individual in the criminal process. The difficulty of collecting evidence, uncovering a crime and identifying the perpetrator can be resolved by establishing the motivation of the victims and witnesses to facilitate the criminal process. Such assistance of the citizens can be implemented only with the guarantee of safe participation in the criminal process and assisting this by fulfillment by the state of its duty.

RESULTS

The fundamental foundations of the institution of state protection and security of the participants in the Russian criminal process were formed at the end of the XX and the beginning of the XXI centuries. The basis of the theory of personal security in the field of criminal proceedings was the doctoral theses of O.A. Zaitsev (1999), L.V. Brusnitsyn (2002), A.Y. Epikhin (2004), A.A. Dmitrieva (2017). The subsequent development of the fundamental principles of the process of the person's safe participation in the criminal proceedings was laid down at the level of candidate dissertations (I.V. Kharitonov (2010), T.K. Kurbanmegomedov (2011), G.A. Skripilev (2013), Ya.I. Bobkov (2015), et al). In addition, the monographic works were published on this issue [1]. It shall be noted that the issues of ensuring the security of protected persons from the standpoint of criminal procedural law are mainly considered in the above-mentioned scientific research. However, the study of the problematic situation (establishing a balance of interests of the state and the individual) was not conducted at that time while ensuring the safety of the participants in the criminal process.

In recent years, actual scientific developments in the field of forensic security for the participants in criminal proceedings have been intensified. This refers to the creation of forensically grounded methods of applying the state protection measures and the safety of persons who contribute to justice, as well as the tactics of conducting investigative and judicial actions associated with the implementation of the procedural security measures.

Timely detection and neutralization of the threat of criminal influence serves as the best defense of participants in the criminal proceedings and an effective means of combating criminality in general. In this regard, it is practically significant to develop a criminalistic characterization of the unlawful impact on persons who contribute to criminal proceedings. Possession of information about the individual elements of such characteristics by the investigator (court) makes it possible to recognize the activities of persons who have undue influence and take adequate measures to neutralize it in a timely manner.

It seems that the safety of participation of victims and other persons contributing to the criminal case is the starting point of modern tactical and criminalistic support for criminal proceedings and forms appropriate tactical tasks in the specific conditions of the investigator's and court's activities. In this regard, the forensic studies aimed at developing typical forensic programs for solving this practical problem are actualized. The use of such programs is intended to provide the investigator and the court with the selection and consistency of specific criminal procedural and other measures to ensure the security of the persons protected in accordance with the tactical task being solved [2].

The adoption of specific criminal procedural security measures against protected persons may be carried out in various tactical directions: when conducting separate investigative and judicial actions, ensuring confidentiality of the investigation or inadmissibility of disclosure of the preliminary investigation data; application of preventive measures; overcoming the opposition to the investigation and the judicial consideration of the criminal case. When applying security measures to the protected persons, it is important to take into account the peculiarities of unlawful influence on the process participants: the level of danger in the conduct of certain investigative, judicial and other procedural actions, complex (special) conditions for their conduct, etc.

The current state of the scientific development of the personal security institution in the criminal proceedings allows making a conclusion that it is necessary to expand the interbranch relations and research in the balance of interests of the prosecution and defense.

JUDICIAL PRACTICE OF THE EUROPEAN COURT OF HUMAN RIGHTS (ECHR)

The security institute of the participants in the criminal proceedings acquired an international nature long ago. The problems of its implementation at the level of national legal systems of various states consist in a disagreement with the conventional provisions. Its legal regulation is noted in a number of documents that have the status of international conventions. It was adopted several decisions of the European Court of Human Rights. The basis for the ECHR judgments is the Convention for the Protection of Human Rights and Fundamental Freedoms.

Thus, in separate decisions of the European Court, it is analyzed the issue of the balance of interest in the implementation of the protection of one's right to question the prosecution witness, on the one hand, and the interest of the protected person whose life is threatened, on the other hand. The judgment in the case Doorson v. the Netherlands [3] states as follows: "Article 6 does not specifically require taking into account the interests of witnesses. However, when life, liberty or human security is at stake, then the matter falls within the scope of Article 8 of the Convention under a general rule" [4]. This legal position contains the following key points: if the life (liberty or security) of the protected person is threatened, then the interests of the defense party may be limited in examining the evidence (staging questions to the protected person, etc.). As we can see, the balance of public and private interests of this situation gives preference to the security of the protected person.

Another decision of the ECHR notes that a court decision cannot be based solely on the testimony of an anonymous witness, otherwise the right to defense is violated [5]. Such a legal approach has its justification. Firstly, the charge shall be based on a sufficient set of accusatory evidence. If the prosecution has no other evidence, other than the testimony of an anonymous witness, the court shall not have the right to bring in guilty.

The existence of sufficient grounds for the witness classification was noted in the ECHR decision dated 23.04.1997 "Van Mechelen (Van Mechelen) and others v. the Netherlands" [6]. The court's duty to decide in detail the reasons for retaining anonymity of witnesses at the court hearing is detailed in the ECHR decision dated 28.02.2006 in the case Krasniki v. the Czech Republic [7].

The ECHR recognizes the court's duty to verify the procedure and conditions for obtaining evidence from the anonymous witnesses. Thus, in the ECHR opinion, the lack of verification in the court session of the procedure and conditions in which the testimony of anonymous witnesses have been received leads to a violation of Art. 6 of the European Convention on Human Rights [8].

According to L.V. Brusnitsyn, the Russian Criminal Procedure Code does not stipulate the disclosure of statements of anyone from security considerations in the court, although it is recognized admissible by the European Court of Human Rights, provided that the defense party, within the framework of the pre-trial proceedings, has had the opportunity to ask questions to be protected person directly or through the person conducting the proceedings in the case [9].

LEGISLATIVE LEVEL

Until recently, the procedural situation of the victim of a crime was very difficult both in Russia and in certain foreign countries. The reason was that many Western proceduralists viewed the criminal process primarily as "the struggle of two opposing interests, namely, the state persecuting the criminal, on the one hand, and the persecuted (suspect, accused or defendant),on the other hand. The persecuting state sees its interests in the possibility of implementing the norms of substantive criminal law and not leaving the guilty unpunished. The persecuted, in turn, defends the opposing interests in the field of freedom, i.e. he/she tries to make less intrusions into his/her personal freedom, property, home, secret of correspondence, etc., if possible [10]. Thus, all criminal procedural activity was viewed as a confrontation, primarily of the state and the criminal, and the interests of the crime victim and, especially of the other participants in the process, took the second place.

As a result, the victim was considered not only by the legislator, but also by the law enforcement agencies, primarily as a source of information, and his/her rights, including the right to security of participation in a criminal case, were not properly implemented. An unpleasant experiences from communicating with the prosecutorial authorities led the victim (witness and other participants in the criminal process) to the real danger that some of the victims were afraid of submitting applications. As a result of this process, the number of hidden and unpunished (latent) crimes increased.

The imperfection of the current criminal legislation aimed at ensuring the victims' safety is confirmed by the fact that 68.2% of the interviewed victims who had been threatened noted the uncertain nature of such a threat ("think about your children, health", etc.). The current Russian criminal law establishes a clearly defined language for such threats: compulsion to refuse to promote justice by changing testimony, combined with blackmail, the threat of murder, causing harm to health, destruction or damage to the property of these individuals or their relatives (P. 2 of Art. 309 of the Criminal Code of the Russian Federation).

The current operating Criminal Procedure Code of the Russian Federation established 5 criminal procedural safeguards for the process participants in P. 3 of Art. 11. The law applies to the security measures as follows: do not include data on the identity of the protected person in the record of the investigative action (P. 9 of Art. 166); to control and record telephone and other negotiations (P. 2 of Art. 186); to conduct identification in the conditions that exclude visual observation of the identifying witness by the identifiable witness (P. 8 of Art. 193); to consider a criminal case in a closed court session (clause 4 of P. 2 of Art. 241); to interrogate the witness (the victim) in court without disclosing the true data about him/her, in the circumstances precluding the visual observation of the witness by other trial participants (P. 5 of Art. 278, 277).

In the context of the adversarial process, it is actualized the development of effective theoretical provisions and practical recommendations for the implementation of security measures with the help of forensic tools. In particular, it is necessary to improve the methodological recommendations for investigating criminal cases related to unlawful effects on victims, witnesses and other participants in the criminal proceedings, as well as tactical and criminal aspects of ensuring safety of the protected persons.

We share the position of individual scientists who offer to give the defense the right to appoint a forensic examination and use the obtained conclusion as evidence in the criminal case (including with a view to refuting the opinion of the official expert appointed by the prosecution) [11]. In our opinion, the proposed one is coordinated with ensuring competitiveness and equality of the parties in the criminal proceedings. The European Court of Human Rights indicates in favor thereof as it has found the violations by the Russian courts of clause 1 of Art. 6 of the Convention for the Protection of Human Rights and Fundamental Freedoms, in particular "on the equal rights of the prosecution and the defense in obtaining expert opinions" in the decision dated March 2017, 2014 on the case "Matytsin v. the Russian Federation" [12].

CONCLUSIONS

1) it is established the statement of changes in the theory, legislation and practice of personal protection in the criminal process for the period from 1991 to 2017; 2) it is shown an analysis of theoretical developments and it is determined the main vectors for the further development of state protection of the individual in the criminal process; 3) it is established the existence of the application of conventional international norms and legislation of foreign countries; 4) it is noted the main prospective problems to be investigated.

SUMMARY

Since the protection of victims, witnesses and other participants in the process is a guarantee of establishing the truth in the case, in terms of establishing the circumstances of the crime commission, the person's guilt and other procedurally significant factors, the burden of ensuring security shall lie on the prosecution, that is, on the state bodies. A priority in this complex process shall be given to the interests of the individual. In the absence of sufficient guarantees to ensure the safety of participants in the criminal proceedings, the state shall not require assistance in the criminal proceedings.

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Middle class in the Republic of Tatarstan: Analysis of the results of sociological research

Middle class in the Republic of Tatarstan: Analysis of the results of sociological research

Clase media en la República de Tatarstán: análisis de los resultados de la investigación sociológica

ABSTRACT

The article presents the results of the authors' sociological study of the middle class, conducted in the Republic of Tatarstan. Based on the data obtained, the authors define its general stratification characteristics, and regional specific features of employment behaviour, consumer practices, life values and attitudes.

Keywords: middle class; self-identification; social well-being, socio-economic status, entrepreneurial activity, standard of consumption, occupational level, professionalism, leisure practices.

RESUMEN

El artículo presenta los resultados del estudio sociológico de los autores de la clase media, realizado en la República de Tatarstán. Sobre la base de los datos obtenidos, los autores definen sus características generales de estratificación y las características específicas regionales del comportamiento laboral, las prácticas de los consumidores, los valores de la vida y las actitudes.

Palabras clave: clase media; autoidentificación; Bienestar social, estatus socioeconómico, actividad empresarial, nivel de consumo, nivel ocupacional, profesionalidad, prácticas de ocio.

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INTRODUCTION

In modern conditions, the most important and significant indicator of the economic and social well-being of the region, and society as a whole, is the population's satisfaction with the quality of living, economic processes, social infrastructure, its social well-being and the degree of civic participation in the reforms. Middle class is the basic human capital of the region, its strategic potential. This actualizes the research of middle class as the main guarantor and social partner of domestic reforms.

The role and place of middle class is indicated in Presidential Address to the Federal Assembly, within the framework of the program of spatial development of Russia, including the development of cities and other settlements [1]. It is noted, that such a large-scale project is a new economic and social prospects for people, modern environment for life, for cultural and civic initiatives, for small businesses and start-ups. All this will contribute to the formation of mass, active middle class in Russia.

At the same time, there is no unambiguous interpretation of the essence of middle class, its basic characteristics, conditions of formation, and developmental features, in domestic and world science [2, 3, 4]. When defining the middle class, Russian researchers took into account the following criteria: education - not lower than secondary level; monthly income per capita is median and higher in the Russian Federation and each region; nonmanual kind of work; self-identification (not lower than 4 or 5 by a ten-point scale) [5]. There are the assessments of the middle class, based on the results of applied sociological surveys in the subjects of the Russian Federation, at the regional level, for example, the so-called nuclear model, which is divided into "core", "reserve" and "periphery" [6].

Within the framework of the authors' studies, carried out in the Republic of Tatarstan, the middle class is divided into the proper middle class and the core of middle class. The middle class is a group of respondents – the representatives of a social group with a key criterion "monthly income". The people, surveyed by such criteria as education, self-identification, the type of work activity and trust in power, were identified as the core of the middle class [7].

So, theoretical and applied study of the middle class is extremely relevant, as it has serious social significance in the structure of society; it contributes to the social stability and innovative development. Considered social stratum can ensure the competitiveness of the region. This requires the development of a strategy for its development, the comprehension of needs and priorities.

METHODS

Based on domestic approaches to the analysis of the middle class, within the framework of the authors' empirical research, carried out in the Republic of Tatarstan in 2016-17, under the guidance of Professor Khayrullina Yu.R., the respondents were interviewed, using the key criterion: "monthly income" (from 7 to 70 thousand rub.), and the additional criteria: education, the type of work activity, self-identification. The purpose of the study is to determine the social well-being of the middle class in the region, to analyse its power of consumption, property indicators, behaviour patterns in the spheres of labour, education, leisure; satisfaction with the social infrastructure and life as a whole, for the development of demanded targeted social and economic policy in the country, ensuring its stability and competitiveness.

The sociological survey was conducted with a quota targeted representative sample, consisting of 1206 people [8][1]. Total population was calculated according to the official statistics of the age and sex composition of population of urban districts, and regions of the Republic of Tatarstan: Laishevsky District,

1. Note. The sample, including 1206 people provides accurate information about the distribution of this indicator among total population. Source: Empirical Sociology: Textbook/ Comp. by L.A. Mironenko, Komsomolsk-on-Amur: Federal State Budgetary Educational Institution of Higher Professional Education "Komsomolsk-on-Amur State Technical University", 2013. - 176 p. - Pp. 46-49.

Aktanyshsky District, Atninsky District, Tyulyachinsky District, Tetyushsky District. The proportions of the sample correspond to the socio-demographic structure of the population of the Republic of Tatarstan. The level of confidence interval of the permissible statistical error in the presented study (sampling error) was 4% [9][2]. The data was processed using the statistical software package IBM® SPSS® Statistics Version 20.

RESULTS

According to the research results, the representatives of the middle class are the following people: employees of the budgetary sphere (13.2%), workers, engaged in industry and agriculture (18.0%), office workers and specialists of organizations (15.0%), corporate leaders and public officers (16.8%), as well as pensioners, students, representatives of uniformed services, etc.

For 47.3% of them, the work is, first of all, a source of livelihood, for 23.4% - the opportunity for self-expression, self-realization, for 29.4% - this is the opportunity for communication.

The respondents assess their position (status) in society as quite high: 29.5% rank themselves to the upper middle stratum, 42.3% - to the middle, and 26.7% - to the lower middle class (See Figure 1).

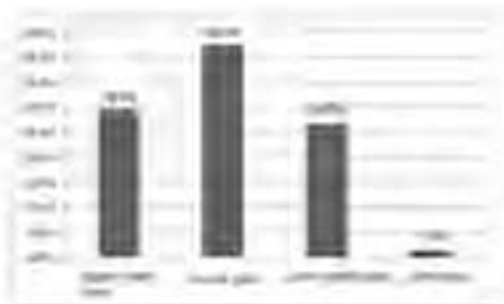

Figure 1. Respondents' assessment of their status in society, in %

The respondents believe that their place in society is determined, first of all, by the job position, then the amount of income and manner of living (See Figure 2).

Figure 2. Opinion of respondents about characteristics, which determine their place in society, in %

One-third of the respondents (33.5%) believe that their financial situation will remain the same in the near future; a quarter (26.4%) believes that it will improve; one in ten respondent fears the deterioration of his financial situation. At the same time, many people find it difficult to predict this change (30.3%) (See Figure 3).

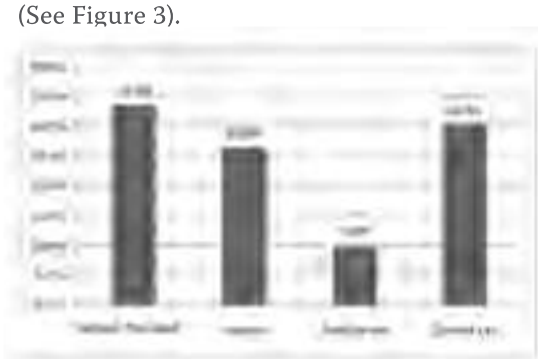

Figure 3. Opinion of respondents about the change in their financial situation in the near future, in %

The surveyed people say that they mainly do not have an opportunity to rest abroad. Such possibility is absent in 69.2% of respondents. One third of respondents have a rest once a year – 27.7%; very few people have a rest 2-3 times a year – 3.1%.

If the respondents had free money, they would spend them as follows: for entertainment and family vacation - 49.2%, for help to relatives - 33.1%, for savings deposits - 17.8%. If they unexpectedly received a large sum of money in 1 million rubles, they would spend it as follows: 44.9% would invest them in order to receive income, 24.5% would open their own business, 30.7% would lead a carefree life.

The representatives of middle class, according to their answers, have the following borrowings: mortgage loan - 9.9%, loan for the

2. The calculation of sample was carried out according to the sampling methodology, taking into account random errors, related to the nature of any statistical errors. V.I.

firm - 2.3%, consumer loan - 39.4%, do not have a loan - 48.5%. At the same time, they are going to improve their housing conditions in the near future - 31.3%, to change the car - 23.8%. 24.1% of respondents have a new car.

As for the social well-being of the middle class representatives, their assessment of social and economic transformations in the region, the following should be noted. 41.1% of people are going to continue to live and work in the Republic of Tatarstan, only 8.4% are going to leave the country. 51.6% of respondents believe that now is a good time to make major purchases, 12.7% think that now is a bad time. Most people have a quite high level of material consumption; 30.0% can buy durable goods. More than a half of respondents are sure in the stability of their position in the labour market - 54.5%, almost a quarter plan to receive additional education -24.9%.

CONCLUSIONS

So, in classical and modern stratification concepts, the middle class includes several social and professional groups, which have similar basic characteristics. The results of empirical studies at the federal and regional level also show the complex structure of representatives of the middle class in Russia [10, 11]. They have both a community of status identity, and features of socio-economic and consumer behaviour. According to multi-year applied research, carried out in the Republic of Tatarstan, we note that in 2008-2009 [12] the middle class had the following characteristics: stable social well-being, labour and educational mobility, significant consumer potential, high self-esteem and trust in power. According to the results of research, conducted among the middle class representatives in 2016-17, it can be stated that they save labour and educational mobility, significant consumer potential, high self-esteem and, completely or rather, are satisfied with life as a whole (62.2%). At the same time, the respondents do not have significant savings. They do not have real material resources for the realization of their entrepreneurial activity. However, they are aimed at increasing professional qualifications and strengthening their social status.

So, these investigations show that there is a serious request from the middle class for targeted, long-term measures of strategic and tactical support of regulatory and administrative authorities, at the federal, regional and municipal levels, primarily in the financial and economic spheres, as well as in the field of education and informatization.

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Talent management as a method of development of the human capital of the company

Talent management as a method of development of the human capital of the company

La gestión del talento como método de desarrollo del capital humano de la empresa

ABSTRACT

The development of an innovative economy, the acceleration of technological changes require new forms and methods to improve the human capital quality. Globalization and digitalization of the world require other methods of managing the organizations, other principles and approaches to working with the employees. In the current circumstances, it is especially important to develop the employees' talents, to form self-government for making effective decisions in changing conditions, to introduce flexible and effective labor methodologies, to create an organizational culture based on trust. The management of talented employees occupies an important place. Talent is seen as a demonstration by an employee of the consistently high labor results, the desire for self-education and self-realization. The use of talent development tools offered by the authors among the working professions in the innovative economy allows the companies achieving the strategic goals of bringing the economy to a qualitatively new level. Creating incentives for productive work, motivating successful workers will lead to improving their physical and intellectual capital. The authors singled out the actual factors stimulating the need to manage the talented employees of the working professions in the Russian companies, made an attempt to identify the development tools for the talented workers: individual development map, long-term professional career motivation, WorldSkills, mentoring, self-education and self-realization, generation of innovative ideas.

KEYWORDS: talent management, human capital, innovative economy, development map, mentoring, work competencies, WorldSkills.

RESUMEN

El desarrollo de una economía innovadora, la aceleración de los cambios tecnológicos requieren nuevas formas y métodos para mejorar la calidad del capital humano. La globalización y la digitalización del mundo requieren otros métodos de gestión de las organizaciones, otros principios y enfoques para trabajar con los empleados. En las circunstancias actuales, es especialmente importante desarrollar el talento de los empleados, formar el autogobierno para tomar decisiones efectivas en condiciones cambiantes, introducir metodologías laborales flexibles y efectivas, para crear una cultura organizacional basada en la confianza. La gestión de empleados con talento ocupa un lugar importante. El talento es visto como una demostración por un empleado de los resultados laborales consistentemente altos, el deseo de autoeducación y la autorrealización. El uso de herramientas de desarrollo del talento que ofrecen los autores entre las profesiones que trabajan en la economía innovadora permite a las empresas alcanzar los objetivos estratégicos de llevar la economía a un nivel cualitativamente nuevo. La creación de incentivos para el trabajo productivo, la motivación de los trabajadores exitosos llevará a mejorar su capital físico e intelectual. Los autores destacaron los factores reales que estimulan la necesidad de administrar a los empleados talentosos de las profesiones que trabajan en las empresas rusas, hicieron un intento de identificar las herramientas de desarrollo para los trabajadores talentosos: mapa de desarrollo individual, motivación profesional a largo plazo, WorldSkills, Mentoría, autoeducación y autorrealización, generación de ideas innovadoras.

PALABRAS CLAVE: gestión del talento, capital humano, economía innovadora, mapa de desarrollo, tutoría, competencias laborales, WorldSkills.

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INTRODUCTION

Human capital has four components: talent, skills, knowledge and experience. Education is associated with the formation and growth of human capital as follows. Talent is inherent in a person from an early age and is an invariable feature of the employee. Training does not affect the availability of talent in a person. In this sense, it is important to manage talent, that is, the talent coordination of the employee and the activities carried out by him/her.

In the innovation economy, when the economic competition shifts from the areas of resources and technologies to the field of human capital, the task solution of attracting and retaining talented employees, especially young ones, becomes a decisive factor in the survival and development of large and small companies and non-profit organizations.

Until recently, mainly high-potential managers and representatives of key professional professions have fallen into the category of talents, masterful mastery of which requires considerable time and effort. Currently, the talent management field has replenished almost all young specialists and even young workers. The high-tech companies are forced to expand this field through the systematic work with young people outside their borders. In modern conditions, the main objects of talent management are also students of profile educational institutions and gifted schoolchildren.

METHODS

The modern researchers define talent as the demonstration of consistently high labor results by the employee, and often attention is drawn to the ability of such workers to positively influence the labor motivation of other employees of the company [Berger, 2004]. The term “talent” is used in conjunction with the skills [Silzer, Dowell, 2010 ; Cheese, Thomas, Craig, 2008], competences [Schuler, 2015], and potential [Williams, 2000].

There are two approaches to the talent concept: objective and subjective. The first one defines talent as a personal feature through natural ability [Davies, 2010], skill [Ericsson, Prietula, Cokely, 2007] and compliance [Pruis, 2011]. The second one characterizes the employee as a team member that demonstrates high performance [Peters, 2006] or has a great potential [Schuler, 2015].

There are several tools that, when combined, can produce a tangible effect - the Agile methodology and the TMS talent management system. Flexible Agile methods are a universal methodology for building the labor process. This method came into general application from the IT industry. A flexible development methodology is a series of approaches to the software development that is focused on the use of iterative development, the dynamic formation of requirements and the provision of their implementation as a result of constant interaction within self-managing working groups consisting of the specialists of various profiles [Wolfson, 2017]. This method includes several unique tools which make working processes flexible, fast and effective. Agile became widely popular in 2001 due to the publication of the document “Flexible Software Development Manifesto” in the state of Utah, USA.

The following set of methods was applied at writing: general (induction, deduction), observation, document analysis, data analysis and information processing.

RESULTS AND DISCUSSION

Talented workers are those employees who make a significant contribution to the creation of the company’s value by 1) demonstrating sufficiently high labor results, 2) applying skills and competencies corresponding to the current and future activities of the company, 3) having a high potential for professional development and growth [Latukh, Tsukanova, 2013].

The companies pay special attention to the management of talented workers of working specialties. The lack of competent skilled workers encourages management to conduct professional selection.

In many industries, the employees, who have been selected, make up an individual development plan. It acts as a tool that helps the employee dynamically and purposefully expand hi/hers skills and competences. It indicates the goals and objectives of development, as well as certain activities that will lead to the attainment of the goals established.

The goals and objectives of the individual development plan:

– Allow the employee growing purposefully and dynamically.

– Link current goals and development goals.

– Provide an opportunity for monitoring and self-monitoring of the development.

– Agree on common and specific ideas for self-development, translating them to the level of specific actions.

– Analyze the strengths and growth areas.

The process is carried out in stages:

– The employee fills in the IDP form.

– The master gets acquainted with the IDP form.

– The master communicates with the worker.

– The employee adjusts the IDP (if necessary).

– The manager gets acquainted with the adjustments.

Russian companies introduce the graduation system of labor remuneration. Grade is the qualification level of a group of posts and professions with the same degree of complexity of the work performed. All positions are distributed according to grades in accordance with such factors as the amount of work, complexity of the work performed, level of responsibility, importance in the structure and necessary qualifications.

The grade system is the basis of the policy and practice of personnel management and


Individual Development Plan Form

Name: Qualification:
Warehouse (unit):
Date of receipt (month/year):
Date of debate: Date of next debate:

The Goal Of The Warehouse (unit):

Self-knowledge: identify areas of development focused on professional quality and technical competencies.

Your goal for this year at this position:	The activities you plan to undertake over the next 3-5 years:
Skills/abilities/qualities that you find particularly strong to improve the effectiveness of your activities	Areas in which you feel is not particularly strong

Plan: define 2-3 target areas, which are aimed at further developing strengths

Area development (Strengths, Parties for development or purpose)	The steps that you are going to make this year	Date	Necessary help from mentor	How you will measure the usefulness of action in development?

Figure 1. Individual Development Plan Form [1]

guarantees an honest and consistent attitude to the employees. The qualification level of the post does not depend on the personal qualities of the employee who occupies it (Mansurova, Rudneva, 2017). The standard

Rank No.	Employees category
1 rank	Courier, Room Cleaner, Dish Washer.
2 rank	Cook,Boiler Operator, Laboratory Analyst of Chemical Analysis; Accountant,Administrator (Timekeeper)
3 rank	Loader, Carpenter, Grinder; Dispatcher
4 rank	Painter (on the outside line), Collector, Storekeeper, Quality Controller, Car Driver; Technician, Physician
5 rank	Painter (in the chamber), MKS Welder, Forklift Truck Driver, Instrument Builder; Warehouse Manager, Canteen Head, Head of Medical Station
6 rank	Body Technician, Car Repair Locksmith, Technical Equipment Technician; Specialist, Economist, Translator, Master of Production Training
7 rank	Technician, Labor Economist, Mechanic
8 rank	Lead Specialist, Lead Economist
9 rank	Group Head, Lead Technician, Shift Head

Table 1. The correspondence of occupations of Hourly category to the qualification level [1]

grading system divides the employees into two categories - HOURLY and SALARIED

- according to the standards. The study examines the first one.

HOURLY - main and auxiliary workers (MKS locksmith, body repair technician, picker, carpenter, welder); technical/non-technical personnel (technician, specialist, labor economist, lead specialist); Line Team Leaders (LTL) (site heads / masters of production units).

The companies can raise their salaries every year. There is also a "rank" within each qualification level, according to which it is possible to develop. And another option is to move up the career ladder or move to a higher grade.

In the innovative economy, the enterprises are offered a tool to promote talented workers. The World Skills movement is steadily gaining momentum in Russia. As a result of the project implementation, the content of professional education, aimed at forming new competencies that meet the international standards, is changing. The main goal of the World Skills – popularization of working professions. The championship structure includes 45 professional competencies, divided into six main lines. The competitors are selected in the regional professional championships. They demonstrate their technical abilities, individual and collective qualities, solving problems, as close as possible to the real ones. The result of the team's performance speaks not only about the personal qualities of the participants, but also about the level of professional training and the general level of service quality in the home country of the participants [Access mode: https://asi.ru/staffing/world skills, 10.05.2018]. Simultaneously with the competitions at the sites of the Russian championships, it is held an extensive business program, which discusses key issues in the development of competencies and qualifications that are in demand in the Russian economy and are adequate to modern demands of high-tech industry, services and social field. WorldSkills has developed a training strategy for the professions that are required by the local economy. There is a system of personnel promotion and labor remuneration incentives for the employee participating in the movement. The development of mastery skills of the employees of the enterprise is an aid to management in the field of employees development.

The opportunities for young people increase in two ways: when becoming professionals, they can rely on higher earnings or, having the entrepreneurial abilities, they can open their production.

Mentoring is becoming a key method of training staff in the workplace, in which the emphasis is on the practical component of the technological process. It consists in transferring the skills of experienced and skilled workers to young people. This institute is aimed at developing the employee's applied competencies at his/her workplace and disclosing his/her talent.

In practice, Russian enterprises use the following algorithm. The mentor recommends the employee to the personnel training specialist. In the training department, they develop an individual training plan, taking into account the wishes of the "receiver," the mentor also recommends his/her employee to the project teams to develop his/her skills and talents.

Mentoring of this kind is carried out on a gratuitous basis and is a tool for transferring experience to the "receiver". One mentor can be the curator of several employees. You can often hear the term HiRO from the mentors. It means "talented receivers". However, there are only elements of this system, but not the entire working model in Russian enterprises. The essential role of mentoring consists also in adapting the employee to a new team. The project approach used plays the role of social elevators, which put the most effective employees in the personnel reserve.

The innovative activity in the company is promoted by the talented employees, who use their authority in the team and are highly qualified. The most promising factors for the employee's development are self-realization and self-education of the individual, the ability to defend and implement his/her ideas. The use of new knowledge and technologies leads to an increased productivity and generation of the rationalization ideas. A technical, technological or organizational proposal that is new and useful to a given enterprise is recognized as a rationalization one. They shall be the results of independent creative work of their authors. An increase in the employee's involvement in the work is formed due to the employee's ability to influence work processes and develop his/her own projects. This factor forms the company co-owner from the employee. Thus, he/she treats the internal affairs as his/her own and this increases his/her immersion in the work, which allows him/her working more efficiently.

SUMMARY

We offer the following working professions in the innovation economy as the talent management tools:

1. Creation of an individual development map. The map as a plan sets the development vector, where the tasks and goals for the planned period are coordinated with the master or mentor.

2. Motivation of the long-term professional career. Several algorithms of its development are being formed: where, in what direction, what rates will a career growth take place (professional growth within the qualification level).

