

SUMMARY

L.O. Evdokimova

Concepts of development of resource potential of subjects of economy: comparative analysis, methodological decisions

In article characteristics of concepts of growth of subjects of economy from positions of development of resource potential are considered. Methodological decisions are provided to development of resource potential of subjects of economy.

Key words: concept, subject of economy, region, development, resource potential, methodological decision

N.Y. Volkova

Problems of introduction of system of controlling by the entrepreneurial structures of the Magadan region

The article considers the objective causes of the introduction of controlling to the work of modern enterprise and the features of realization of this process in the business structures of the Magadan region.

Key words: entrepreneurship, controlling, competition, management, innovation, efficiency.

A.G. Koryakov

Mechanism of sustained development stimulation of chemical enterprises by the government in Russia: structure and implementation phases

The article examines the problems of realization of the mechanism of chemical enterprises sustained development stimulation in Russia. It also analyzes the structure and implementation phases of this mechanism as well as prospects for application of the government regulation tools in order to activate social, ecological and economic components of development of these enterprises.

Key words: Sustained development, governmental stimulation, sustained development control, mechanism of sustained development, enterprise, chemical branch, potential.

T.B. Ochirova

Modern problems of adoption of administrative decisions in the tourism sphere

In article problems of adoption of administrative decisions in the tourism sphere are considered. Process of adoption of administrative decisions is presented as the instrument of effective management by the tourism sphere.

Keywords: tourism, the administrative decision, decision-making stages, effective management in the sphere tourism.

O.I. Lebedeva

On the management of real estate

The article says the main features of real estate management in Russia. Specific characteristics of the property: rare, specific turnover of real estate, capital intensity, a unique utility, stationarity.

Key words: state property, land relations, real estate, real estate market, property management.

A.V. Buga, A.A. Kuprin, A.A. Samodurov

Features of the estimation of business and property complex of the enterprise with a view of antirecessionary management

Questions of an estimation of business in definition of alternative approaches of an effective variant of its realization where in a basis acceptance of true decisions and a management efficiency the crisis enterprise, the estimation can serve as that initial information which will allow to make the certain decisions during anti-recessionary management or external and competitive management Are considered. Reference points of all administrative process for achievement of the purposes which face to managers of the enterprise with a view of anti-recessionary management, i.e. necessities of a management to be guided in used approaches and methods of estimation of cost of the enterprise are defined.

Key words: estimation of cost of business; an estimation of a property complex; the profitable approach, затратный the approach; the comparative approach.

T.N. Mal'kova

The Financial Practice of Great Novgorod of XI-XIV centuries at birch-bark documents' texts

There is proposed the analysis of payments and their accounting at birch-bark documents (literally: berestiane gramoty) of Great Novgorod of the XI-XIV centuries. The base of analysis is the published birch-bark documents (1953-2004). The date approve financial and accounting terminology, independent accounting decisions and procedures. A historical layer of Ancient Rus accounting is the indefeasible part of world and Russian history of finances and accounting.

Key words: Great Novgorod of the XI-XIV centuries; birch-bark documents; payments; accounting.

A.M. Zakharov

Czechoslovak volunteers in the battle of Zborov (July 2, 1917)

The article is devoted to the participation of Czechoslovak volunteers in the Russian army at the Battle of Zborov, July 2, 1917 -- the first battle in the XX century as an independent Czechoslovak army combat unit, which

claims to be the nucleus of the future army of an independent Czechoslovak state. The author not only analyzes the characteristics and nature of the battle, but also notes the high ideological and moral propaganda value of the battle. In the domestic literature of detailed reference to the history of the battle had not been taken.

Key words: World War I, volunteers, the battle of Zborov; summer offensive in 1917, TG Masaryk.

S.G. Dobrovolski

Life as a threshold random walk

Major features of the evolution of living organisms' totalities (populations, species, ethnies) are described using a mathematical model of one of random stochastic processes – threshold random walks. Some features of this kind might be applicable for the description of the evolution of individual organisms. Thus, the proposed approach embraces different levels of the structure of living objects. The type of models under consideration can be used for the description of a number of processes in the inorganic nature as well – for instance, of the global glaciation-deglaciation processes.

Key words: threshold random walks, life.

