

V.V. Nikiforov

Modernization: campaign or system function?

From the prospective of system analysis it is suggested observing modernization for anthropogenic systems not as a discrete measure capable of solving systemic contradictions and taking the system from crisis, but rather as a function that should prevent crisis phenomena in cyclic system development.

Key words: Algorithm, life cycle, crisis, modernization, modernizing function, scientific forecast, development, self-organization, system, function

I.V. Astafiev

Raw materials for economic crises

In process of society development, against the general reduction of quantity of wars and relative softening of struggle for a physical survival, system problems of an economic way of the organisation of manufacture in general, and first of all the market economy based on domination of the speculative capital began to be shown distinctly. In article results of the analysis of a parity of the financial and industrial capital are resulted.

Key words: Inflation; crisis; the financial capital; economic motivation

M.M. Glazov, I.P. Firova

The Scientific and technical factor of maintenance of economic safety

In article degree of influence of level of scientific and technical and innovative development of the state on maintenance of economic safety is defined; strategic directions of a state policy of maintenance of conditions for science and education development in Russia are generated; the factors providing a choice of priorities of development of branches of a science within the limits of the concept of national safety are investigated.

Key words: Scientific and technical policy, crisis status of a science, education reform, development of a scientific infrastructure, economic safety, a state sustainable development.

E.E. Tarando

The Property: the Interdependence of the Sides and the Approaches

The article dills with the main sides of the realization of the property relationships – legal, economic, social. The analysis of the relationships of these sides on the basis of the Marxist theory of the society's reproduction is done.

Key words: Property, property right, appropriation, efficiency of economic activity, classes, society's reproduction

A.Yu. Yakovleva-Chernyshova

Methodological approaches to the forming of an entrepreneurial activity infrastructure in the recreational cluster

Entrepreneurial activity is one of the basic factors of the recreational cluster development. The forming of an entrepreneurial activity infrastructure is connected to all branches of the recreational cluster infrastructure (the infrastructure of recreational activities, production and sales of recreational product), being realized by regional and local authorities together with entrepreneurial structures.

Key words: Infrastructure, entrepreneurship, entrepreneurial activity, entrepreneurial structures, recreational cluster, recreational product.

D.E. Barkin

The role and value of the state support in the development of small business

In article measures of the state support of the development in the country of small enterprises are stated. The scheme representing existing system of the state support of small business and its components, and also model of definition of the maximum size of the credit which the businessman is able to extinguish at the expense of the means received as a result of activity with use of this credit is developed.

Key words: Small business, the state support, system, model, credit.

Public Private Partnership: Small and Medium Enterprises

The concept of public private partnership is a relatively young, although widespread idea and it is gaining considerable momentum. While there are more and more supporters of this way to solve infrastructure problems, opponents criticize the underlying principles of PPP transactions and the neglect of small and medium business. However, the criticism doesn't reflect the full and real picture in this area. The article, in summary form, presents different views on this issue and appropriate conclusions.

Key words: Public Private Partnership, Small and Medium Enterprises, Globalization, Regional Policy, Non-Governmental Organization.

E.V. Bocharnikova

Estimation of advertising activities efficiency in tourism

Author explores main approaches of assessment of advertising activities efficiency in tourism organizations. Communicative and economic efficiency of advertising activities are analyzed. The examples of economic efficiency calculations of "Marins Park Hotel" advertising activity in mass-media are presented.

Key words: Advertising activity, tourism organizations, communicative efficiency, economic efficiency.

B.A. Ershov

Church landed property of Russian province in a XIX century

In article features of investment by the earth of churches and monasteries in Russian province in a XIX century are considered. Sources of maintenance of clerics by the ground areas, and also sufficiency of the taken away areas and their economic efficiency are revealed.

Key words: Church, parishioners, rent, district, grounds.

A.S. Kirichjok

Experienced policy in education establishments of the Ministry of Public Enlightenment of Southern-Western region in the end of 1830 years

The article represents a study of experienced policy in higher education establishments and Secondary schools of Southern-Western region of Russian Empire. It is based on documents of RGIA. Stories of appointments and dismissals of teachers, lecturers and officials of Kievan school district allow discovering features of using system of public enlightenment as one of instruments imperial policy in region.