3. The popularization of working professions through WorldSkills as a development institution, which creates the conditions for disclosing the potential and talents of the employees. This tool is a help for enterprises in the field of talented employees promotion and development of their skills.

4. Restoration of the mentoring institution. There is a problem of filling vacancies in the industrial companies. The professions of high-tech industries are mainly staffed either by persons of pre-retirement and retirement age or graduates of technical colleges. The goal of mentoring is a close involvement of the young worker in the labor process and the social life of the enterprise, taking into account his/her individual inclinations.

5. Encouraging self-education, expanding the outlook to generate the innovative (rationalization) ideas. The key features of rationalization offers are novelty and usefulness for the enterprise to which it is submitted, if its use at this enterprise in the conditions that exist or should be created in accordance with the approved plans allows obtaining an economic, technical or other positive effect. The positive effect of using the proposal can be, for example, in increasing labor productivity, quality, reliability and durability of products and saving material and labor resources, improving working conditions and safety.

CONCLUSIONS

Each employee is a long-term company's investment. Demand and satisfaction from work induce the employee to continuously develop and improve his/her talents. The team is created only under such conditions where a person feels himself/herself an integral part of the company and is interested in its development.

The proposed talent management tools among the working professions will allow receiving the economic effect of the enterprise, increasing the competitiveness of the products, reducing the personnel turnover among the working professions and contributing to the strengthening of a healthy climate in the working team. The workers who are keen on a common idea and are interested in the work result shall become the core of labor collectives of Russian high-tech industries.

Thus, a talented employee contributes to the company's competitiveness in the market, being a key component of its human capital.

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Analysis of the state and prospects for the development of vocational training for young professionals

Analysis of the state and prospects for the development of vocational training for young professionals

Análisis del estado y perspectivas para el desarrollo de la formación profesional para jóvenes profesionales.

ABSTRACT

The article gives the feature of the development of professional mobility as the most effective for the development of the Kazakhstan economy. The emerging post-industrial economy places high demands on the quality of education, on vocational training and on the development of professional skills. This means that their training level shall meet the requirements of modern information and service technology. The research topic is at the intersection of a number of topical problems of modern society, such as the education of workers, the all-round development of an individual, the scientific management of society. This paper aimed at considering the theoretical and methodological aspects of studying the problem of unemployment among graduated youth. All this speaks about the importance of determining the employment step of a young specialist to assess the impact of this process on society and people. The unemployment of young specialists, as we see, is a complex social and economic phenomenon, and its impact on the society's life is quite contradictory. In this regard, it becomes more important to determine the optimality of employment of young professionals. In this article, the author also characterizes the development stages of the economy and tries to find a more efficient model for the development of the Kazakhstan economy. This article especially highlights the issues of forming the image of young professionals, as they are the political and social face of our country.

KEYWORDS: young generation, youth employment, labor market.

RESUMEN

El artículo da la característica del desarrollo de la movilidad profesional como el más efectivo para el desarrollo de la economía de Kazajstán. La economía postindustrial emergente impone grandes exigencias a la calidad de la educación, a la formación profesional y al desarrollo de habilidades profesionales. Esto significa que su nivel de capacitación debe cumplir con los requisitos de la tecnología moderna de información y servicio. El tema de investigación se encuentra en la intersección de una serie de problemas de actualidad de la sociedad moderna, como la educación de los trabajadores, el desarrollo integral de un individuo, la gestión científica de la sociedad. Este documento tuvo como objetivo considerar los aspectos teóricos y metodológicos del estudio del problema del desempleo entre los jóvenes graduados. Todo esto habla de la importancia de determinar el paso de empleo de un joven especialista para evaluar el impacto de este proceso en la sociedad y las personas. El desempleo de los jóvenes especialistas, como vemos, es un fenómeno social y económico complejo, y su impacto en la vida de la sociedad es bastante contradictorio. En este sentido, es más importante determinar la optimalidad del empleo de los jóvenes profesionales. En este artículo, el autor también caracteriza las etapas de desarrollo de la economía y trata de encontrar un modelo más eficiente para el desarrollo de la economía de Kazajstán. Este artículo destaca especialmente los problemas de formación de la imagen de los jóvenes profesionales, ya que son la cara política y social de nuestro país.

PALABRAS CLAVE: generación joven, empleo juvenil, mercado laboral.

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INTRODUCTION

The preparation of young people for work is now one of the most pressing problems of theory and practice of modern society. At present, young people have in fact become the most important source of replenishment of the country's labor resources.

This trend is quite stable, as today young people under the age of 29 constitute a significant part of the country's population. The specific weight of young people is very significant in various branches of the national economy, in the service sector, in science, etc. In any case, while any particular social problems of young people are not solved, they shall be returned again and again to study them deeper, more fully, to develop more effective recommendations for their elimination [1. p. 70].

A special role in this process belongs to the issue of ideological, political, psychological and moral preparation of young people for work, its effective inclusion in the complex and diverse system of the modern labor market.

The purpose of the scientific work is to analyze the ways of improving the organizational and economic aspects of the employment of young people in the labor market of the Republic of Kazakhstan and to indicate the ways of forming the effective state regulation on this issue.

One of the main directions of the strategy of the President of the Republic of Kazakhstan "Kazakhstan-2050" is to increase the profitability and socio-economic stability of Kazakhstanis. These supremacies are based on the active use of national capital in the financial center, that is, microcrediting, raising the level of public works and serving the population.

METHODS

The studies conducted by us in 2017 in the Korkyt Ata Kyzylorda State University (1,000 people) on the basis of mass, representative surveys have been, as it is now clear, very relevant and modern. It is the integrity that determines the possibility of different approaches to its solution. The research was aimed at studying the factors contributing to the employment of graduates of the higher educational institutions and the reasons preventing their employment by specialty. The survey was conducted with the participation of employment centers of the Republic of Kazakhstan. The study participants were 1,000 respondents aged 22 to 29 years old, with higher education, who completed their studies at the university and received a diploma of higher education from one to five years ago. The average age was 23.4 years old.

The participants were asked to answer the questionnaire questions, including open and closed questions on the employment problem.

RESULTS AND DISCUSSION

The following questions were posed by the article authors. How important is the problem of employment of the university graduates for Kazakhstan? How did the problems of employment in Kazakhstan during the period of socioeconomic transformations affect the employment of university graduates? How do the university graduates adapt to the modern labor market in Kazakhstan? What factors combine or hinder the employment of university graduates in Kazakhstan?

And a broad study of youth issues began around the 1960s in the thematic and geographical terms. To a large extent, this is due to the expansion of the scope of sociological studies, which have allowed us accumulating a sufficiently large and representative material, raise new problems, and consider many things again in other social aspects.

There are quite a lot of papers on youth issues in recent years. Some of them are of a methodological nature, while others consider theoretically more specific issues. The range of the latter is very wide. We will dwell only on some of them, which are directly related to the problems studied in this paper.

One of these problems is the professional self-determination of young people. The process is very complicated, multilayered and ambiguous. It is connected with the most important moments in the life of young people: choice of a specialty, reception of vocational training and qualification, beginning of work, adaptation at a workplace, in a team, etc. The complexity of this phenomenon itself predetermined the breadth and multidimensionality of the issues that arose during its investigation. There are a lot of papers on the subject of professional self-determination of youth. But the exploration degree of these problems is different.

The mobility problem is another interesting and relatively new issue in the study of social development issues. The interest in this topic is associated with major changes in the social structure of modern society, with changes in the employment structure and with the intensification of many factors affecting mobility.

In recent years, the increasing attention of scientists has been attracted by various demographic aspects of social development. However, there are still a lot of researched or insufficiently researched phenomena and processes, especially those that are associated with young people starting their labor activity, even here. This is primarily explained by the fact that we have begun to engage, in broad terms, in the demographic issues in our country not so long ago.

The process of forming a competitive specialist shall begin with the primary and secondary vocational education, then continue in a higher educational institution and be focused on training personnel being in demand on the labor market.

In this moment, the institutional basis of the concepts of the republican youth policy is to draw up a qualitative model of the country's youth policy aimed at the youth socialization. Everyone knows that the country's future and its level of social and economic development depends on the integration of youth into society. Therefore, a number of the following state-important documents were adopted: The Concept of the State Youth Policy of the Republic of Kazakhstan (1999); the Program "Youth of Kazakhstan-2009" (2004); the Law "On State Youth Policy in the Republic of Kazakhstan" (2005), "Employment Program - 2020", etc. -

The state considered the ways of youth employment and investigated the ways of solving the problem of society several times. One of them is the Program "Employment - 2020". As part of the implementation of this state program, it was decided to open the employment centers throughout the republic, where it is studied the organization and implementation of planned activities for profiling, that is, the distribution of unemployed people, depending on the profile of their professional activities, level of education and other social features, with a view to providing them with effective assistance in their employment, taking into account the prevailing situation in the labor market. To that moment, it was known that the proportion of young people among the capable one made up a large part, for example, about 50% of young people in the age category from 20 to 29 years old did not have a stable job [1, p. 8]. The study of this category of young people is relevant, as they determine the political, economic and social structure of the state.

According to the statistical agency report of the Republic, it was determined that out of the total number of unemployed, 11,700 people (24.9%) had higher vocational education, 174,800 people (36.9%) had secondary special education and 124,800 people (26.4%) had basic education [2].

In 2017, compared with 2007, the share of unemployed young people with higher vocational education increased by 0.5% and the number of young people with secondary special education was 4.2%. The share of unemployed young people with basic education increased by 9 times (3.1% in 2001, but 27.7% in 2015). This indicates that the unemployment of educated young people increases every year [2].

The professional education of young professionals is the main key to supply and demand in the labor market, and this education determines the effectiveness of the youth employment policy.

The statistics showed that 64.8 young people were graduated from the universities of Kazakhstan in 2011, and in 2015 their number reached twice as much (123.9 thousand people) [3]. When analyzing them by specialties, we found that most of them were: teachers, specialists in economics and law.

With the advent of market reform in the field of labor and employment, the jobs have been vacated in the republic's enterprises for young professional staff. This served as the reason for an increase in the unemployment among young capable people without professional education. They did not expect to find a job without special education and without work experience, so they had to replenish a number of socially unprotected layers of the population.

Some commercial and unitary enterprises, trying not to recruit the inexperienced graduates of the universities, bring difficult conditions. They include: not less than 5-year work experience, additional qualification, and the mandatory requirement - competence in foreign languages. If we take into account the fact that the employers themselves do not speak foreign languages, then this really is too high requirement.

The government needs to address the problems of unemployment and structural imbalances in the labor market. It is so, because their activities are considered one of the important mechanisms for the formation of the socio-economic model of employment in a transition economy.

Only one third of the total share of unemployed youth applies for help to the employment center, the rest is trying to get a job by acquaintance, because there are very high requirements at placement: qualification, work experience, business knowledge and ability to own information, financial position, etc. [12].

When developing the policy measures to increase employment in order to accelerate market reforms, it is necessary to take into account regional peculiarities, then it is possible to reduce the unemployment level.

The priority opportunities for participation of rural youth are stipulated in the Employment Program. If within the framework of the employment program huge reserves are given for the development of the agricultural sector, this will increase the profit of the budget fund. Many young people try to solve the employment problem independently, this indicates that they have absolutely adapted to the socio-psychological problems of the transition to a market economy.

In order to identify the problem of youth in terms of employment, we conducted a survey (1,000 students were interviewed). It should be noted that 60.6% of the Kazakhstani students surveyed by us assess the business activity as an alternative employment option (29.3% found it difficult to answer).

But still the future state of employment looks unoptimistic: only 48.4% of respondents hope to find work in the near future, 48.4% do not hope, and 1.6% have finally concluded that they have no place in the labor market.

Based on the questionnaire data, it is necessary to adhere to the indicated direction in order to provide opportunities for young people in the labor market:

1. The implementation of the youth training to enter the labor market. Based on the results of comprehensive studies, some tasks were identified for the employment of young people (disproportionality of the labor market, motives for unemployment of the unemployed youth, assessment of the main areas of work in the main streams of students, competitiveness in the intellectual orientation and vocational training for entering the labor market, growth of professional careers, incorrectly organized coordination activities of public services, non-ability of professional self-definition and employment of young people).

According to the research results, it is revealed that young people do not receive specific knowledge about the current labor market, the rules of behavior in the labor market, the schemes for achieving a better professional career about their rights and duties in the field of labor relations. The young generation is not also ready to compete and be the subject of the labor market. At the primary entrance to the labor market, everyone knows that the young people are more dominated by idealistic thoughts about the future profession, and the slightest violations and failures destroy and lead to the emergence of complex socio-psychological conditions.

2. The main employment tasks of the university graduates. According to the social questionnaire results, it was determined that in most cases young graduates of the regional university hope and strive to get a job (82.5%),

but only 60.1% of them want to work in their specialty. In the course of the study it was found out that the graduates of non-state universities did not believe in the help of the employment center, so they tried to place themselves by acquaintance. And the graduates of state educational institutions are confident in the state's help and intend to find work, but this does not mean that there is no problem. Therefore, the important state and social programs for solving these problems are developed and proposed.

The university graduates have a wider range of motivations: 1) good payment - 53.7%); 2) actual work experience in the specialty (29.3%); 3) possibility of independent assimilation of works of different spheres (35.6%), 4) keeping up with peers (3.2%), 5) changing life for the better (9.04%);

Everyone knows the strategy of a young specialist in the labor market, it is a convenient planned work activity (maximally high wages, free working day schedule, time reserves left for the family and leisure, etc.)

SUMMARY

Based on the questionnaire results, it was clear that the majority of respondents (53.7%) are looking for work in the specialty and intend to use the acquired knowledge and skills in practical activities, and 50% of respondents think about improving their financial situation. Thus, the new aspects of the youth employment are as follows: firstly - constant increase in the workforce and ability to predict, plan and coordinate the activities of the enterprise; secondly - the need for constant analysis on the demand for certain professions and monitoring the change in demand for them, which will allow the universities flexibly arranging the policy of training young people.

Thus, the sociological research shows that the feature ofinherent in modern youth is the desire to improve the level of education and qualifications. It is important to use these aspirations of young people so that each new generation will rise to a higher level of education, professional qualifications, actively participate in resolving the root problems of economic and social development, in managing state and public affairs.

The results obtained allowed us drawing up the following conclusions:

1. The university graduates are not adapted to work in the market conditions, experiencing a shortage of practical skills and abilities.

2. The majority of university graduates find their job with efforts, with great difficulty.

3. More than half of graduates of the humanitarian and technical areas of training have a desire to work in their specialty.

4. Young people highly appreciate their own knowledge and are confident in their work abilities.

The research results can be used in comparative scientific analysis, as well as in determining the personnel policy of higher educational institutions and planning the curricula of the higher education system. The results obtained can influence the employment mechanisms of the university graduates.

CONCLUSIONS

At present, a large-scale employment program is being implemented in Kazakhstan - the Employment Road Map-2020, - which contains advanced employment mechanisms: retraining, advanced training, youth practice, direct job creation, but this program document can be improved.

The proposed initiatives are based on the principles of joint contribution of all labor market participants: state, employers and potential employees, proceeding from the position that each side shall take active measures to ensure employment:

- the state - by creating conditions;

- an employer - by creating workplaces;

- a potential employee - by having a desire to constantly improve his/her competitiveness.

Provision with the decent work is the basis of social protection of the population, development of the human resource potential and an important condition for the implementation, the main way to improve the quality of life and to increase the social wealth [10].

The unemployment is one of the most pressing problems in the world. And it often occurs in the countries moving from one system to another. For example, such a process is currently taking place in Kazakhstan. It brings other new problems with itself. The unemployment problem is closely related to the human factor and directly affects them. Loss of work leads to a decrease in their income and standard of living, respectively, leading to various stressful situations. Therefore, many politicians pay great attention to the unemployment problem in their election programs prior to elections to local government bodies.

The improvement of youth employment is directly related to the socio-economic development of the region. It is also necessary to increase the role of regional executive bodies in addressing youth employment issues, because, with the help of these bodies, the regional employment programs are organized and mainly carried out. Young specialists need considerable knowledge in the related industries, additional education, and the ability to adapt quickly in the rapidly changing circumstances. Taking into account the peculiarities of adaptation of young specialists to the modern labor market when they are trained in the higher educational institutions and other educational institutions will increase their adaptive potential and, in general, the level of psychological preparedness for the modern labor market and professional activity in the modern conditions.

All this speaks about the importance of determining the employment step of a young specialist to assess the impact of this process on society and people. The unemployment of young specialists, as we see, is a complex social and economic phenomenon, and its impact on the society's life is quite contradictory. In this regard, it becomes more important to determine the optimality of employment of young professionals.

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“Swiss world” in modern drama

"Swiss world" in modern drama

El "mundo suizo" en el drama moderno

ABSTRACT

The aim of the article is to reveal the peculiarities of "Swiss world" – its specific realities, peculiarities of mentality, national character, traditions in the new Swiss drama, i.e., Swiss dramaturgy of the late 20th - early 21st centuries (based on the work by Lucas Barfuss, Miriam Neidhart, Handl Klaus, Leo Tuor, etc.). In the modern globalized world, the borders of the national are gradually blurring, the originality and uniqueness of traditions are lost. Swiss dramatists describe this process with special keenness of observation and subtlety, because the conflict between hermeticism and openness was inherent in Switzerland throughout the history of the country. But today Switzerland as a historically "hermetic" and "neutral" country has been retaining its special status in the European world. The plays analyzed in this article speak, on the one hand, of strengthening the all-European tendencies, the similar nature of the problems facing the whole of Western society and the contradiction between reality and the national myth that represents the country as a paradise on earth, evidence, on the other hand, in favor of "the Swiss world. The article considers both tendencies – centrifugal and centripetal that characterize the current situation in Switzerland.

KEYWORDS: Swiss literature, drama, national identity, mentality, globalization, national realities

RESUMEN

El objetivo del artículo es revelar las peculiaridades del "mundo suizo": sus realidades específicas, peculiaridades de mentalidad, carácter nacional, tradiciones en el nuevo drama suizo, es decir, la dramaturgia suiza de finales del siglo XX y principios del siglo XXI (basada en el trabajo de Lucas Barfuss, Miriam Neidhart, Handl Klaus, Leo Tuor, etc.). En el mundo globalizado moderno, las fronteras de lo nacional se están borrando gradualmente, la originalidad y la singularidad de las tradiciones se pierden. Los dramaturgos suizos describen este proceso con especial interés en la observación y la sutileza, porque el conflicto entre el hermetismo y la apertura fue inherente a Suiza a lo largo de la historia del país. Pero hoy Suiza, como país históricamente "hermético" y "neutral", ha mantenido su estatus especial en el mundo europeo. Las obras analizadas en este artículo hablan, por un lado, de fortalecer las tendencias de toda Europa, la naturaleza similar de los problemas que enfrenta la sociedad occidental y la contradicción entre la realidad y el mito nacional que representa al país como un paraíso en el mundo. Tierra, evidencia, por otra parte, a favor del "mundo suizo". El artículo considera ambas tendencias: centrífuga y centrípeta que caracterizan la situación actual en Suiza.

PALABRAS CLAVE: literatura suiza, drama, identidad nacional, mentalidad, globalización, realidades nacionales.

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INTRODUCTION

The problem of national identity, the specifics of the national character and mentality, the question of national cultural codes and myths are in the focus of modern literary criticism [1, p. 472; 2 s. 77]. In this respect, our research fits into the extensive scientific literature covering the corresponding range of issues. The second half of the 20th and the beginning of the 21st century have been marked by the ever increasing spread of the globalization process, which has sparked a new round of interest in the problems of the national [3, p. 767; 4, p. 79]. Alongside the increase in the economic and cultural homogeneity of the world, the anti-globalization movement is gaining momentum, the importance of the category of national identity is growing. These processes embrace the sphere of artistic consciousness, there emerge various forms of representation of the national in fiction. The phenomenon of Switzerland in this regard is of particular interest. On the one hand, the country that combines four cultural and linguistic traditions – German, French, Italian and Rhaeto-Romanic – is a successful example of multiculturalism. On the other hand, it has always occupied a special position among other European states, carefully safeguarding its independence and identity [5, p. 55]. However, globalization could not but affect this "neutral" state. A number of acute political, social and cultural issues are becoming a common problem of the Western world. In this case, Switzerland, and in these conditions, it is possible to maintain its "separate identity". Becoming an arena of activity of opposite forces, it is a vivid example of global processes taking place in the world. This disposition is reflected in Swiss literature, including drama. Recently, it is the drama that has been moving to the forefront of the literary process, and it is the drama that has been reacting particularly sharply to the challenges of today. Therefore, in this article the authors have set themselves the task of revealing the specific features of "Swiss world" in the plays of contemporary authors.

METHODS

The complex descriptive analysis of the text is the main method of investigation. The author's viewpoint is revealed in the course of analysis of the problem-thematic, plot-compositional level of plays and means of artistic imagery. Also productive is the interdisciplinary approach used by the authors, due to the situation of drama at the junction of the two types of art – literature and theater.

RESULTS AND DISCUSSIONS

It is known that Switzerland has its own historical and political path, its status in the European world, its own specific national mentality. The main components of the Swiss national sphere of concepts are "neutrality", "border", "isolation", "sovereignty", "narrowness" [6, p. 35]. This is reflected in the literature. In the twentieth century, up to the 1920s, literature of Switzerland was a phenomenon that was quite hermetic, kept to the specific realities of its country. The literary tradition of Switzerland was at variance with the European literary process. While in Europe there was an active search, naturalism, symbolism, impressionism, jugendstil, etc. replaced each other, in Switzerland realistic works were primarily created. After the years 1920s, literature in Switzerland was trying to integrate into the mainstream of European literature. Writers saw conservatism as the reason for the dip in popularity of their works in Europe. However, mastering new literary styles, Swiss writers have retained their special approach. Thus, Switzerland responds with the so-called "spiritual defense" policy (in German Geistige Landesverteidigung) to the new cultural trends of the years 30s and 40s of the twentieth century in Germany and Italy. "Spiritual defense" had existed until about the years 60s of the twentieth century, reflecting first the National Socialist tendencies of the Third Reich, and then the communist influence in the sphere of ideology and culture.

Inside the Swiss literature during the 20th century and now the 21st century there have been existing two camps:

- some artists insist on a special Swiss way, embodying in their work the above national concepts. They render the realities of the

"Swiss world" in their works, idealize its values, glorify the beauty of nature, traditions, way of life.

- the other artists, on the contrary, seek to explode the borders separating cozy, prosperous Switzerland from the big world, overcome narrowness and narrow-mindedness, and make Swiss literature a full-fledged part of the European and world literary process. It must be said that the most serious literary achievements were connected with this second trend. So, Friedrich Dürrenmatt and Max Frisch have become the most significant German writers of the second half of the twentieth century. Their message goes far beyond the scope of national consciousness and is aimed at understanding the global issues of human existence in the twentieth century. The most famous and significant Swiss writers play in this field. They are Peter Bichsel, Thomas Hurlimann, Christian Kracht, Hugo Letcher, Adolf Muschg, Urs Widmer and others.

The divide inside Swiss literature is also based on the language principle. It is known that the literature of Switzerland is distinguished according to the four official languages into German, French, Italian and Rhaeto-Romanic [7, p. 16]. At the same time, many writers who write in these languages are the members of the Swiss Union of Authors, with the goal of uniting all literati on a national scale.

Thus, we observe the action of both centripetal and centrifugal forces in the cultural life of the country. But due to the powerful processes of globalization, the gradual creation of a all-European world, the problems raised by Western literature and art are becoming ever more universal. And modern Swiss dramaturgy clearly demonstrates this trend.

When studying this issue, we relied primarily on two volumes of "Anthology of Modern Swiss Drama", appeared in 2013 [8] and 2017 [9] in the publishing house of the UFO, which included 19 plays of contemporary playwrights, and the plays included in 5 issues of the famous Anthology of the newest German drama "Step", published by the Goethe Institute in Moscow [10, 11, 12, 13]. They introduce a rather representative section of modern Swiss drama. This includes the plays written in all four official languages of the Confederation. These are the texts to be very different in content and artistic form. However, it is conspicuous that the problems raised by the authors are for the most part not strictly Swiss. Thus, the documentary play by Miriam Neidhart covers the birth-rate crisis in today's Europe. In the center of the drama by Lucas Barfuss "Bus" there is the issue of the crisis of faith under the conditions of modern Western civilization; in another play – "The Journey of Alice to Switzerland" – Barfuss discusses the problem of euthanasia; the playwrights focus their attention on the issues of women's equality of rights (the plays by Marel Pensar "Like Knives" and by Christina Castrillo "Splashes of Dew"), the threat of a worldwide economic crisis ("End of Money" by Urs Widmer), the problems of teenagers suffering from computer addiction ("Yoko-Ni" by Eugene) or obesity ("The hard Fate of Karl Klotz" by Lucas Linder), football turns and twists ("Kick and Run" by Andri Beyeler), etc. Accordingly, the literary form varies from the classical format to the verbatim, from the detective to imitation of virtual reality and so on.

Among the pieces presented in the anthologies, only two poetic texts were discovered, the action of which occurs on the Alpine high point, i.e. against the background of the classical Swiss landscape. At first glance, they fall into the line of cultivation of the Swiss idyll. But in actual fact, here emerges the image of a lost paradise. Handl Klaus's play "I Dream of the Alps; Ices Feed the Lakes" (Ich ersehne die Alpen; So entstehen die Seen, 2001) consists of two monologues, female and male. Olivia is lying in a stuffy apartment under a red-hot roof, apparently in death-fever, and is dreaming of the Alps, of their "vast cold", of "majestic free peaks", of their "soft wavy lines". However, it becomes clear from the monologue that she has seen the Alps only in the photographs and knows about them from the stories of friends. That is, it comes to certain replicated image. In addition, she aspires to the Alps not to live, but to die beautifully, falling down into the abyss. The second monologue is the mountain forester Bruno's monologue. According to his activities, he is constantly in the Alps, about which Olivia dreams. But he does not feel happy. Bruno regularly meets with death in the form of the climbers frozen in glaciers. To bury the dead, he climbs with a heavy burden over the mountains, mourning the unhappy.

Tragic is the ending of another "alpine" play – the drama by Leo Tuor "Giacumbert Nau" (1994). Shepherd Giacumbert, who has tended the herds over the mountains all his life, whose life is merged with nature, dies without fulfilling his duty, - without having turned round the flock going to the glacier: "Giacumbert dies slowly, following his sheep with his sinking eyes, and by piling each other they are going up the wrong path" [8, p. 434]. This bitter final note sounds more like a requiem for lost harmony, for a world going into non-existence.

The very title of the play by L. Barfuss "The Journey of Alice to Switzerland" (Alices Reise in die Schweiz, 2005) already presents the Swiss theme. In the center there is a problem of euthanasia and a complex of moral and ethical, and legal problems connected with it. As it is known, Switzerland is the only European country in which euthanasia has been legalized. This is due to the fact that compared to other European countries, Switzerland has a very liberal legislation, which, in particular, allows for the possibility of the so-called assisted suicide. The corresponding services are offered by two non-profit organizations: "Dignitas" in the town of Forch in the canton of Zurich and "Exit" with a head office in Zurich and with branches in Bern, Basel and Geneva. The number of cases of euthanasia in Switzerland is growing every year. In 2014, 742 people died in this way, and 999 people – in 2015 [14, p. 80].

The play by Lucas Barfuss tells the story of the incurably sick German girl, Alisa, who, being tired of the torment and not seeing the meaning of further life, commits "a journey" to Switzerland, in order to depart this life with the help of Dr. Strom. The author is interested, first of all, in the ethical and psychological aspects of euthanasia. The drama by Barfuss is an attempt to understand and convey to the reader / the viewer what motivates the doctor, who takes the liberty of practicing euthanasia. Although the play is called "The Journey of Alice to Switzerland" and its main storyline is related to the story of Alice, the central figure is Gustav Strom himself, rendering the last service to the sick and the unhappy. In the play he is portrayed as an idealist, Don Quixote of medicine, a knight defending the dignity of man and his right to voluntary passing away. The play by Barfuss is static. This play is a kind of discussion, a drama of ideas, representing different attitudes to euthanasia. Hence, there are extensive epic fragments and a minimized dramatic action. A number of important events – the expulsion of Gustav Strom from the Medical Chamber, his arrest and stay in the lock-up ward, Alisa's mother's intention after her daughter's death to leave this life, her arrival and her death – do not unfold in front of the viewer, but are brought to him through the stories of the dramatic personages. The epic element is also the titles of the scenes that convey their content and represent the characters: "Gustav Strom, euthanasia specialist, consults Alice Gallo", "Alice Gallo tries to talk with Lotte, her mother about her plans", "Eva, a young woman, offers her support to Gustav", "Walter, the landlord, makes an offer to Gustav Strom", "John of Birmingham has visited the beautiful city of Zurich for the first time in his life", etc. The titles of the scenes thus mark the main stages in the development of the plot.

Doctor Strom voices his views in lengthy monologues, in an interview which his assistant Eva reads, and which the landlord Walter quotes in conversations with his clients. Doctor Strom devoted himself unselfishly and selflessly to the work that seems to him humane and noble. He sees the meaning of his life in it and makes considerable sacrifices for the sake of it: his wife abandoned him; the public and the media declared war on him, having given him a terrible nickname – Doctor Death, as a result of which he had no patients; after each euthanasia, he was forced to spend twenty-four hours in the police station while an investigation was being carried out, and after his television appearance, he was kept half-staved in the police cell for half a week; after expulsion from the medical association, not having the right to charge a fee, he still continued to serve his cause by rendering services to his patients free of charge. Although euthanasia in the country is officially authorized, the public consciousness of the Swiss is not ready to put up with "assisted suicide", considering it to be "a legalized murder". Strom's opponents are the state, the public, associate doctors and common people. They are composite, additional characters, whose opinion is translated in the form of excerpts from newspaper articles read out by Eve, citations voiced by Strom himself, stories by Eve and Walter. Thus, we see here a discord between the official loyal policy of the authorities and the mass consciousness.

If Lucas Barfuss in many respects continues the tradition of epic drama, the next Swiss playwright and director, Miriam Neidhart, specializes in documentary theater. Neidhart is the author of a number of artistic and documentary projects related to serious all-European and exceptionally Swiss problems: "Zone 40" (Zone 40, 2006) – about migration and motherhood; "ILLEGAL. The Notes from the Underground"" (ILLEGAL, Berichte aus dem Untergrund, 2007-2008); "Maggie Returns to the Congo" (Meggy geht zurück in den Kongo, 2009) - about the fate of a girl from the Democratic Republic of the Congo who asked for political asylum in Switzerland; "To be or not to be a humanoid" (2013) is a joint project with the Institute of Artificial Intelligence of the University of Zurich on the problems of consciousness and intellect, and others.

Let's turn to M. Neidhart's play "Neofobia" (Torschusspanik). The play, subtitled "Intimate Penetration into the Crisis of Reproduction (Intime Einsichten in die Reproduktionskrise, 2007), is about the birth rate crisis in modern Europe. It was written on the basis of interviews taken by the author from December 2005 to August 2006 for dozens of respondents in Germany and Switzerland (Germans, Swiss, Italians, Hungarians), and is a vivid example of verbatim drama – a kind of documentary drama, in which the statements of informants are reproduced verbatim.

