

SUMMARY & REFERENCES

SOCIETY

DIGITAL SOCIETY

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THE ADVANTAGES OF THE INTERNET AS A SPHERE OF POLITICAL COMMUNICATION IN MODERN SOCIETY

In this article, using the method of system analysis we attentively studying a complex of Internet technology in modern society, which are becoming increasingly popular in terms of using the political communication. The main goal is to explore and highlight the communicative advantages of the virtual sphere as a field of communication between political actors and their public, without clearly defined boundaries of the process. It is known that the success of forward and backward linkages affects to the high efficiency of the impact on public opinion. Focus information if the communication stresses the benefits of using the Internet in politics. The results show that there is a certain dynamics of the aspirations of the virtual space to structuring and streamlining of communication links, and the appearance of certain participants legitimized rules for their implementation.

Key words: Internet technologies, political communication, information, influence, politics.

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RUSSIAN UNIVERSITIES: TOWARDS AMBITIOUS GOALS

The competition aggravation in the world market of educational services brought to life new tools for increase of authority of higher educational institutions in the opinion of entrants and employers. The most important of such tools are the ratings of the best universities of the world which are regularly made by known foreign agencies. The leadership of Russia pays close attention to rating positions of our higher education institutions that was expressed in emergence in 2013 of the national 5–100–2020 program which realization has to provide occurrence by 2020 not less than five Russian universities in the leading one hundred rating of QS World University Ranking. In article is considered as far as rating positions of the leading Russian universities for last year changed. Importance of advance in the international ratings is illustrated by progress of foreign universities regarding ad-

vertizing and attraction of a large number of foreign students. The special attention is paid to the increasing role of distance learning in expansion of coverage of world student's audience. The comparative geographical analysis on regions of residence of the attracted foreign students, both in domestic, and in foreign universities is made. Problems of increase of the international authority of the Russian higher school on world educational space are considered, the reasons of unfairly low rating of the Russian universities according to the leading rating agencies are established. Authors importance of increase of mobility of students within Russia, taking into account variety of regional schools of sciences locates.

Key words: University, Rating, Competitiveness, Mobility, Foreign students.

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EFFICIENT MANAGEMENT

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QUANTATIVE APPRECIATION OF THE ROLE OF HIGH CREDIT RATE FOR THE REAL SECTOR AS A FACTOR OF GROWTH OF INFLATION

This article deals with quantitative appreciation of the role of high credit rate for the real sector as a factor of growth of inflation. Russian neodirigism's credit policy proposing the radical reduction of the key rate for real sector investments can generate the reduction of the inflation.

Key words: public expenditures, money supply, monetary policy, investments, innovations, inflation, key interest rate, neodirigisme, monetarism, development.

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TECHNOLOGIES OF VALUE-RATIONAL MANAGEMENT SYSTEMS' FORMATION

The author reveals the peculiarities of the value-rational management technology of the system in modern Russian organizations. It is shown that innovativeness technologizing of organization management in the context of value-rational paradigm is that technology in the end, not the process in the organization, and organizational environment. Detail the characteristics of such procedures technology, as the development of the company's mission and assessment of share the company values its employees. It is shown that the design of technology implementation systems of values and good governance in modern Russian organizations should exclude socio-cultural contradiction, and based on culture-based (identity design) that is rooted in the depths of the national culture and is transmitted from one generation to another in the form of archetypes.

Key words: management by values, globalization, identity, organizational culture, implementation technologies of value-rational management.

