

SUMMARY & REFERENCES

SOCIETY

EFFICIENT MANAGEMENT

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THE CORRECTION OF ACTIVITY OF RUSSIAN BANKING SECTOR AS THE MODE OF OVERCOMING OF FINANCIAL LIQUIDITY'S CRISIS'S CONSEQUENCES

The article discusses main problems of Russian banking system which composed during periods of transitive economy and after crisis of financial liquidity (2008). Authors devoted special emphasis to the procedure of readjustment of commercial authorized banks. The sanitation procures rehabilitation the economic station of subject of banking services.

Key words: banking system, authorized bank, readjustment, monetary aggregates, credit rate, resistance, withdrawal of the license, discount, object of property

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THE ADOPTION OF THE INHERITANCE IN THE UNITED STATES: METHODS, PROTECTION, TAXES

The article is devoted to the peculiarities of acceptance of the inheritance in the US as a bright representative of the Anglo-Saxon legal system. The methods and the protection of acceptance of the inheritance, which significantly differ from the acceptance of the inheritance in the Roman-Germanic legal system, particularly in the Russian Federation. Particular attention is paid to the taxation of inherited property in the US, in particular, tools that allow to avoid paying taxes on inherited property, which might have appeared in the US legal system, has the appropriate capabilities, unique to common law countries.

Key words: inheritance, acceptance of inheritance, methods of acceptance of the inheritance, protection of inheritance, trust, estate taxes.

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ELECTRIFICATION PLAN (GOELRO) AS AN EXAMPLE OF NATIONAL TECHNO-ECONOMIC STRATEGY

Russian present-day reality dictates the necessity of elaborating an efficient techno-economic strategy, which would coordinate the activities of numerous national economic objects in a rational direction. This is why the particular interest presents the historical and economic analysis of GOELRO: State Commission for Electrification of Russia. The article contains a description of massive preliminary works which became the basis for rational compiling of the GOELRO plan – the work of the GOELRO commission as well as the work of country's natural resources commission which assessed the resources potential of USSR's economics. It also contains the analysis of correctness of plan compiling as well as the specifics of its implementation in particular institutional conditions of plan-based economy. The emphasis is made on the importance of detection of the fields that play the key role to the national economic system on the whole and the necessity of their paramount development. This thesis is supported by the example of implementation of the GOELRO plan.

Key words: the national economy, electrification plan, a national strategy for economic development, the economy of the USSR, economic history.

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THE INTELLECTUAL CAPITAL IN THE COURSE OF MODERNIZATION OF ECONOMY AND INNOVATIVE DEVELOPMENT OF RUSSIA

Aspects of modernization of the Russian economy are investigated. Relevance of research of the intellectual capital is defined as the dominating development factor upon transition to post-industrial economy. The main characteristics of the intellectual capital are allocated. The structure of the intellectual capital reveals, it allows to analyze and estimate the importance of the intellectual capital at all levels of a social production. Possibility of use of the intellectual capital for a quality and quantitative standard of results of modernization of the Russian economy is established.

Key words: intellectual capital, human capital, modernization, economy of knowledge.

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MARKET ENVIRONMENT

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REGULATION OF DEVELOPMENT OF THE MARKET OF THE FOOD IN POLICY OF NATIONAL SECURITY

Modern effective measures of counteraction and prevention of bioterrorism are considered. Institutional, administrative and legal, economic, social, ecological methods of regulation of development of the market of the food

Key words: biosafety, bioterrorism, biotechnologies, quality of foodstuff, national security, food security, market of the food.

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HISTORY AND THE PRESENT

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HISTORIAN ALEXANDER I. MALYSHEV (1902–1936)

Biography prominent Leningrad historian of the first half of the 1930s, A.I. Malyshev. The author focuses on – the scientific and administrative activities of the scientist. A great place is given in the article and tragic pages of life A.I. Malyshev related to his arrest, imprisonment in concentration camps and execution.

Key words: Alexander I. Malyshev, Leningrad University, LIFLI, the Communist Academy, Institute of Red Professors, Soviet historiography, the repression of the 1930s.

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THE HISTORY OF THE BEGINNING AND DEVELOPING OF THE PUBLISH ACTIVITY OF THE INTERNATIONAL “MEMORIAL” MOVEMENT (THE END 1980s – 2000 YEARS)

Using the archive's documents and the not-published materials of the library of the International “Memorial” movement, E.G. Putilova considers the peculiarities of the publishing work of the Movement. The research is based on the periodization, which the author supposed in her earlier works: “the beginning” (1987–1991); “the developing” (to the end 1990s); “the bloom” (2000–2011).