V.A. Limonov

Philosophy of history in spanish baroque (on the example balthazar gracian's creativity)

The article summarizes Baltasar Gracian's views about the history of man and mankind the example of his book «Kritikon». In the literary work of Spanish writer and thinker of the seventeenth century reflects the artistic and philosophical conception of world history, which may be characteristic of a certain historiology Spanish Baroque age. The historical truth of the world is intertwined with ancient myths, according to which life is a game, a theater. Gracian gives a description of the seven ages of man, and the final image of the historical process for the baroque philosopher associated with the Wheel of Time, Fortune and God's predestination. The story itself is cyclically repeated processes, when the quiet lives of the cycles are broken by pauses of catastrophes and disasters. A person looking at the «pulse of change» needs to maintain the common sense and just love life and take it for what it is.

Key words: spanish baroque, the philosophy of history, historical truth, the seven ages of man, the Wheel of Time, Fortune, pulse changes, artistic and philosophical conception of the historical process, the cycles of history.

L.V. Tomaychuk

Historical myth-making process as an instrument of national identity's construction in Ukraine and Belarus

The author analyzes the process of historical myth making and manipulation with national symbols in the course of construction of national identity in two post soviet republics: Ukraine and Belarus.

Key words: mythology making, historical myth, national myth, national identity, nation-building, identity construction, symbol policy.

K.S. Kokombaev

Globalization policy and national-state transformation

Analyzing the 20-year process Development Framework period of transformation, one can trace the manifestation of multiple factors, the globalization of Western policy in the life of Kirghiz people. They are reflected at different stages of social development, the level of identities, diverse challenges, stresses are positive and not positive transit transition from authoritarianism to democracy. Overcoming the opposition of political forces, the impact of the transition from a totalitarian to a democratic era of transit, as the country was full of evolutionary and radical transformation.

Key words: Globalization, Transformation, a tradition; democratization.

V.S. Moiseeva

Saint petersburg state university of service and economics

The article is devoted to the basic problems of school education of children from families of migrants, especially tolerant of students' education at school.

Key words: Tolerance, migrant, adaptation, tolerance, ethnic culture, traditions, and educational work.

D.A. Vinogradov, A.V. Petrov

Social Responsibility of Business in Russia During the Current Global Economic Crisis: Challenges and Trends

The article deals with the problems of modern economic and sociological studies of entrepreneurship and corporate social responsibility. The authors analyse the problems and development trends of Russian social responsibility of business in a global cyclical economic transformations of recent years.

Key words: corporate social responsibility, global socio-economic transformation, institutional environment, entrepreneurship, economic sociology, sociology of entrepreneurship.

V.N. Buzin

Management impact on media space

The paper presents the general conceptual framework for management of media space, analyzed the effectiveness of the model information and advertising campaigns, proposes a model of effective planning ad campaigns PlanAdviser, developed based on the author's conception of the structure of media space.

Key words: audience, effective frequency, media, auditorium data management, modeling, media space.

Essence of individual and public self-awareness the socially-philosophical analysis

The author's understanding of individual and public self-awareness is offered. Types of public self-awareness in the spheres of public life are allocated.

Key words: individual self-awareness, public self-awareness, types of public self-awareness, the sphere of public life.

M.A. Manokin

Rejuvenation of the modern society: cultural aspects

Following article is related to analysis of research approaches to rejuvenation. It is defined as renewal of youth made by usage of behavior patterns which are related to younger generations.

First, article defines the notion of rejuvenation. One of the most widespread examples of it is shown – kidults, or adult people identifying themselves with child's practices. Modern researches on this field are also mentioned, specifically, three texts are described that analyze the phenomenon of rejuvenation: these are two Russian articles and British book. Also reference is given to books on anthropology of age.

Then two possible research approaches are characterized. First one accounts rejuvenation as strategy of consumption, describing it by theories by M. Foucault and N. Elias. This approach allows to see rejuvenation as specific form of consumption of prestige, that allows individual to refer to oneself as a member of specific social group.

Second approach, following the ideas by E. Goffman and Z. Bauman, describes rejuvenation as instrument used to construct personal identity. It becomes behavioral pattern used to create a specific personal image that individual tries to connect with own everyday life practices.

In conclusion a short summaries are given to these approaches. Also it is described, which specific characteristics of rejuvenation these approaches will help to analyze.

Key words: anthropology of age, consumption of prestige, ethos, episteme, identity, kidult, rejuvenation.

I.S. Romanychev

The resource approach in social work: to the question of the sociological understanding

A sociological study of the process of social work requires a more in-depth use of the resource approach. This approach allows to analyze the degree of the efforts of customers for successful social integration and adaptation. The intensification of its resource potential of the changes the attitude of the client including the process of social work with him, transforming its relations with the social service in more partnerships.

Key words: the resource, the resource approach, the client, social work, social adaptation.