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CONDITIONS OF FORMATION AND DEVELOPMENT OF HUMAN CAPITAL IN THE RUSSIAN FEDERATION: FACTOR ANALYSIS

The article suggests the method of factor analysis to assess the conditions of human capital formation and development (CHCFD) in the Russian Federation for Russian conditions. This assessment integrates 21 private indicator, which measures the deviation of the existing conditions of human capital formation and development in the Russian Federation and subjects of Russian Federation and the best achieved in any of the other Russian regions. Information base of calculations is the official statistics presented by the period 1999–2012. The factors are the irregularity coefficients of indicators achievement of conditions of human capital formation and development in the regions of the Russian Federation. The article presents results of calculations of the influence factors for abnormal conditions of human capital formation and development in the Russian Federation and the analysis of territorial differences. It is established the distribution of values of the factors that had the greatest impact on the evaluation of the conditions of human capital formation and development by Federal districts (macro-regions) identified various variation factors. Intra-regional differences are analyzed based on the distribution of values of the factors that had the greatest impact on the evaluation of the conditions of formation and development of human capital across the regions of the northwestern Federal district. The regions with the most and least favorable conditions from the standpoint of human capital. The possibility of streamlining the share of influence on the amount of assessment that can serve as a basis for determining priorities in the development of regional policy formation and human capital development.

Key words: human capital, developing factor, regional policy, regional economy.

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DEVELOPMENT OF ECONOMIC SCIENCE: SOCIAL CAPITAL, PUBLIC CONTROL, ECONOMIC SECURITY

The article substantiates the position that while the complexity of world economic relations expanded the concept of social capital. Separation of natural capital, human and material change understanding of the economic nature of the capital. In turn, the transformation of the concept of “human capital” and the typology of human capital has led to the use of early on in economic sociology, and then in the economic theory of the concept of “social capital.” The author develops the idea that a form of social capital is a public control. For a more complete and the detailed description of social control as a form of social capital, the author took a functional approach, which allows us to characterize social control, not only in terms of its internal structure, but also in terms of its functional purpose, the final intended use. In addition, tipologiziruya social capital, the author distinguishes (through the study of the economic nature of social control), such as the types of its symbolic and virtual.

Key words: social control, social capital, social capital is a symbolic, virtual social capital, good governance, sustainable development, economic security.

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MARKET ENVIRONMENT

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METHODOLOGICAL APPROACHES TO ASSESSING THE COMPETITIVENESS OF BUSINESS ORGANIZATIONS IN THE SERVICE SECTOR

The article deals with the control circuit efficiency and competitiveness of business organizations in the service sector. Systems of indicators to measure the competitiveness of business organizations in various ways: in terms of the key factors in the effectiveness of implementation services; in terms of the basic functions of service management; economic, organizational and logistical aspects. It is characterized by a complex method of assessment of the competitive service (business) organizations.

Key words: competitiveness, business organization, service, services sector, integrated indicator of competitiveness.

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SUBSTANTIATION OF INVESTMENT PROGRAM OF UTILITIES

In the article were substantiated the theoretical approaches to evaluating the effectiveness of investment projects in the public domain that considering all elements of the public utilities. The proposed methodology is based on the calculation of socio-economic and budgetary efficiency of investments. The calculation of the social efficiency is based on reduction prices as a result of the cost savings that arising because of investment and improving the quality of services. Calculation of budget efficiency assumes economy of the budget expenses on providing public utilities for the budgetary investments to increase of economic efficiency of rendering utilities.

Key words: investments, utility companies, social and economic effectiveness, budgetary efficiency.

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HISTORY AND THE PRESENT

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TSAR ALEXEI MIKHAILOVICH IN A DOMESTIC HISTORIOGRAPHY OF THE EPOCH OF NICHOLAS I (ON PERIODICAL MATERIALS SECOND QUARTER OF XIX c.)

Attempts to clarify the features of the study period of the second Romanov's reign in Russian historiography thought based on domestic periodicals reign of Nicholas I. Period of Tsar Alexei Mikhailovich attracted the greatest interest to historians, who saw in him the central figure of the Moscow State of XVII century.

Key words: historiography, the Muscovite state, reforms, politics, public thought, the epoch of Nicholas, periodicals.