"Neofobia" (from Greek neos 'new' and phobeo 'I am afraid') means obsessive fear, fear of innovation. Many "information donors", interviewed by the playwright, were afraid to have a child and thus dramatically change their lives.

There is no action in M. Neidhart's play per se, but there are numerous utterances on the stated topic, being specially grouped. There are twenty characters. They represent a wide range of views on the problem of fertility today. These are also those who in principle do not want to have children that can interfere with their careers and their way of life, and those who dream about it, but cannot have a child because of any circumstances, and those who have lost a child and are not ready to new testing, etc. Type, the generalized character of personages – an important feature of the verbatim-dramaturgy. Although there are real prototypes behind the Miriam Neidhart's characters, they are not individualized, they are the types in full measure, the bearers of viewpoints on the problem of reproduction widely held in Europe. At the same time, a clear tendency emerges: the higher the standard of living is, the less the desire to have children. Switzerland is the richest and the most prosperous country in Europe, and the demographic situation is especially complicated there. The downside to a high standard of living is individualism, egocentrism, unwillingness to sacrifice one's comfort even for the sake of procreation.

SUMMARY

A representative set of plays by contemporary Swiss playwrights, studied by us in this article, makes it possible for us to draw the following conclusions. A number of texts contain the typically Swiss realities such as the picturesque peaks of the Alps, idyllic landscapes, glaciers and other natural beauties; a high standard of living, peace and prosperity, loyal legislation. True, the Swiss idyll often acquires a parodic character or takes on the features of a lost paradise (Hendl Klaus "I dream of the Alps, Ice Feeds the Lakes", Leo Tuor "Giacombert Nau"). Or this idealistic picture are beaten against the realities of modern Swiss reality (Lucas Barfuss "The Journey of Alice to Switzerland").

CONCLUSIONS

In conclusion, it would be nice to add that most of the plays of modern Swiss playwrights, although based on Swiss material, however, they are about general European problems (Lucas Barfuss " The Journey of Alice to Switzerland", Miriam Neidhart "Neofobia", etc.). This entails the conclusion that modern Swiss dramas reflect "Swiss world", but modern reality has made it permeable, it has ceased to be hermetic, isolated and "neutral", as it was before, and increasingly becomes a part of one Western world.

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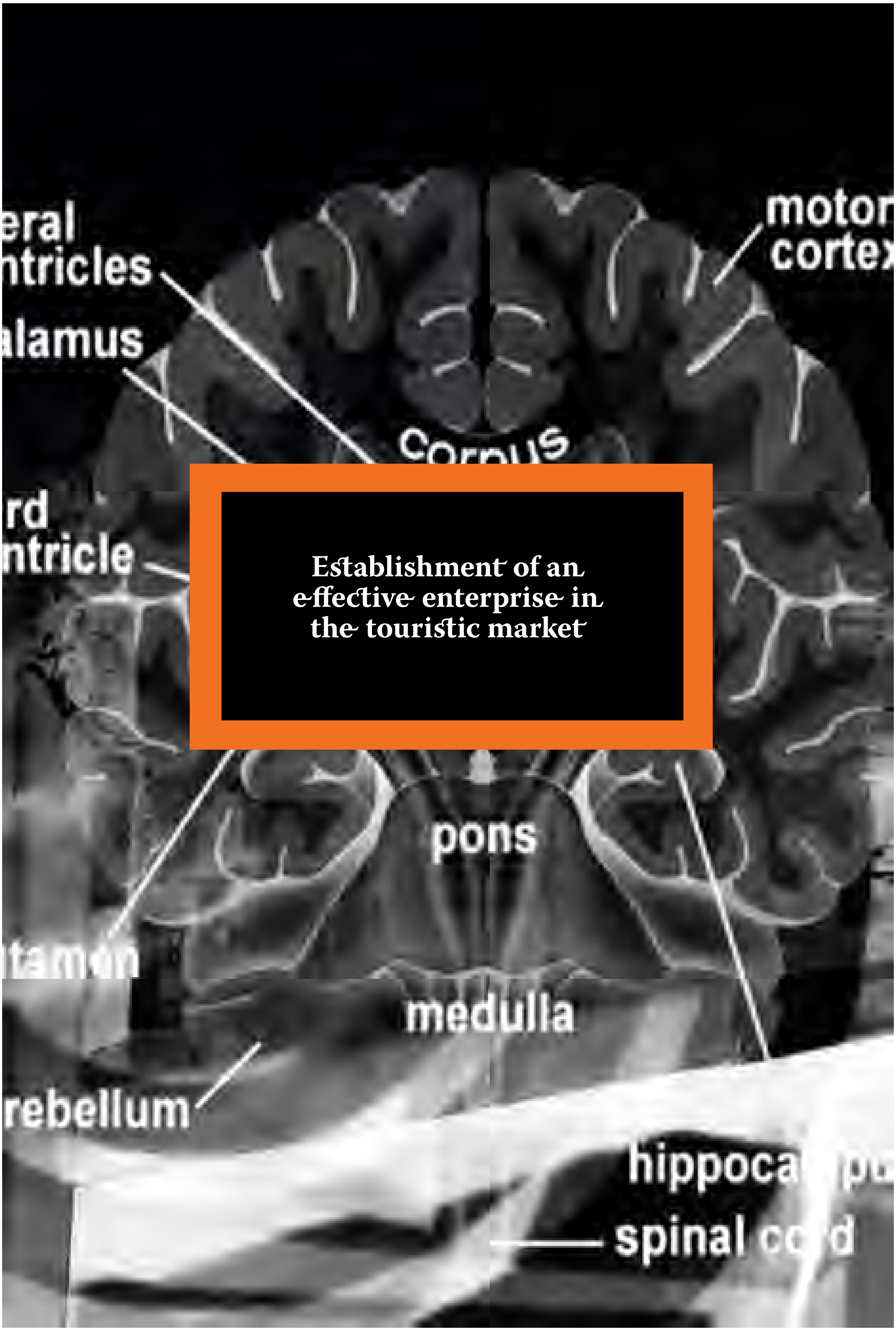

Establishment of an effective enterprise in the touristic market

Establishment of an effective enterprise in the touristic market

Establecimiento de una empresa efectiva en el mercado turístico.

ABSTRACT

In this paper, the authors describe the creation of an effective enterprise in the field of tourism. In order to create an effective tourist agency, it is necessary to understand the mechanism of the tourism market in general and the role of travel agencies and tour operators, in particular. Business in the tourism industry is fairly good because it is possible to open a tourist agency with the least investment and without the experience of such activities. This activity is not licensed in any way, and there is no need for permits for this reason. At the same time, competition in the tourism business is quite high, and the need for servicing travel agencies in the circumstances of the crisis naturally decreases. It is necessary to choose the direction of activity being guided by one's own interests, skills of hired personnel or general market trends. Then you need to choose one of the development models (independent travel agency, travel agency based at home, franchise or online travel agency). You can consider already later the registration aspects, organization of your office, software, the creation of a website, the selection of employees and partners, tour operators, as well as advertising. It is also necessary to choose the direction of activity being guided by one's own interests, skills of hired personnel or general market trends. It is necessary to attract buyers with high-quality service, to cooperate only with reliable tour operators - to form an image that will in future become functional for you.

KEYWORDS: tourism, tourism development, travel agent, travel agency, tourist agency.

RESUMEN

En este artículo, los autores describen la creación de una empresa efectiva en el campo del turismo. Para crear una agencia de turismo efectiva, es necesario comprender el mecanismo del mercado turístico en general y el papel de las agencias de viajes y los operadores turísticos, en particular. Los negocios en la industria del turismo son bastante buenos porque es posible abrir una agencia de turismo con la menor inversión y sin la experiencia de tales actividades. Esta actividad no tiene licencia de ninguna manera, y no hay necesidad de permisos por esta razón. Al mismo tiempo, la competencia en el negocio del turismo es bastante alta, y la necesidad de prestar servicios a las agencias de viajes en las circunstancias de la crisis, naturalmente, disminuye. Es necesario elegir la dirección de la actividad en función de los intereses propios, las habilidades del personal contratado o las tendencias generales del mercado. Luego debe elegir uno de los modelos de desarrollo (agencia de viajes independiente, agencia de viajes local, franquicia o agencia de viajes en línea). Ya puede considerar más adelante los aspectos de registro, organización de su oficina, software, la creación de un sitio web, la selección de empleados y socios, operadores turísticos y publicidad. También es necesario elegir la dirección de la actividad guiada por los intereses propios, las habilidades del personal contratado o las tendencias generales del mercado. Es necesario atraer compradores con un servicio de alta calidad, cooperar solo con operadores turísticos confiables, para formar una imagen que en el futuro se volverá funcional para usted.

PALABRAS CLAVE: turismo, desarrollo turístico, agencia de viajes, agencia de viajes, agencia de viajes.

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INTRODUCTION

Only two types of players constitute the market of tourist services - they are travel agents and tour operators. It is the understanding of the mechanism of activity of these market institutions that will make it possible to function effectively in the tourism market.

Travel agents are engaged in the implementation of completed tours, the development and formation of prices for which are spent by the second. For a young travel agency, it is important to determine its target audience with which it will work, as well as determine the specialization of the tours that it will sell them. Experts believe that at the initial stage, the main goal of the company is sending abroad 500 tourists and overcoming the low season period. Later, in the second year of operation, the travel agency's client base will grow by 3-4 times [1, 2].

Business in the tourism industry is fair because you can open a travel agency with the least investment and without the experience of such activities. This activity is not licensed in any way, for this reason there is no need for permits. At the same time, competition in the tourism business is quite high, and the need for servicing travel agencies in the circumstances of the crisis naturally decreases.

According to the information of the Union of Russian Tourist Industry in 2015, the need for numerous emigration trends fell by 30-60%. This happened as a result of a decrease in the purchasing power of Russian residents. Because of past incidents in the society, experts give a non-optimistic forecast for a significant decrease in demand in the following areas: Turkey, France and Egypt [3].

Unfortunately, the forecasts of specialists for 2016 were justified. The same significant decline in demand and the number of Russian tourists leaving abroad is noticeable.

According to Rosturizm, the change in the number of trips by Russian citizens who traveled to foreign countries for tourism purposes for the 6 months of 2016, compared to the same indicator of 2015, is 10% (about 1 million people).

RESULTS AND DISCUSSION

Monitoring of the continued development of tourism by 2017 demonstrates that the sector has great potential for the subsequent systematic increase in its flow in the coming years. The newest trends of tourism and those that have been developed before will be able to use this trend if proper conditions could be created and a good strategy for infrastructure, business and marketing would be traced [4].

You can choose one of four options for development:

1. Independent travel agency. To do this, you need to rent a cabinet, and to hire staff. This is the most expensive method of discovery, but with the least dependence. We are liable for everything ourselves, we learn from our own mistakes. The option is similar to those who meet the following basic requirements: understands how this business operates, who has the skills of a tourism manager, contacts of potential partners (tour operators) and has individual relationships.

2. Travel agency based at home. The easiest way to enter a business without investment. So what does it take to open it? It will take only a computer, phone, printer, Internet connection. You need to be registered as an individual entrepreneur, create a page in social networks or create a website and engage in promotion. Communication with clients takes place over the phone, the Internet or Skype, or meetings are scheduled in a cafe or at home.

This option is a risky business. Russians trust the business office environment more than at home. Travel agency based at home is suitable and will be promising only for entrepreneurs with extroverts who have a wide range of communication (ideally - they have their own client base) with professional skills and experience.

3. Online tourist agency. Prosperity of Internet technologies transfers sales to the network. This way of organizing a tourist bu-

siness, like opening an online travel agency, has great prospects. First of all, it is necessary to create a website-shop where a buyer can choose and look for the options that suit him, reserve vouchers and tickets, pay for service, form the necessary set of documents/ Online agency can be either an auxiliary channel of sales, and the main, and the single one.

Pros of this option: low current costs, the need for staff is minimized, the lack of a sense of routine, the realization of tourist products occurs much quicker and with a minimum of resources, management of the travel agency could be performed from anywhere, that is, there is no locking-on to a place [5].

Disadvantages of this option: the risks associated with hacking your site, the inability to implement all necessary operations via the Internet (for example, associated with the issuance of visas: providing photos, personal signature).

4. Travel agency for franchise. This type is preferable for beginners in the tourism field, who are internally ready to establish an institution, but do not possess important information. Own travel agency for a franchise is a chance to get involved in entrepreneurship with a significant degree of competition under a well-known brand and to succeed. The relationship with a franchisor is regulated the license agreement, commercial concession, etc.

The opening of a travel agency for the franchise contains several positive aspects.

The agreement takes into account that the franchisee acquires:

1) Ready technological processes, including own site and special software, online booking concepts;

2) The right to use the famous brand and corporate identity;

3) Legal, marketing and advertising assistance from a franchisor;

4) The probability of delegating the resolution of conflicts with tour operators to the franchisor.

The initial investment at the opening of a travel company for a franchise is 150,000 - 450,000 rubles, depending on the size of the city, and it is possible to recover them for the initial six months of activity. The main disadvantage is that a franchisor often face the franchisee with a necessity to fulfill almost impossible sales plans, especially for the start-up phase. For this reason, it is necessary either specifically to select a partner who does not establish such plans, or change the requirements of the agreement [6].

In order to open a travel agency, it is necessary to carry out:

1. Registration of the company. A travel agency is able to work both in the form of a legal entity, and in the version of an individual businessman. An individual businessman is easier to register, use earned money for individual purposes and stop functioning. This kind of option is perfect for travel agencies at home. In other cases, it is better to open an LLC - the degree of trust in such companies in the Russian Federation is usually greater than in an individual businessman.

When selecting the type of taxation, it is better to rely on the simplified tax system with the tax base "revenue" (the tax amount of 6%).

2. Organization of the office. For a travel agency, there will be enough space (own or rented) with an area of 15-20 m2. The office must be bright and comfortable, have a telephone and an Internet line. You will need to make repairs of the room, arrange the workplace thematically, to buy furniture, office equipment, and stationery. You must necessarily find a place for outdoor advertising on the facade of the building. The location of the travel agency is also important. Preferable option of accommodation is in a shopping center, or business center, in a zone with significant business activity. It would be well, if there were kindergartens, secondary schools, beauty salons near your office: girls walking by are usually stimulating a trip and collecting all the information about the tours [7].

3. Software. Data on the tours can be found in the websites of tour operators, or in special search engines - on Internet resources, in databases which consolidate information on a greater number of tour operators. Such

concepts give travel agencies a better look as to important services. The use of commercial software, however, can significantly save time on business processes. The most popular are the following search engines: TOURINDEX (www.tourindex.ru), “Go” (www.exat.ru) and “TOURY.ru” (www.tury.ru).

4. Choice of activities. This is the main episode for the start, from which the subsequent policy upon the opening of the business is dependent.

You can choose various appropriate tourist trends:

1) Personally familiar and experienced directions of travel;

2) Directions of travel which coincide with the specialization of employees of the organization;

3) Promising and popular types of tourism (eco-tourism trips, beach holidays, extreme tourism, wedding tourism, etc.).

You need to choose a niche where it will be most entertaining to function. All further organizational boundaries will depend on the decision made at this step: selection of personnel, selection of tour operators for the purpose of partnership, selection of effective channels for advertising purposes.

5. Creation of a website. Before creating (ordering) a website, it is necessary to make a choice - what function it will perform: representative (ordinary website being an Internet visiting card), informative with the prospect of finding tourist trips, or on- line store. A suitable alternative on combination of cost and efficiency is the second type.

6. Staff recruitment. This is one of the main difficulties when opening a travel agency. It is difficult to find a specialist with his/her own client base capable of working with people. Such experts are exceptional and costly, but the investments in them pay off, for this reason, there is no need to save on the reward. Wages for managers of tourist trips are calculated as usual: a share of the salary and the percentage of sales which depends on realization of the plan.

Employees need to be developed with the help of thematic trainings, seminars, regular familiarization tours to selected countries; such measures increase the effectiveness of managers for the reporting period.

It is possible to save on wages for an accountant, especially for the first time. With small volumes of sales, an entrepreneur can directly manage with accounting and reporting, using special free online services.

7. Selection of partner tour operators. You can sign contracts with several tour operators at the same time. You need to sign contracts with several operators for any preferred direction in order to meet all the acceptable requirements of travelers on the dates of arrival, the level of hotels and food, etc.

When looking for possible partners, you can use the federal state register which includes all legally operating tour operators, and in addition, professional ratings, reviews on special Internet resources, travel guides and other sources.

The main aspects of selection:

1) Tour operator operates according to the main tourist trends;

2) Popularity of a tour operator, its favorable image, level of reliability;

3) The conditions offered to the travel agent by the tour operator (the amount of agency fees, the cyclicity of its increase, pricing proposals for tours, etc.).

8. Advertising. It is necessary to apply all easily accessible channels with considerable return.

Work well: there are business cards available in the cash register area of supermarkets, qualified promotion of their website, useful and attractive distributing information (calendars, metro schemes, flyers and books), information on forums and social networks, announcements on advertising stands at elevators and entrances, TV programs / publications in regional media (print, radio, television).

Whatever was declared on a year-round demand for tourist trips, the substitution of ski resorts by beach ones, but entrepreneurship process is uneven: experts observe a decline in the market from January to February. In addition, the decline that affects macroeconomics, also affects the tourism business.

It is necessary to study the demand, and quickly reconfigure when external conditions changing. It is necessary to start with interesting outreach destinations, where growth in demand is seen: now they are Moldova, South Korea, Vietnam and Sri Lanka.

In addition, you need to take a closer look at domestic tourism, the possibilities of which are great. Already in certain areas of the Russian Federation a competitive infrastructure has been formed at the present time: the Black Sea coast, St. Petersburg, the Golden Ring. Domestic exotics are also promising in terms of tourism: Gorny Altai, Kamchatka, Baikal, Kola Peninsula, Khakassia, Karelia.

And, of course, much is determined by the conformity of value and quality. It is worth offering bonuses, developing premium loyalty programs. It is necessary to attract buyers with high-quality service, to cooperate only with reliable tour operators, to form an image that will in future become functional for you.

CONCLUSIONS

Thus, in order to create an effective tourist agency, it is necessary to understand the mechanism of the tourism market in general and the role of travel agencies and tour operators, in particular.

It is also necessary to choose the direction of activity, be guided by one's own interests, taking into account skills of hired personnel or general market trends.

Then you need to choose one of the development models (independent travel agency, travel agency based at home, franchise or online travel agency).

Already then it is necessary to consider the aspects of registration, organization of the office, software, creation of a website, selection of employees and partners, tour operators, as well as advertising.

Only by thinking about these aspects, one can approach the business model of a tourist agency comprehensively in the future, calculating costs, risks and profitability, launching a new enterprise project.

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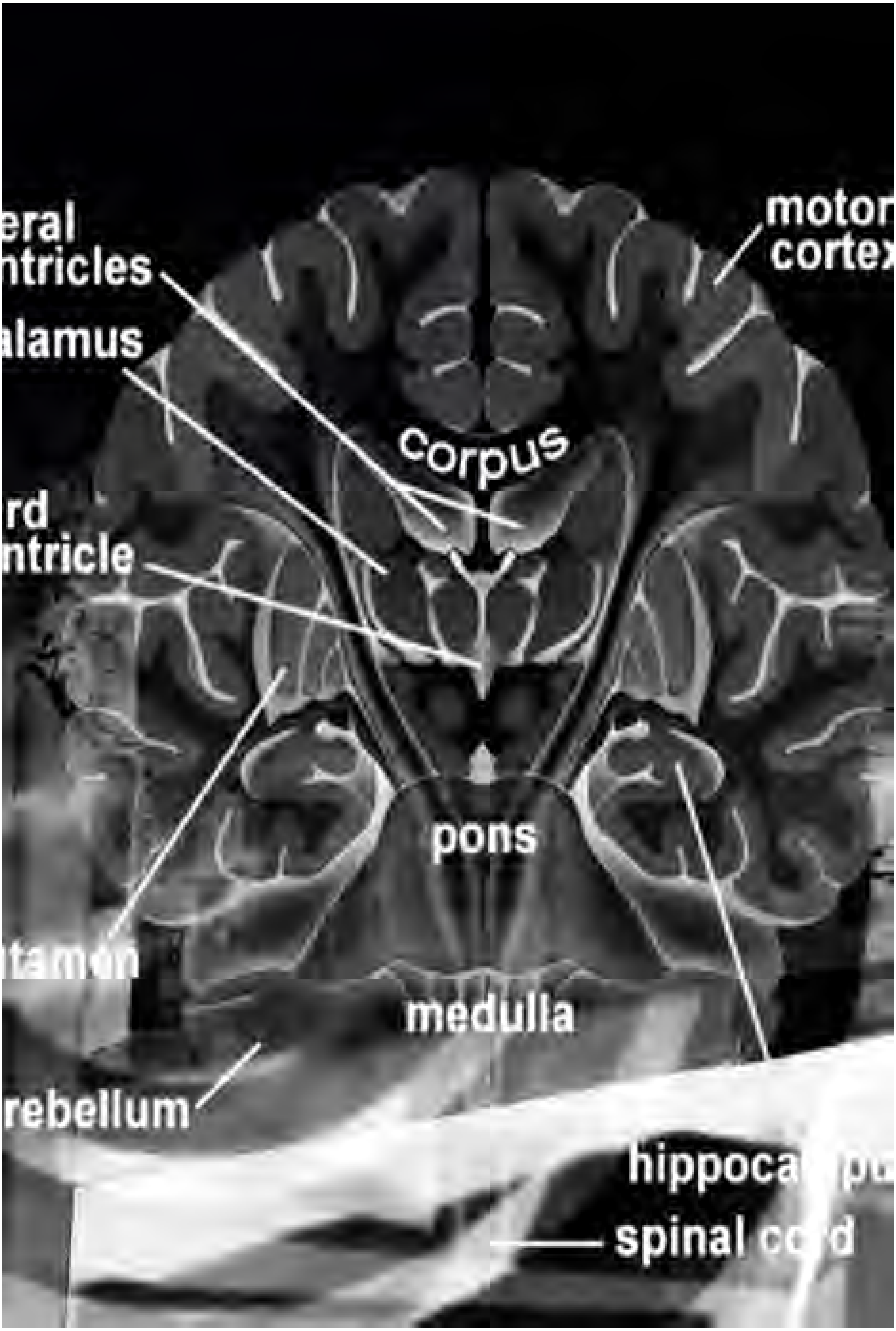
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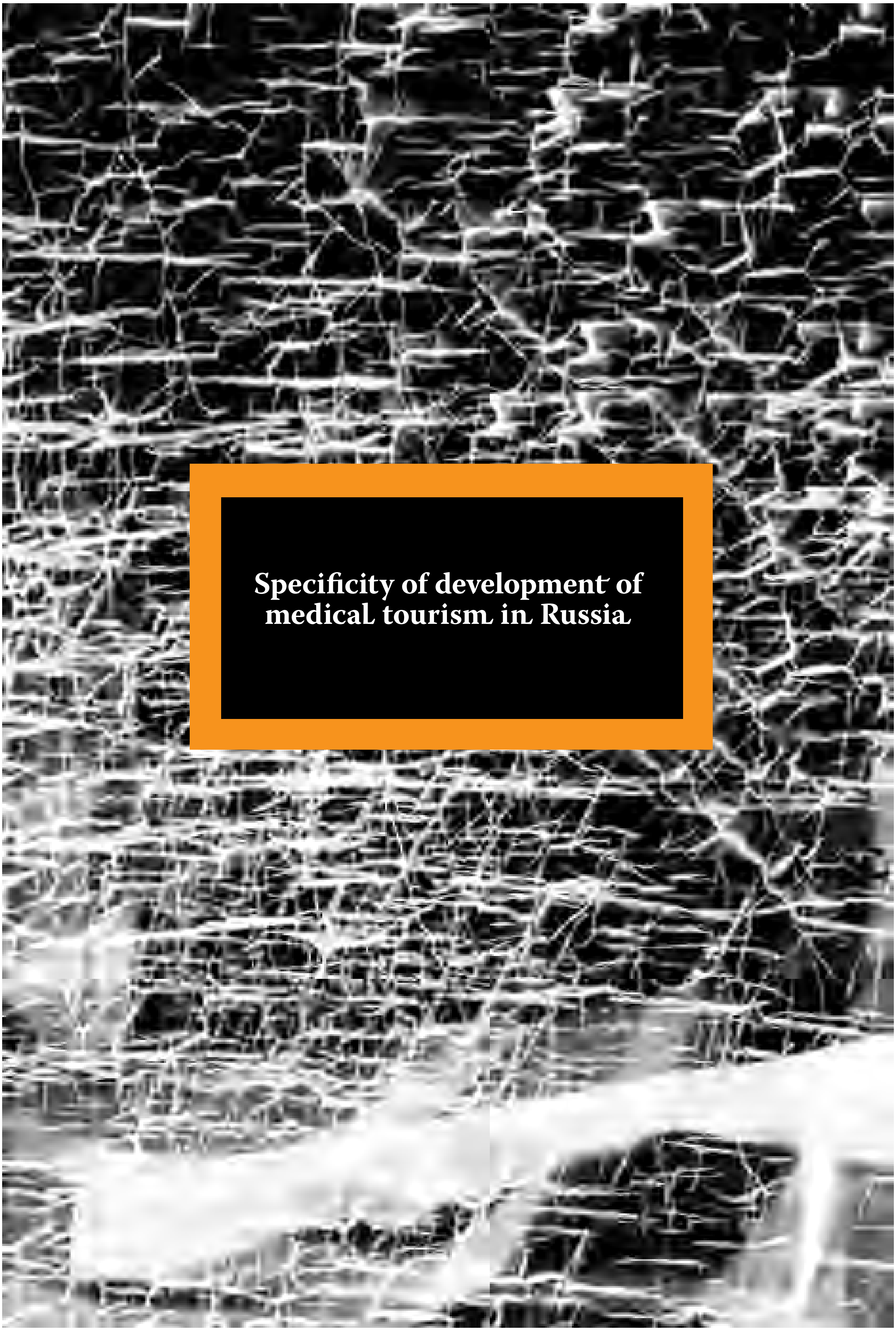

Specificity of development of medical tourism in Russia

Specificity of development of medical tourism in Russia

Especificidad del desarrollo del turismo médico en Rusia

ABSTRACT

The development of the world and national Russian markets of medical tourism is directly associated with the improvement of the population quality of life. The article clarifies the concept of medical tourism, and classifies its main types. The place and prospects of development of Russian medical tourism in the world are shown, including the export of medical services. The article summarizes the main directions and factors of the dynamics of domestic, inbound and outbound medical tourism of Russians. The need for certification of Russian medical institutions for compliance with national and international standards in the quality management system was defined. The strengthening of influence of self-regulating medical organizations on the processes of improving the professional qualification level of doctors and medical personnel, and ensuring the visibility of pricing for medical services were indicated. The measures for increasing the competitiveness of Russian medical tourism have been identified. They include the certification of medical institutions and quality of services, overcoming of information asymmetry, the formation of package services, subsequent remote supervision of patients, the implementation of projects for the promotion of domestic medical tourism facilities on the world market, the application of loyalty programs and co-branding.

KEYWORDS: medical tourism, diagnostics, treatment, rehabilitation, health improvement, information asymmetry.

RESUMEN

El desarrollo de los mercados mundiales y nacionales rusos de turismo médico está directamente relacionado con el mejoramiento de la calidad de vida de la población. El artículo aclara el concepto de turismo médico y clasifica sus principales tipos. Se muestran el lugar y las perspectivas de desarrollo del turismo médico ruso en el mundo, incluida la exportación de servicios médicos. El artículo resume las principales direcciones y factores de la dinámica del turismo médico nacional, entrante y saliente de los rusos. Se definió la necesidad de certificación de las instituciones médicas rusas para el cumplimiento de las normas nacionales e internacionales en el sistema de gestión de la calidad. Se indicó el fortalecimiento de la influencia de las organizaciones médicas autorreguladoras en los procesos para mejorar el nivel de calificación profesional de los médicos y el personal médico, y garantizar la visibilidad de los precios de los servicios médicos. Se han identificado las medidas para aumentar la competitividad del turismo médico ruso. Incluyen la certificación de instituciones médicas y la calidad de los servicios, la superación de la asimetría de la información, la formación de paquetes de servicios, la posterior supervisión remota de pacientes, la implementación de proyectos para la promoción de instalaciones de turismo médico nacional en el mercado mundial, la aplicación de la lealtad. Programas y co-branding.

PALABRAS CLAVE: turismo médico, diagnóstico, tratamiento, rehabilitación, mejora de la salud, asimetría de la información.

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INTRODUCTION

In modern conditions, the quality of people's lives is largely predetermined by the state of national and world health system, timeliness and quality of medical care. Medical tourism plays a significant role in the implementation of the principles of availability and universal coverage of the population with high-quality medical services. Medical centres, specializing in particular areas of medicine, and which can provide the most effective measures for diagnosis, treatment, rehabilitation, and health improvement have been formed in different countries and regions. The development of domestic, inbound and outbound tourism in Russia should be based on reliable information on the possibilities, quality, and cost of receiving of medical care, both on the national and world market of medical services. This defines the goal of the research - to analyse the state and factors of dynamics of the Russian market of medical tourism services, to determine the directions and measures for its further development.

METHODS

The study was based on the interdisciplinary approach, allowing to expand the problem field, and to cover the related fields of scientific research, both in the health economics and in tourism; to show the interaction and mutual multiplicative influence of medicine and tourism activity; to define new directions in their coordinated development. The methods of comparative and country analysis, grouping method, and the index method were used in the process of research.

RESULTS AND DISCUSSION

The active development of medical tourism in the world and in Russia needs, first of all, clarification of terminology. Maintaining the generally accepted signs of tourism, such as temporary travel outside the permanent residence for the consumer purposes, it is necessary to highlight the specific features of medical tourism: obtaining of medical services (treatment) outside the region of residence, rehabilitation, combining of rest with treatment or health improvement (Voskolovich, 2008). In addition, medical tourism is divided into internal, inbound and outbound, according to the sphere of distribution (or the place of receiving services). Gradually, the differentiation of medical tourism is updated and formed, and as a result, the dental, transplantation, orthopaedic and other types are distinguished (Scheme 1). The development of medical tourism, as well as tourism as a whole, seems to be in need of a theoretical rethinking, on the basis of interdisciplinary approach, which allows to form a problem field, covering the related fields of scientific research in health care and tourism, to show the multiplicative impact of medical tourism on other interrelated types and branches of activity, to study the constituent elements and qualities of the complex of offered services (Voskolovich, 2016). Medical branch of tourism consisted of two main directions: in the form of medical services, provided to tourists during the travel, as well as the independent specific type of medical tourism, offering various complexes of services for diagnosis, treatment, rehabilitation, health improvement, etc., combining with recreation services.