Key words: Experienced policy, the Ministry of Public Enlightenment, the Southern-Western region, teachers, lecturers, trustworthiness.

I.A. Lapina

Trozkiy's letters for Pokrovskiy

Non-published earlier Trozkiy's letters for Pokrovskiy are witness for in 1913-1914 Trozkiy had taken The Proletarian Culture Program suggested by A. Bogdanov and his group "Forward". He looked for a base of Russian social-democracy unification in it. He hoped that a national minority proletariat was supporting its principal positions.

Key words: Trozkiy, Pokrovskiy, Bogdanov, Lunacharskiy, The Proletarian Culture Program, a cultural revolution.

S.V. Remneva

The Militia of Leningrad in the middle of 1950 years: professional and cultural standards of the militia officers

The article is devoted to the problems of militia in the nineteen fiftieth. It covers the reasons of citizen distrust to militia officers and the working methods of General Department of Leningrad Militia in the fight against drawbacks.

Key words: Education, labour conditions, militiaman, personnel politics, service discipline, violation of law.

M.F. Polynov

There was all not so simply. The reasons and motives of input of the Soviet armies in Afghanistan in 1979

In article are considered questions of the relation of the USSR and Afghanistan after power capture in this country representatives PDPA led by Taraki, declared socialism building. Principal causes

and the motives promoting decision-making on input of the Soviet armies in Wad Dra come to light. However consequences of such step haven't been counted by the Soviet management.

Key words: April revolution, the Soviet-Afghani relations, radical reforms in Afghanistan, the Soviet help, negotiations, the Political bureau of the Central Committee of the CPSU, the decision on input of armies.

A.L. Kuzevanova

The mechanism of formation of valuable principles of business activity (the sociological analysis)

In article the role of values and valuable orientations in the course of formation of valuable principles of business activity is analyzed. The author describes the maintenance and functions of each of these elements, opens essence of process of valuable orientation of businessmen. The conclusion that the maintenance of principles of business is determined by real public relations into which the subject of a studied kind of economic activity is integrated is formulated.

Key words: Valuable principles, values, valuable orientations, business activity, motivation.

V.P. Babintsev, B.V. Zalivansky, E.V. Samokhvalova, G.A. Shapoval

Expert evaluation of the process of creating a socio-technological culture of managers in Russia

Results of expert poll conducted in frameworks of research «Management by creation a socio-technological culture of managers» are analyzed in article. The professional evaluation of process of managers training and socio-technological culture level of working specialists is obtained. The prime measures promoting formation of socio-technological culture of managers are identified.

Key words: Socio-technological culture, manager, social technologies, competence, professional development process.

K.S. Karaseva, A.V. Petrov

The researches of corporative culture of labour in the modern economic sociology

In article the problems of researches of corporative culture of labour in modern economic sociology is considered. Approaches to studying corporate culture from a position of management, public relations (PR), sociology of work and sociology of management are compared. The special attention addresses on questions of studying of features of influence of intraorganizational social communications, and also features of influence social and institutional environments on formation of corporative culture and opportunities of mobilization with its help of innovative potential of labour collective.

Key words: Corporative culture of labour, organizational culture, corporate identity, social communications, social and institutional environment, economic sociology.

N.A. Shaozheva

Sector gender production in regional context

In the given article the author raises the problem of the formation of sector gender production in traditional ethnical society, the level of women's activity is revealed as well as the conditions of psychological orientation of gender systems from traditional to marginal. The problem of gender disproportion in social status of women of Northern Caucasus republics is analyzed.

Key words: Gender production, sector gender interactions, gender systems, social motivation.

M.S. Matlahova

The conceptualization of marginality in philosophical-cultural thought as a form of social recognition of marginal practices

The correlations of theoretical view of phenomenon of marginality with the strategy of social policy are observed. The tematization of marginality in the sense of anthropology, culturology, social history is represented.