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**ON THE FORMATION OF THE SCHOOL OF ART HISTORY IN KHARKOV AND ST. PETERSBURG UNIVERSITIES:
YE.K. REDIN AND D.V. AINALOV – FRIENDS AND COLLEAGUES**

The author analyses the history of art criticism in Kharkov and St. Petersburg Universities during the late 19th – early 20th centuries. The article deals with the scientific and organizational activity of the greatest scientists of their time Ye.K. Redin and D.V. Ainalov who contributed a lot to the formation of the national school of art history. Being N.P. Kondakov's students D.V. Ainalov and Ye.K. Redin were connected by a many years' friendship strengthened with common research interests in the field of Early Christian, Byzantine and Old Russian art.

Key words: Ye.K. Redin, D.V. Ainalov, Kharkov and St. Petersburg Universities, art criticism, historiography.

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MEDIATION AND HUMANITARIAN ACTIVITIES OF SPAIN DURING THE FIRST WORLD WAR IN THE PERCEPTION OF THE RUSSIAN PUBLIC (BY THE NEWSPAPER “NOVOYE VREMYA” FOR 1914–1917)

In the article on the basis of analysis of materials, published in 1914–1917 in the pages of the diary “Novoye Vremya”, one of the most popular, although with a controversial reputation of Russian newspapers early XX century, published in St. Petersburg – Petrograd during World War I by the heirs of A.S. Suvorin – the owner and editor of the newspaper in 1876–1912, the evaluation of the Russian public place and role of Spain in the First World War and especially the humanitarian and mediation of the Spanish government, and King Alfonso XIII, to protect the rights and interests of Russian citizens caught during the First World War in enemy countries analyzes. The newspaper published materials showed interest in the strengthening of the Russian public to the domestic and foreign policy of Spain in the years of the Great War, largely due to the fact that the King of Spain and Spanish diplomats have helped many Russians who found themselves during the war in enemy countries without ties to their homeland. Especially great response received salvation of the correspondent of the newspaper “Novoye Vremya” Dmitry G. Yanchevetskiy, who was sentenced to death by the Austrian authorities, that was organized by Spanish King Alfonso XIII.

Key words: the First World War, Spain, Russia, the newspaper “Novoye Vremya”, the Russian public, of Russian-Spanish relations.

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“CASE” THE PROFESSOR SAMUEL GORLOVSKY (1896–1936)

First in the literature scientific biography of historian Germanic second half of 1920 – the beginning of the 1930s, Samuel Saulovich Gorlovsky (1896–1936). The main milestones of the life path S.S. Gorlovsky, his activity as director of the Leningrad Institute of History, Philosophy and Linguistics in the years 1932–1934, as well as scientific publications a scientist this time. Particular attention is paid to the circumstances of exceptions S.S. Gorlovsky from the party in early January 1935, the arrest, the nature of the charges against him and his chosen line of conduct in the confrontation with the investigation. The work is based on the first conductivity in the scientific revolution contributors St. Petersburg archives.

Key words: Samuel Saulovich Gorlovsky, Leningrad Institute of History, Philosophy and Linguistics, LIFLI, Leningrad Pedagogical Institute. A.I. Herzen Leningrad University history of Germany 19th – early 20th centuries, the Stalinist repressions, the Soviet historiography of the 1930s.

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**«I THOUGHT WE HAD A VERY GOOD DISCUSSION...». THE BUSH–GORBACHEV
 NEGOTIATIONS IN HELSINKI IN SEPTEMBER 9, 1990**

The article discloses the content of the negotiations between U.S. President G. Bush and President of the USSR M.S. Gorbachev in Helsinki in September 9, 1990. The issuing of the joint declaration condemning Iraq for its invasion of Kuwait on the night of August 1, 1990 was put at the top of agenda. The meeting took place in Helsinki on the initiative of the U.S. President, who headed for the liberation of Kuwait from the very beginning of the crisis in the Persian Gulf, through the military defeat of Iraq and sought to become the USSR a political ally of the USA in this regard. Soviet leader formally advocated a diplomatic solution to the crisis, but in fact the negotiations ended in that USSR became a political ally of the USA during the crisis in the Persian Gulf.