The development of world market of medical tourism has created prerequisites for the specialization of particular countries, tour operators, clinics, resorts. So, Israel receives medical tourists with oncological diagnoses; maternity tourism is offered in Germany, Austria, the USA, Spain; plastic tourism at affordable prices - in Taiwan, South Korea, the Czech Republic, Hungary; dental tourism is popular in Switzerland, Germany, Latvia, Hungary, Turkey, Thailand, etc.

In the world market of medical tourism Russia occupies a modest place - it accounts for less than 1% of the volume of this market. As evidenced by the Medical Tourism Index for 2016, Russia ranks 34th out of 41 with a score of 59.94 points, 31st for quality of services with a score of 61.15 points, and 34th for the environment with a score of 49.96 points (Medical Tourism Index, 2016).

For comparison, the Medical Tourism Index is equal in the following countries (according to the place in rating): Canada (the first place) - 76.62, the United Kingdom - 74.87, Israel - 73.91, Singapore - 73.56, India - 72.10. Canada is considered as the most attractive country for medical tourism for Americans. Israel ranks first in terms of service. While choosing the places for treatment, medical tourists take into account the professionalism and reputation of doctors and staff, the quality and comfort of facilities, cultural environment, and the cost of tour (Table 1).

Nevertheless, the experts argue that the treatment of foreigners in Russia can make a significant contribution to non-resource exports, since there are all the prerequisites for this (Radchenko, 2016). According to the Ministry of Health in 2016, 66.4 thousand foreigners received medical care in Russian medical institutions, including three quarters of them outpatient. In general, consumers are the citizens of the CIS countries, for whom dental, urology, gynaecological (IVF) services, plastic surgery, orthopaedics, traumatology, cardiovascular surgery, ophthalmology treatment are attractive. As therapeutic and diagnostic centres, foreign tourists choose the capital and large cities of Russia. The acceptable price performance ratio of medical tourism services is noted among the benefits. Problems are caused by a long, strictly regulated procedure for obtaining a visa. It should be noted that the system of special medical visa is used in a foreign practice for up to 6 months. This solves many problems, especially in situations where emergency medical care is needed.

Another important problem is due to the fact, that there is a so-called "information asymmetry" in the market of medical tourism services, as well as in the general market of medical services, because of the uneven distribution of information between the doctor and the patient (consumer), affecting their relationships. The patient (the consumer) is not always able to assess the state of his health objectively, and the scope of medical services, necessary for his recovery. Due to this, the situation of irrational consumer choice is possible. On the part of doctors, there may be a situation of tendentious selection of patients with high medical risks, and subsequent denial of necessary assistance ("defensive medicine") or, conversely, the appointment of unnecessary procedures to solvent consumers.

A certain contribution to minimizing the problems, arising as a result of information asymmetry, is made by Temos – neutral and independent body for the certification of medical institutions (headquartered in Germany, with regional representations in different countries). Since 2015, the Russian representative office of Temos is available in Moscow. Certification of medical institutions for compliance with national and international quality criteria and Quality Management System (QMS) allows the consumers to make reliable choice. However, official statistics on Russian medical institutions, having such a certificate, are not yet available.

Another approach to risk minimization is conditioned by the asymmetry of information. It can be realized in modern Russian conditions. This is the acquisition of package services, including voluntary health insurance, along with a medical tour. This approach will allow to reduce the risks, as it becomes possible not only to assess objectively the medical problems of the consumer with the recovery of health, rehabilitation, health improvement, but also to make a more correct choice of the place, clinic, resort, sanatorium and the tour.

To some extent, the improvement of information support, as well as the advancement of Russian medical tourism, is promoted by self-regulating medical organizations. The Association of Medical Tourism in Russia defines the main goal of its activities as the promotion of study of advanced foreign experience, and the development of Russian medical tourism, as well as the improvement of the professional level of doctors, ensuring visibility of prices and quality for treatment and rehabilitation (Association of Medical Tourism of Russia, 2015).

In the development of domestic medical tourism, certain areas of diagnostic, therapeutic, rehabilitation, health-improving profile were formed. As in inbound tourism, domestic tourists, who need medical services, have to overcome a number of problems of information character.

The national tourist portal Russia Travel in the section "Health tourism" offers the tours of balneotherapy (mineral water treatment), pelotherapy (mud treatment), climatotherapy, recreational tourism, and children's sanatoriums. In Russia there are about 45 thousand health resorts, most of which are year-round.

The huge variety of offered services creates certain problems of choice, which can be soften, as it seems, by the package provision of services, in combination with voluntary medical insurance.

In 2017, the number of domestic medical tourists in Russia amounted to 9 million people. This is 35% more than in 2016. However, the factor of price raise is important for Russians, and as a result, 6% of them cut costs on treatment due to trips to the regions. Mainly, these are the residents of capitals and large cities who, due to price differences, go to dental clinics in Tver, Ryazan, are looking for cheaper services for ophthalmology, gynaecology, orthopaedics, prosthetics, etc. in regional medical institutions (Medical tourism in Russia, 2018). When selecting the places of treatment in the regions, the possibilities of treatment in the place of residence are taken into account (queues, quality, prices). The savings in the payment of regional medical tourism can be considerable. On the one hand, this trend reflects an improvement in the quality and availability of regional medical services. But, at the same time, the experts note, that according to data for 2016, the number of visits to polyclinics in Russia decreased by 47 million. This indicates a decrease in the availability of medical assistance at place of residence (Temyakova and Cherevichenko, 2015).

Rehabilitation tourism as a continuation of medical treatment and recovery of the body is associated with the problems of neurology (recovery after a stroke, spinal cord and brain injuries, multiple sclerosis, etc.), treatment of alcohol, drug dependencies, etc.

In accordance with the state program “Accessible Environment” in the sphere of tourism, a barrier-free environment is created for equal opportunities of using the tourist and medical facilities for both healthy people and persons with disabilities. Inclusive tourism as an independent direction of development is possible, using specialized routes and facilities. So, in the Saratov region, in the Republic of Tatarstan, there are dialysis centres for replacement renal therapy, where along with medical services for tourists, cultural and educational events and excursions are organized (Temyakova and Cherevichenko, 2015). In the Russian Federation there are about 12 million of disabled people of different age and sex and medical diagnosis, and their inclusion in a full-fledged life, along with recovery, is an important task of medical tourism. This is especially important in connection with the fact, that disabled people have the right to social benefits, periodically provided by social protection services.

The most solvent Russians go abroad for treatment. Outbound tourism was formed in particular areas and countries. Priority country is Israel, where about 40 thousand of Russians come every year. Here they can see a good quality of medical services and patient care, supplemented by the received impressions from the country at relatively affordable prices. All this creates the attractiveness of medical tourism (Gankin, 2017). Guarantees of quality of medical services in Israel are provided by the Medical Tourism Association, which unites the best clinics of the country and allows to protect patients from unscrupulous intermediaries.

The next place in the rating of medical tourism of Russians is occupied by Germany, where also several thousand people arrive every year. German clinics use advanced methods of treatment in the fields of haematology, oncology, orthopaedics, etc. In many cases after the treatment, German doctors continue to supervise patients. But the registration of a call for treatment is a rather bureaucratic and long process (Gankin, 2017).

The third place in outbound medical tourism is occupied by Finland, whose transport accessibility, relatively simple visa procedures, the presence of Russian-speaking personnel, and the use of unique treatment methods attract Russians (Gankin, 2017).

Gradually, the clinics in other countries are appeared, which accept Russian tourists for treatment (Gabdrakhmanov et al, 2016). This creates a certain competition between outbound and domestic medical tourism (Table 2). New countries enter in the world market of medical services, able to provide competition with the optimal combination of quality and prices (

Lovtsova, 2018; Gabdrakhmanov et al, 2016).

In March 2017, the Ministry of Health established a special project office for the development of medical tourism in Russia. It is planned to create several regional medical clusters (Gabdrakhmanov et al, 2016). An increase in the number of foreign medical tourists to Russia is expected up to 500,000 a year (The Ministry of Health spoke about the prospects for medical tourism in Russia, 2017).

SUMMARY

Thus, the study allowed to identify the main problems of development of medical tourism in Russia, to show its importance in ensuring the accessibility of medical services both within the country and for foreign tourists. The obtained results can be used both for specification of state and regional target programs of development of public health services, for organization of regional medical clusters and medical centres, and also for extension of export of medical services.

CONCLUSIONS

Growing competition in the world market of medical tourism poses a number of tasks: the creation of a reliable information base about the objects and routes of various types of Russian tourism; the selection of “core” institutions with certified services, and the implementation of projects for their promotion; the development of integrated tourism products with a broad medical, health-improving and cultural-orientation program, which includes services for further remote support; preparation of loyalty programs and co-branding for various social groups of tourists.

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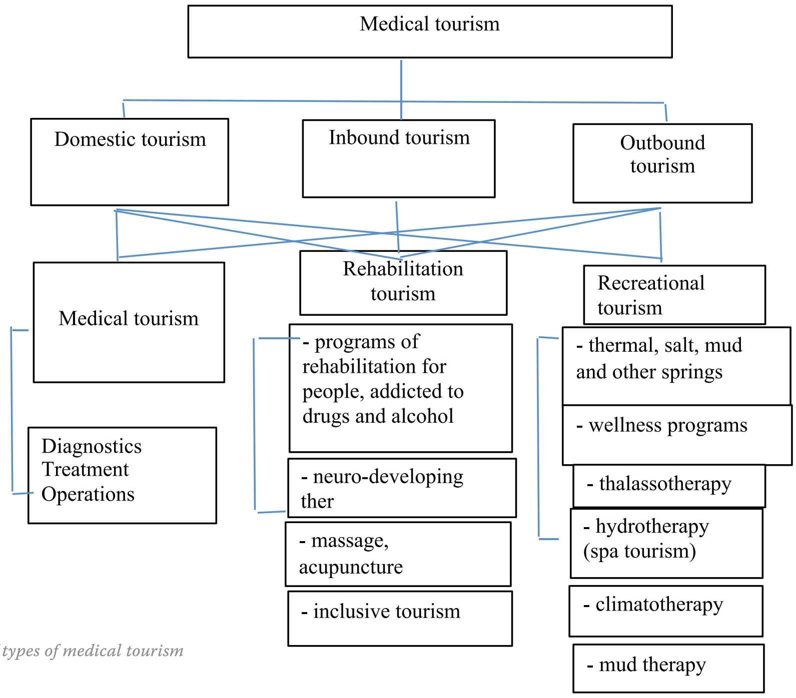
ANNEXES



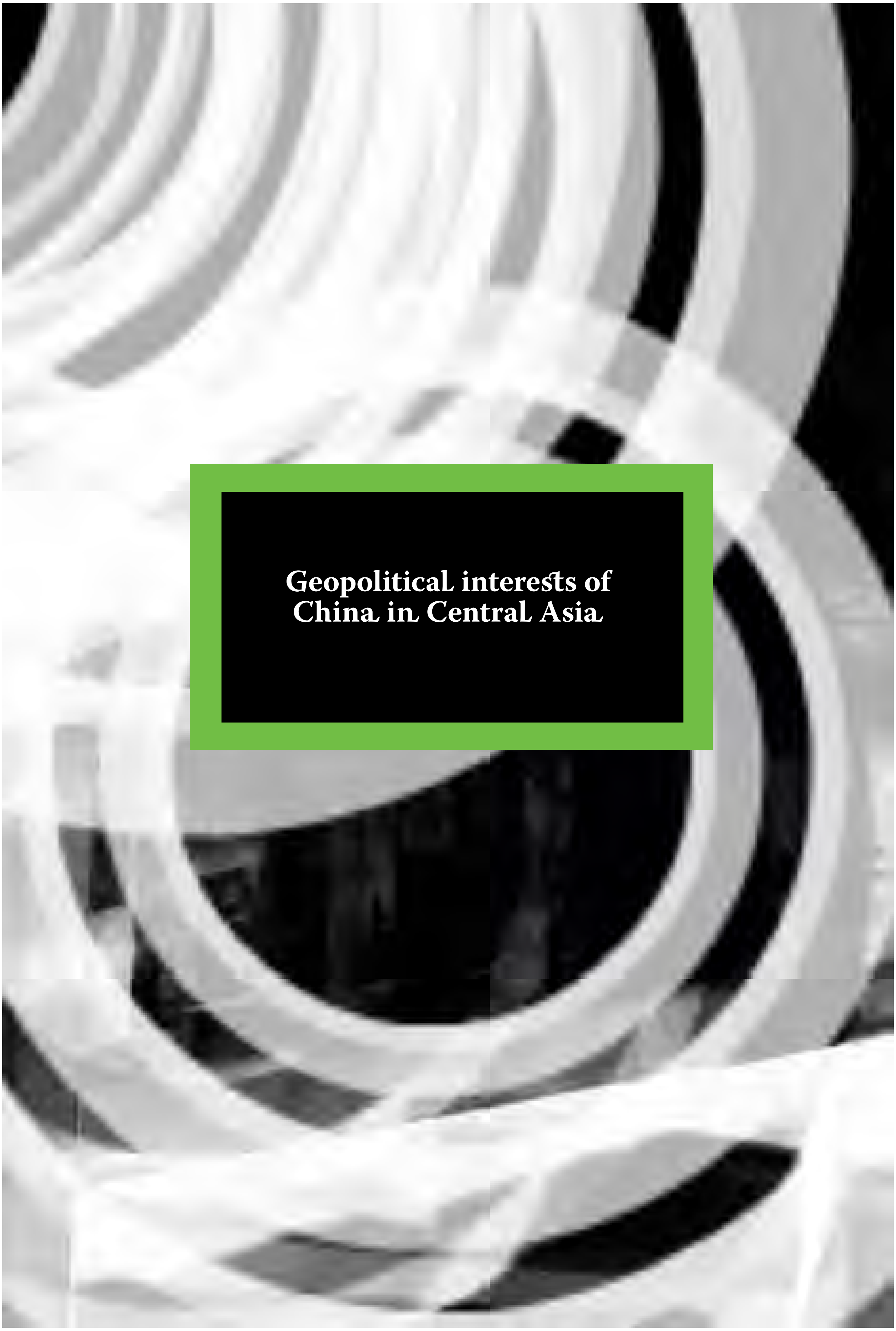
Scheme 1. Classification of types of medical tourism

Rating position	Country	MTI in general	Environment	Medical tourism industry	Services
1	Canada	76.62	78.69	71.14	77.01
2	The United Kingdom	74.87	77.3	70.38	76.94
3	Israel	73.91	67.56	72.58	81.6
4	Singapore	73.56	73.26	70.79	76.63
5	India	72.10	63.26	75.94	77.1
34	Russia	57.01	49.96	59.94	61.15

*Table 1. Rating of countries by the Medical Tourism Index *) Source: Medical Tourism Index.*

Countries		Cost savings in comparison with the same services in the USA
1	Panama	40-70% medical services
2	Hungary	40-50% dentistry, cosmetology
3	Costa Rica	30-40% dentistryogy cosmetol
4	Brazil	40-50% cosmetology
5	India	20% medical procedures and surgeries
6	Thailand	30% medical services
7	Singapore	35% medical services
8	Malaysia	25% plastic surgery

Table 2. Possible savings on medical tourism services in different countries.
According to the data: health-tourism.//http://www.health-tourism.com/medical-tourism/statistics.



Geopolitical interests of China in Central Asia

Geopolitical interests of China in Central Asia

Intereses geopolíticos de China en Asia Central

ABSTRACT

The purpose of this study is to identify China's geopolitical interests in Central Asia and to analyze its political and economic cooperation with the region. During the research, the main principles underlying the Chinese foreign policy were revealed and analyzed. The provisions of the work can be used to further study of this problem, as well as in the teaching of disciplines related to international relations. At the same time, problem-chronological and historical-comparative methods were applied. First of all, China's priority interests in Central Asia were reviewed and analyzed. Further, the spheres of multilateral cooperation implemented through the Shanghai Cooperation Organization (SCO) were noted. Priority directions of China's foreign policy discourse were also disclosed. Particular attention was paid to the questions of Uyghur separatism and its influence on China's relations with the CAR countries. The points of contact of economic interests were identified through the Chinese initiative project "One belt, one way". In addition, the importance of energy security in the Central Asian region is emphasized. At the end of the paper, conclusions were drawn based on an analysis of current integration processes in the region.

KEYWORDS : International relations, politics, history, China, Central Asia, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan, Shanghai Cooperation Organization, Silk Road Economic Zone, "One Belt, One Way".

RESUMEN

El propósito de este estudio es identificar los intereses geopolíticos de China en Asia Central y analizar su cooperación política y económica con la región. Durante la investigación, se revelaron y analizaron los principios fundamentales de la política exterior china. Las disposiciones del trabajo se pueden utilizar para estudiar más a fondo este problema, así como en la enseñanza de disciplinas relacionadas con las relaciones internacionales. Al mismo tiempo, se aplicaron los métodos cronológico-problema e histórico-comparativo. En primer lugar, se revisaron y analizaron los intereses prioritarios de China en Asia Central. Además, se señalaron los ámbitos de cooperación multilateral implementados a través de la Organización de Cooperación de Shanghai (SCO). Las direcciones prioritarias del discurso de la política exterior de China también fueron reveladas. Se prestó especial atención a las cuestiones del separatismo uigur y su influencia en las relaciones de China con los países de la República Centroafricana. Los puntos de contacto de los intereses económicos se identificaron a través del proyecto de la iniciativa china "One belt, one way". Además, se destaca la importancia de la seguridad energética en la región de Asia Central. Al final del documento, se extrajeron conclusiones basadas en un análisis de los procesos de integración actuales en la región.

PALABRAS CLAVE: relaciones internacionales, política, historia, China, Asia Central, Kazajstán, Kirguistán, Tayikistán, Turkmenistán, Uzbekistán, Organización de Cooperación de Shanghai, Zona Económica de la Ruta de la Seda, "One Belt, One Way".

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INTRODUCTION

After the fall of the Soviet Association, China attempted to fabricate and reinforce relations with the Focal Asian states. At first, the primary bearing of its political and conciliatory exercises was the settlement of questioned outskirts. Afterward, it started to mirror the developing want of the PRC to secure its financial advantages and guarantee security in the area. This decided the developing of monetary relations, as well as the development of political, conciliatory and social ties. Every one of the five nations in the locale have consented to key arrangements with China; recurrence of visits by Chinese authorities has expanded. Confucius establishments offering dialect courses and social projects are currently present in Kazakhstan, Uzbekistan, Kyrgyzstan and Tajikistan [1]. The system college of the Shanghai Participation Association (SCO) was propelled in 2010 as another stage for collaboration in the field of training and work force trade.

METHODS

The research has used the problem-chronological and historical-comparative methods that allowed authors to operate with chronologically verified and reliably stated facts for revealing the motives of the main actors and driving forces in the region. Such a method as the study of a process has made it possible to emphasize the key directions of international political processes in Central Asia.

RESULTS

Since China has set up discretionary relations with the Focal Asian states in 1992, the volume of its exchange with the locale has expanded commonly [2]. The gas pipeline from Turkmenistan, the Atasu-Alashankou oil pipeline from Kazakhstan, huge interests in vitality, transport and interchanges in Uzbekistan, the development of new streets and passages in Tajikistan, and the extension of car interfaces amongst Kyrgyzstan and China have made numerous connection focuses. One of the highlights was the arrangement of advances to Focal Asian nations with low intrigue. In June, 2012 President Hu Jintao reported that Beijing will give advances of $ 10 billion to the part conditions of the SCO [3]. Focal Asia likewise speaks to a developing business sector for Chinese products. In 2017, China's exchange with the conditions of the area added up to just about 30 billion US dollars.

Also of great importance for China is the transit potential of the region. It is no coincidence that the Chairman of the People's Republic of China, Xi Jinping, on September 16, 2013 announced in Central Asia, during his speech in Astana, the creation of the "Silk Road Economic belt ", which is a land part of the global strategy "One belt, one way". He described this initiative as a new form of cooperation between China, Central Asia and Russia, and also identified five components: political alignment, the construction of a common road network, the strengthening of trade links, currency flows, and people's contacts [4, p.1-2]. Today, a significant network of roads and railways, air routes, and pipelines connect China and Central Asia [5].

For the countries of the region, the presence of China offers many opportunities for pursuing a "multi-vector policy" through which local governments feel less dependent on Russia and on Western states.

Security and stability in Central Asia are very important for China not only to protect its own interests in the region, but also because of the almost inevitable aggravation of the situation in its northwestern region, in Xinjiang, if security and stability would weaken or absent. In this regard, China has become an active player in the region along with Russia and the United States.

Multilateral cooperation between China and Central Asia is carried out mainly through the SCO. The Shanghai mutual cooperation and non-interference spirit united Russia and China together with four of the five countries of the region in 2001. The SCO members have established coordination in the field of military cooperation, the exchange of intelligence information and the fight against terrorism. The "Regional Antiterrorist Structure" (RATS) of the Shanghai Cooperation Organization (SCO) headquartered in Tashkent, has established itself as an effective institution for combating terrorism and extremism. In June 2017, the SCO expanded: during those expansion two important countries of Asia, India and Pakistan became its members. Thus, the SCO has become one of the largest regional associations in the world [6].

While China's monetary nearness in Focal Asia keeps on extending, key inquiries remain with respect to its center advantages in the area in the present and later on. To comprehend them, it is critical to examine the essential standards basic the PRC's remote strategy.

Chinese authorities stress that outside arrangement activities in Focal Asia, and also in different districts of the world, depend on five rules that reflect China as a creating nation which isn't a piece of a military coalition like NATO. The accentuation is on the way that China never tries to authority and wouldn't force its will on different nations. China tells its littler neighbors from Focal Asia that its fast financial advancement and the fortifying of military abilities won't represent a risk. The Chinese political talk regularly underscores the distinction between China's methodologies as a dependable extraordinary power that regards the sway of different nations, from Western nations that endeavor to meddle in the interior undertakings of different states.

China's elective world model underlines multipolarity and equivalent treatment of all nations "paying little mind to whether they are enormous or little, solid or frail, rich or poor" [7]. Every national government has the privilege to legitimately manage issues identified with residential political, monetary or parties, including inner clashes. This view on the direct of worldwide relations is because of China's own history and its affectability to issues, for example, Taiwan, Tibet and Xinjiang.

China's situation on most issues on the planet lies in the way that they should be settled through common understanding, genuine exchange and quiet arrangements and to counter impedance from outside. In this way, the fundamental thought of the "Five Standards" in its cutting edge translation is sway: any state has no privilege to meddle in the interior issues of another state.

Nonetheless, as indicated by Chinese analysts, "standards ought to be comprehended with regards to the real world" [8]. Actually the harmony between the assurance of China's interests abroad and keeping up a proceeded with promise to the standards of state power and non-impedance, is winding up progressively flimsy [9].

Notwithstanding the expanded nearness in the district over the previous decade, Focal Asia isn't among the principle needs of China's financial and political premiums. Generally, China's exercises have centered around more crucial territories of enthusiasm, specifically relations with the Assembled States, Sino-Japanese relations, relations with Taiwan, strains on the Korean promontory, and relations with India.

Suspicions that China has ulterior intentions in Focal Asia and does a geopolitical procedure went for definite control and mastery in the locale are intemperate and overstated. China has neither the limit nor the aim to wind up a hegemon in the locale. It is claimed that China's procedure towards Focal Asia "might be an impression of China's bigger system towards the outside world, which incorporates enthusiasm for regular assets and expanded exchange" [10]. Nonetheless, the nonappearance of a specific procedure does not imply that China's strategy in Focal Asia isn't reasonable, or that it needs geopolitical meaning. There are various commonsense issues and interests in the relations amongst China and Focal Asia.

Following three many years of high development, China needs to guarantee maintainable wellsprings of vitality supply from different nations. The nations of Focal Asia, particularly those with vast hydrocarbon saves, have turned into a need for China to contribute, given their land vicinity and the open door they offer to guarantee mainland vitality supplies, subsequently lessening reliance on ocean courses.

In any case, China's strategy in Focal Asia goes past basically looking for assets. As expressed in the White Paper on Serene Improvement, "the need heading of China's tact is the making of a tranquil and stable global condition for its advancement" [11]. Advancing monetary advancement, China looks to settle the Focal Asian states which are critical for the security of its northwestern locales.

There is a basic connection between China's strategy in Focal Asia and the Uyghur issue [12]. China needs the locale to be created and settled, as its insecurity can undermine endeavors to create, "conciliate" and all the more nearly associate Xinjiang with whatever is left of China. China likewise needs the nations of the locale, which are homes to the biggest Uighur diasporas, partake all the more effectively in the battle against Uyghur dissent. [13] Conceivable security courses of action in Kyrgyzstan, which have a typical fringe with the length of 1000 km with China, and in the Fergana Valley situated in Kyrgyzstan, Tajikistan and Uzbekistan, make the danger of pulverizing exchange, vitality supplies and, at last, dangers to China's inside steadiness, particularly in Xinjiang. This was plainly exhibited by the conflicts of 2010 amongst Kyrgyz and Uzbeks who "specifically backed off the fare of Xinjiang to Kyrgyzstan, and additionally to Uzbekistan and Kazakhstan" [14]. At present, China's "One-Belt, One-Way" strategy unites the solution of both tasks in Central Asia. It develops economic cooperation with the region, provides large-scale investments, increases turnover, and creates a modern infrastructure. So, for example, the joint Chinese-Kazakhstan "dry port", Khorgos, became one of its most significant infrastructure facilities, which allowed the turnover volume to increase on this stretch of the border by eight times. Therefore, the magazine Forbs even included it among the five most important objects of the Belt and the Way itself by the end of 2017, stressing that "Khorgos is not just a new city, or a new high-tech zone, or a duty-free zone, or just a distant ground port, but also a complete bi-national agglomeration of development. And only a few years ago there were only sand dunes, lavender fields and snow-capped mountains [1 5]. This provides economic recovery, security and stability both in Central Asia and in the Xinjiang Uygur Autonomous Region.

DISCUSSION

China's foreign policy in Central Asia, the geopolitical transformation of the region, security challenges, the dynamics of bilateral and multilateral relations predetermine the increased interest of researchers in studying the problems of this study. Famous Central Asian experts, such as S. Safaev [16], B. Sharifov [17], A. Khodzhaev [18], V.V. Paramonov [19], L. Syroezhkin [20] presented their vision of various aspects of PRC's policy in Central Asia. For example, in the work "On the Central Asian Policy of the People's Republic of China", the Uzbek researcher A. Khodjaev identifies a number of factors that had a very diverse impact on the interests of the PRC in the course of Central Asian policy formation [18].

Russian experts analyze in their work quite a wide range of issues related to China's participation in political and economic processes in Central Asia. Among them one can distinguish the works of such researchers as S.V. Zhukov, O.B. Reznikova [21]. A. D. Voskresenskiy [22], S.G. Luzyanin [22, 23].

The work of foreign researchers helped to supplement the idea on the role of the Central Asian region countries in Chinese politics. Among the works of researchers from the U.S., the work by M.B. Olcott seems interesting to us, "The Second Chance of Central Asia" [24] which describes developments in the region after 11 September, 2001, including the strengthening of China's presence. Of Chinese authors, Zhao Huashen is actively developing the issues of PRC's presence in Central Asia [25]. Separate aspects of PRC's presence in the region are analyzed by Rumer E., Trenin D. and Zhao Huasheng in the study "Central Asia: A View from Washington, Moscow and Beijing" [24], where scientists from the three countries find out what the prospects for each player of the "New Great Game".

CONCLUSIONS

The policy of the PRC in Central Asia is conditioned by its economic interests, especially the desire to ensure energy security and use of the transit potential of the region. At the same time, it is aimed at maintaining stability and security in the Xinjiang Uygur Autonomous Region. All this caused not only the intensification of ties with the region, but also involvement in the "New Great Game" in Central Asia, where the influence and interests of Russia, the United States and the People's Republic of China collide. As China's economic participation in Central Asia continues to expand, its influence in the region is steadily increasing, without prejudice to Russia's interests. There is no doubt that it benefits both China and the countries of Central Asia, for which trade with China and Chinese investments are the catalyst for economic growth. Summing up, it can be stated that China and the countries of Central Asia have established serious bilateral relations, which are a prerequisite for economic reforms and attracting foreign investments. At the same time, it is extremely important that bilateral and multilateral agreements be actively implemented in coordination with Russia and with Russian support. The close cooperation between China and Central Asia in general is important not only for mutual economic development, but also for international relations and economic integration of Eurasia as a whole.

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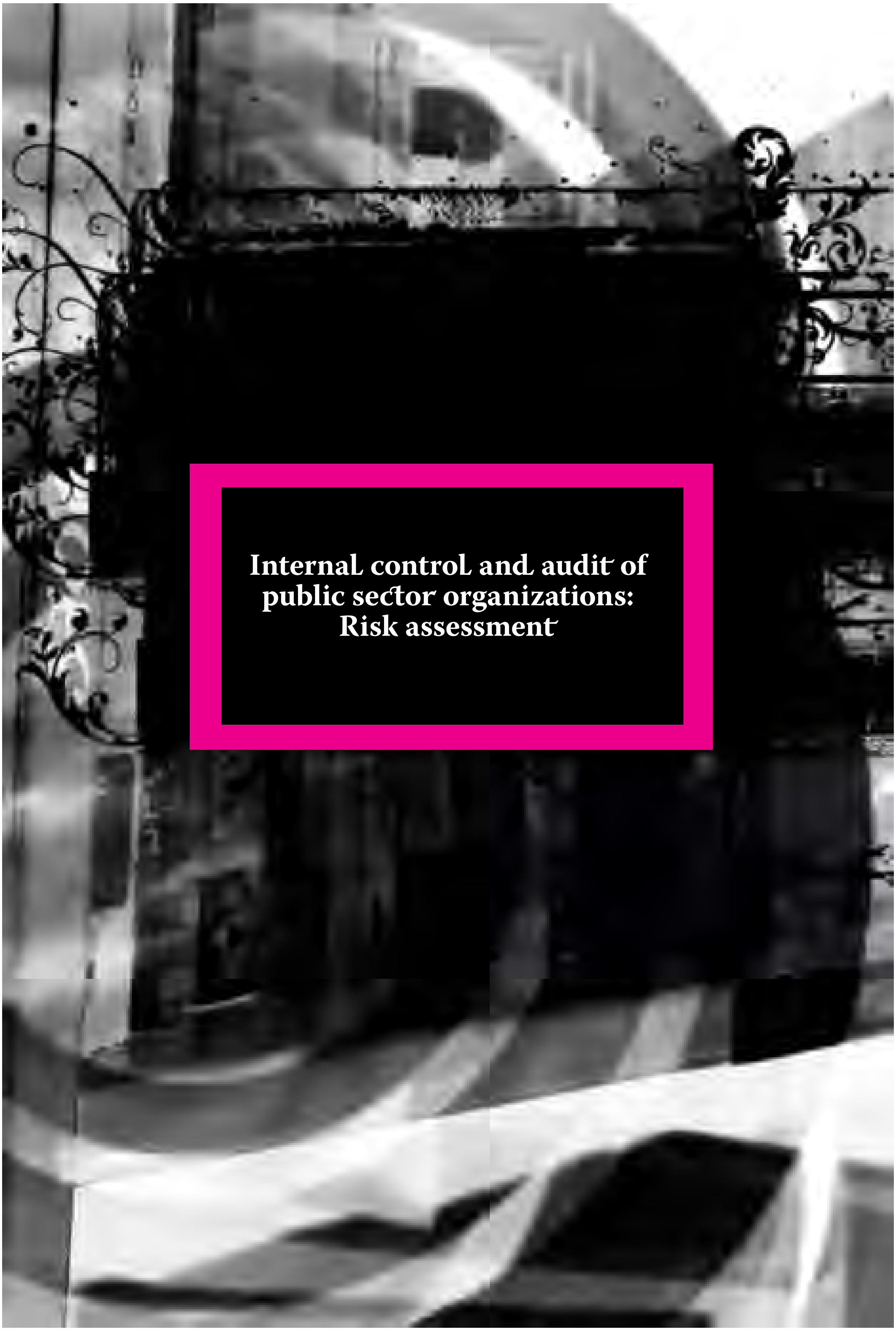

Internal control and audit of public sector organizations: Risk assessment

Internal control and audit of public sector organizations: risk assessment

Control interno y auditoría de las organizaciones del sector público: evaluación de Riesgos

ABSTRACT

A noticeable role in economic life of any society is played by the state. Now practically all countries of the world assume existence of public sector of economy. The Russian Federation is also among such countries. The most important direction of increase in efficiency of modern public administration is development risk - the focused internal control and audit on the basis of application of achievements of science and technology. In this article questions of assessment of risks when carrying out internal control and audit of the organizations of public sector which are insufficiently opened in literature now are considered and demand studying of the international experience and the annex to practical situations. For practical realization of processes of internal control and audit the need for highly effective approaches to assessment of risks more and more increases. In work we carried out application of the standardized approaches to assessment of the risks acquired in the sphere of independent audit, internal control and internal audit first of all for the commercial sector in processes of internal control and audit of the organizations relating to public sector. For evaluating risks in public sector areas of risks of essential distortion for this sector were allocated, the approximate list of control questions is developed for testing by internal controllers and auditors of risks of essential distortion of information in the organizations of public sector, the method of calculation of components of auditor risk is given.