Key words: Other, culture of poverty, liminality, marginality, norm, pathology, dividing practices, social policy

M.A. Lygina

To the comprehension of the conceptual bases of the philosophy of the social work

The article is devoted to a substantiation of necessity of formation of a new direction of philosophical researches – philosophy of social work. The author carries out differentiation of concepts “Philosophical bases of social work” and “Philosophy of social work”. The sense of philosophy of social work consists in application of philosophical methodology for studying of organizational, legal, economic, psychological, educational, guarding, intermediary, medical etc., aspects of social activity.

Bai Yu

Regional specific features of the chthonian gods Fusi and Nuwa iconography at the stony funeral bass-reliefs of Han period (206 B. C. – 220 A. D.) from Shandong, Shanbei, Sichuan and Henan provinces.

This article is dedicated to the history of development of ancient mythological gods Fusi and Nuwa images iconography at the funeral bass-reliefs of Han period. The features of space formation, artistic and iconographic characteristics of Fusi and Nuwa images typical for each province are identified by the example of funeral bass-reliefs of four Chinese provinces (Shandong, Shanbei, Sichuan and Henan) – this research helps to observe the whole line of these images development in Chinese art of Han dynasty more clearly.

Key words: Chinese art, Han period (206 B. C. – 220 A. D.); stony funeral bass-reliefs from Shandong, Shanbei, Sichuan and Henan provinces; the chthonian gods Fusi and Nuwa images iconography.

V.A. Liotin

System of the symbols of Peter the Great's estate projects of the middle of the XVIII century: Peterhof of Anna Iannovna's reign time.

This article gives an interpretation of Peterhof park decor dated back to the ruling of Anna Ioannovna (1730–1740). Based on the reconstruction of a design of Lower park and Upper park author for the first time defines the image of Peter I and his deeds as the main idea of Russian empress' representative program implemented in this case. All facilities built in Peterhof within a decade of Anna's ruling had been related not only visually, but by implication as well to the Peter I era's architecture. Their symbolic purposes could correct the programs of already built properties or review them all over again. Besides, they could also develop the ideas of earlier created objects at new locations. For example, subject-matter and complex images of Russia's triumph on Baltic represented on Great Cascade, «continues on» and in the symbolism of fountain systems of the czar estate's Upper park. Peterhof is the only czar's residence where remains the memory of this empress as a Peter the Great successor.

Key words: Culture of estates, symbolistical universe, representation of power, architectural and park ensemble, country residence, allegorical images.

L.V. Nikiforova

The image of Finland in Russian romantic tradition: to the issue of historical-cultural roots of "National Romantic style"

The "National Romantic style" in Russian architecture of the beginning of the XX century is observed as the outcome of romantic reception of Finland, Scandinavia, Scotland. This reception started with the ossianism of the end of the XVIII century. The architectural language of the "National Romantic style" is represented as the plastic articulation of literary images and mythologems of the Old North that were popular during the XIX century and well-known to the reading public.

Key words: National Romantic style, ossianism

L.V. Balakhonskaya

The contemporary sociocultural space and the language of the advertisement

The article is dedicated to the development of the connection of the globalization trends of development of the contemporary sociocultural space and the language of advertisement. As a result of the globalization processes advertising communication becomes one of the channels of the translation of foreign language vocabulary into the system of contemporary the Russian language. In the article are affected also the problems of the language of advertisement in the aspect of communication and are done conclusions about the presence of two opposite tendencies – tendency toward the globalization and tendency toward the manifestation of the national originality of the language of advertisement.

Key words: Sociocultural space, globalization, language of advertisement, communications between the cultures, advertising communications, tolerance.

V.O. Romanenko

Emotional characteristics of speech and it's correlation with the acoustic cues

Nonverbal communication problems and particularly emotional content transition with a help of coding its acoustical cues are very actual in modern science. Results concerning identification of it's correlation are basic for automatic recognition programs, voice coding and synthesis, emotional

painted speech modeling, etc. This article investigations of these problems are considered, which were carried out for more than one and a half centuries. Correlations of emotions are described with changing such characteristics as: pitch frequency, long-time statistical spectrum, tempo – rhythmic characteristics, etc.

Key words: Voice signal, emotional characteristics, acoustic cues, nonverbal communication.

S.V. Goryunkov, E.F. Matvejchuk

Ethical orientation of formation as solving criterion of its quality

The Basic problem of modern system of continuous formation is connected with loss of focusing criteria of quality of formation. In article it is shown that this problem is solved on the basis of the etico-focused criterion.