The first period of the developing of the “Memorial” movement had a low publishing activity, because it was a time of “the saving up” of the materials; of the historical and search activity.

The second period was a time of a growing of the publishing work. The main reason of that – the developing of the human rights direction of the International “Memorial” movement.

In 2000-s we can see a continue in a growing of the publishing work of “Memorial”, that was connected with the more developing of the human rights direction; with the publishing of the materials of the new “Memorial's project – the school competition “A human in the History”. Besides, at that period the “Memorial” movement became a new, international level of its developing.

Key words: History of Russia, public organizations, International “Memorial” movement, publish activity.

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DISCOURSE STRATEGIES

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LOVE AND GNOSIS: Gnostic ALLUSIONS IN THE PHILOSOPHY OF LOVE OF PITIRIM SOROKIN

The article deals with the philosophical anthropology of Pitirim Sorokin. The author suggests that formation of the concept of altruistic love and integral theory of Sorokin in the final period of his creativity was the result of exposure a distant spiritual atmosphere of Russian “Silver Age” and the first post-revolutionary years - Russian religious philosophy, Gnostic ideas, social and political upheavals. Particular attention paid to the continuity of ideas of Sorokin from philosophy of limitizm of Callistratus Zhakov that, as believes the author, has expressed Gnostic character and connected with the philosophy of the German thinker of the XV century Nicolaus Cusanus, significant for the Russian religious philosophy of the beginning of XX century. The author speaks about cultural, historical and biographical foundations of the theory of Sorokin, coming to conclusion that the formation in his later scientific work Russian version of utopia.

Key words: gnosis, altruistic love, Integralism, philosophy of unity, dualism.

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OVERCAME OF REALITY IN IMAGINATION

The studies of a subject's mental experience use to differentiate psychic characteristics: sensuality, imagination, thinking, meanwhile the real process is a periodic pulsation encompassing different fields of intellectual activity. Any act of conscience, including imagination is an intention aimed to an object. Intentions differ by the extent of abstraction. The imagination becomes the time break; it sets goals, changes the reference points of presence. The imagination is able to create the real worlds, to raise the being to a free power.

Key words: imagination, mental experience, presence, being, sensuality, rationalism, intention, illusion, time, subject, thinking, image, function.

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THE IDENTITY IN MUSIC

Specifics of stay of the personality in music are considered. The personality in music acts as the identity of the composer, the performer and the listener. Features of manifestation of the identity of the composer, the performer and the listener are fixed in the context of historical dynamics of music. The identity of the listener appears the first in the course of the historical movement of music. The identity of the performer and the composer appears after. The evidence of appearance of the identity of the performer and composer is emergence of a piece of music. Possibility of inexhaustible "life" of the personality within development of music is supposed.

Key words: identity of the composer, identity of the performer, identity of the listener, piece of music, historical process.

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GLOBALIZATION: POLEMIC OF CIVILIZATIONS

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DO WE NEED THE BRICS OF KNOWLEDGE?

OR THE DIGITAL HUMANITIES AND THE STRUGGLE FOR CULTURAL DIVERSITY

In this article I briefly discuss the connections between the geopolitical scenario emerging from the creation of the BRICS New Development Bank, and the digitization of languages and cultures carried out in a substantially Anglophone-driven technological context. The appearance of the new BRICS bank, and especially the plan for an “independent Internet” are not only challenging the financial system, but in the long-run could also affect the current digital knowledge monopolies, activating new ways to encode and decode cultural objects, and challenge present digital standards. Digital Humanists, on all levels, are called upon to react to this developing geopolitical scenario, finally asking themselves questions about political representation and cultural diversity, encoding standards and linguistic hegemonies. An old equilibrium based on unequal power relationships is close to an end, and this is a unique time and opportunity to create a genuinely democratic and international scholarly community.

Key words: BRICS, Cultural Diversity, Digital Humanities, Code Hegemony, Geopolitics of Knowledge.