Key words: negotiations, G. Bush, M.S. Gorbachev, Saddam Hussein, Helsinki, crisis, the Persian Gulf, Iraq, Kuwait, joint statement, secretary of State, foreign minister, the Agreement of Friendship and Cooperation, political ally.

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GLOBALIZATION: POLEMIC OF CIVILIZATIONS

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**THE REUNIFICATION OF GERMANY IN AUTUMN 1989 THROUGH THE EYES OF A GERMAN HISTORIAN.
 PERSONAL MEMORIES OF LENINGRAD (SAINT PETERSBURG) STATE UNIVERSITY HISTORY GRADUATE
 (PUBLIC LECTURE ON 10TH DECEMBER 2014 AT THE HISTORY FACULTY OF ST. PETERSBURG UNIVERSITY)**

The author, a graduate of the faculty of history at St. Petersburg state university in the year 1973, was an eyewitness to the societal upheaval in the GDR in autumn of 1989. At the time her position being Director of the SED

Party's Archive. In her memories she describes the cutting changes in East-German society, particularly the deindustrialization of the east, and the changeover of the elite with all its consequences for East- and West-German citizens, Europe as for the rest of the world, from a very personal view/ perspective. It is in this context / regard also that the necessity of her own professional reorientation is justified / founded. The author's central focus is that of German-Soviet / Russian relations (history and perspectives) as well as the concerns regarding peace in Europe and in the entire world.

Key words: reunification of Germany, German Democratic Republic, friendly relations, German-Soviet and German-Russian relations, postwar Germany, SMAG (Soviet military administration in Germany), «Free German Youth» (FGY), SED Socialist Unity Party Germany, Central party archive of the SED, Institute of Foreign Languages, suggestopedia, The Fall of the Berlin Wall, sell off of GDR state and public property, privatization, The Cold War, the arms race, the threat of a third world war, balance of power, NATO, Europe, the transformation of Europe in the interest of imperialists, American imperialism, Anti-Russian campaign, Russia.

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IMPORT SUBSTITUTION AND COMPETITIVENESS RUSSIAN ECONOMY: DIALECTIC RELATIONSHIPS

The possibilities of the import substitution policy implemented by the Russian government in response to economic sanctions the USA and its allies are analyzed. It is noted that the idea of import substitution is not an illusion and not a chance to make technological breakthrough, and a forced measure, dictated by the circumstances. It is noted that the idea of import substitution and competitiveness inherently antagonistic. The latter process may occur as a result of successful competition national companies with foreign. It suggests that the interdependence of the policy of import substitution and competitiveness of the economy it is logical to consider within the framework of the institutional approach. It is alleged that the policy of import substitution in the agricultural sector is imperative, as it is part of the strategy of food security of the country.

Key words: substitution, competitiveness, the concept of «collective self-sufficiency», globalization, export, import, economic sanctions, industry strategy, food security strategy.

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SOCIAL PHENOMENA

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NAZI'S COMING TO POWER IN GERMANY AND THE CONCEPT OF “YOUTH BULGE”

The article is devoted to a concept problem of “a youth bulge” in relation to a problem of race for power and their gain of power in Germany in 1928–33. The author comes to a conclusion that not only active emergence of young electorate played a role, but more essential, a pushing out of yesterday's youth to the main voting age groups and more adult electorate. The main influence happened because age groups from 20 to 30 and what they forced out in more senior age groups, showed the same examples of electoral behavior. Thus, it is necessary to talk not about groups up to 30 but after 30, and about group 20–35 or even 20–40 years for an explanation of distribution of voices between parties and the explosive growth of NSDAP. Thus, it is necessary to conclude that “the youth bulge” gave features to political struggle and served one of victory factors in this fight of the right-wing radical party, but didn't play a crucial role, and especially didn't become the main reason for a distemper in the German state and NSDAP victory.