KEYWORDS: internal audit, auditor risk, importance, public sector.

RESUMEN

El Estado desempeña un papel notable en la vida económica de cualquier sociedad. Ahora prácticamente todos los países del mundo asumen la existencia del sector público de la economía. La Federación Rusa también se encuentra entre estos países. La dirección más importante del aumento de la eficiencia de la administración pública moderna es el riesgo de desarrollo: el control interno y la auditoría centrados en la aplicación de los logros de la ciencia y la tecnología. En este artículo, se consideran las cuestiones de evaluación de riesgos al llevar a cabo el control interno y la auditoría de las organizaciones del sector público que no están lo suficientemente abiertas en la literatura y exigen el estudio de la experiencia internacional y el anexo a las situaciones prácticas. Para la realización práctica de los procesos de control interno y auditoría, la necesidad de enfoques altamente efectivos para evaluar los riesgos aumenta cada vez más. En el trabajo realizamos la aplicación de los enfoques estandarizados para la evaluación de los riesgos adquiridos en el ámbito de la auditoría independiente, el control interno y la auditoría interna, en primer lugar, para el sector comercial en los procesos de control interno y auditoría de las organizaciones relacionadas con el sector público. Para evaluar los riesgos en el sector público, se asignaron áreas de riesgo de distorsión esencial para este sector, la lista aproximada de preguntas de control se desarrolló para que los controladores y auditores internos verifiquen los riesgos de distorsión esencial de la información en las organizaciones del sector público, el método de Se da el cálculo de los componentes del riesgo del auditor.

PALABRAS CLAVE: auditoría interna, riesgo auditor, importancia, sector público.

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INTRODUCTION

The relevance of work is that illumination of questions of internal control and audit in public sector as resources of public sector usually are a form of realization of funds of society becomes much demanded direction now and their use in public interests usually requires special attention.

Implementation of internal control and audit in the organizations of public sector is intended to increase efficiency of modern public administration [1, with. 48], but questions of assessment of risks for internal control and audit of the organizations of public sector demand studying of the international experience and study in practice [2, with. 1].

Creation of a conceptual framework of internal audit in public sector is based on laws and standards on independent audit, on internal control and internal audit. In this case the deduction method takes place: there is a transfer of knowledge from the general case to private. Public sector has the features which the internal auditor has to take into account; however the generalizing definitions set the direction in their work [3, with. 75].

When conducting checks of the organizations of both the state, and commercial sectors of economy there is a risk that checking can come to inadequate conclusions, that is make a mistake as it is limited in time and resources. However the organizations of public sector, as a rule, deal with the large sums of means of taxpayers of which it is necessary to dispose according to the legislation, is the most effective [4, with. 396]. The risk is one of key categories both in independent, and in internal control and audit.

METHODS

The following areas of risks of essential distortion of information are especially characteristic of public sector of economy:

¾ considerable sums of non-standard and not systematic operations;

¾ operating by the considerable sums of cash or expensive material values;

¾ activity which is traditionally predisposed to fraud (for example, contracts under the state orders);

¾ new budgetary programs, kinds of activity;

¾ basic changes in the existing programs;

¾ the new acts regulating activity in public sector;

¾ political decisions (for example, redistribution of means);

¾ strong pressure upon management for the purpose of achievement of the unrealistic purposes, results, dates of performance, for example, in development of budgetary funds;

¾ the increased public expectations;

¾ change of the management, change of key personnel;

¾ new sources of financing;

¾ big number of staff, turnover of staff;

¾ low qualification of personnel;

¾ changes in the environment of information technologies;

¾ geographical dispersion and weak communication.

Assessment of processes of management of risks of the checked organization is one of elements of internal control according to the COSO model. According to ISSAI 9100 "Guidelines for Internal Control Standards for the Public Sector" assessment of risks is a process of identification and the risk analysis connected with achievement of the goals of the organization and definition of appropriate countermeasures. Join in assessment of risks [5]:

¾ determination of risk;

¾ risk assessment;

¾ assessment of readiness of the organization for adoption of risk;

¾ development of actions for response to risks.

At assessment of risks it is necessary to consider all possible risks (including risk of fraud and corruption). Thus, it is important to carry out comprehensive identification of risks. It needs to be conducted constantly, continuously and, often, in indissoluble connection with planning process. Often it is useful to consider risks "from scratch", without being limited to results of the previous check. Instruments of identification of risks are presented in the figure 1.

Fig. 1. Instruments of identification of risks according to ISSAI 9100 "Guidelines for Internal Control Standards for the Public Sector"

One of key problems of assessment of risks consists in informing the management on those spheres of emergence of possible risks on which it is necessary to take measures and also about their relative priority.

It is remarkable that in ISSAI 9140 "Internal Audit Independence in the Public Sector" is emphasized that, despite identification of risks when carrying out internal audit, the system of internal control has to the first react to risks.

In "International Standards for the Professional Practice of Internal Auditing (Standards) the" (ISPPIA) provided initially for the commercial sector it is given to definition to risk as a possibility of approach of any event which can exert impact on achievement of the goals [6]. In a plot of standards determination of risk - key risk, essential risk meets. Importance of application in internal audit risk - the focused approach is emphasized.

In INTERNATIONAL STANDARD ON AUDITING (ISA) 200 "Overall objectives of the independent auditor and the conduct of an audit in accordance with ISA" definitions are given to the main components of auditor risk (figure 2).

Fig. 2. Components of auditor risk

In ISA 315 (Revised) "Identifying and assessing the risks of material misstatement through understanding the entity and its environment" there is a speech about risk of essential distortion without division it on inherent risk and risk of control devices [7].

Traditionally the model of auditor risk is presented in the form of the work of risks of essential distortion and risks of nondetection. Each of components defines quality, reliability of work of the organization of public sector (inherent risk), the systems of internal control (risk of control devices) and reliability of work of the auditor (risk of nondetection) [8, page 110].

Quantitatively auditor risk is estimated in the range from 0 to 1 or from 0 to 100%. Use of digital data allows giving an idea of probability of commission of a mistake by the auditor. Achievement of extreme points (0 and 1) is represented unreal. The zero risk is impossible as the auditor cannot express absolute confidence. At single risk the meaning of audit is lost. That is value has the range as the concrete value gives only an approximate idea of risk level which assessment it is more effective to express verbally. In practice for such assessment qualitative characteristics of risk are more often used: low, below an average (optimum), average (optimum), above an average (optimum) and high.

So, for risks of essential distortion it is possible to use the gradation presented in table 1.

Risk level	Quantification
High	1
Middle	0,5
Low	0,33

Table 1. Quantitative assessment of risks of essential distortion

As the optimum size of acceptable level of auditor risk is recognized 5%. This size is not standardly approved, but is widely used in practice of independent audit, internal control and internal audit.

RESULTS AND DISCUSSION

For assessment of components of auditor risk various procedures which are generally connected with conducting testing are used [9, page 306]. As a rule, tests are developed for complex assessment of risks of essential distortion, but also allocation of sections for separate assessment of inherent risk and risk of control devices is possible.

The brief of the auditor on testing of risks of essential distortion of information in the organization of public sector is intended to reveal whether process of work with risks in the organization is effectively adjusted. The fragment of a control leaf of testing of risks of essential distortion of the organization of public sector which is turning on two blocks of questions is given in table 2: according to inherent risk and assessment of risks of means of internal control. In the control leaf developed by us questions of the closed type with definite answer in order that they were more universal in use are used. The sign “V” marked the answers characterizing a situation with the increased risk. It is necessary the sum of answers in columns with the sign “V” for calculation of level of risks of essential distortion to divide into total of questions.

The following stage we will calculate risk of nondetection on the basis of multiplicative model of auditor risk. At assumption that it is necessary to reach the level of auditor risk of 5%, calculation of inherent risk it is presented in table 3.

Questions	Yes	No	Without answer
Inherent risk assessment			
The organization carries out the activity in economically unstable region?	V		
Whether there were considerable changes in regulation of public sector?	V		
Whether close attention to activity of the subject and its financial results is observed?	V		
Whether there are in the organization excess stocks of inventory items?	V		
The organization has a broad geographical dispersion?	V		
Whether there is a probability of non-compliance with the principle of continuity of activity of the organization?	V		
Whether new programs, kinds of activity took root into the controlled period?	V		
Whether there were changes in the management, change of key personnel?	V		
Whether key indicators of branch, activity of the organization, a tendency of its development are analyzed?	V		
Control risk assessment			
Whether monitoring of control measures of financial statements is carried out?		V	
Whether events for initiation of corrections of shortcomings are held?		V	
Whether assessment of risks which the organization can face is carried out?		V	
Whether the purposes control on risk management is identified?		V	
Whether a positive control environment is created?		V	
Whether training of personnel concerning internal control is provided on a systematic basis?		V	
Whether analytical procedures of check of efficiency of use of resources are carried out within the system of internal control of the organization?		V	

Table 2. Fragment of a control leaf of testing of risks of essential distortion in the organization of public sector

Risk of material misstatement	Audit risk	Detection risk
1	2	3=2/1
100%	5%	5%
50%	5%	10%
33%	5%	15%

Table 3. Calculation of risk of nondetection

The concept of auditor risk is closely interconnected with a concept of importance. Feedback is characteristic of them: the auditor risk is higher, the importance is lower. It is connected with the fact that after establishment of high risk level the low value of importance is chosen that means increase in volume of the carried-out inspection as probability to find mistakes above. In a general view the interrelation of importance, volume of auditor procedures and auditor risk can be presented in table 4.

Condition	Botto m line	Upper limit
Materiality level	5%	10%
Scope of require d audit procedures	High	Low
Audit risk	Low	High

Table 4. Interrelation of categories of importance, volume of auditor procedures and auditor risk

SUMMARY

As a result of assessment of risks and countermeasures by their decrease or elimination [10 are determined by the internal controller, with. 227]. The internal auditor checks result of this work defines risks which were not considered, or reciprocal actions which was insufficiently. Assessment of risks internal auditors influences determination of importance and volume of auditor procedures.

Concerning assessment of risks in internal control and audit in public sector the following aspects were described:

¾ areas of risk of essential distortion for consideration in public sector are allocated;

¾ the control leaf of testing of risks of essential distortion of information in the organization of public sector is developed;

¾ the method of calculation of components of auditor risk for the organization of public sector is given.

CONCLUSIONS

Thus, it is possible to draw a conclusion, as in the course of internal control, and in the course of internal audit of the organization of public sector assessment of risks [11 is made, with. 116]. It is important to note that areas of risk of essential distortion for consideration in public sector are a little other than the private sector as the specifics of activity of the organization of public sector include accumulation and management of means of society.

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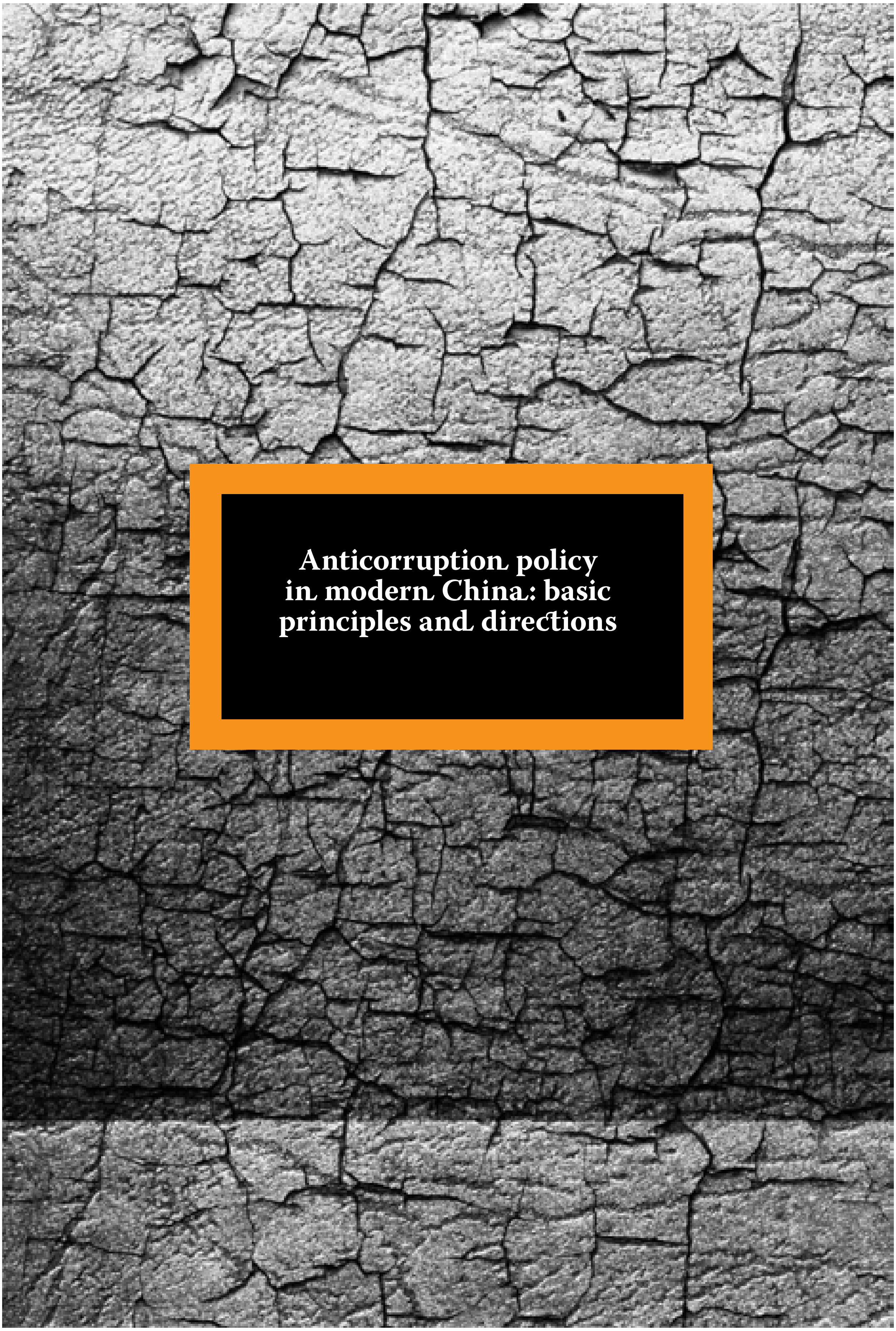

Anticorruption policy in modern China: basic principles and directions

Anticorruption policy in modern China: basic principles and directions

La política anticorrupción en la China moderna: principios básicos y direcciones

ABSTRACT

The proposed study includes systematization and analysis of the theoretical and conceptual interpretations of "corruption" and "corruption interaction", discussion of the reasons and conditions for the development of corruption interaction in China, as well as consideration of the official assessments of anti-corruption activity and the main directions of prevention and combating corruption in Chinese society by Chinese scientists. Within the framework of this article, we analyze mainly current official positions, analytical materials, theoretical and conceptual versions and research approaches, in which the modern forms and practices of corruption interaction in China are being problematized. The work mainly uses Chinese sources and empirical data, which have been obtained by the authors during interviews (mainly an expert survey). The authors argue that both the scientific community, political analysts and public figures, as well as official representatives of the party, demonstrate unity in understanding the key characteristics of corruption and the main priorities of anti-corruption policy. At the same time, the very corruption phenomenon is treated as a socially negative phenomenon of the modern life of Chinese society, which is of complex nature.

KEYWORDS: anti-corruption policy, power, extra-legal relations, state, doctrines, Chinese society, corruption, culture, law, legal regimes, shadow practices.

RESUMEN

El estudio propuesto incluye sistematización y análisis de las interpretaciones teóricas y conceptuales de "corrupción" y "interacción de corrupción", discusión de las razones y condiciones para el desarrollo de la interacción de corrupción en China, así como consideración de las evaluaciones oficiales de anticorrupción. Actividad y las principales direcciones de prevención y lucha contra la corrupción en la sociedad china por parte de científicos chinos. En el marco de este artículo, analizamos principalmente las posiciones oficiales actuales, los materiales analíticos, las versiones teóricas y conceptuales y los enfoques de investigación, en los que se están problematizando las formas y prácticas modernas de interacción de la corrupción en China. El trabajo utiliza principalmente fuentes y datos empíricos chinos, que los autores han obtenido durante las entrevistas (principalmente una encuesta de expertos). Los autores argumentan que tanto la comunidad científica, los analistas políticos y las figuras públicas, como los representantes oficiales del partido, demuestran unidad en la comprensión de las características clave de la corrupción y las principales prioridades de la política anticorrupción. Al mismo tiempo, el mismo fenómeno de la corrupción se trata como un fenómeno socialmente negativo de la vida moderna de la sociedad china, que es de naturaleza compleja.

PALABRAS CLAVE: política anticorrupción, poder, relaciones extra-legales, estado, doctrinas, sociedad china, corrupción, cultura, ley, regímenes legales, prácticas en la sombra.

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INTRODUCTION

Of course, corruption as a social phenomenon has a fairly long development history, accompanies humanity at every stage of the evolution of the state-legal organization of society. The social systems are changing, the new fields of social relations are emerging, the traditional practices of governmental interaction are becoming more complicated, and together with these general transformations this phenomenon is mobilely changing and becoming more complex. At different times, the corruption interaction was differently called and characterized, changed its socio-cultural "masks", but maintained a common direction. It is no coincidence that in this respect, in studying corruption, the universal, specific historical and socio-cultural characteristics and features are always distinguished, without regard to which the theoretical and conceptual description and practical forms of counteraction to corruption interaction will be incomplete, and the programs for its political and legal prevention - inadequate.

However, with all this, corruption began to be discussed as a fundamental challenge of our time only in the XX century. Many associate the latter with the development of a special form of socio-economic life (capitalist) and the dissemination of specific models of relations (market) that permeate all the levels and types of social interaction, including governmental space. Others associate the latter with the "weakening" of value-normative regulators and spiritual and moral standards of social interaction (religion, customs, traditions, morals, etc.), traditionally holding back human vices (greed, gain, usury, etc.). Still others talk about "reformatting" the fundamental links of social integrity, for example, the basic systems - social trust and duty or socio-political unity - the ideocratic, national, cultural foundations of the human and society life and activities.

Without entering into this discussion, which requires a separate and complex study, we should note that the problem of corruption today, both within the framework of research practice, and in the context of political dynamics and legal development of society, are leading. The fundamental nature of the latter in the governmental organization reflects also both the political agenda of almost any society and the current doctrinal and legal acts of most modern states where combating corruption, the forms of legal and other prevention of corruption interaction are identified as priority areas of legal policy, "the main care" of public institutions.

All of the above can be fully attributed to combating corruption in China, which has recently become a key area of public policy, an unchanged (stable) official political agenda. It should be noted that it is possible to allocate conditionally two stages of an anticorruption policy in modern Chinese society.

Firstly, it is a stage associated with the manifestation of political will and the "public-legal labeling" of the corruption topic as a fundamental problem of the dynamic development of Chinese society and its various fields of life ("economic leap", "improvement of public administration", "political stability" "changing the geopolitical status", etc.).

At this stage (2012-2015 - the adoption of new anti-corruption course at the XVIII Congress of the Communist Party of the PRC and the coming to power of Xi Jinping before his report at the XIX Congress of the CPC, at which the "updated program for combating corruption" was adopted), corruption is officially declared as a challenge the whole Party, the state and the people. It is formed a political metaphor here, reflecting the key principle of combating corruption - "simultaneously beating both tigers and flies", that is, the unprecedented determination of the Chinese leadership to identify, oppose and punish corruption relations carried out both by the representatives of the highest echelons of power structure, and middle and lower-level officials.

It was the political will that facilitated the essential transition from meta-legal (prevalence of ideocratic dominants in governmental thought activity, first of all, the Confucian value-normative system) and moral (moral condemnation, ethical codes of conduct, etc.) prevention of the corruption interaction development to the rigid institutional-normative restriction; as well as from temporary (episodic and fragmentary practices of combating corruption) to systemic practical actions, the formation of a holistic anti-corruption course in the country, as well as specific programs and activities contributing to the implementation of this course.

At this time, giving the expert assessment of the change in the corruption agenda of the Chinese government, the Professor of Law of the People's University and the member of the Special Advisory Committee of the Supreme People's Prosecutor's Office of China, He Tziahun, states that there has been a sharp "shift from calls for morality to strict regulation". If the policy of the Chinese leadership, the professor continues, traditionally "called on the state officials to serve honestly for the benefit of the Chinese people through lectures and moralizing", then it has been taken a course for active action with the advent of Xi Jinping: "the country's top leadership has issued a whole set of rules limiting all kinds of expenses on officials and designed to inculcate a modest and provident way of life for officials" [1]. In addition, this stage is associated with a series of reforms of the civil service and administration, the system of state supervision and control; the rules and norms for spending public funds, etc., have been changed.

Secondly, it was the stage connected with the "updated" anti-corruption course and new priorities, strategic goals and current tasks of combating corruption, which were announced by Xi Jinping in his report at the XIX Congress of the CPC. The main part of this article is devoted to the precise consideration of this stage of anti-corruption policy in China, discussion of key priorities, basic principles and directions of combating corruption, as well as forms and technologies of social and legal prevention of corruption interaction. At the same time, the main emphasis will be placed on research approaches, proposed doctrinal and programmatic provisions of Chinese scientists, as well as official positions and assessments of anti-corruption activities, key areas of prevention and combating corruption, recorded in the official documents.

At the same time, we should immediately emphasize that the designation of the current stage of anti-corruption policy as a "new" one is rather provisional, since this "new stage in combating corruption" is not conceivable without the ideological-conceptual and organizational-practical continuity with the preceding stages and the general ideocratic basis of the development of Chinese society, as will be discussed below.

METHODS AND MATERIALS

So, corruption, as a social, legal, political, economic and cultural phenomenon, is the main problem of a modern governmental organization. In this respect, we can agree with the famous French historian and philosopher M. Foucault in the fact that the thing, which is systematically problematized in a particular society, is the basis of its political outlook and state rationality, a key element of public discourses and public practice. This methodological principle means that the researcher analyzes "not the behavior, not the ideas, not the society and their "ideologies", but the problematizations through which the being is given as what can and should be thought, as well as the practices from which these problematizations are formed" [2, 228].

In this respect, the place corruption takes in public discourse, the way it is thought, scientifically interpreted, fixed in legal definitions, and the forms of practical struggle and social and legal technologies used to prevent the corruption interaction, all this in aggregate characterizes our style of legal, political, economic and other thoughts/activities, reflects the basic characteristics of a specific historical worldview and the type of state rationality [3].

In addition, during the research we relied on the theoretical and methodological provisions of new institutionalism, developed in the works of such authors as: P. J. Dimaggio, J. March, D. Norton, J., Olson, R. Taylor, J. Wallis, O. Favorot, P. Hull, F. Emar Duverne, et al., which consider the political, legal, economic and other institutions in a "broad", interdisciplinary research context. Thus, on the one hand, they are treated as formal rules, regulatory models, procedures and norms; and, on the other hand, as complex symbolic systems, philosophical attitudes and cognitive scenarios, specific socio-cultural and spiritual-moral models, standards and patterns that organize and control the mental activity of the actors. This approach is most appropriate for an adequate (complex and interdisciplinary) description of the universal and sociocultural characteristics of a particular phenomenon of social life.

It should also be noted that within the framework of this article, we consider mainly current official positions, analytical materials, theoretical and conceptual versions and research approaches, in which the modern forms and practices of corruption interaction in China are being problematized. The article mainly uses Chinese sources and empirical data, which have been obtained by the authors during interviews (mainly an expert survey).

MAIN PART

1. Theoretical and conceptual interpretations of "corruption" and "corruption interaction" by Chinese scientists:

Corruption interaction is interpreted by Chinese researchers as a socially negative phenomenon, which is of complex nature.

In general, corruption is considered in two main aspects: in the broad - as a negative socio-political and extra-legal phenomenon; and in the narrow - the illegal and anti-popular acts of public authority, that is, contradicting not only the current legislation of China, but also the interests of the state and society.

1.1. In the first aspect, the corruption interaction is meaningfully interpreted as a system of diverse forms and practices aimed at transforming, or more accurately, deforming public authority, that is, distorting the essence, role, purpose and tasks of governmental activity. In other words, corruption leads to an essential deformation of public authority and to serious institutional distortions, when the governmental institutions do not implement their basic functions, legal powers and social expectations.

The distortion of governmental dynamics lies in the fact that the basic features and social functions of government institutions, conditioned by the need to consolidate, represent and implement popular interests [4, 35-53], are transformed into illegal, anti-popular and shadow activities related to the implementation of personal and (or) corporate interests, benefits, advantages, etc., causing significant damage to the individual, society, state, and socio-political unity as a whole.

In the narrow sense, corruption is treated as an "act of state power" (implemented, for example, by an official) to obtain private (personal or group) benefits, violating the rule of law and damaging the state [5, 115]. This aspect reflects the current world practice of investigating corruption interaction, in the context of which the attention is focused on the formal-legal (violation of the rule of law, the state and level of law and order in society) and institutional-regulatory features of the governmental activity of individual bodies, officials, their interaction with the public institutions.

Zhu Fuen, Cao Wei believe that corruption refers, first of all, to a governmental minority, the political elite, that is, those having public power and the potential to make socially significant management decisions. Chu Wenkai, on the other hand, proves that corruption should be viewed in a broad public context, involving all actors, who are somehow connected with the administration of public authority, in the analysis of corruption interaction. According to the Chinese researcher, such an approach will ensure the effectiveness of the anti-corruption mechanism, social and legal prevention of the conditions for the development of this negative phenomenon [5, 116].

In the corruption studies, a number of Chinese scientists and political analysts focus on negative (from the point of view of normal and fair development of the society and the state) communicative exchange forms, into which the power sources (of material and symbolic nature) are involved through illegal and shadow practices. Thus, Huang Bai Liang believes that any corruption is a form of abuse of state power associated with improper (socially negative, illegal) exchange of personal or group interests, causing significant damage to the society and the state [5, 116].

At the same time, the corruption practices are analyzed on the institutional and non-institutional (network, informal, shadow) levels. On the one hand, this view of corruption allows comprehensively formulating the programs to counteract the development of the extra-legal and shadow interaction space of various actors that are "weakly perceptible" at the level of forms and schemes of corruption interaction that are not established (as stable shadow institutions).

On the other hand, it allows effectively combating corruption at the level of already stable and reproducing forms and methods of corruption relations in the state power system, which are often used not only for the individual or collective (group) purposes, but for the political struggle as well. For example, the Professor of Law of the People's University He Jiahu states in this context that: "one should understand that corruption has always been a very serious problem in China. And it is not just about corruption on the individual level, but on the social and institutional levels as well. There are corrupt officials who, perhaps, will begin to spin intrigues by using anti-corruption campaign in the political struggle and covering their accomplices and accusing opponents in all echelons of power structure" [6].

1.2. Another group of Chinese scientists problematize the quality of the governmental and managerial relations themselves. In this regard, it is noted that the key problem in the corruption spread is primarily related to the functioning of state power system itself, formed and developing within the framework of the latest negative power practices.

The development of these practices, in the opinion of this group of Chinese researchers, is mainly due to the distortion of professional and moral activity standards, as well as the deformation of legal consciousness of officials, the value-normative and party-ideological foundations of governmental activity. Liu Yulan believes that corruption is first and foremost a deterioration in the quality of the government itself, where the negative practices of power exercise are spreading (from the point of view of the development of the society and the state) in the public administration system, and the authority: on the one hand, is transformed at the level of intersubject or group interaction into the private law of mercenary persons; on the other hand, is a convergence (mixing, merging) of power, economic and status (symbolic) opportunities and resources [5, 115].

1.3. In turn, the corruption complexity as a socio-economic and political-legal phenomenon is justified by the fact that the latter is constantly changing. Corruption interaction is a fairly dynamic practice, which takes the form of networking now. Its combating is very difficult due to the fact that the changes in modern society are rapid, therefore, the anti-corruption activity should always take into account the constant evolution of forms, types and practices of corruption relations. This evolution is activated both under the influence of modern socio-political transformations, and due to the development of innovative forms of social communication, interactive exchange technologies, etc.

In this regard, the rapid and dramatic transformations in the governmental management system that characterized the last decades of the development of the state power system and Chinese society as a whole aggravated both a number of "classical" problems and formed a set of completely new contradictions in the governmental relations. For example, Wang Junin believes that the recent institutional transformations in the system of power relations have generated "new corruption challenges" and "non-standard trajectories" for the development of corruption interaction [7, 7].

2. Reasons and conditions for the development of corruption interaction:

According to many researchers, the insufficient level of effectiveness of the anti-corruption mechanism is a key factor of corruption development in Chinese society. This assessment relates both to functioning official anti-corruption agencies and state mechanisms of institutional and regulatory prevention of corruption interaction, and to the s and technologies of public control, especially social control and public supervision.

2.1. Guo Yun notes that in terms of the low effectiveness of official publicly-owned anti-corruption mechanisms, the current anti-corruption agencies have a number of shortcomings that significantly reduce the effectiveness of their functioning: frstly, the complaint receipt and processing system is not ideal, it is not closed, and the informants are easily identified; secondly, the system of internal supervision and audit control over the governmental work is quite poorly implemented [8, 840-41].