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AMERICAN NON-GOVERNMENTAL ORGANIZATIONS: TYPES, ROLE AND ASSESSMENT OF INFLUENCE ON FORMATION OF CIVIL SOCIETY

The article is devoted to the American non-governmental organizations and the problems of modern civil society. The author defines the main problems: the problem of human capital and human potential; problems of social dislocation; the problem of the relations of civil society, government and business. The research methodology is to consider actual problems of civil society through the prism of the activities of the American NGOs. The choice is explained by the fact that the American non-governmental organizations have not only a long history, but are most effective in protecting human rights and providing social services. Examines approaches to the definition of civil society and non-governmental organizations. The author presents a classification of American NGOs. Examples of specific non-governmental organizations in various areas: human rights, social control, social services, lobbying, expert studies (think tank). The author comes to the following conclusions. 1. The efficiency of utilization of human potential American «third sector» due to historical, cultural and economic development of the United States. However, extrapolation of the US experience to other countries is impossible. The concept of global civil society is a regulatory ideal. 2. Social technologies developed in the third sector, is very effective for the United States and developed countries. But they will not be able to replace the state's social policy in the rest of the world and do not eliminate social disparities. 3. The effectiveness of NGOs and the development of social partnership depend on the degree of government involvement in business and in civil society organizations in specific countries.

Key words: non-governmental organizations, civil society, third sector, social control, pressure groups, think tanks, social partnership.

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ANTHROPOLOGY OF THE KNOWING SUBJECT: THE EXPANSION OF CONSCIOUSNESS AND THE TEXT

The article deals with the social, cultural consciousness of the knower (subject). Man-in-culture as a universal subject of modern intellectual culture space must pass the stage of the expansion of consciousness, structure and mechanisms which have been described in the works PA Sorokin and V. Nalimova. In the process of expansion of consciousness involves logic, superlogical and irrational (image-associative) elements of consciousness, creating the overall composition of the intellectual and moral overcoming inertia. Considered insaytnaya (bessoznatedlnaya) generating side of the superconscious as an essential element of intellectual development. The paper shows the leading role of cultural texts as cognitive intellectual knowing. The author concludes that the need to present the learning activities in the form of tekstoorientirovannoy mining model of personality development, taking into account the necessary and sufficient for the development of intellectual, creative and spiritual (moral) practice.

Key words: consciousness, super-consciousness, the knowing subject, modeling, cognitive processes.

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**THE THEME OF MOTHERLAND IN ETHNO-POETRY REFLECTION LEZGHINS 1990s
(FOR EXAMPLE, CIVIL LYRIC S. KARIMOVA)**

Traces the dynamics of poetic thought Lezgins in the socio-cultural context of the 1990s. It is noted that poetic reflection in the 1990s was the motivational basis of public mood, the tension of which outlined the conditions of building of the phenomena of the creative spirit. As a result, the idea of the homeland is approved as a totality, which closes the limits of spirit within myself. Under the sense of the fullness of own substantial forms of ethno-

poetry the mind constructs the world, emotionally compacted, which in value imperatives of the idea of homeland. Based on this designated purpose and objectives of our article, due to the necessity of building the axiological hierarchy of ethno-poetry creativity. Poetic reality of the Lezgin people post-Soviet period is presented as a demonstration of the completeness of the ethno-poetry identity, burdened by the totality of the idea of homeland.

Key words: homeland; ethno-poetry creativity, Lezgin people, 1990s, civil lyrics

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ANTHROPOLOGY AND ETHNOLOGY IN XXI CENTURY

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PEOPLE'S CONCEPT OF DAMAGE THE RUSSIANS

The article discusses some aspects of the folk concept of damage to the Russians as a complex structural formations. The relevance of the study lies in the integrated approach at the intersection of Ethnology and linguistics. Scientific novelty of the study is that using structural-semantic method, the author highlights the main characteristics of the concept of deterioration of the Russian people. For the first time in domestic science, the author proves that the damage associated with the views about pregnancy and birth and, as a result of the receipt of magical knowledge. Also highlighted phytomorphic, zoomorphic, anthropomorphic features of the concept of damage. Definitional analysis of the main nominees of the concept of corruption to Supplement their functional analysis. The study showed, that corruption acts as an explanatory model of the disease, it occurs in the context of a strictly defined relationship status: the rule of sorcerers over other members of society, defined by the possession of magical powers. The results of the study show damage associated with severe disease that leads to changes in the composition and configuration of the patient's body, and his psychological characteristics.

Key words: concept of damage, the disease, the sorcerer, the magic, the rituals, the human body.

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WORLD OF ART CULTURE

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ONE TYPE OF FOLKLORISM IN PETER RIAZANOV’S MUSIC

The article reveals one side of music composition creativity of Peter Riazanov (1899–1942), professor of Leningrad Rimsky-Korsakov Conservatory, folklorist, outstanding educator, author of the Melodics course, a participant of the composers educational reform in 1920s. Facts published in the article are widening the scope of our understanding of not yet completely studied period of our national culture. The article points readers attention to the Riazanov’s role as an initiator of the composers folklorism in Russian music of the Soviet period.