M.M. Prudnikova

The concept of ethnicity and its methodological significance (the concept of ethnicity and its relationship to the concept of nation)

The article explains the various forms of the principle of subsidiarity and the need to use it to develop poliparadigmatic approach to the category of «ethnicity» is considered relations between the concepts ethnicity and nation.

Key words: ethnicity, ethnic group, nation, culture.

A.I. Subetto

Historical Ethnology of L.N. Gumilev as paradigmatic science school in the humanities XXI century

Paradigmatic science school of L.N. Gumilev exists in the form of a developing historical ethnology. Historical ethnology appears as an essential part of human studies XXI century – noosphere human studies.

Key words: biosphere, geographical determinism, living matter, historical ethnology, noospheric ethnology, noosphere, noosferogenez, passionarogenez, ethnogenesis, Ethnology, ethnicity.

Y.A. Evstigneev

The Kipchaks: ethnic community and its name

The well-known in medieval Arabian-Persian historiography term «kipchak» has taken on variety of meanings throughout history. In the VIII–XI century it was an ethnonym of a tribal community (ethnos), since 1030 till the XIII–XIV century all the nomadic tribes of the Desht-I Kipchak were as the Kipchaks, during the Golden Horde (between the XIII–XIV century) and subsequent periods the term in question became an ethnic name for a concrete tribal community, and in the XIX century to the XX century it became a name for ethnic groups of which some peoples (Altay, Bashkir, Kazakh, Kirghiz, Nogai, Tatar and Uzbek peoples) consist.

Key words: the Kipchaks, tribal community, the Desht-I Kipchak, state, ethnic community, the Golden Horde, ethnonym (name of ethnic community), ethnic group.

O.A. Gubanov

Artistic symbol and simulacrum: aesthetic and semiotic aspects

The article deals with a binary opposition: the symbol and the simulacrum. Traced how these concepts figure in the history of philosophy. Reveals the ontological, epistemological and semiotic specificity of character and simulacrum. Interpreted the problem of simulacra in contemporary art culture, including the virtual.

Key words: character, simulacrum, postmodernism, digitally, virtual culture, existence, perception.

Polyphony and postmodernism in the U. Eco novel «The Name of the Rose»

The connection between postmodern text peculiarities, as time-space specific, intertext, displacement of author's and narrator's positions and M.M. Bachtin's ideas of polyphony and dialogue is investigated. Author supposes that postmodern novel constructive specific is based on modern ideology. Author concludes what elements of modern ideology formed the novel «The Name of the Rose» by U. Eco

Key words: Postmodernism, novel, polyphony, dialogue, chronotop, worldview, text (work of art).

N.I. Verba

To the problem of the archetype system transformation of the plots about the sea maidens in the culture of the sixth century (based on the drama "rusalka" by Pushkin)

The plots about the sea maidens have been functioning in culture for a long time. They were carried out in music, poetry, literature, fine arts. The basis for this plots has been provided by the system of archetypes, which is transforming from work to work. This article is devoted to the analysis of changes in the archetype system of "mermaidal mythes" based on the drama "Rusalka" by Pushkin.

Key words: archetype, the images of the works of art, the plots about the Sea Maidens.

J.B. Kostyakova

Media history: from understanding to definition of essence and notion

The article analyzes basic meanings of «mediahistory» term in publicistic and scientific discourse. Based upon analysis of definitions of «media», «mass media» and «history» author's definition of «mediahistory» term.

Key words: history, mediahistory, media, mass communication form, mass media.

A.V. Liashko

The cultural interpretation of modern contest practices in Russia

In this article the contest practices in the contemporary Russian - artistic culture are analyzed from the perspective of cultural research. The analysis is based on the proceedings of the International contest of creative works «Herzen university in the heart of St. Petersburg»; this event is compared with other outstanding contest projects. Contest as such is considered an efficient technology of the contemporary artistic life.

Key words: artistic culture, contemporary art, contest, university, creativity.

M.F. Nikolaeva

Soviet Poster (1917-1941): Between Art and Media Technology

Soviet visual art for the masses can be considered a media technology. When analyzing Soviet posters, a researcher can trace significant changes in Soviet visual art in general: those concerning artwork's status, its location and functioning, art production technology and art producer's characteristics.

Key words: Soviet poster, Soviet visual art, poster production, technology, print media.

N.R. Rezheninova

The concept of «piano arrangement» as a terminology problem

The article is an attempt to bring clarity to the situation in musical practice contradictory picture of interpretation of the basic concepts related to the piano transcriptions. The most objective information is presented in the musical reference publications, the analysis of which is carried out on the pages of the article. The author makes a conclusion about the need to distinguish between the semantic values of the following terms: Arrangement, Transcription, Fantasy, Paraphrase.