Key words: Continuous formation; the etiko-focused knowledge; classical and nonclassical ideals of rationality.

A.K. Veksler

Collage as a method of creative work in system of high school preparation of the artist-teacher

In given article «Collage» as is considered: creative mode of work, as independent product and as a teaching method in sphere of the higher it is art-pedagogical education.

Key words: Material-art creativity, collage, invoice, technicians of a collage, decorative composition, collage as a way of the fast sketch; art collage from textile materials.

M.N. Drobysheva

On the Problem of the Originality of Dalmatian and Dubrovnik Renaissance

The culture of Renaissance was characterized by a common philosophical and artistic basis. Alongside with this, it absorbed national peculiarities of each region. There exists a certain «canon» of European Renaissance whose model is Italian art. Dalmatian and Dubrovnik Renaissance was based on the artistic traditions of Italian Renaissance and at the same time reflected the national traditions. It is this combination that led to the specific ways in the development of the Slavic Renaissance.

Key words: Dalmatian and Dubrovnik Renaissance, Renaissance, drama, pastoral, comedy, development, Slavonic national style, tradition, canon, original role, epoch, idyllic utopia, religious mystery.

A.M. Alekseev-Apraksin

Saint-Petersburg in the context of global cultural changes

The article examines cultural changes caused by global processes. Analyzed here are the principal scenarios for development of cross-cultural interaction and the academic discourse aimed at understanding of this topic that is of current interest for the modern-day Saint-Petersburg. The conclusion is that it is insufficient to only examine the socio-political aspect of the topic. It is necessary to conduct structural and functional research of cross-cultural interaction, which could help reveal the meaning behind said interaction and its enabling mechanism.

Key words: Culture, cross-cultural interaction, Saint-Petersburg.

M.M. Vasilkova

Interpretation of gothic legacy in Russian art of the age of romanticism

The article is dedicated to interpretation of gothic motives in Russian culture and art of the XIX-th century. The author consider display of elements of gothic in architecture, literature, dramatic art, design of the interior, works of painting and expose common traits, witch indicate of the interest to the Middle age in all kinds of arts.

Key words: Theatre-decorative art, dramatic theory, romanticism, preromanticism, interpretation, historical motives, the Middle Ages, gothic, gothic motives.

A.V. Fedotova

Features of development of the fine arts in the Kola Peninsula in 40 – early 50-ies years of the 20 century

In paper is considered the development of fine arts in the cultural space of the Kola Peninsula in the Great Patriotic War and the post-war period. The role of the artists serving in divisions and by the ships of Northern fleet, in parts of 14th army of the Karelian front in formation of the regional professional fine art

Key words: The fine arts, the military poster, easel painting, drawing, sculpture, regional branch of the Union of the Soviet artists, exposition, theatrical decorative art

The toys of Nizhegorodsky region from handicraft pieces to folk design and mass production

The features of the history of national toy in three centres of Nizhegorodsky region, the territory of contemporary Gorodetsky, Semenovsky, Voznesensky districts are observed. The period from the end of the XIX century to the beginning of the XXI century is examined. Four periods are distinguished according to production organization, stylistic characteristics etc.

Key words: Artistic crafts, national crafts, national toys, handicraft pieces, Polhov-Maidan painting, khokhloma, traditions, novations

Yu.V. Gusarova

Vasilij Tsygankov's art and his role in the development of the Leningrad School of Ceramics

The article is devoted to the artist V Tsygankov (1932-1994), one of the leaders of the Leningrad School of Ceramics, the member of exhibitions «One composition.» His artistic legacy includes many innovative concepts in composition, imagery, technology and very interesting for comprehension of the processes in the Russian – Soviet Arts in the second half of XX century.

Key words: Leningrad School of Ceramics, Russian Decorative and Applied Arts, “Ceramic boom”, glazes, clay, pottery, exhibition, «One composition».

O.L. Nekrasova-Karateeva

Tercentenary fame of Meissen porcelain

This article is dedicated to the Meissen porcelain factory. It describes the 300 years of the history, the technology of porcelain production, the art of the leading masters.