Key words: Peter Riazanov, music avant-garde of 1920s, composers folklorism, city folklore, arrangements, stylisation, quoting of folklore sources.

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INTERNET AS A NEW LIVING ENVIRONMENT FOR A CLASSICAL MUSICIAN AND LISTENERS: STATEMENT OF THE PROBLEM

The article discusses changes in the performance and perception of music that arose due to the spread of the Internet and digital culture in general. It examines the basic strategies of "behavior" of musicians and listeners in the Internet, as well as its influence on the formation of the image of the artist and the status of a piece of music in the mind of a mass audience.

Key words: social media, Internet audience, Internet culture, Internet expert, clip-thinking, standardization, copyright, self-presentation, self-expression, feedback, condition of stream, background distraction.

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SPECTACULAR COMPONENT OF SPORT

A sport is analyzed from the point of view of its spectacular party and esthetic appeal to the audience. The esthetic component of a sports show is extremely important for its contemplation. But the modern viewer fan ceased to

feel esthetically a sports show, consuming only results of the competition. The esthetics of sport loses the importance. Victories and points replace it. Therefore there is a need to use new technologies that the spectacular component of sport steadily developed.

Key words: sport, show, sports show, viewer.

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THE MANIFESTO OF AGGRESSIVE IGNORANCE OF MONETARY “NEONOMAD” AND “ANSWER” OF HISTORY TO IT IN THE XXI CENTURY

V. Spivakovsky's position stated in the book “If You Want to Be Rich and Happy, Do Not Go to School” is criticized. The thesis is proved that at the person ignoring education create illusion that it is possible to live happily due to the wealth which is taken away from those who the work creates this wealth. V. Spivakovsky's ideology is ideology of social Darwinism as a basis of ideology of liberalism. New strategy of a development of education is opposed to it. This strategy is based on the principle “education there is a basis of basis of spiritual and material reproduction of society”.

Key words: strategy of a development of education, creativity, labor ontology.

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TIME TO GATHER STONES: TO THE MODERN CONCEPT OF EDUCATION

This article analyzes the processes in modern society that indicate the need to develop a new educational paradigm, with the main task to form a holistic, consistent, adequate image of the world and human in it. The idea of universal education that appeared in the Age of Enlightenment and expected multidiscipline character of studying today requires ideological construct, philosophical and axiological foundation and humanitarian disciplines that orient people in their values, help to protect human identity from manipulative techniques and give motivated criteria to choose a particular socio-cultural sphere of professional practice.

Key words: modernity, axiosphere, paradigm, versatility, manipulative techniques, consciousness, ideological foundation, axiological orientation.

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ANTHROPOLOGY OF YOUTH AND V.V. ROZANOV PHILOSOPHY OF EDUCATION

The article deals with the problem of V.V. Rozanov philosophical and anthropological concept of youth. It is established on the basis of the interdisciplinary approach to the philosophy of education which was set out in his famous work «The Twilight of Enlightenment.» The article analyzes three principles of learning and organization of educational process as well as various problems of education and socialization of the young people.

Key words: anthropology of youth, philosophy of education, educational principles, socialization, interdisciplinarity.

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INSTITUTIONAL APPROACH AND CONTEMPORARY COMMUNICATION TECHNOLOGY IN EDUCATION OF ART CRITIC AND ART HISTORIAN.

This article discusses ways of using institutional approach to teaching art in the context of a general trend towards humanization of education. The use of the institutional approach requires precise guidelines, the use of modern communication technologies: simulation of scientific discussion, the method of free association, method of projects. Forming students' dialogic thinking, the ability of independent research, communication and presentation activity – important components of learning art. Institutional approach allows us to investigate how best creative artistic practice and not to discard centuries of experience gained in the study of art history, interpretation, storage of works of art.

Key words: institutional approach, information theory, nonlinear processes of art, dialogical thinking, modern communication technology and creative thinking.

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INVOLVING OF PRESCHOOLERS TO INDIVIDUAL MUSICAL ACTIVITY IN PROCESS OF PLAY INTERACTIONS WITH ELDER CHILDREN

Independent musical activity is an important part of preschoolers' music education, the result and indicator of children's musical development on every age stage. Underestimation of the importance of this musical activity organization form by teachers and educational programs' authors became the reason of its present condition – children rarely play music on their own. This article describes the factors of obstruction of preschoolers' independent musical activity development, considers possibilities of its content and ways of guidance update. The author considers that the one of the methods of indirect influence and motivation of younger preschoolers to the independent musical activity may be the organization of play interactions with elder children. Approbation demonstrated its effectiveness and possibility of using in practice of pre-school facilities. Effect is marked by wish of children to play music in collective and by presence of self-activity.