Key word: Reasons of social protest, NSDAP, youth bulge, demographic factor, German elections of 1928–33.

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SOCIAL AND HUMAN CAPITAL: DIFFERENTIATION OF THE APPROACHES

The article deals with a problem of the social and philosophical analysis of two concepts “the social capital” and “the human capital” which are used in the modern investigations not correctly. The authors make the attempt to speak about these resources as the intensive factors of the civilization development. The approaches to the problem used in the works F. Fukuyama, S. Huntington and the Russian philosophes are the subject of this work.

Key words: the social capital, the human capital, the social and philosophical analysis, the intensive factors, the civilization development, innovations, the creative elite, the national culture

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ANTHROPOLOGY AND ETHNOLOGY IN XXI CENTURY

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VERTICAL ANTHROPOLOGY OF PITIRIM SOROKIN: CAPSIZED PERSON

The article deals with socio-cultural foundation of anthropology of Pitirim Sorokin. The authors suggest a hypothesis about the formation of anthropological system of Sorokin in the early period of his creative activity, which is the result of the union of ideas of Russian religious philosophy, natural science concepts as well as the personal existential experience. Launched in the first quarter of the XX century the basic anthropological concept was a complex three-tier configuration, conditioned the peculiarities of individual consciousness and connecting unconscious, conscious and superconscious elements within a single vertical mental space. This mental space is the space of the gap, creating destructive and the crisis phenomena both in individual life as well as in society. Ascent on the vertical levels of the individual requires large energy inputs for the formation of the resources to overcome the (qualitative growth, development), but because in the conditions of the general "vertical" structure of the world is the precondition the special cultural and anthropological phenomena – "capsize", loss of positive social aims and social dynamics. The combination of these two effects (overcoming and capsized) constitute "vortex flows" socio-cultural dynamics.

Key words: vertical anthropology, man, overcoming, capsizing, social and cultural dynamics, the gap, ascension.

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ETHNOCULTURAL EDUCATION IN ASPECT UNIVERSE OUTLOOK

Paper purpose – to consider potential of ethnocultural education in formation of space outlook of the modern person. In the ethnoculture, shown concerning the Person examples of mythological thinking are resulted in Space as integrity, an integral part of the Universe, biosphere. The space outlook is traced in calendar, lyrical songs, singing and dancing in a ring, arts and crafts subjects. For designing of the maintenance of ethnocultural education the principle of an existential continuum is offered. Its first level is connected with traditional culture, it is realised in judgement

of communications of the person and the nature (horizontal in perception of environment and vertical in interaction with Space); the person and society (horizontal public relations and vertical communications from generation to generation in a program of cultural experience and traditions). The second level is actual for a modern condition of a society, it is shown in judgement of pluralism of ethnocultures and communications of cultures of the people among themselves, and also in understanding of historico-vertical dynamics of stages of development of culture of mankind.

Key words: traditional culture, ethnocultural education, space outlook, culture space, harmonisation of relations of the person with the nature and society.

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WORLD OF ART CULTURE

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RUSSIAN ARCHITECTURE IN THE CONTEXT OF CLASSICAL ARTISTIC STYLES TYPOLOGY

The paper proposes a new approach to the study of the content of the main stages of the history of Russian architecture. The peculiarities, iconographic sources, internal and external mechanisms of the impact of such development on the basis of the modern system methodology and transmorphological approach. As a result, the main stages of the historical development of Russian architecture appears as a integrated system of methods, techniques and methods of formbuilding, based on the values of European classical art.

Key words: architecture, art, classical, Russian art, style, transmorphological approach, typology, formbuilding.

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EVOLUTION OF PIANO PERFORMANCE: HISTORICAL AND CULTURAL ASPECTS OF THE PROBLEM

The history of the relationship between artist, composer and audience is thoroughly shown in the paper. The piano performance emancipation has been considered as the most important process. Particular attention is given to the influence of changing cultural paradigms. Conclusions about return of some features of Baroque music in contemporary cultural situation are made on the basis of carried out analysis.