Key words: Meissen porcelain, the technology of porcelain production, overglaze and underglaze painting, porcelain plastic, Imari, Kakiemon, Baroque, Classicism, Art Nouveau.

I.M. Suvorova

An aesthetic methodology to appreciation of contemporary art

Classic aesthetic methodology permits to appreciate more expressive qualities of contemporary art and prospects of its development.

Key words: Aesthetics, aesthetics categories, art, hideous, beautiful, comic, tragic.

A.S. Skobeltsina

The culturological principles of excursion study: to the issue of stating the problem (the first half of the XX century)

The articles observes the culturological principles of excursion study of the beginning of the XX century. The works of I. Grevs, N. Antsiferov, A. Bakushinsky and other representatives of Saint-Petersburg and Moscow excursion schools contain the possibilities of solving a range of culturological problems using the excursion cognitive method.

Key words: Excursion study, excursion, humanitarian excursions, classification of excursions, theory of culture, history of cultural studies, city culture

I.B. Gubanov

Localization of Indo-Europeans Homeland and migratory movements in Western and Eastern Indo-Europeans

The place of origin of Indo-Europeans is the topic of this article. By genographic, linguistic and archaeological data, the author considers the most likely hypothesis of steppe ancestral homeland Indo-Europeans.

Key words: Active languages, Bronze age, ergative languages, haplogroups R1a and R1b, Indo-Europeans, Indo-Europeans Homeland, Neolithic age.

E.Yu. Tereschenko

The maritime culture as a phenomenon

The article is devoted to the development of methodological principles study of the maritime culture. The author examines the maritime culture as an integrated system that has its own logic of development and functioning. Examples of the influence of the sea to the birth, rise and disintegration of cultures and civilizations. Theoretical concepts of L.I. Mechnikov, F. Ratzel, K. Schmitt, V.P. Semenov-Tian-Shansky. Defined typological characteristics of the maritime culture.

Key words: Maritime culture, maritime civilization, marine regions, the Mediterranean, the natural and geographical factors.

The coast-dweller's movement as one of the directions of ethnic reidentification in the Russian North

One of the main directions of ethnic reidentification in contemporary Russia, dominating in European North of Russia – the coast-dweller's movement, is analyzed. It is being proved that the aim of ethnic reidentification is the creation of artificial quasi-ethnic groups and the cleavage of Russian ethnos in Russia.

Key words: Quasi-ethnic groups, construction of new ethnic identity, coast-dwellers, coast-dweller's language, regionalism, ethnos, ethnic entrepreneurs, ethnic reidentification

T.E. Dotsenko

Some problematic aspects of humanistic synthesis

The article deals with the problem of the connection between the positive social expectations and the appeal to a new humanistic content – to a synthetic humanism. The idea of a humanistic synthesis is presented as structure-forming for the modern polyvector philosophic discourse; the experience of a humanistic synthesis typology have been generalized, which proves the totality of a synthetic origin in the modern philosophizing; some levels of the development of a humanistic synthesis idea have been defined.

Key words: Neohumanism, philosophic synthesis, humanization, civilized development, freedom, man, individualization, existentialism, universalism.

G.S. Popova

On the issue of origin of the Sakha (Yakut) people religious views

The aim of the article – creation of new lingual and cultural approaches to study the actual issue of the origin of religious views of Sakha (Yakut) people. The cognitive basis for religious consciousness is understating of human inborn cleanness, freedom and creative mission. Normative aspect of religious culture of the Sakha people is understanding of duty to preserve cleanness, taboo on touching of dirt, taboo on making sins.

Key words: Origin of religious views, understanding of inborn cleanness, cognitive aspect of religious culture.

A.Y. Dorski

Values of public sphere: Masons and Revolution

We define the basic values of the public sphere, it is assumed that they are expressed by the formula of the French Revolution «Liberty, Equality, Fraternity.» Disproves the hypothesis linking the emergence of this slogan with the ideas of Saint-Martin. Use of the slogan by revolutionaries is analyzed. The conclusion is that freedom, equality and fraternity in their new European understanding are inseparable.

Key words: Public sphere, values, dialogue, freedom, equality, fraternity, individualism.