Wen Jianming believes that the administrative and legal regimes and the procedural law of China are still not perfect, they demand their development and perfection at present. Moreover, in his opinion, it is necessary to carry out a purposeful and systematic activity to improve the current Chinese legislation (both substantive and procedural law). He notes that there is a need to develop regulatory and legal acts that clearly fix the "border of power functioning", "the limits of state intervention", "the areas of state regulation" and also establish "a public interaction mode", "the areas of openness and awareness modes" (modes of state power transparency [9, 59]), etc. In this aspect, Wen Jianming offers to adopt a whole anti-corruption set of laws and regulations - the "Law on Public Information of the People's Republic of China", the "Law on Prevention of Conflicts of Interest", the "Law on Press", the "Law on Clean Government", etc. [10].

Many Chinese researchers note the fragmentation and lack of a coherent strategy. Thus, Zhang Huysin believes that there is still a systemic gap in some fundamentally important areas of anti-corruption policy implementation in China at present [11, 5]. Di Xiaohua, considering various forms and mechanisms of Chinese anti-corruption policy, states that there is no correlation between them and a systemic effect of the latters' actions [12, 95].

2.2. In turn, another well-known Chinese researcher Li Jingzhi notes that there is no comprehensive activity to oversee the implementation of public authority both vertically (top to down and bottom to top) and horizontally (social forms of combating corruption) of interpersonal and intergroup mutual and responsible public supervision at the moment.

According to Li Jingzhi, the spread of corruption requires the need to improve not only the horizontal mechanisms of supervision and control (the activity of official anti-corruption mechanisms), but also the public technologies of "parallel observation" (forms and technologies of public supervision). Only the harmonious and systemic interaction of these two elements, according to the conclusion of the Chinese researcher, can "keep corruption in its source" and to effectively " resist the causes and conditions of its proliferation" [13, 4-6].

It should be made an important theoretical and practical comment here, which is connected with the fact that Chinese scientists make a key emphasis not on the technologies of comprehensive and total administrative oversight of public authority, but on the contrary, on the formation and implementation of the system, first of all, of meta-legal standards and requirements (ideological, moral, spiritual, social) to such activity, and, what is important, to its socially significant results.

This system of social control and public supervision unites (harmonizes, provides assistance for achieving a common goal) both the official forms and technologies of legal and political prevention of corruption interaction, and the public anti-corruption forms that "fit" into the overall strategy of building a just society. "Parallel supervision" is rather a social form of general "service" to the people's good, as well as a technology of control and public supervision of the implementation of public functions for the sake of people's interests and revival of Chinese nation (the era - Fu Xing or the Renaissance - the wording is taken from Confucius, his idea of the "Chinese dream of a great revival of the Chinese nation", is the official "ideocratic foundation" for the development of the state-legal organization of Chinese society in the XXI century [14]).

It seems that the idea of mutual action ("parallel supervision") and general service (to people's welfare and revival of Chinese nation), implemented both in self-control/self-discipline in the implementation of public authority, and in public supervision/control over the functioning of state authority and persons, is the key. It forms a complex system of combating the rapidly evolving forms of corruption together with the official anti-corruption mechanism.

In this aspect, Sy Yang justifies the need to form an "integrated strategy" and "complex actions" aimed, on the one hand, to prevent corruption and, on the other hand, to combat existing corruption. According to the Chinese analyst, the latter should be implemented in three interrelated directions:

- firstly, the strengthening of legal and deontological regulation of public authority, including the responsibility of government officials in case of conflicts of interest, the development of extra-legal or shadow relations, etc.;

- secondly, the creation and development of effective mechanisms for public control and supervision of the functioning of public authorities and the social results of its activities;

- thirdly, the formation and strengthening of a responsible style of behavior and culture of intolerance towards corrupt officials, to shadow (informal, extra-legal and other types) issues, contradictions and conflicts [15].

The Chinese researchers and political analysts are in agreement that the formal legal control mechanism as a whole is rather limited in combating corruption interaction (as a complex social phenomenon). And in some cases, according to Hu Angan, a high degree of state control and regulation can cause corruption in itself [16].

3. Official assessments of anti-corruption activities and the main areas of prevention and combating corruption:

In general, despite the shortcomings and critical assessments of certain areas of anti-corruption policy, China has achieved significant results in combating corruption, improved the distribution of financial resources, improved the system of spending and control of public funds, significantly increased the responsibility of state apparatus and officials to the people in recent decades.

3.1. In general, the combating corruption has become systemic and massive in recent years. Thus, according to the statistical data and analytical reports of the Bureau for Combating Corruption and Bribery under the Supreme People's Prosecutor's Office, the thousands of officials are annually prosecuted. In recent decades, more than 10 thousand people have been sentenced to the highest degree of criminal punishment. However, it should be noted that according to the current Chinese legislation, to appoint the highest measure does not mean to "automatically" sentence the corrupt official to the execution [17].

In addition, since 2013, the main focus in the criminal prosecution of corrupt activities has been postponed from the strictness of legal consequences to improving the investigative activities and the procedural aspect of a case, that is, from the severity of criminal punishment to the thorough investigation of crimes and compliance with the procedural norms. As noted by Professor He Jiahuong, in modern China "the higher penalty is used much less often, the authorities conduct instead a thorough government investigations to identify the facts of corruption and prevent similar crimes in the future. The authorities often send inspection commissions and carry out inspections in many government institutions - factories, universities, hospitals" [18].

Therefore, the image of mass executions of officials in China is more of a "media myth", which only partially corresponds to the real practice of combating corruption. For example, the sentence execution may be postponed for a very long period (the Chinese procedural law does not regulate such terms) or replaced by a life sentence. Over the past 10 years, for example, no one high-ranking official has been executed for theft, the highest measure is usually applied in exceptional cases of causing significant damage to the state's and people's interests [18].

3.2. At the moment, a new stage in developing the system of social and legal prevention of corruption interaction in the society, as well as the priorities for combating corruption itself, are being formed in Chinese society. This stage is due, first of all, to new guidelines for the development of Chinese society and the key strategic and current tasks related to them (for the next five-year period). Thus, Xi Jinping proclaimed the beginning of a "new era", the "Fu Xing era", which marks a new model of socio-economic and state-legal development at the XIX All-China Congress of the Chinese Communist Party. It is aimed at "the great victory of socialism with Chinese features in a new era" and the relentless struggle "for the implementation of Chinese dream of a great revival of Chinese nation" [14].

Within the framework of this stage, new principles for combating corruption are specified and formulated in detail. Of course, these are not fundamentally new, but "updated principles", with a different emphasis. Here the emphasis is made not only on the tough forms of combating corruption, but it is also offered a whole range of socio-ethical and meta-legal forms of prevention of corruption manifestations within the framework implementing the public authority. It should be noted that, in general, these principles and accent correspond to the particular directions of combating corruption developed in the framework of research projects, as well as the doctrinal and programmatic provisions of Chinese scientists and political analysts.

At this stage, the key anticorruption principle is as follows: "there should be no restricted areas in combating corruption; full coverage and zero tolerance are necessary". At least three key strategic orientations are obvious here:

- firstly, the formation, on the one hand, of a transparent mode for the functioning of public authorities, aimed at minimizing shadow relations in the activities of public authorities, openness in the functioning of state bodies and officials; on the other hand, the implementation of anti-corruption policies and, in general, the "state management through laws" [14].

- secondly, the systemic and total ("full coverage") monitoring and control over the implementation of public authority, the latter involves not only improving the political and legal forms of state control and "concretizing the political responsibility of each instance for the internal party management" [14], but also developed technologies of people's supervision over the publicly-authoritative activity and its socially significant results, which forms a complex system of counteraction to various corruption forms;

- thirdly, "zero tolerance" is designed to form the intolerance mode to any corruption manifestation, "to transform" the social tradition of gratitude, encouragement for help, shadow stimulation of a certain form of behavior, etc. Thus, for example, Hu Jintao notes on this occasion that many corruption manifestations "were spread from the Chinese mentality". And if we do not take into account, and do not work with these stable pre-legal guidelines for interaction and people's traditions, then the combating corruption will not be effective, the society and the state will constantly "step" on the "mines laid down by the social foundations themselves" [18].

In this regard, the meta-legal (value-normative and socio-ethical) standards and requirements both to the most publicly-authoritative interaction in society, and to the results of the activities of specific bodies and officials acquire key importance in the development of "zero tolerance". In particular, the latter presupposes strengthening of a responsible style of behavior and culture of intolerance towards corrupt officials and to shadow (informal, extra-legal and other types) issues.

3.3. The responsible behavior and social intolerance to corruption, as noted above, are associated with a general ideological focus on the revival of Chinese nation, the creation of favorable socio-economic conditions for the life of Chinese society, the "service character" of public authorities and officials ("the ultimate goal of the Communist Party of China is selfless service to the people"). This is common "historical responsibility for national revival", which allows "jointly enjoying the greatness and glory of a prosperous, rich and powerful Motherland" [19], 35 - 53].

The latter also defines a complex system of responsibility within the framework of the implementation of the Chinese anti-corruption policy, which is not limited to typical formats of the rule of law in the implementation of public authority and the legal responsibility of officials inherent in many foreign legal states. This system is presented in separate but overlapping forms of social responsibility, which form relatively independent modes of "responsible behavior", converging together at the level of general ideocratic principle - the "Fu Xing era".

Moreover, the "delimitation of responsibilities" not only leads to the formation of social, political, legal and other guarantees of the revival and grandeur of Chinese society, but also promotes the development of various areas that "ensure sustainable development" in certain spheres of governmental cooperation, reaches a joint cumulative effect, that is, strengthening each other and contributing to the stable "power of the Motherland".

Such modes of responsible style of behavior include ideological responsibility and party discipline, political and legal responsibility, socio-cultural and ethical duty. In their distinction and interaction, they form a "system of responsibility for ideological work, intensify the development of ideological positions and strengthen their management", ensure the "delimitation of issues relating to political principles, ideological consciousness and scientific points of view", counteract to various "negative social phenomena" and "erroneous views" [14].

An example of this mutual reinforcement is the justice system, which not only implements the legal liability regime for unlawful behavior, but also social and ethical condemnation for the anti-people behavior that violate moral standards. In the world outlook of Chinese society, the legal responsibility in the field of justice should lead to justness, where the latter is treated more broadly than the rule of law (legality is the highest form of justice), but also expresses social and ethical requirements to the human and society. These different modes of "responsibility in the field of justice" are aimed at "efforts to ensure that the masses feel equality and justness in the solution of each case" [14].

MAIN CONCLUSION

Thus, the combating corruption in China retains its official vector, focused on "the effect of severe deterrence, high tension and constant intimidation" [14], as well as the continuation of the overall strategic "anti-corruption line" of China's development: "the combating corruption will never end. The principle of "zero tolerance" for corruption will never change. Our determination, courage and seriousness in combating corruption will not weaken" [20].

However, at the same time, emphasis is placed on the institutional and legal foundations of the anti-corruption policy and against the formation of political groups using tough tools to solve their narrow group interests: "firmly stand on the position of simultaneous investigation of the facts of bribery, resolutely suppress any attempts to form the groups of interests within the party" [14].

The development and improvement of anti-corruption legislation and "sites for exposing" offenses in the field of governmental interaction are proclaimed as a priority. It includes the adoption of a set of laws stimulating the system of practices of constant control over public authority, as well as taking into account, as noted above, various forms (state and national) and levels (nationwide and provincial): "It is necessary to stimulate the state anti-corruption legislation, create grounds for exposing them in offending acts and submitting relevant reports, covering the whole system of disciplinary verification and control. It is necessary to build up the intimidation force, whose power will compel not dare to become a corrupt official" [21].

Consequently, these sites are designed to implement both disciplinary checks and party control, as well as various forms of people's control that promote the formation of responsibility (social, party and legal) and a transparent mode for the functioning of the state, individual party structures and officials: "it is necessary to strengthen the organizational control "from top to bottom" and improve democratic control "from bottom to top"... It is necessary to deepen the political inspection... establish a control network in which it is established the interaction between higher and lower inspection bodies. To deploy pilot projects throughout the country in the context of deepening the reform of the state control system, at the state, provincial, city and county levels, to establish control commissions that work on the basis of combining official duties with party discipline inspection bodies, thus ensuring full control over all civil servants performing public authority" [14].

The report of Xi Zinping, the various official documents and public speeches often and clearly indicate the problems of meta-legal bases of anti-corruption policy, the moral standards and requirements for governmental activity and its socially significant results: "I have two comments on the institutional construction in the field of combating corruption. The first one: it is necessary to put power in the cage of institutions, and the second one - "sunshine" - is the best precaution against corruption" [19, 53].

These meta-legal bases that strengthen and direct the development of institutional and legal forms and fill "four forms of discipline" (discipline in following the principles of honesty, integrity, discipline in relation to the masses, labor and domestic discipline) can be divided into three groups: 1) social (the interests of Chinese nation and state interest); ideocratic (party-ideological standards of activity and responsibility); 3) moral and spiritual (moral, ethical, etc.).

The development of these deontological foundations of governmental interaction in the system of personality - society - state should provide six fundamental principles of the political, legal and socio-economic development of society: “three strictures and three honesties”. Three strictures are strict adherence to the way of self-improvement and self-development, strict and responsible forms and practices of using power, strict self-discipline and self-control. In turn, “three honesties” imply - “honesty in planning the case, honesty in creative work and honesty in dealing with people” [14].

In general, both the scientific community, political analysts and public figures, as well as official representatives of the party, demonstrate unity in understanding the key characteristics of corruption and the main priorities of anti-corruption policy. Corruption is treated as a socially negative phenomenon of the modern life of Chinese society, which is of complex nature and which, as a rule, is analyzed in three directions: 1) the anti-popular and anti-state socio-political and extra-legal phenomenon; 2) the unlawful act that inflicts substantial harm on the interests of the state and society, the stability of Chinese society; the factor deforming publicly-authoritative dynamics, basic characteristics and social functions of government institutions, manifested in the illegal and shadow activities related to the implementation of personal and (or) corporate interests, benefits, advantages.

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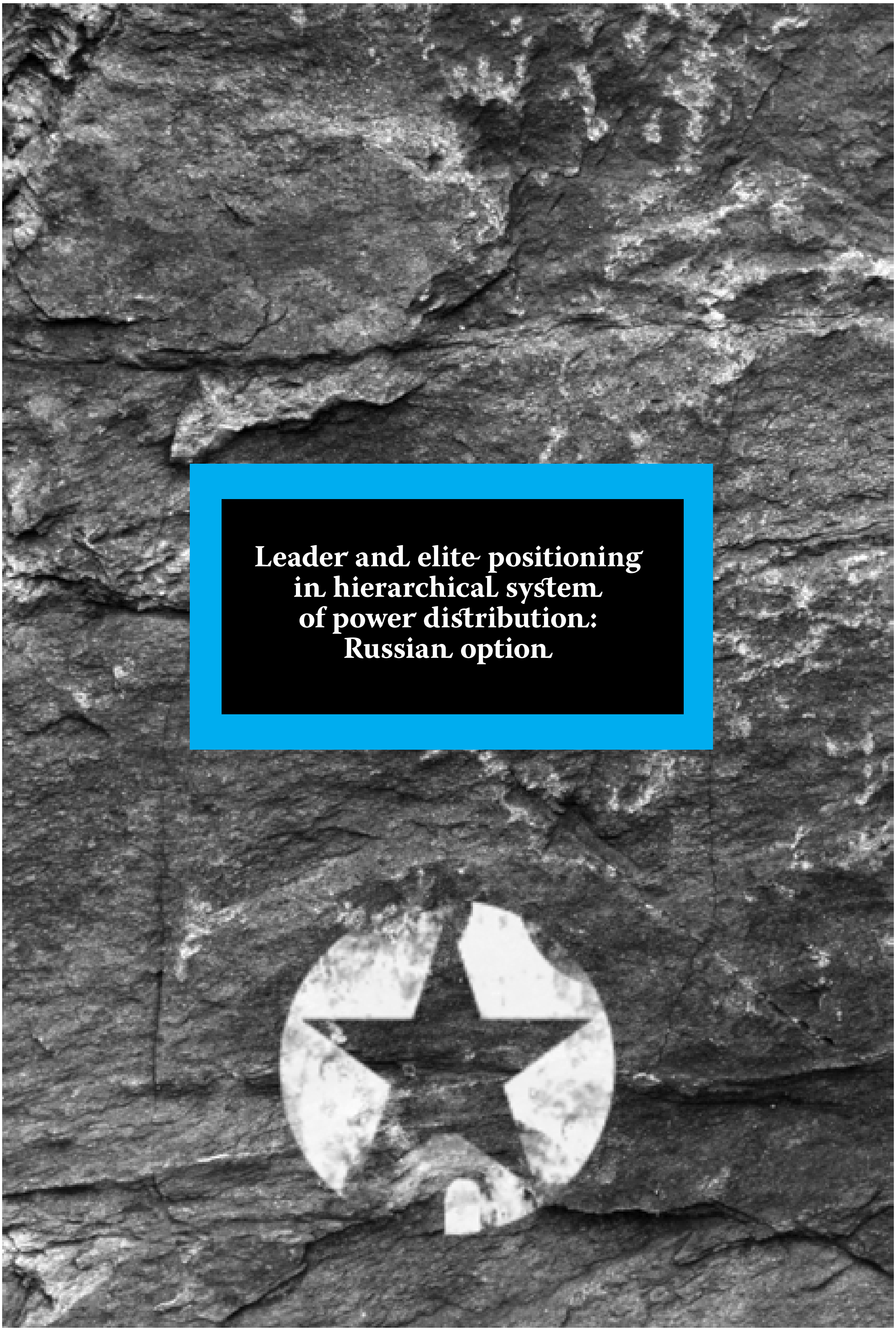

Leader and elite positioning in hierarchical system of power distribution: Russian option

Leader and elite positioning in hierarchical system of power distribution: Russian option

Posicionamiento líder y de élite en el sistema jerárquico de distribución de poder: opción rusa

ABSTRACT

In article evolution of leader and elite imperious positioning within hierarchical system of the imperious relations is considered in the context of the designated world political dynamics ("power vertical"). It is specified change of model of leader representation of the leading head of the state (V. V. Putin): from constituent - to transformational (according to J. Burns). On the basis of data of expert poll parallel changes at the regional and elite level - in their accompanying and interfering aspects are shown.

KEYWORDS: leader and elite positioning, hierarchical system, poliarchaic system, constituent model, transformational model.

RESUMEN

En el artículo, la evolución del líder y la élite del posicionamiento imperioso dentro del sistema jerárquico de las relaciones imperiosas se considera en el contexto de las dinámicas políticas mundiales designadas ("poder vertical"). Se especifica el cambio de modelo de representación líder del líder principal del estado (V. V. Putin): de constituyente a transformacional (según J. Burns). Sobre la base de los datos de la encuesta de expertos, se muestran cambios paralelos a nivel regional y de elite, en sus aspectos acompañantes e interferentes.

PALABRAS CLAVE: posicionamiento líder y élite, sistema jerárquico, sistema poliarchaico, modelo constituyente, modelo transformacional.

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INTRODUCTION

Considerable changes in aspect of leader and elite positioning were outlined in a global and Russian political situation in recent years. In an essential measure (if not first of all) they act as an administrative projection of the developing world dynamics. It is about the accelerated structuring and considerable increase of influence of political actors on local and civilization, and regional level and redistribution of political and economic "poles" both in the world, and in the national and state dynamics. From here an escalating demand on political leaders of new-old type - leader types which, apparently, consigned far to the past: Stalin, Churchill, De Gaulle, Reagan who not only were able to concentrate huge resources of the power in the hands but also accepted huge responsibility for the made decisions and their consequences for the nation and the whole world.

A new row opens, undoubtedly, V. V. Putin's figure which in world public opinion is perceived as one of the most influential types of the political leader. At the same time, thanks to purposeful influence of globalist media this image is constantly demonized. But also the fact that already shown and observed tendencies of world dynamics are oriented on such type combining the increased responsibility, suspension, but at the same time courage and determination in the made decisions and the subsequent actions is noticeable. The need for such type, the institutes and technologies promoting its formation is confirmed by growth of number of representatives of global political establishment (D. Trump, Xi Jinping, K. Erdogan).

METHODS AND MATERIALS

How observed tendencies can be explained within a political discourse of the modern political theory? It will be a question of the concept of leader and elite positioning in the context of hierarchical and poliarchaic systems of distribution of the power in case of elite approach to her understanding as it developed in line with the known polemic of Ch. Mills and R. Dahl and their followers. In this case under "hierarchy" the system of the imperious relations allowing "unipolar" concentration of the power at traditional power institutes as opposed to "diversified" or "multi-polar" concentration of the power in key knots of social networks means. The analysis of evolution of this discussion shows that it develops wavy. At the present stage enough the tendency gravitating to hierarchy in distribution of the power considerably proves. As emphasizes one of the largest modern elithology scientist D. Higli: "On the one hand, apparently, that strengthening of "vertical" tendencies returns us to earlier stages of development of democracy and provides stronger leadership. On the other hand, the elements which are fastening elite and not allowing fight and disagreements to destabilize between them democratic policy are weakened" [Higli 2006: 29-30]. Similar to the fact that in the Russian option this tendency was shown much earlier and is caused not only subjective, but also objective factors. It is about the known concept of "power vertical" and the corresponding political practice which the famous Russian political analyst N. S. Leonov called "the main building of V. V. Putin" (See: [Leonov 2013: 30]. Its manifestations were originally connected first of all with immaturity of civil society and institutes of democracy and need of creation of guarantees of their formation and advance to more mature forms.

At the same time, it is necessary to emphasize that the liberal and critical thought gives interpretation of a tendency to hierarchical distribution of the power as unambiguously authoritative and not corresponding to democratic values. That it is not indisputable and as it was already noted above, the hierarchical model and in the conditions of democratic political culture can have the essential hidden background.

As for the Russian authoritarianism, it is caused not only small experience of democratic management and not created modern democratic political culture, but also a number of the objective factors causing involvement of mobilization approaches to political management. In a domestic political discourse appeals to "the Russian model of management" (A. Prokhorov, A. Parshev) [are rather characteristic See: [Prokhorov 2002: 121]) within which objectively caused stereotypes of behavior and the power, and the population are described: unstable (mobilization, emergency) and stable (stagnant). It is connected also with a geopolitical arrangement, and interactions of the country (See: [Dynamics of interaction … 2013]), and climatic features of the environment of existence.

MAIN PART

Within built and transformed "power vertical" there is no system of leader and elite positioning invariable and. In relation to the first stages of development of system of positioning, in our opinion, the constituent model of political leadership acts as the most adequate model (See: [Krutko 2011]) where the most influential representatives of business elite and political elite act as constituents. Plots in which it was described which of oligarchs and the immediate environment of V. V. Putin influences adoption of significant decisions were very widespread in our domestic political analytics and journalism of 2000-2007. So, N. S. Leonov provides words and estimates from one very frank interview of O. Deripaska: "When the journalist asked O. Deripaska directly whether V. Putin is a manager or itself makes decisions, the oligarch with skill answered: "The president of Russia is the some kind of top manager operating all country. He is the clever adequate person never exceeding limits of the powers … Under it is possible to give money that we also do. We are the Russian real power. Large business is a part of our technology" [Leonov 2013: 180-181].

However after a decade the situation even if it originally also corresponded to O. Deripaska's vision and some other constituents, significantly exchanged. It's not just that almost all former structure of elite constituents changed and mostly was drawn. Orientations, characteristics of the political leader which became closer to other type which the authoritative researcher of political leadership J. Burns called transformational (see changed: [Burns 1978] at which the governor heading the state increases the moral level of the people and, thanks to it, is improved itself (see in more detail [by Jankovic 2012]). In this case there is an advance from status and position elite type of the leader to an archeological status type within which high creative, meritocratic, manipulative qualities and characteristics are capitalized that allows to expand significantly a circle of constituents, considering as the main political customer of all citizens of the state. This stage is fixed by political analysts, analyzing the most important messages of the last presidential message of V. V. Putin to Federal Assembly of the Russian Federation 2016: "Practically in each subject of the performance Putin emphasized that the people are a customer of these or those changes and his interests are higher than interests of elite and all system of a state administration" ([Ivanter, Rogozhnikov, Skorobogaty. 2016: 16]). The specified evolution results within the same hierarchical system ("power vertical"). And at the appropriate potential of the political leader there is his transformation in originally national leader.

It is remarkable that a number of foreign researchers analyzed also transformation of the socio-political role repertoire of the authoritative political leader which provides timely change of registers of the highest administrative and political management. So, Fiona Hill and Clifford Gaddy point to six masks roles of V. Putin providing his ascension to tops of the power: "Statesman", "Market expert", "Expert in survival", "Resident", "Stranger", "Person Stories" [Hill, Gaddy 2016].

And what occurs at the regional leader and elite level? And how it reacts to changes in the top management?

Analyzing the current state of elite interaction and their efficiency at the regional level in modern Russia, we conducted expert survey by the technique compatible to the main tools of the Rostov scientific ethologic school [Ponedelkov, Starostin 2014: 5-18] also received, first, confirmation to the general estimated judgments stated above, and, secondly, rather detailed characteristic of a modern elithologic situation in data of survey conducted in August, 2016 in 3 Russian regions with number of experts - more than 100 among which the state and municipal heads and employees, representatives of regional administrative and political elite [Ponedelkov, Starostin prevail 2016; 2017].

However, judging by reviews and estimates of experts of valuable orientations of regional elite (and it is representatives in the basic of subelite groups which know the chiefs not from words, and on affairs), it is not democratic elite, not statesmen and not patriots. And, judging by estimates, intensive fight against corruption and bureaucracy in the domestic elite environment is necessary still long.

What factors, determinants promote formation of such dominating valuable installations? The expert positions ranged after processing and noted in the following polling block can serve as the answer to this question: "Note, please, the factors reducing efficiency of actions of representatives of regional political and administrative elite? (to give no more than 3-4 possible answers)" - see tab. 1.

Possible answers	% of answers
1. Corruption	77,1
2. A lead of the power from the people	60,0
3. Bureaucratization of authorities	34,3
4. Low authority of heads	20,0
5. Low professionalism of employees, performers	20,0
6. Weak financial and material resources	17,1
7. Insufficiently developed standard and legal base	17,1

It is easy to notice that experts see the main reasons for inefficiency of elite not in objective, institutional, external factors, and in the low level of the human capital.

It is obvious, difficult to expect some noticeable return at such quality of human material and its spirit in the solution of problems of modernization of the country, an exit from social and economic recession. It is also fixed by experts at the answer to a question: "As if you estimated a contribution of political and administrative elite to innovative development of Russia?" (see tab. 2).

Possible answers	% of answers
1. As insufficient	54,3
2. As hardly noticeable	22,9
3. As considerable	14,3
4. Elite just brakes innovations	5,7
5. I am at a loss with the answer	2,9

Saw relevancy of a contribution only 1 of each 7 experts. Positions of the vast majority - skeptical and critical. It is thought that not so the famous politician and the liberal G. A. Yavlinsky who, reflecting on where there is a country at such elite deals, called the latest book "Peripheral authoritarianism is far from the truth. As well as where Russia came" [Yavlinsky 2016]. But the main design advising layer concerning the strategy of social and economic and political development in us former, as well as 20 years ago, remains liberal. The Russian President continues to be guided by these recommendations. And only when they lead up a blind alley is forced to become the crisis managing director for what is exposed to liberal criticism as allegedly the adherent of authoritarianism. But political practice of the last years more and more moves to search of other recipes in development strategies. Nevertheless, despite sanctions and lectures from the West, inertia of former approaches remains considerable. And it is still focused on foreign sources. About what our experts were not slow to note, answering a question: "Estimate extent of influence of the foreign organizations on formation of modernization installations of modern Russian elite?" (see tab. 3).

Possible answers	% of answers
1. Average	34,3
2. High	31,4
3. Low	28,6
4. I find it difficult to answer	5,7

In other words 2/3 experts are convinced of westernized valuable installations of modern Russian elite in search of new development strategies. Though it is already obvious that the support on these recipes leads the country to stagnation and degradation.

It was important to find out also as far as the potential of resilience of elite to the progressive and national focused searches disturbs experts. On this case the following question of the questionnaire was used: "In Russia always considerable specific weight was occupied by latent and shadow relationship in the environment of a ruling elite layer. Therefore many high-quality changes in system of the Russian power in Perestroika years and post-Perestroika years of the end of the 20th century were unexpected and tragic for our society. What probability of such cardinal transformations in the next years? How it seems to you?" (see tab. 4).

Possible answers	% of answers
1. Such changes are possible, but their probability low	34,3
2. Probability average in the mode "fifty on fifty"	25,7
3. The probability is almost zero	25,7
4. Cardinal changes are possible and their probability is high	5,7
5. Cardinal changes are inevitable and their probability is very high	2,9
6. I find it difficult to answer	5,7

Though ¼ experts do not see danger from "the fifth column". But more than 1/3 consider such changes very probable. So to interests of global elite our experts estimate the potential of aiming at changes of strategy of elite towards submission as significant.

CONCLUSION

Summarizing the given fragment of results of expert poll in the context of the problems put in article, it is necessary to emphasize that the strategy search conducting in democratic society in Post-Soviet Russia is far from end. On the contrary, in modern circumstances the circle of problems which demand strengthening of these searches, deviation from recipes of the western and westernized liberalism, the appeal to own historical experience, including technologies of formation of the national focused state elite and actively influencing them and their list of regional leaders and the national leader was designated.