Key words: emancipation of performing art; audience as a social phenomenon; era of digital technologies; composer, performer and listener differentiation; electronic civilization; “opus music” (“opus composition?”); new music distribution tools (new tools of music distribution?); history of piano performance; concert as a cultural institution development (development of the concert as a cultural institution?).

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AXIOLOGICAL EXPERIENCE

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AESTHETISATION OF NIHILISM IN XIX CENTURY RUSSIAN LITERATURE: SPATIAL AND TEMPORAL LIMITS OF THE PHENOMENON

Russian nihilism of the middle of the XIXth century seems to be a mass phenomenon that has captivated Russian culture for at least two decades all over the country. However, there is no one we can call a nihilist besides several fictional characters (Bazarov, Verkhovensky, Kirillov) and two public figures (D.I. Pisarev and S.G. Nechaev). Nihilism was mostly propagated by the epigones, so it seems that the main nihilists were people like Sitnikova and Kukshina. Nihilism was a Saint-Petersburg phenomenon, it didn't exist in the rest of the country. The appearance of liveliness of the nihilism was created by two novels: “Fathers and Sons” and “Demons”. These novels still influence our perception of the phenomenon.

Key words: nihilism, nihilist, aesthetisation, values, crisis, destruction.

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COMPARATIVE ANALYSIS OF THE PSYCHOLOGICAL CHARACTERISTICS OF THE TWO MODERN GENERATIONS OF POLITICIANS OF THE RUSSIAN FEDERATION: THE OLDER AND NEW, YOUTH

Issue devote to the problem of the change of political elites. New elite is now being formed in Russia. And the main task is looking for people who will form a new elite in the broadest sense of the word. The author sad about a large number of socially active young people, who will be a base for the elite. They will produce and reproduce the elite. So for most professionals in the field of political science major interest in politics is focused around personalities, making policy. The public wants to know the real face of those who changed or is going to change the face of the era. Among all the people involved in the political process, we subconsciously can identify politicians professionals, who have a number of psychological characteristics which determine the attractiveness for them this sphere of life. The article describes the study to identify personality traits contribute to the effective behavior of the young politicians and the elders. Also personality profiles and values of portraits were compared. The object was the political elites of the two generations. Criteria for selection of candidates for the political and public positions were reputation, independent behavior, competition and competence. The study found: 1. The reputation of the older more harmonious/respectable. 2. Independent behavior of a typical young. 3. Competition prevails at the young, senior tend to cooperation. 4. The competence of the higher of the senior.

Key words: political elites; change of political elites; psychological characteristics; effectiveness; reputation; independent behavior; competition; competence.

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RHYTHMS OF OBLIVION, OR ABOUT THE ROLE OF TEENAGERS IN THE DEVELOPMENT OF CULTURE

The article is devoted to some mechanisms of the time structuring in the culture. This constellation means the structuring technology building of the historical and cultural time. Essentially the structure of this time is a discovery of architectonic boundaries (by H. Plesner) applied in the temporal aspect. The main idea of the article is that the structure of the cultural memory is formed by the waves of intellectual fashion which are connected with the change of generations in the relevant institutions. This change of generations includes not only those who belong to the sphere of professionals engaged in the production of cultural products but also those who makes the audience which perceives and evaluates the results. Teenagers begin to play a crucial role in the public sphere .

Key words: cultural memory, rhythm, forgetting paradigm, memory, intellectual fashion, teenagers, professionals, the public.