L.S. Kell

The matter organizational forms

The properties of material vehicles of matter organizational forms (levels), stipulating the beginning and existing of higher levels of its organization, are observed. For the social level they are: the exceeding of informational exchanging and accumulating processes out of borders of molecular level inside the organism; the beginning of determined creating process, resulting in avalanching growing of the informational maintenance and the order of matter in space. These properties of social matters organization level are objectively the base of the beginning and existing of higher levels of its organization

Key words: Matter organizational forms (levels), physical, chemical, biological, social, matter, information, energy, selforganization, molecular level inside the organism, informational transfer outside the organism, figurative and verbal thinking mechanism, intelligence.

N.V. Petrov

To the issue of the reasons of climatic change of Earth

A universal property lies in the heart of climatic conditions of Earth: the regime of life on planet depends on the position of the planet in the magnetic field relative to the sun, and the whole solar system relative to the galaxy.

Key words: ionosphere, climate, magnetosphere, magnetic field, sector of magnetic field, equatorial belt, energoinformational interaction

Noospheric futurology: the strategy of global security of Russia and the humanity

World outlook sources, institutional imperatives of the unity of noospheric nature, noospheric status, noospheric function of science in the epoch of globalization are observed. These factors are to be taken in consideration in advance in the system of management of interaction between society and nature. The ideas of forward tracking of globalization threats in interaction between society and nature are suggested.

Key words: Biosphere, depopulation, law, imperative, world outlook, science, noosphere, function, futurology, futureshock

A.A. Pavlovsky, Yu.V. Malinina

The sea level variations in the Kurortny district of St.Petersburg

Considered are probable sea level variations in the Kurortny district of St.Petersburg out of the bounds of the flood dam at the end of the 21st century caused by its secular growth due to the climate change and long storm surges travelling along the northern coast of the Gulf during «flood cyclones» over the Gulf of Finland in the conditions of closed dam locations. Direct economy losses caused by described factors are considered.

Key words: Sea level rise, inundation, the Gulf of Finland, economical damage.

M.L. Gilev

Sedimental and fluvial changes of Kuznetskaya hollow in the XX century

Analysis of meteorological observation data. Sediment quantity monitoring on the territory of Kuznetskaya hollow, covering the period between the year of 1951 and 2000. Correlation connection between sediments and flow of river Tom' is being discovered. According to the method of integral-difference coefficients, sedimental dynamics for all the territory of hollow's fluvial basin for the first half of the XX century is restored. Map-scheme of sedimental dynamics for this district for last 60 years is assembled.

Key words: Alataussko-Shorskoe plateau, atmospheric sediments, fluvial basin, sedimental dynamics, hydropost, Mountainous Shoria, integral-difference coefficients, quasi eleven years cyclic recurrence, Kuznetskaya hollow, flow layer.

T.V. Belonenko, V.V. Koldunov

Towards evaluation of trends and high floods contribution to the sea level oscillations in the North Pacific

Sea level observations in the North Pacific from the marigraph stations of the JASL system and satellite altimetry data from ERS-1/2, TOPEX/Poseidon, Jason-1, Envisat, OSTM/Jason-2 were analyzed. The estimations made on the basis of JASL data demonstrate general rise of sea level over the 23 years period: 47 mm according to linear trend model (with rise velocity of 2mm/year) and 41 mm in quadratic trend. Spatial distribution of linear trend parameters estimated from satellite altimetry data shows general sea level rise for major part of the studied basin with different velocities in different regions and maximum value of 36 mm/year. There exist regions with negative trend where sea level is receding. Regions with positive trend are isolated and mostly distributed in Kuroshio current domain and, partially, along 55° LN in the Aleutian Current domain. Isolated regions with negative trend were found near northern part of Kuroshio and Aleutian currents and are frequent in major part of North-Pacific current domain.

It was shown that global warming and mean sea level rise do not influence on the rise of repeatability of sea level elevations over the average one and on the rise of repeatability of high floods. Also, the estimations of statistical validity of sea level elevations from JASL coast stations data are given.

Key words: Sea level, North Pacific, JASL, satellite altimetry data, trend, high floods contribution, global warming, repeatability of high floods