Key words: Arrangement, Transcription, Fantasy, Paraphrase.

L.A. Evdokimova

Medalist A.F. Vasyutinsky's Pensioner Period

Based on archive documents and literary sources, this paper for the first time ever examines the most important working period of the famous Russian artist and medalist, an Imperial Academy of Arts graduate, Anton Vasyutinsky (1858–1935) – his five-year pensioner travel in Western Europe.

Key words: art of medal, medal, plaquette, Anton Vasyutinsky, the Imperial Academy of Arts, the pensioner's trip.

N.A. Romashina

The interpretation of the picturesque sketches of the interior in the works of Russian artists of XIX–XX century

In this article examines the этюдные interiors in the painting of Russian мастеров 19-20th centuries. Analyzes the ways of the main elements of the space, and quickly transfer them on the canvas

Key words: the interior, sketch, painting, artist.

Cin Cin

The life's and the creativity's way of wu zuqiang

Wu Zuqiang is a unique personality in modern Chinese culture. He is a famous in China and in the whole world composer, musicologist and educator. He has composed over one hundred musical works including songs, chorus, chamber music, orchestral music, dance drama, concerto, drama and film music. This article is devoted

to consideration of biography of Wu Zuqiang, his creativity, performing, pedagogical and organizing activity. In Russia, his work is little known.

Key words: musical culture of China, music of the XXth century, national musical traditions of China, Wu Zuqiang.

I.A. Chudinova

The idea of universalism in musical cultures of Polotsk and Saint-Petersburg

In the article typological unanimity of church musical cultures of Polotsk and Saint-Petersburg in XVII–XIX centuries is revealed. Author researches the influence of Slavonic-Greek-Latin idea on church music of this period. A lot of manuscripts are analyzed in the text.

Key words: Church musical culture of Polotsk and Saint-Petersburg of XVII–XIX centuries, Slavonic-Greek-Latin idea, manuscripts.

R.G. Shitikova

Contrast in music and its genre-forming function in a baroque sonata

The article is devoted to the theoretical substantiation of the new approach to the phenomenon of contrast in music. At first glance, this phenomenon is highly specialized but in fact it is universal. It is represented in the form of complex multi-level system consisting of the components of both general logical rules of creative thinking, and hierarchically differentiated set of immanent musical consistency.

Based on comprehensive analysis of the essence, structure and contrast values for the different levels of composition, the hypothesis about its genre-forming function in large-scale constructions is put forward, confirmed with the material of the Baroque sonata.

Key words: Baroque, genre, sonata, contrast, composition, form, musical language.

G.P. Ovsyankina

«Pushkin symphony» of boris fishchenko in the world of musical pushkiniana

The article is devoted to the history of formation and characteristics of “Pushkin Symphony” Op. 38/125 (1967/1998) of the Petersburg composer Boris Tishchenko (1939–2010). The work continues the line of the *symphonic biography*, begun in European romantic symphonic genre and finally matured in “the Dante-symphony” № 1 (1997) of Tishchenko. “Pushkin Symphony” is associated with the music of a scientific-documentary motion picture “The Death of Pushkin” to which the composer wrote a musical arrangement in 1967. The comparison of both opuses testifies that the Symphony is a new work, in which only the themes from the film’s music are used.

The article presents compositional, thematic analysis of the Symphony. It reveals the innovation in creating the form, a role of the monothematism and musical semantics. With Tishchenko’s “Pushkin Symphony” begins the era of the embodiment of Pushkin’s fate in the symphonic genre.

Key words: The genre of symphonic biography, composer’s reflection, symphonic thinking, contrapuntal interlacement, free form, sonata form, monothematism, musical semantics, monogram.

E.M. Ivanova

Manifestations of schillinger technique of musical composition in the earle brown’s early works

Schillinger technique of musical composition was mostly used by Hollywood composers, arrangers and jazzmen. Its application by American avant-gardist Earle Brown resulted in interesting methods, similar to the ones used by European composers’ in the second half of XXth century.

Key words: Brown, Schillinger, technique of composition, Berklee College of music, New York School, Messiaen, Boulez, Internationale Ferienkurse für Neue Music in Darmstadt.

Y.A. Lomakin, S.A. Dunaev

Temple detection in the thaitskaya district (from experience of identification a monument of architecture in the territory of the historical settlement)

In article the temple history for the sake of St. Ravnoapostalnoi. Maria Magdalena, in the territory of the City settlement Thaisy, the Gatchina district of the Leningrad region. The building in which the beginning at the end of XIX – of the XX century the temple settled down, was revealed in 2009r., as a result of the work done by authors of the present article as a part of creative collective «ARM KIF» (the director – Kuzmin V.V.). The building of the temple is object of cultural heritage – an architecture monument.