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DESIGNING OF A CORPOREITY AS SELF-CHECKING MECHANISM

The problem of corporeality is actualizing today as never before. It's well known that our body consists of two components – the biological and social. Some researchers identify the third component – cultural. Unfortunately, man is not free in the formation of their own corporeality. The physical body is subordinate to the social, but the social body now placed in the context of the informational society and is extremely vulnerable because of the blurring its borders due to the pervasive information noise, so we can't talk about security of our physical body too. And it's in a human nature to desire the “borders of himself,” and if those borders are not identified in a “natural” way, then they must be set for the acquisition of a safeness sense. The article analyzes the problem of the body borders establishing by the man himself and ways of harmonization of the physical and social in a human. Modern voluntary body transformations can be regarded as a process and a mechanism of self-defense and self-identification in the information society.

Key words: corporeality, body, culture, informational society, information noise, security, body transformations, borders, self-defense, self-identification.

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FEATURES AND PROBLEMS OF GENERATION OF Y ARE IN EDUCATIONAL SPACE OF MODERN RUSSIA

The article describes the main provisions of the theory of generations W. Strauss and N. Howe, applied to Russian conditions of education, identified the basic characteristics of the generations “Y” And “Z”, representatives of which today are the main participants of the educational process identified the main difficulties encountered in teaching practice when working with data groups of generations. A model of effective interaction with the millennial generation in modern Russian educational space, identifies the difficulties faced by Russian teachers. Analyzed values of generation «Y», which may serve as a basis for modeling the educational environment in the conditions of reformation of Russian education.

Key words: generation Y, millennials, theory of generations, modernization of education, sociology.

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THE GENESIS OF THE HIGHER PEDAGOGICAL EDUCATION IN THE FIELD OF LIFE SAFETY

The article is devoted to the formation of the educational field of life safety, designated periods of development of teacher education in the field of safety of life, revealed the main characteristics of education in the field of safety of life and the perspectives of development of education in the field of safety. The purpose of research – to conduct historical and pedagogical analysis stages of genesis, formation and development of the educational field of life safety in higher pedagogical education. Methods: analysis of scientific, educational and professional literature, the accumulation and processing of facts, communication, analysis and synthesis. Results: The theoretical analysis of literature on the topic of research, to determine the period of formation of the educational field of life safety, proved the main provisions of the educational field of safety.

Key words: security, higher pedagogical education, education in the field of safety of life, the genesis, life safety, standard of education.

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SCIENTIFIC INQUIRY

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INFORMATION AS ORGANIZED VARIETY GEOGRAPHICAL SYSTEMS AND MODELS

Author's definition of information as organized variety of the nature and culture is based on reflection of space time in structure of geographical systems and their models taking into account unity and subordination of geographical, geocultural and information space. Such approach expands a methodological basis of mezhdistsip-linarny interaction of natural-science and humanitarian knowledge, strengthens a ligature in system of geographical sciences, provides new opportunities of optimization of models of interaction of the person and the nature.

Key words: geographical envelope of Earth, space time, solar navigation, modeling, information

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ENVIRONMENT

UNDERSTANDING THE NOOSPHERE

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USA: POLITICS, LAW, ECONOMY AND ENVIRONMENT

The article covers social and environmental policy of the United States bearing in mind the historical factor of its development. Special examples of “environmentally oriented cities” are demonstrated.

Key words: environmental orientation, economics, ecological legislation, environmentally benevolent cities, sustainable development.

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GLOBAL ECOLOGICAL CRISIS: MYTHS AND REALITY

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FROM DIAMONDS AND GOLD TO AN ECOLOGICAL ROLE OF NANOOBJECTS

For the last 10–20 years long ago of the existing analytical methods the automated equipment of high resolution by means of which earlier not known effects and the phenomena of world around were recorded succeeded. It appeared that at production of diamonds rather often on their surface existence of nanofilms of gold, quite often single-layer is observed, up to the mononuclear. It is shown that microorganisms and seaweed serve as the biocatalytic centers of accumulation and crystallization of gold and the accompanying metals. In the “blossoming” reservoirs at loss of a sour atmospheric precipitation on cellular covers of tsianobakteriya the nanofilms of metals shielding functions of tsianobakteriya are formed, further nanostructures of metals turn into gel, aggregate and drop out in a deposit. Characteristic feature of nanoparticles is their ability to inhalation, transdermalny, transneynalny and enteralny penetration into any bodies and tissues of the person, including the central nervous system. In article it is shown that nanoobjects can be not only ecologically dangerous substances, but also carry out functions of a barrier to toxic connections.