Key words: preschoolers, music, independent activity, factors, methods, experiment.

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ENVIRONMENT

UNDERSTANDING THE NOOSPHERE

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PUBLIC AND PRIVATE REGULATION OF THE FORESTRY SECTOR: THE CASES OF THE UNITED STATES AND CANADA

Public regulation is largely considered the authoritative right of sovereign nation states. This notion dates back to the Westphalia conception of national sovereignty. However, in today's age, we see a rise in supranational and private regulation schemes that supplement and fill the gaps in public regulation. The purpose of this article is to shed light on two different systems of public forestry regulation in the United States and Canada and then to enlighten this field with an analysis of modern-day transnational private regulation as a means to complement and offset the realm of national sovereignty. Finally, these insights will be brought into consideration within the Russian forestry sector as the largest possessor of the world's timberland.

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GLOBAL ECOLOGICAL CRISIS: MYTHS AND REALITY

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EFFECT OF CHANGES IN LEGISLATION IN THE FIELD OF STATE REGULATION OF NATURAL MANAGEMENT AT THE EFFICIENCY OF WATER PROTECTION MEASURES

The article presents the results of a study to reduce the impact of the quality requirements for wastewater coming from centralized sewage systems users on the efficiency of wastewater treatment plants served by WSS. Constructed the math models of water treatment efficiency are based on results of chemical analysis by 14 ingredients before and after treatment. The models are based on non-linear dependence of the efficiency of the hydraulic load and specific mass of waste in water. For one of the most common WSS utilities in conditions of the Leningrad region revealed that 3% of centralized sewage systems users are suppliers of more than 90% of waste waters. Determine the percentage of reduction of water pollution, discharged with wastewater, resulting in lessening of their concentrations in the water entering the treatment.

Key words: waste water, WSS enterprises, Wastewater Treatment Plant, Environment protection, surface water quality, environmental rationing.

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NATURAL ENVIRONMENT

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WATER RESOURCES OF EUROPEAN RUSSIA AND THEIR CHANGES IN THE MODERN PERIOD

Conditions of formation of a river runoff within the European part of Russia are considered. Data on genesis of waters of the largest rivers of the studied territory are provided. It was revealed that the main role in changes of a runoff in time belongs to rainfalls which are dropping out when passing over river basins of the Atlantic cyclones. Distribution of a runoff across the territory of the European part of Russia is described, periodic components of long-term fluctuations of river waters are investigated. It is shown that fluctuations in time of a drain of the largest rivers of the European part of Russia are caused, first of all, by circulating factors.

Key words: Precipitation, river runoff, genesis water, flow variability.

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DIATOMS IN TRANS-ONEGA MODERN LAKE SEDIMENTS: PALEOECOLOGICAL AND PALEOCLIMATIC RECONSTRUCTIONS.

The surface bottom sediments from two small lakes of the Lake Onega area, lakes Palozero and Syargozero, were studied for the first time by diatom analysis. The compositions of the diatom complexes show that the timing of sedimentation in both lakes falls into four diatom zones consistent with their evolution stages. Dominant diatom complexes, from which the ecologo-geographic depositional environment of sapropels and environment parameters were reconstructed and the water levels of the lakes were found to vary asynchronously, were specified for each zone. Diatom flora was shown to respond in different ways to variations in the humidity and dryness of the climate associated with the natural characteristics of the lakes and similarities and differences in their evolution. The climate in the present epoch clearly tends to get warmer.

Key words: bottom sediments (sapropels), diatom analysis, climate changes, Zaonezhye.

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**INFLUENCE OF THE GEOPHYSICAL FACTORS ON STRUCTURAL PROPERTIES
OF WATER AND THE PHASE TRANSITIONS OF WATER IN THE ATMOSPHERE**

The connection of water state with different radiations of the Space was investigated. The water also keeps at her memory and translates super-faint radiation on the Earth. The bioactivation of vast water reservoirs and rivers were performed. All this can be used to help to interpretate different anomalies as in laboratory experiments so at natural events.

Key words: the water, super-faint dose, bioactivity, the Space radiations, clouds.

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