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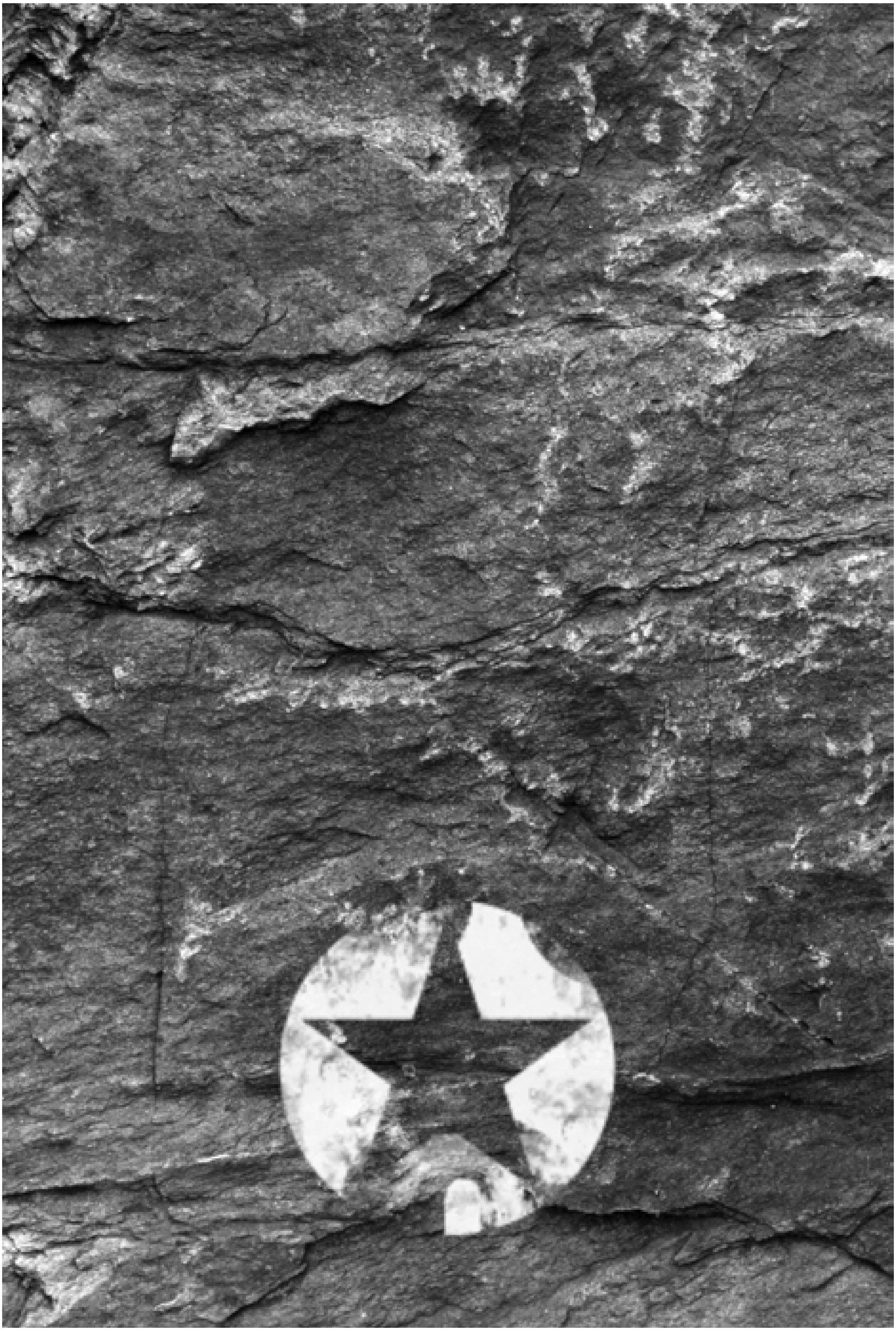
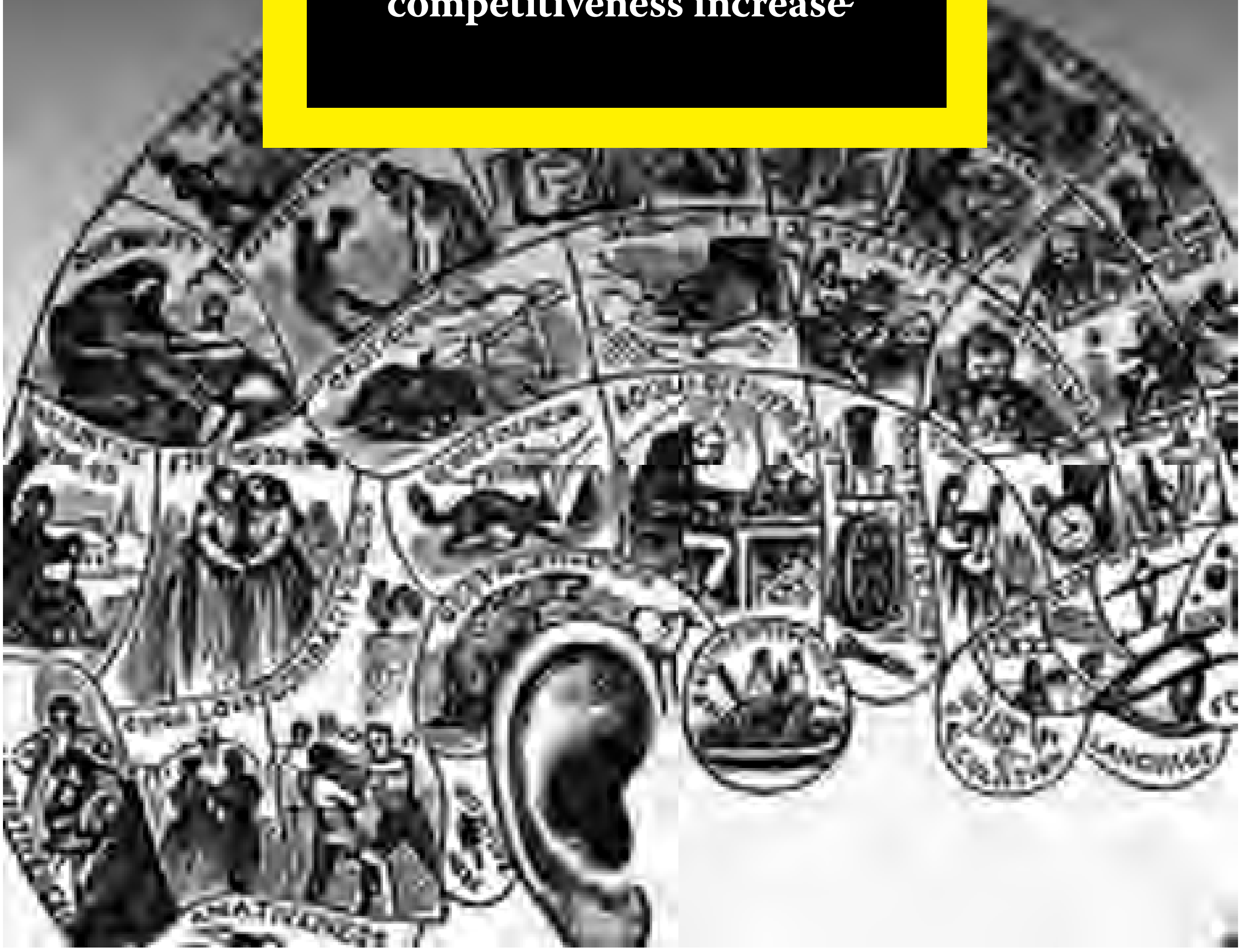


Internationalization of higher education of China as the factor of university competitiveness increase



Internationalization of higher education of China as the factor of university competitiveness increase

La internacionalización de la educación superior de China como factor de aumento de la competitividad universitaria.

ABSTRACT

In the modern world, the internationalization of higher education is a general trend of education and science development covering almost all countries of the world. The PRC is not an exception. Education is one of the most important priorities of China state policy. The Chinese government believes that the preparation of students abroad, especially in high-ranking universities of the world, is the means of education quality provision and improvement. After the performance of higher education reforms, its position has significantly strengthened on the international educational market. For a decade and a half, the number of Chinese students studying at foreign universities increased by 9.5 times, and the number of foreign students studying at Chinese universities increased by 27.3 times. The main tools for the internationalization of higher education in China are the following ones: the improvement of educational service quality, an active policy of Chinese university promotion at the world market, the change of the approach to teacher hiring and promotion, the transition to foreign textbooks, and the opening of joint educational programs.

KEYWORDS: internationalization, higher education of China, academic mobility

RESUMEN

En el mundo moderno, la internacionalización de la educación superior es una tendencia general del desarrollo de la educación y la ciencia que abarca a casi todos los países del mundo. El PRC no es una excepción. La educación es una de las prioridades más importantes de la política estatal de China. El gobierno chino cree que la preparación de los estudiantes en el extranjero, especialmente en las universidades de alto rango del mundo, es el medio para mejorar la calidad de la educación. Después del desempeño de las reformas de la educación superior, su posición se ha fortalecido significativamente en el mercado educativo internacional. Durante una década y media, el número de estudiantes chinos que estudian en universidades extranjeras aumentó en 9.5 veces, y el número de estudiantes extranjeros que estudian en universidades chinas aumentó en 27.3 veces. Las principales herramientas para la internacionalización de la educación superior en China son las siguientes: la mejora de la calidad del servicio educativo, una política activa de promoción universitaria china en el mercado mundial, el cambio de enfoque en la contratación y promoción de docentes, la transición a extranjeros libros de texto, y la apertura de programas educativos conjuntos.

PALABRAS CLAVE: internacionalización, educación superior de China, movilidad académica.

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INTRODUCTION

From the beginning of their development universities have always been viewed as a social and a cultural phenomenon, the purpose of which was the dissemination of knowledge. In the 19th and the 20th centuries, most higher education institutions performed their traditional functions of professional group and local elite development, as well as the development of science and technology in national environment. Since the second half of the twentieth century, there has been a powerful mass spread of higher education, which they began to consider as the guarantee of the state competitiveness in the new global economy. At present, a qualitative higher education is needed for the successful development of any economic system, which is export-oriented, i.e. focused on the international market of educational services. No national market, even in a large and a developed state, can consume everything that is created within national borders. That is, the thing is about the internationalization of higher education, which is not an end in itself, but serves as the means of education quality provision and improvement. In the context of our study, the internationalization of education is the process in which the goals, the functions and the organization of educational service provision acquires an international dimension.

Internationalization of higher education includes the following forms of international cooperation:

- academic mobility of students or faculty for educational purposes;

- the mobility of educational programs and institutional mobility;

- the development of new international standards for educational programs;

- the integration of the international dimension and educational standards into the curricula;

- the institutional partnership: the creation of strategic educational associations [1].

Now they speak about globalization and internationalization practically in all branches of human activity. These trends have not bypassed the sphere of higher education in China, where, due to the specifics of the system itself, internationalization has acquired its own characteristics and features. The study of China higher education internationalization peculiarities as the factor of university competitiveness increase is the goal of this work.

RESULTS

The retrospective analysis of the system of higher education in China. The traditional university form of higher education appeared in China not a long time ago. The first universities on the European model appeared at the end of the XIXth century and at the beginning of the 20th century. The system of higher education in China has passed several stages in its development, characteristic for the history of the country in the twentieth century.

At the first stage - during the first half of the 20th century - higher education in China was modeled after European universities [2].

At the second stage - the 50-ies - 80-ies of the 20th century - China higher education system was modeled after the Soviet Union higher education system, which involved the training of domain experts for major line ministries. The education system was built using the Soviet experts: during the period of 1949-1959 more than 760 Soviet teachers worked in the educational institutions of China, 337 departments and laboratories were created with their participation, over 4,000 post-graduate students and 7,000 pedagogical workers were trained [3].

A new stage in the development of higher education of China falls on the 90-ies of the twentieth century. During this period, the reform of higher education system begins on the basis of four key principles:

- joint development - the development and the implementation of university projects jointly with authorities and business to meet the latter demands in staff;

- The restructuring of universities ensured the implementation of a unified educational policy. Before the reform, many Chinese universities were subordinate to various ministries;

- Enlargement - a large university has great opportunities in training, a better management system;

- Cooperation - universities should interact with each other, share experiences, conduct joint research [4].

An important factor that influenced the development of China higher education system was the creation of leadership universities within the framework of "21-1" and "98-5" projects. The project "21-1" was launched in 1995.

It foresaw the achievement of indicators in engineering, technological, physical and biological sciences comparable with the best universities in the world in priority areas of development by one hundred best universities of the country during the first decade of the 21st century. The result of this program was the selection of 112 universities which received state support [5].

A new program for the development of higher education in the country was started in 1998 - the project "98-5" was launched.

In the course of the project, 9 higher educational institutions were selected from the project "21-1", then several dozens of universities joined them (the total number of universities made 49), which received billion-dollar funding.

The projects "21-1" and "98-5" allowed the participating universities to create the infrastructure for research, to reorient academic disciplines to international standards, to improve the quality of teaching, to attract leading scientists and teachers, which was the basis of China competitive economy development in the present time.

Internationalization of higher education in China. The result of higher education reforms in China are the significant structural changes: during the period of 1999-2012 the number of higher education institutions increased by 2.5 times, the number of scientific and pedagogical workers increased by 3.5 times, the proportion of students in the corresponding age category increased by 2.4 times [4]. Besides, the system of higher education in China has significantly strengthened its position in the international educational market (table 17).

Table 17. Distribution of BRICS universities in QS ranking during 2016 [6]

Country	Top 10	Top 50	Top 100	Top 200	Top 250
China	7	23	44	72	86
Russia	1	8	19	49	55
Brazil	1	7	13	37	54
India	1	8	17	31	44
South Africa	-	4	7	11	11

Among the BRICS countries, China universities are the strongest in terms of competitiveness within the QS rating.

The implementation of measures reforming the higher education system allowed China to switch from educational service import to their exports (table 18).

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Table 18. Dynamics of higher education internationalization in China [4]

Indicator	1997	2002	2007	2012
The number of Chinese students in foreign universities, thousand people.	35	125, 1	144	334
The number of foreign students in Chinese universities, thousand people.	12	43	195,5	328,3
Growth rate, % (by 1997)				
The number of Chinese students in foreign universities, thousand people.	100	357,4	411,4	954,3
The number of foreign students in Chinese universities, thousand people.	100	358,3	1629,2	2735,8

The most famous form of higher education internationalization is the mobility of students - the departure of a certain number of students to study abroad.

For a decade and a half, the number of Chinese students, studying in foreign universities, increased by 9.5 times, and the number of foreign students studying in Chinese universities increased by 27.3 times. In 2015, 397.6 thousand foreign students were studying in Chinese universities.

The internationalization of Chinese higher education includes the following forms [7]:

1) the sending of Chinese students and teachers to foreign universities;

2) the attraction of foreign teachers and researchers;

3) the attraction of foreign students, both at their own expense, and using an extensive system of grants;

4) the development of joint educational programs with foreign universities;

5) the use of double diploma system;

6) the introduction of foreign textbooks in the educational process;

7) the opening of foreign educational centers.

The main flow of students leaving China are the students traveling abroad at their own expense. The proportion of students studying at state expense is small: during the period of 1978-2011 2.24 million students went to study from China, including 12,956 people according to the state line. The increase in the flow of those who went to study abroad fell on the 2000-ies. This was facilitated by the factors related to the liberalization of the departure procedure and the growing prosperity of Chinese society. In the early 2000-ies, the Chinese authorities simplified the procedure of foreign passport issue, which increased the flow of people leaving for abroad. At the same time, a mass middle class was formed in China, which could afford to find funds to train their children abroad [4].

The main stream of Chinese students is sent to the USA, Australia, New Zealand, Canada, France, Germany and South Korea. The most popular among Chinese students are the specialties related to management, economics, jurisprudence, information technology and technical specialties (Figure 11) [7].

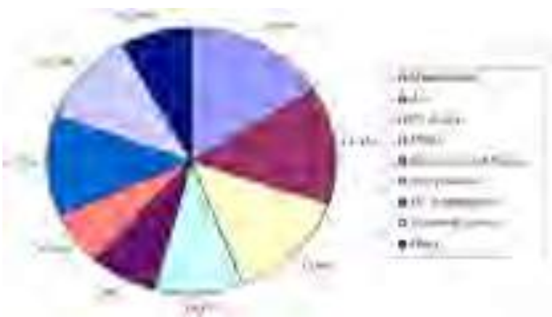

Figure 11. Distribution of Chinese students studying abroad in training areas during 2013

Recently, there has been the trend of Chinese student return who have gone abroad for study. If in 1997 only 25% of the students returned, then more than 50% returned in 2014. Researchers attribute this trend to the increase of opportunities for professional implementation within China.

Now China conducts an active policy of foreign student attraction. Foreign citizens in China study only on full-time basis. Recently, there has been the increase of people number enrolled in tertiary level programs (bachelor, master, postgraduate) (table 19).

Table 19. The dynamics of foreign student number studying in the universities of China according to the fields of expertise [8]

Indicator	2006	2015	Growth	
			Men	%
Bachelor's program	46216	131227	85011	83,94
Master's Courses	5966	39205	33239	457,14
Doctoral studies	2677	13367	10690	299,33
Total for tertiary level programs	54859	184799	129940	136,86
Internships, language courses	107250	212836	105586	-1,55
Total	162695	397635	234940	44,41

During the period of 2006-2015 the number of students enrolled in tertiary level programs increased by 129940 people (1.36 times), also under the bachelor's programs for 85011 people (83.94%), magistracy - 33239 (4.5 times) and doctoral studies for 10690 people (2,9 times).

The increase of foreign student number in Chinese universities is conditioned by the improvement of provided educational service quality and an active policy of Chinese university promotion in the world market, also through state scholarships. So for the period of 2006-2015 the number of issued state scholarships for the training of foreign students increased five-fold (from 8.5 thousand up to 40.6 thousand).

Foreign students come to study in China from Asia, Europe, Africa, America and Oceania (Figure 12). Foreign students in Chinese universities study mainly humanitarian disciplines, primarily Chinese.

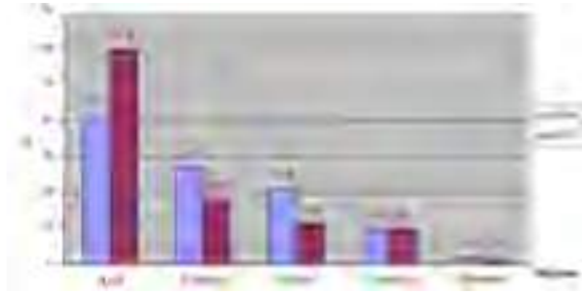

Figure 12. The composition of foreign students in Chinese universities by regions of origin in 2015-2016, % [8]

Recently there has been the student number increase in other areas, in particular for engineering and technical sciences (Figure 13).

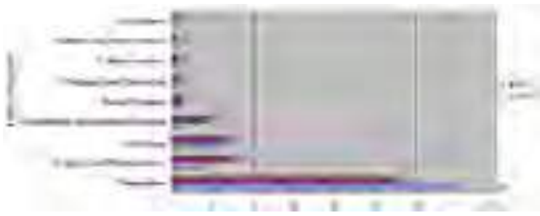

Figure 13. Distribution of foreign students studying in Chinese universities according to the fields of expertise in 2015-2016

Although the mobility of the teaching staff is not as well explored as the mobility of students, it can be considered the second most important form of higher education internationalization.

The growth of Chinese university popularity is facilitated by a number of measures, including an invitation to change the approach to teacher hiring and promotion, switching to foreign textbooks, the opening of joint educational programs.

In the course of the education reform, the personnel management procedure in the universities of China was changed. The procedure for teacher accept became open and competitive. The recruitment, dismissal, promotion, remuneration of a teacher was made dependent on his academic rating, based on such criteria as publication activity, intellectual property rights (patents, product certificates, etc.), monographs, methodical materials and the participation in research projects [9].

During recruitment, the preference was given, first of all, to the teachers with a degree. For example, there were 1,800 teachers at the Jiaotong University in 1998, of whom 25% had a degree. After the implementation of a number of personnel selection and promotion programs, the Jiaotong University had 700 professors among 2900 teachers and 1200 associate professors in 10 years, 65% had a PhD degree [4].

Another measure to improve the quality of education was the transition to English-language textbooks. In 2002 the leading universities in China purchased English-language textbooks, mostly the textbooks of US universities, and introduced them into the educational process [10].

The programs of student and teacher mobility were developed with the aim to stimulate the internationalization of curricula, i.e. the implementation of changes in the curricula of cooperating universities and faculties.

Joint educational programs are an important tool for the internationalization of education. The forms of these programs include joint programs, double diploma programs, foreign program franchises, on-line training and distance education programs. "2 + 2", "3 + 1", "1 + 3" schemes, which involve the training of Chinese students during one - three years in China and one - three years abroad, are common ones. The bulk of joint programs fall on bachelor's and postgraduate studies. China has concluded the agreement with a number of countries (Pacific countries, Germany, France, Great Britain, New Zealand, etc.) on the recognition of Chinese university diplomas.

One of the key trends of China education internationalization is the opening of a network of Confucius institutions. Currently, 353 Confucius Institute and 473 Confucius classes are opened abroad. The project is aimed to enable foreigners to learn Chinese language and culture.

Thus, the internationalization of higher education is an important trend of Chinese university competitiveness increase.

The projects implemented over the past twenty years, have allowed China to become one of the largest importers of educational services in the world. The experience of Chinese universities can be useful for the universities in other countries.

SUMMARY

In modern conditions, many educational institutions naturally seek to use the possibilities of internationalization in order to improve their competitiveness. The PRC is not an exception. In the early 1990-ies, in order to increase the competitiveness of its education, the Chinese government implemented a number of projects, including international ones (the development of international ratings, the transition to the Western model of education, the expansion of scholarship programs for foreign students, the opening of a network of Confucius institutes, etc.). This allowed to turn from an importer of educational services to a corresponding exporter. The process of higher education internationalization of the People's Republic of China takes new features in the 21st century and undergoes changes, which include the systematicity and consistency. This ensured the effectiveness of measures to increase the competitiveness of the country universities.

CONCLUSIONS

Thus, the conducted study of internationalization process specifics in China allows us to conclude that its changes are dynamic in line with the current market trends, related primarily with the competition intensification on the international market of educational services. It is the internationalization of higher education system, the relevance and the adaptability to contemporary international trends that make up its competitiveness, and at the same time the effectiveness of its implementation positively affects all national economy sectors.

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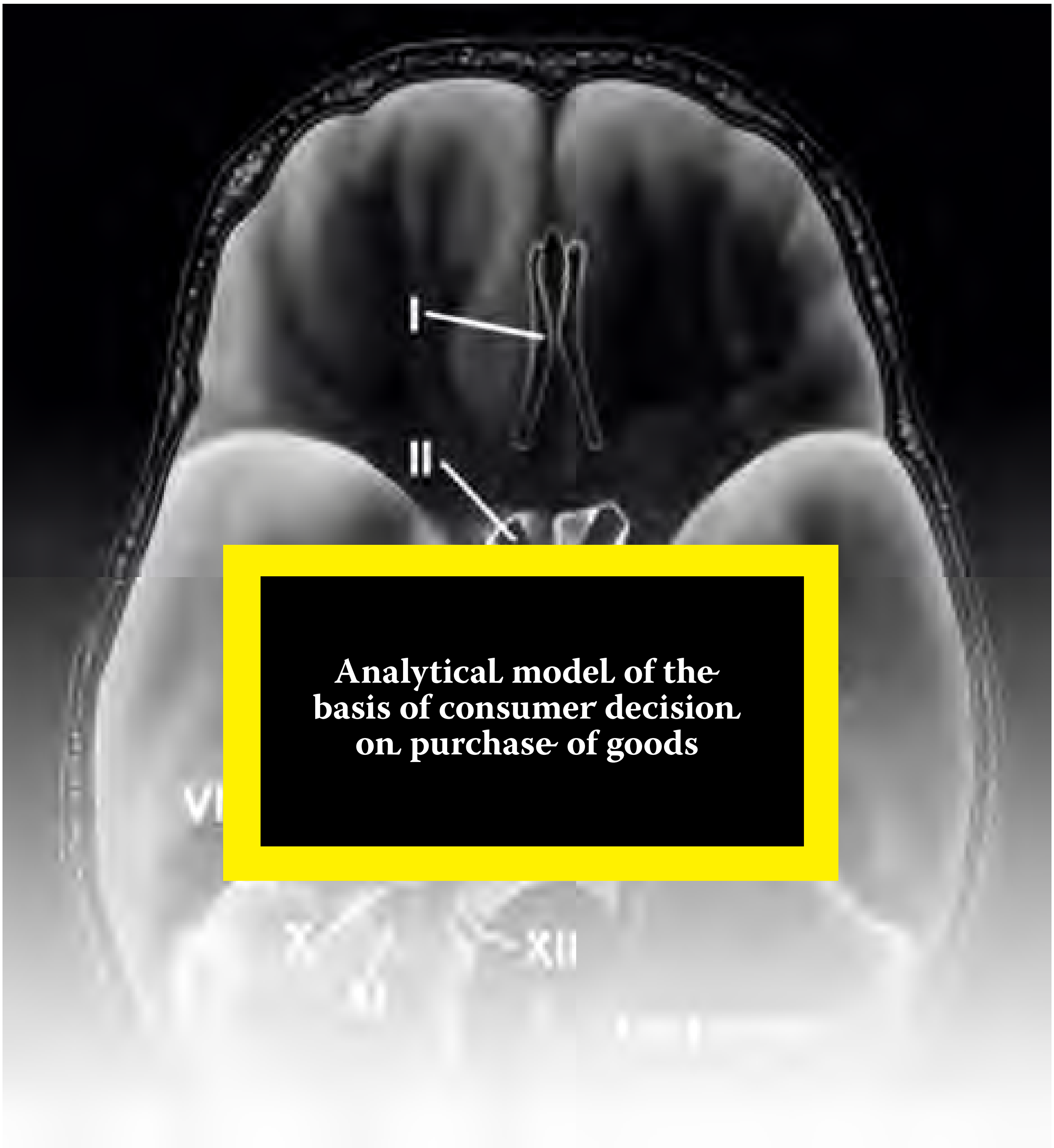

Analytical model of the basis of consumer decision on purchase of goods

Analytical model of the basis of consumer decision on purchase of goods

Modelo analítico de la base de decisión del consumidor en la compra de bienes.

ABSTRACT

In daily life, an average consumer has many different alternatives when choosing a product at the customer buying process. Whether it is a choice of a product line from the shelves of supermarkets, a selection of an automobile from a car dealer or buying of an apartment of the desired plan in the required area. In turn, the companies selling goods have to more and more "attack" consumers to the end that the choice of a buyer turns precisely to their goods. Various advertising and PR campaigns are in progress, marketing approaches are put to use. However, it does not have the result the companies want to achieve. In the modern world, the consumer is already taught how to resist the many tricks of marketers. In this regard, other factors of influence on the choice of the consumer start to come to the fore. One of these factors is the study of a deeper analytical understanding of the basis on which and how the buyer decides on the product / brand choice. The article concerns a modern analytical model that makes it possible to understand what systems inside the human consciousness are responsible for making a purchasing decision, and with the help of which one can influence this choice when conducting marketing talks.

KEYWORDS: marketing, buyer decision process, autopilot, pilot, framing effect, marketing radar, neuroeconomics.

RESUMEN

En la vida diaria, un consumidor promedio tiene muchas alternativas diferentes al elegir un producto en el proceso de compra del cliente. Ya sea una opción de una línea de productos de los estantes de los supermercados, una selección de un automóvil de un concesionario de automóviles o la compra de un apartamento del plan deseado en el área requerida. A su vez, las empresas que venden productos tienen que "atacar" cada vez más a los consumidores para que la elección del comprador se centre precisamente en sus productos. Varias campañas de publicidad y relaciones públicas están en progreso, los enfoques de marketing se ponen en uso. Sin embargo, no tiene el resultado que las empresas quieren lograr. En el mundo moderno, al consumidor ya se le enseña cómo resistir los muchos trucos de los mercadólogos. En este sentido, otros factores de influencia en la elección del consumidor comienzan a destacar. Uno de estos factores es el estudio de una comprensión analítica más profunda de la base sobre la cual y el comprador decide sobre la elección del producto / marca. El artículo se refiere a un modelo analítico moderno que hace posible comprender qué sistemas dentro de la conciencia humana son responsables de tomar una decisión de compra, y con la ayuda de los cuales se puede influir en esta elección cuando se llevan a cabo conversaciones de marketing.

PALABRAS CLAVE: mercadeo, proceso de decisión del comprador, piloto automático, piloto, efecto de encuadre, radar de mercadeo, neuroeconomía.

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INTRODUCTION

Marketing managers are well aware that the buyer decision process is influenced not only by a rational type of thinking, but also something hidden, which even the buyers themselves do not suspect of. Launching a new product, analyzing the marketing situation, studying the weaknesses and strengths of one's own brand – all this is accompanied by a large number of studies by companies, analytic centers. Most often, the main methods of marketing research are used. These are focus group method, interviews, in-depth interviews (Golubkov, 2008). But these methods of research do not make it possible to understand how the consumer buying decision is made and what influences it. Since very often in such research methods, the respondents of focus groups do not give open answers, model the behavior of an image that is valued in society, or they themselves do not realize the factor that instigate them to buy, for example, Starbucks coffee, rather than some other. Deciding between the products, for example, a smartphone, the buyer will reasonably explain why he made this choice, but the reasons will be only those that are not hard to plumb. Of course, the arguments will be true, but they do not describe the complete picture of the choice to be made. And this is not due to the fact that the consumers do not want to share. There is a subtle factor that the consumer takes in but does not have any idea that it has influenced his decision to buy (Thaler, 2016). Creating a specific analytical model that will comprise knowledge about how our brain works and which systems are responsible for buyer decision process can make a much greater awareness of advertising campaigns and marketing activities. Moreover, this approach, created by the specialists in neuroeconomics and neuromarketing , will enable to communicate and promote the products that will not be noticed by the "marketing radar" of consumers , which is configured in such a way as to immediately recognize "marketing tricks", advertising campaigns and block them so that they "do not be kept" in consciousness (Dan, 2.10; Van Prae, 2014; Bond and Kirshenbaum, 1998).

METHODS

The article uses the works by German neuroeconomist Peter Kenning and his team , the works by the Nobel Prize winner in economics Daniel Kahneman as the main empirical materials. Also the article presents the scientific approach to marketing, proposed by one of the most successful marketers of the present – Phil Barden (Stoll et al, 2008; Kahneman, 2013). The methods of analysis and synthesis, descriptive methods are the methodological basis of the study.

RESULTS

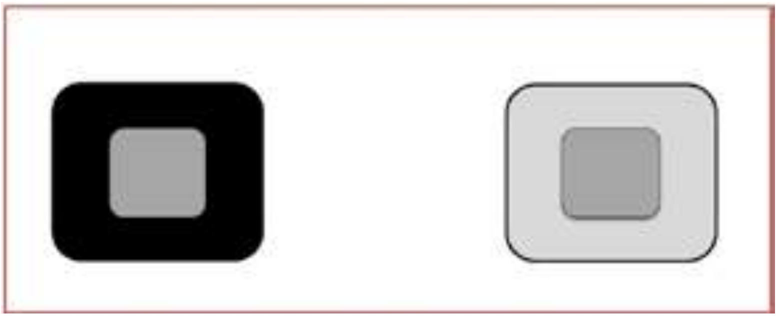
A major contribution to the development of the science of decision-making was made by the investigation by the neuroeconomist Peter Kenning and his group (Stoll et al, 2008). In the course of the research, a number of experiments were carried out, the essence of which was to analyze how the regions of the human brain function in the process of product or service decision. First, the members of the experimental group were interviewed, the data on preferences in the choice of the brand were collected. Afterwards, the subjects were offered the photographs of pairs of brands, and, concurrently, the brain activity was measured with the help of tomography. The list of proposed brands comprised both the preferred brands of the participants of the experiment, and the rest of the same segment of goods. The results revealed a number of interesting discoveries.

If a person saw a favorite brand, the choice of the goods was made in a moment, and the region of the brain that is responsible for critical analysis and logical judgments was not involved, this phenomenon is termed by the specialists as "inhibition of the cortical focus". When one sees a favorite brand, the area which is responsible for making intuitive decisions is activated in the brain. This infers that if a brand competently positions itself and its values are taken in correctly by the consumers, then the buyer makes an instant product decision concerning certain brand, without hesitating.