Key words: diamond, gold, metal, colloid, nanoparticle, gel, unit, toxicity.

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ATMOSPHERIC DEPOSITION OF NUTRIENTS TO THE TRANSBOUNDARY LAKE PEIPUS

In the article the problem of nutrients inputs to the Lake Peipsi from the atmosphere has been discussed. The method of calculation the atmospheric load of nutrients on Lake Peipsi-Pihkva has been developed. Atmospheric depositions of total nitrogen and total phosphorus in Russian and Estonian parts of Lake Peipsi-Pihkva have been calculated.

Key words: Lake Peipsi-Pihkva, eutrophication, nutrients, atmospheric deposition.

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NATURAL ENVIRONMENT

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TO THE ESTIMATION OF THE NORTH ATLANTIC INFLUENCE ON THE WATER VAPOUR TRANSFER TO THE EUROPEAN CONTINENT

The influence of evaporation from the North Atlantic waters and the North Atlantic Oscillation (NAO) on the water vapour transfer to the European continent is considered. According to current aerological data of the Reanalysis-2 archive the zonal transfer of water vapour is calculated for the layer from the underlying surface to the level of 300 hPa in the 5° N meridional section from 40° N to 70° N for 1980–2014, through which the main moisture influx to the European continent takes place. It is shown that in the cold half of the year the major impact of the NAO on the zonal moisture transfer occurs between 45–65° N. It is revealed that during the cold period the transfer of moisture in the section is determined by two main components. It is found that the increased zonal transfer of moisture is caused by increased evaporation in the south and its decrease in the north of the SA. 5 control points of maximum influence of evaporation are distinguished, which by two main components provide the recovery of actual field of the total zonal flow of moisture for the cold half of the year in 13 points on 5° E section with a coefficient of determination of 0.32–0.76.

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SPATIAL AND TEMPORAL VARIABILITY OF FLUX OF PHOTOSYNTHETICALLY ACTIVE SOLAR RADIATION IN A SHALLOW LAKE DURING OPEN WATER PERIOD

Based on measurement data 2013–2014 analysis, spatial-temporal variability of the flux of photosynthetically active solar radiation (PAR) in a water column of a small shallow Karelian lake in early summer is estimated. The peculiarities of distribution of temperature in a water column of the lake during open-water period and the formation

of the seasonal thermocline are considered. The distribution of extinction coefficient characterized the maxima values in the surface layer and substantially constant values deeper 1–1,5 m. The maximal value of the PAR attenuation coefficient k_w was observed in the surface layer in May (1,9–2,1 m⁻¹) and June (1,5–1,75 m⁻¹) 2013, when the transparency of the water was minimal. Coefficient values ranged from 0,9 to 1,25 m⁻¹ at depths over 1,5 m.

Key words: photosynthetically active radiation, shallow lake, the extinction coefficient

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ABNORMAL GROWTHS OF PINE IN KARELIA AND ENVIRONMENTAL FACTORS

The article discusses the change of the annual growth rings of pine trees in Karelia due to the oscillations of solar and geomagnetic activity, galactic cosmic rays and atmospheric circulation of the Northern hemisphere by typing B. L. Dzerdzeevskogo. The conclusion about the leading role of global factors in the environment in contrast to the numerous studies in which determining the value of the change increment allocated to a "climate signal".

Key words: solar and geomagnetic activity, galactic cosmic rays, variability, elementary circulation mechanisms of ECM, individual chronology, generalized chronology, anomalies of annual growth rings, climate signal.

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