Keywords: cultural heritage, temple, architectural and art environment, farmstead park, landscape painting.

A.N. Yunova

About the solutions of the preventive preservation of cultural heritage in Germany

One of the problems of preservation of cultural heritage is the problem of «prohibition of changes» in shape and use of national objects of the World cultural heritage in the Western Europe, especially in Germany. Why preventive preservation should be the basic requirement of protection of objects of a cultural heritage? Which preventive measures are integrated into legal sphere? Answers are in the researches of the educational centre of UNESCO of Institute of applied science and art in Hildesheim, Germany.

Key words: preservation of cultural heritage, preventive preservation, cultural legacies of the past, global creativity, artistic and cultural work, restoration of cultural heritage.

Society manageability and social order

In modern society democratic development, individual freedom is the key phenomenon of the “true” democracy in the society and the government. But the social order is not less important category and phenomenon characterizing the society in general and the democratic society in particular. How can management social institution control and provide the social order and individual freedom, the freedom of individuals in this society and the government? How high should manageability be in democratic society? – The issues are described in this article.

Key words: Management, manageability, freedom, individual, society, social order, egressiya, digression, space, taxis, nomos, thesis.

A.E. Zimbuli

Lie: ethical-value aspects

Religious and non-clerical models of worldview equally consider lie to be destructive phenomenon. However questions of responsibility for lie and of possibility to overcome, to minimize lie are open. The author persist in his opinion that the base for objective understanding of lie and for surmounting of destructive lie one must seek in the complete ethical-value model, which is structurally rooted in the situation of lie.

Key words: Lie, fraud, honesty, situation of lie; valuation, surmounting of lie; culture.

A.I. Sidorov

Legal proverbs in Russian people legal practice

The article stresses the importance of Russian proverbs to create a legal system of Russia.

Key words: morality, sayings, proverbs, law, legal specifics.

G.P. Sidorova

Soviet economic culture in forms of material subjectness and characters of mass art 1960-1980th: body of man

In the article artistic representation of body of soviet man is examined as a subject of economic culture in the mass art of 1960-1980th. The features of his artistic embodiment come to light in the soviet mass art. The gnosiological open up, valued and semiotic aspects of corporal characters of soviet man, expressing typology features and senses of soviet economic culture.

Key words: soviet, economic, culture, mass art, characters, body.

M.V. Ragulina

Morphological studies of the cultural landscape: integrated view

The paper studies the morphological approach in investigating cultural landscape, its potential and its place of integral theory in morphological tradition of cultural landscape research.

Key words: cultural landscape, cultural geography, geographical tradition, morphological approach, integral theory.

U.N. Gladkiy, A.V. Timofeev

«Hot summer–2010» in russia: about search of the reasons and... scientific correctness

The possible reasons and versions of abnormally hot summer in Russia in 2010 are considered. It is noted that the modern science about global climate unable to give definite answers on essence of many processes occurring in climatic system and changes. Insolency of the engaged versions about the climatic weapon is emphasized.

Key words: Climatic anomaly, heat of 2010, the climatic weapon, climatic cycles, drought, the climate drowning, blocking anti-cyclone.

V.V. Ukraintseva, I.N. Pospelov

About of a new integrated method of reconstruction of climates and forecasting of climatic changes in future

This paper deals with a new integrated method of reconstruction and forecasting of climatic changes in future. The method is based on proxy data spore-pollen analysis method, nowadays meteorological data, and data about of solar activity expressed in numbers of Wolf (W). The techniques of reconstruction and forecasting are presented and discussed in details.

Key words: Holocene, pollen analysis, 14C analysis, fossil and recent spore-pollen spectra, similarity index (SI), phytochrons, basic elements of climate, solar activity, Wolf's numbers (W), forecasting of climatic changes.

G.B. Pigoltsina, N.A. Zinovyeva, A.O. Savkina

Detail quantitative estimation of the spatialvariability of the air temperature regime of the site of the winter olimpic games «sochi-2014»

Detail quantitative estimation of the spatial variability of the air temperature characteristics in the complicated surface conditions of the site of the Winter Olympic Games «Sochi-2014» was fulfilled. For this purpose the results of climatic information processing (the site of the sport objects, winter seasons 2008-2011) were taken into account.

Key words: Sochi-2014, mountain relief, spatial variability, high zoning, microclimate, thermal regime.