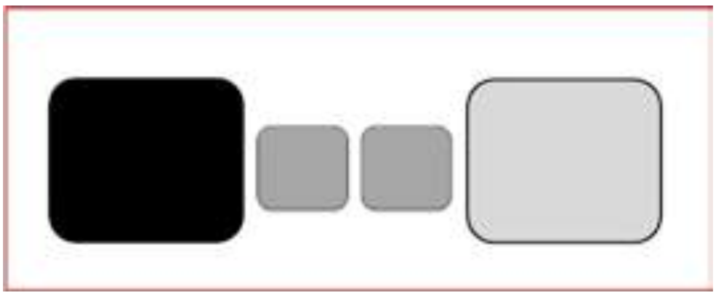
Another feature of the investigation is the fact that the flash-like purchase decision-making occurs only in the case of a brand that takes unconditionally first place in the mind of the consumer. Even at the sight of the second number from the list of the preferred brands, an instant intuitive reaction does not occur. This phenomenon was called "an effect of the most favorite brand". The findings should modify the approach of marketers, according to which they try to get into the list of brands that the buyer intends to buy. Instead, the brand needs to be №1 in its segment in the consumer's consciousness (Barden, 2013).

The main conclusion of the investigation is that many product decisions are made by the consumer intuitively and for just a split second. But the key question arises in the fact how during buyer decision process the human mind works and what is needed for the companies to develop in the marketing strategy in order to influence this process.

A serious basis for understanding how the customer's mind works in the process of buyer decision was laid by Daniel Kahneman's theory (Kahneman, 2013). According to the theory, each person has two systems that deal with decision-making. Phil Badden in his works via metaphors gave them names that allow for better understanding their essence. System 1 is an autopilot, system 2 is a pilot. We begin the analysis with the second system [8].



The pilot handles the solution of a problem that requires concentration, flexible thinking, proficiency – by analogy with the pilot of the aircraft, which controls the process of take-off, landing or solving non-standard situations during the flight. Autopilot is used where the situation is common, when it does not require intervention. The characteristic features of system 1 of "autopilot" is a constant movement, when incoming signals are processed. It is very slowly taught and changes its habits by analogy with the difficulty of changing its own routine habits. System 2 of "pilot" is responsible for taking deliberate decisions, it needs more time to make decisions and it is much more energy-consuming. But at the same time more flexible to changes than autopilot (Barden, 2013).



In order to better understand the specifics of the operation of the two systems, we will analyze it by means of an example. As an illustration for a comparative analysis of two systems, let us take a beginner and an experienced driver. An expert driver makes all the necessary maneuvers in autopilot mode, knows when to decelerate into turns, select low gear, accelerate, he does not the actions on his mind, but simply fulfills them (this corresponds to system 1 – autopilot). In case of a novice driver, he has to use the pilot system, since it becomes necessary to be very focused on signs, traffic lights, foot-passengers, outside tips, since these actions are not practiced for second-nature. When one accumulates the experience of driving, the pilot system is turned off in ordinary situations and only the autopilot works. The pilot system only sometimes is turned on when the situation on the road can be non-trivial.

An example of marketing practice, which illustrates the operation of the two systems during the decision-making process, is an outing to the supermarket. The buyer goes up to the cashier's desk, and his favorite brand of the chewing gum is "Mentos", for example. As soon as he sees it, he throws it without hesitating into the basket with food. This is the way the autopilot works. But if he does not see his favorite brand, he begins to explore other brand variants by deciding between "Orbit", "Dirol" or "Stimorol". Then he thinks over the taste of a chewing gum he wants to buy – and here it is the pilot system which is responsible for all these processes. Of course, the buyers often use the system of autopilot during products run, otherwise the trip to the supermarket would last for hours, if to decide each time what to buy.

This example, as well as Peter Kenning's experiment, shows that favorite brands cause inhibition of the cortical focus of critical thinking, and thereby, illustrate that potent brands are taken in via "autopilot" system. Other brands that do not occupy a leading position in the consumers' minds are included into system 2, that is, the buyer is thinking over the purchase of their goods or services. Thus, one of the tasks of marketers is to hit into system 1, and "to blunt" the vigilance of system 2, so that people do not think about the choice of buying a product.

When deciding, a person uses both systems, it is extremely important for the marketer to understand how they are arranged to be able to influence the target audience.

The joint work of the two systems can be traced through the example given by Phil Barden. The cosmetic company administered a test of creams in several cities with the help of focus groups. In one of the cities the difference between a leader cream and the rest ones was great. Then the experts began to look into the reasons for this difference in the choice of the participants of focus group. It turned out that all the creams did not have the same packages, and one of the creams was placed in a jar of a different shape, being different from all the others. As a result, this factor has influenced the perceiving of the cream by a potential audience. The point is that the autopilot works on an implicit level, that is, hidden, while the pilot acts on an explicit level, open. That is why the participants of the focus group believed that the choice was made solely on the basis of the qualities and characteristics of the cream, but, in fact, the autopilot at the subconscious level recognized the difference in the form of jars and facilitated the decision (Barden, 2013).

In science, the factor that influences the perceiving and subsequently decision-making is called "framing effect". In his Nobel speech, Daniel Kahneman used optical illusion to illustrate the long and short of it (Kahneman, 2002).

If you look at the two small gray squares, it seems to us that these are different shades of gray. However, this is not the case. A background of large squares adds the difference in perception between them.

The background affects us imperceptibly, even if to know that it is the same shade of gray, it seems to us that they are different. The brain is not aware of the effect of the background, but this effect still indirectly affects the perception and subsequently the decision. Thus, both systems (autopilot and pilot) interact and together form the perception of goods, which affects the decision at the moment of buying.

Framing can be comprehended in absolutely different hypostases: in the context of the situation, the form of the product, the flavor of newly-baked bread, the music that accompanies the advertisement, in the interface or in absolutely any other form. Any technology of the companies in the production or the use of certain characteristics can be repeated. And then, in general, the quality of goods will be almost identical and the very goods will be almost not differentiated. Therefore, when the product is introduced into the market, it is necessary to use "framing effect" – which will create the value of the goods in the eyes of consumers, will be captured by the autopilot and influence the purchase decision.

As an illustration, let us examine the case proposed by Phil Barden in his book. The current companies that produce shower gels have approximately the same characteristics of their products, that is, it is difficult to surprise the buyer with some unique technology of their offer. And the only variant in which the product will be successfully sold is a variant with "framing effect", which will add value to the product before the competitors. Adidas company producing a new its own branded shower gel, which has all the standard features of a shower gel, uses the following "framing effect". The employees of the company "Adidas" created a shower gel for men that is similar to the form of packaging of machine oil. The very body resembles the engine oil, including the click of the opening, which really caught fancy of the target audience. Moreover, this shower gel range was called "dynamic pulse", and added more parameters for perception. It fully embodied the supply of energy. As a result, the autopilot processed all these signals and in the consumers' minds the Adidas goods received an additional benefit in comparison with similar products of competitors in the same segment.

CONCLUSIONS

Thus, the autopilot together with "framing effect" through implicit settings creates the value of the goods in the minds of consumers, and this subsequently determines the choice of the product. Thanks to the discoveries of leading neuroeconomists, neuromarketers (Lewis, 2013), in particular Peter Kenning, Daniel Kahneman and Phil Barden, there is an understanding of how people make a decision. But most importantly, under the conditions of severe competition, the marketers again have the opportunity to influence the behavior of consumers and bring their goods to the leading positions. This analytical model absorbed knowledge about decision-making, systematized them and "opened the way" to their application in marketing practice. Moreover, in a world where the consumers have already studied many of the techniques of advertising, marketing tricks and are no longer subject to their influence – the knowledge of how to influence the autopilot opens up new possibilities. The main advantage is that the autopilot does not allow the consumer to realize that "framing effect" has influence on him at the moment of making the decision. Accordingly, the buyer does not establish barriers for the perception of "the marketing ploy" and this already allows to influence his behavior at the moment of purchase. This model was tested in practice by Phil Barden at T-Mobile. And as one can judge by the results (the sales volume has grown by 49% and the cost of attracting customers has decreased by half) the model proved to be quite successful.

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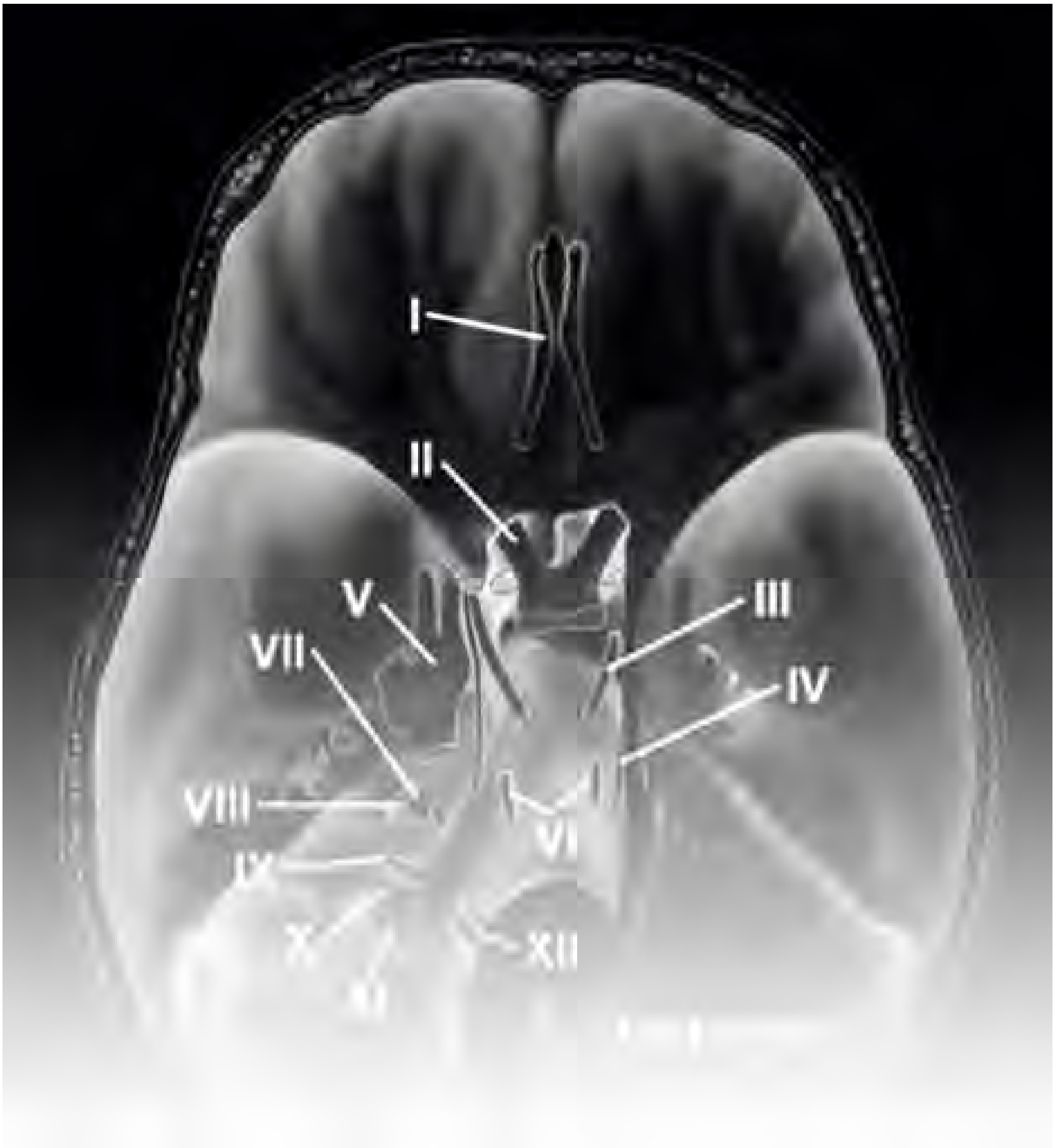
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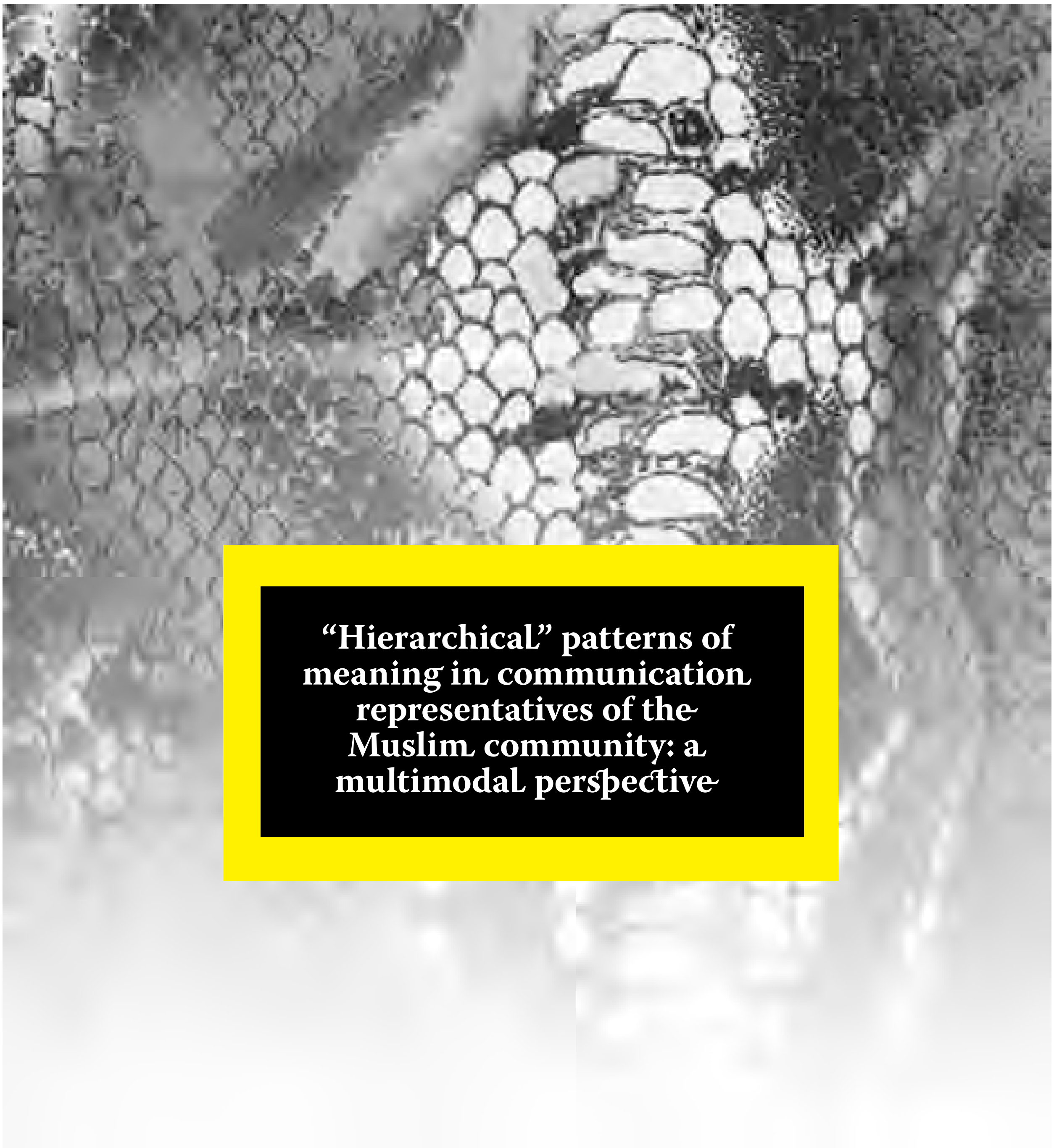

“Hierarchical” patterns of meaning in communication representatives of the Muslim community: a multimodal perspective

"Hierarchical" patterns of meaning in communication representatives of the Muslim community: a multimodal perspective

Patrones de significado "jerárquicos" en la comunicación de los representantes de la comunidad musulmana: una perspectiva multimodal

ABSTRACT

This paper is inspired by the idea of the Russian philosopher and orientalist A.V. Smirnov about the need to distinguish between two fundamental orientations of human thinking: the procedural and the substantial logics. The concept of a "picture of the world", which is basic in the theory of A.V. Smirnov, is based on the intuition inherent in people that the world, with all its diversity, behaves in a certain stable way, and has an intrinsic coherence. A.V. Smirnov relies on the methods of philosophical and historical Islamic world view, and also on linguistic analysis of grammatical forms of the Arabic language. The concept of "action" in procedural logic is a fundamental category. The paper implements an attempt to apply his ideas to conduct a specific socio-psychological study of the world's picture of contemporary Muslims. At the beginning of the paper a summary of his main ideas reflected in his two works, is given. In the future, the way of transferring his analytical scheme from the level of philosophical abstraction to the level of analysis of the individual and social (group) phenomenon is determined on the basis of the theory of social constructionism by K. Dzherdzhen, the theory of frames by G. Beitson, I. Hoffman. The last part of the paper highlights and describes the "hierarchical" patterns of reframing, derived from the study of Muslim communication using qualitative methods and a multimodal approach.

KEY WORDS: logic of meaning, social constructionism, community, worldview, self-design, Islam.

RESUMEN

Este paper está inspirado en la idea del filósofo y orientalista ruso A.V. Smirnov sobre la necesidad de distinguir entre dos orientaciones fundamentales del pensamiento humano: la lógica procesal y la lógica sustancial. El concepto de una "imagen del mundo", que es básico en la teoría de la A.V. Smirnov, se basa en la intuición inherente a las personas de que el mundo, con toda su diversidad, se comporta de una manera estable y tiene una coherencia intrínseca. AV. Smirnov se basa en los métodos de la cosmovisión filosófica e histórica del mundo, y también en el análisis lingüístico de las formas gramaticales de la lengua árabe. El concepto de "acción" en lógica procesal es una categoría fundamental. El documento implementa un intento de aplicar sus ideas para realizar un estudio socio-psicológico específico de la imagen del mundo de los musulmanes contemporáneos. Al comienzo del artículo se presenta un resumen de sus ideas principales reflejadas en sus dos trabajos. En el futuro, la forma de transferir su esquema analítico del nivel de la abstracción filosófica al nivel del análisis del fenómeno individual y social (grupo) se determina sobre la base de la teoría del construccionismo social por K. Dzherdzhen, la teoría de cuadros de G. Beitson, I. Hoffman. La última parte del documento resalta y describe los patrones "jerárquicos" de reformulación, derivados del estudio de la comunicación musulmana utilizando métodos cualitativos y un enfoque multimodal.

PALABRAS CLAVE: lógica del significado, construccionismo social, comunidad, cosmovisión, autodiseño, Islam.

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INTRODUCTION

According to A.V. Smirnov, the representation of a picture of the human world can be constructed in two fundamentally different ways - using the logic of substance and the logic of a process (Smirnov, 2009).

From the point of view of substantive logic, "we understand all the diversity of the world as a scattered qualitative diversity, and then collect, group, and systematize it around some carriers of these qualities. We call such carriers of qualities as substances" (Smirnov, 2015). This kind of logic forms a special substantive picture of the world of a person formed by Western civilization.

To go beyond the usual way of thinking, A.V. Smirnov proposes to turn to the analysis of the way of thinking that is common in another geographic and cultural area - in the Arab world. Turning to the analysis of forms existing in Arabic, A.V. Smirnov discovers a different way of describing the world. Starting from the ideas of N. Khomsky's transformational grammar, A.V. Smirnov proposes to distinguish the logical-philosophical and linguistic pictures of the world as an analogue of the deep and superficial structures in human communication. In Arabic, there is a grammatical category called masdar - literally "source", the exact analogue of which is not found in European languages. In Russian, it approximately corresponds to a verbal noun (for example, "walking", "sitting", "speaking"), and gerund in English. With the help of this category, action (fi'l - in Arabic) is expressed in a peculiar way which in its special structure is understood by the author as "process" or "procedurality". The most significant feature of an action in the Arabic language is its three-part structure, that is, the presence of a "actor", an actual "action", and a "subjected" person (subject). The action has an independent, own ontological status of the process, non-reducible to and different from the ontological statuses of a actor and a subjected person.

A.V. Smirnov demonstrates the possibilities of procedural logic by the example of an analysis of the Islamic worldview. At the heart of the Islamic worldview is the postulate of monotheism "There is no god but Allah and...". The uniqueness of God is defined as its authenticity. In the procedural language, A.V. Smirnov reformulates the authenticity of the only God as the idea of its effectiveness, which means the erection of any actions in the world to the only Actor. God is the main and genuine cause of everything that happens in the world, so in a broad sense God is the actor and the World is the subject. A.V. Smirnov believes that such an understanding of the principle of monotheism is a mainline in Islamic thought bringing together even such opposing directions, such as traditional dogma and Sufism.

N.A. Lyubimova and E.V. Buzalskaya (Lyubimova and Buzalskaya, 2011) believe that anthropocentric duality was originally laid in understanding of the picture of the world as an integral, essential characteristic, that is, the picture of the world is both an object of consciousness and an object of culture. If we describe the Islamic picture of the world from the point of view of individual consciousness of a Muslim, then we can assume the existence of two parallel plans of interpretation. On the one hand, as a set of actions, each of which can be described as a three-part structure (actor, an action that undergoes); on the other hand, as a reflection of the fundamental hierarchical relationship between God and the World.

From this reasoning, we can extract two important consequences in relation to an actor and the one subject in the Islamic picture of the world. A person can attribute the cause of any actor not only to a single source of love action to God, but also to any other Actors, which is considered in Islam as the sin of polytheism. Therefore, Muslims must be able to distinguish between the will of the true God and the action of imaginary causes and deities. The ability to distinguish and follow the true real God carries with it a normative meaning, that is, it leads to the interpretation of any action in terms of its correctness or incorrectness.

METHODS.

According to the socio-constructionist approach (Jergen, 1994) to which we followed in the study, a person's world view is not a direct reflection of reality, but the result of co-construction in a particular social community through language in the context of long-term historical interaction. One of the forms of the operationalization of the way to constructing social representations is the "frame" concept (G. Beitson, I. Hoffman). I. Hoffman believed that a frame at the same time is both a synonym for the situation and its definition, as well as a matrix of possible events in this situation, and is also a means of interpretation (Hoffman, 1974). The idea of a frame as a method of analysis has become popular in many socio-human sciences, having received the name of frame analysis. In our study, we follow the ideas of dynamic frame analysis proposed by D. Janow, M. van Hulst (Janow and van Hulst, 2011). They use the concept of framing as a social process of constructing meaning: "the approach which is focused on turning events and situations into names and categories; it demonstrates that certain ways of seeing the world are constructed and maintained in the process of framing them" (Janow and van Hulst, 2011).

The authors criticize the existing approaches to frame analysis pointing to their "substantial" features as their disadvantage: The "frame" concept directly refers to static, definitive and, probably, taxonomic ways of dealing with a subject. The notion of framing offers more process-oriented and, in our opinion, more politically sensitive descriptions". (Janow and van Hulst, 2011)

Another approach analyzing changes in frames in the course of communication is formulated by R. Dilts (Dilts, 2001). He described 14 speech reframe patterns as ways to change beliefs. R. Dilts believes that these patterns (or "language foci") are "a change in language frames affecting the beliefs and mental maps on which these beliefs are built. These patterns allow people to "frame" their perceptions of certain situations and experiences in a new way "by placing punctuation marks in them" and evaluate them from other points of view" (Dilts, 2001). Frame change patterns ("language foci") are relatively context-independent, what makes them similar to "proceduralism" in the understanding of A.V. Smirnov.

We also used the ideas of multimodality (Leeuwen, 2005; Flowerdew and Richardson, 2018) to study the procedural picture of the world in directly observable communication. Multimodality recognizes the fundamental equality of various formal means used in natural communication. Along with the vocal (auditory) modality, the analysis of communication includes the kinetic (visual) modality, namely: manual gestures, head gestures, body gestures, facial expressions, eye movements, etc. (Litvinenko, Nikolayeva and Kibrik, 2017). M.M. Pelekhaty and Yu.A. Chekchurin (Pelekhaty and Chekchurin, 2015) showed that the patterns identified by R. Dilts have extra-verbal counterparts manifested in gestures and body movements.

In our study, we used the idea of multimodality to identify the semantic picture of the world of Muslims. Multimodality was a method of triangulation for us: we tried to reveal the procedural picture of the world (deep structure) by correlating its representations (framing) in various modalities. To do this, in addition to analyzing speech, we investigated body movements, gestures as a parallel channel of communication, and tried to identify a common pattern that characterizes significant aspects of the Islamic worldview. For fixing gestures and body movements, we used the work by A.O. Litvinenko, Yu. V. Nikolaeva, A. A. Kibrik (Litvinenko, Nikolayeva and Kibrik, 2017). From the method of annotation they proposed, we viewed the gesture as an action involving three phases - preparation, stroke, and retraction.

As a semiotic resource (Leeuwen, 2005), 3 video clips were delivered with the sermons of Muslim clerics in the mosque, from the available Muslim YouTube channels. We also conducted 3 interviews with Muslim practitioner girls (aged 20-23). The girls were asked in their interviews about their understanding of Islam and of religion and its impact on their lives. During the interview, a video was taken with the consent of the subjects. In order to ensure confidentiality of the persons, their faces in the photographs of the paper are hidden; serial numbers were assigned to subjects and Muslim clerics to replace names in their denotation.

RESULTS AND DISCUSSION

We identified a number of fragments of communication during which Muslims spoke about certain aspects of the influence of Islam on them. One of the most frequently used movements by Muslims was top-down chopping (hereinafter, we will use the definition "separating") movement that could be performed by different parts of the body: by the edge of the palm, by a finger, or by head. If we analyze the peculiarities of speech utterance, then the subjects at that time quite often spoke about following certain significant norms that are accepted in Islam. Let's consider the examples.

Example number 1. The tested girl №1 (Figures 1 and 2) makes the separating gesture by her right index finger, answering the question of whether religion condemns people who do not behave properly, "It does not condemn… but gently guides and shows by example how to behave, or how prophets behaved earlier" (bold text here and further highlights the word during which speaking the gesture was performed). In this example, the interviewee speaks about the norms that a Muslim should follow. The source of the norms is the behavior of the prophets, the behavior of the Muslims themselves; in turn, it becomes an example for non-Muslims.

Example number 2. In this example, a chopping motion is made with the right hand.

Subject No. 1 (Figures 3, 4) speaks about what changed in her behavior after she became a practicing Muslim: "Probably, the potential was already there. Probably, it turns out I practically did not learn anything new. I studied the Koran, the Arabic language... The rest, as it was, is almost the same. Well, the only thing is that this is a dress and already observance of all the points, of all the pillars of Islam." A slashing hand movement accompanies the reference in speech to the norms and requirements of the Islamic religion, which are obligatory for a Muslim.

A number of other speech statements emphasize the separation of those who follow the necessary norms in Islam and those who do not follow these norms. Let's consider a few examples.

Example number 3. In this example, the head moves from top to bottom. Subject No. 2 (Fig. 5, 6) answers the question "What do you think, what are your qualities that help you to be religious?": "Well, probably, what to say… so many people even studied in madrasas, then… it turns out, they began to enter other institutions, many girls took off their headscarves, and many of them left it. This scared me very much. This was my great fear… the reason was probably my constancy." Covering parts of their heads in a public place is considered mandatory, starting from the time of puberty of a Muslim woman. At the same time, wearing a headscarf is a definite marker that the girl is a practicing Muslim. In this case, the separating gesture can be interpreted as separating those who follow Islam from those who do not follow Islamic norms.

In the above example, a Muslim woman combines the "separating" movement by her head with an easy raising and lowering the base of one hand of her hand. Also, this separation can be done by the body, as shown in example No. 4. The priest number 1 (Fig. 7 and 8) performs this gesture and at the same time says: "Today we are divided, because the love for Allah and to his messenger, Sallallah Alaihi Vasallah, to the ostazam and awliya, to our righteous ancestors and to all Muslims has weakened. Only one thing remains, love for oneself, because of this I am doing what my nufs wants. Doing what seems right to me." The priest number 1 moves his body from side to side. He stops on the right side when he says "love for Allah and his messenger" (Fig.7). Speaking of selfishness, self-indulgence (nufs), that is, what he believes to be condemned in Islam, he moves the body to the left (Fig.8).

The procedural view of gestures accompanying statements on the subject of religion allows us to single out a common "dividing" pattern. Movement in the direction "from top to bottom" includes the preparation of a gesture - this is raising the part of the body, which will be a gesture; then performing a stroke - lowering a part of their body. We assume that a gesture is based on a hierarchical relation of "top" and "bottom", which at the time of the statement receives meaningful content. Although gestures are performed with different amplitudes and different parts of the body, gestures indicate a single spatial relationship, which can be viewed as a spatial analogue of the semantic picture of the world to which the statement refers.

The "top" acquires the meaning of a bearer of Islamic norms, which a Muslim must follow (their source may be Allah and the prophets): the initial stage of the gesture (preparation) can also be viewed as marking the conditional "top". The meaning of the "top" may have a similarity with the meaning of the concept "actor" in the Islamic picture of the world (according to A.V. Smirnov). The end of the "separating" action establishes the "bottom", under which the reality of life of specific people, Muslims, and their behavior is meant. This gesture symbolically separates those who follow the canons of Islam from those who do not follow them. Thus, the "bottom" can be correlated with the "subject" in the Islamic picture of the world (according to A.V. Smirnov). The gesture during the stroke process connects the "top" and "bottom", thus implementing the "action" initiated by Islamic norms, the implementation of the God's will in the lives of ordinary Muslims. The separation of groups of people into the followers of Islam and those who are not following it can also be done through labeling the space into right and left, and as a result, each of these groups is associated with the left or right side.

It should be noted that the "separating" gestures we described there, have been also met in other statements of Muslims, where there was no direct reference to Islam. Thus, most likely these gestures are not "religiously" specific and even "Muslim" specific, what is confirmed by our personal observations.

SUMMARY

The method of analyzing semiotic resources that we developed allowed us to identify spatial relations implied by the speaker and based on universal anthropological relations "top-bottom", "right-left". These relations show their origination in a single semantic picture of the world, in which an important criterion is compliance with the norms of Islam. They are expressed in communication, as we believe, by means of special "hierarchical" patterns of meaning formation, and with their help a procedural Islamic world view is constructed. Their important characteristic is hierarchy, that is, strict subordination to certain rules and requirements having religious origin, as a rule.

The presented preliminary results of the research raise more questions than give exhaustive answers. When publishing full results, we plan to present the results of a quantitative analysis on the occurrence of certain body movements and gestures coupled with statements about Islam. We believe that the presented research method can be useful for studying how the picture of the world is constructed in other modern, not only religious, communities.

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ANNEXES

Picture 1. Preparation - raising the finger.

Figure 2. Stroke - lowering the raised finger.

Figure 3. Preparation - opening the palm and raising the hand.

Figure 4. Stroke - lowering the raised hand, touching the table with the edge of the palm.

Figure 5. Preparation - easy tipping head back.

Figure 6. Stroke - lowering the head down.

Figure 7. Tilt the body to the right and hold the pose.

Figure 8. Tilt the body to the left and hold the pose.


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