

SUMMARY & REFERENCES

SOCIETY

EFFICIENT MANAGEMENT

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ON THE SPATIAL COSTS OF THE MARKET URBANIZATION IN RUSSIA

The process of housing construction in Russia, associating the Moscow, St. Petersburg and major cities is critically interpreted. Expressed concern about the decrease in population density in the peripheral regions. Celebrated an extremely small role in the process of housing local government, which is contrary to the experience of developed countries. Residents should have the opportunity to create their own space, to adapt the city.

Key words: housing, expansion of Moscow and St. Petersburg, sleeping area, municipalities, local government reform.

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CONCEPTOLOGY OF ECONOMIC KNOWLEDGE: THE PROBLEM OF BASICS

The article analyzes the phenomenon of economic knowledge, which are the basis for the economy and society based on knowledge. It should be noted that within the framework of socio-economic approaches economic knowledge is not regarded as an independent phenomenon, having distinct base.

Key words: knowledge-based economy, economic knowledge, the informal economy, the knowledge-power of Michel Foucault, an economic model, the paradigm of social development, the crisis of economic man.

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GLOBALIZATION: POLEMIC OF CIVILIZATIONS

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TIME OF TROUBLES: SMUTNOE VREMIA

The article covers the main characteristics of political and socio-economic position of Russia at the edge of XVI–XVII centuries. Special attention is paid to the "Times of Troubles" – "Smutnoe Vremia" in Russian language, when according estimations of many historians a real large scale civil war supported by foreign invasion aimed at getting the Russian throne happened. When writing this article authors used English language and Russian language sources, thus reflecting mutual interests of American and Russian historians towards understanding history of both countries.

Key words: history, civil war, foreign invaders, Russian throne, the boyars, the Cossacks, plot, tsar, false tsars, the poles, the swedes, Landed Assembly, Oprichniks.

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SINO-RUSSIAN ECONOMIC AND POLITICAL PARTNERSHIP. THE FOREST POLICY OF RUSSIA

Finding strong partners in Russia is a key strategy in the international arena. Russia has considerable untapped forest resources. Between Russia and China will open new prospects of cooperation. Russia today a serious alternative to the West. China the leader in economic development. China today is also under pressure from the West. Forest business can unite Russia and China. China is a potential investor for Russia. Russia may cooperate with China in addressing environmental problems. Russia and China may jointly implement the projects “green economy”.

Key words: economic and political partnership, forest resources, prospects of cooperation, Chinese investment, green economy.

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SOCIAL PHENOMENA

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FIFTY YEARS OF THE RESEARCH INSTITUTE FOR COMPLEX SOCIAL RESEARCH (NIIKSI).

ROUNDTABLE ON SCIENTIFIC CONFERENCE – X KOVALEVSKYS READINGS 13–15 NOVEMBER 2015

The article is devoted to the history and activities of the first in the Soviet Union of the Institute for Complex Social Research (NIIKSI) Leningrad (St. Petersburg) State University, established in 1965. The article describes

the background of the Institute, called the names of its organizers. It is emphasized that the establishment of such an institution was need of the hour, the urgency for the time research topics of the Institute. The results of studies conducted by the Research Institute of Comprehensive Social Studies and their role in the development of sociology in the country. Materials of "Round Table" held on the 50th anniversary of the St. Petersburg State University NIKSI. Given by participants of the Round Table, devoted to the analysis NIKSI contribution to science. This contribution includes a comprehensive approach to social research, the study of large public facilities, combining in one study of fundamental and applied problems, the interaction of specialists from various fields of science.

Key words: Institute of Sociology, NIKSI Alexandrov A.D., areas of research, "round table".

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P.G. MIZHUEV – SOCIOLOGIST-URBANIST

The article presents the author's position, due to the revision of the traditional attitude to scientific work of P.G. Mizhuev as primarily pedagogical and historical. In summary the study offers arguments justifying sociological contribution P.G. Mizhuev in Russian social thought. For example urbanistica work demonstrates the practical and intellectual relevance of social studies P.G. Mizhuev; his role in popularizing ideas of the garden city and alternative urbanism in Russia.

Key words: Mizhuev P.G., urban sociology, garden-city, housing question, house-barracks, alternative urbanism.

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THE FEATURES OF THE "THIRD SECTOR" CREATION IN RUSSIA: THE PROFESSIONALIZATION OF THE NGO-STAFF

The article gives to us analyze of the human's age, who come to work in the "third sector". The analyze based on the materials of the biography interview with the workers of Russian's NKO/NGO, and also, used the information about persons from the opened sources.

The research show us, that at the different periods of the developing NKO/NGO sphere in Russia (1980-s, 1990-s, 2000-s), we can see here people of the different age, level of education and reasons. All of this allows us to speak about the more flexible of NKO/NGO sphere then other.

Key words: the civil society, the un-governmental and un-commercial organizations (NGO/NKO), "the third sector".

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LANGUAGES OF CULTURE**A.P. Kisilenko,**applicant, Belgorod state Institute of arts and culture, Belgorod;
e-mail: koketka3@rambler.ru**SPECIFIC FEATHERS OF THE SYMBOLIC APPROACH TO THE STUDY OF URBAN CULTURAL LANDSCAPE**

This article analyzes the specifics semiotic approach in the study of the cultural landscape of the city. The author examines a number of concepts that have emerged in the western tradition of research that apply to the study of the cultural landscape as a system of symbols. The article provides a classification of cultural landscapes K. Norberg-Schulz, who as a criterion singled symbolic confrontation of heaven and earth as part of the landscape. In conclusion, the author presents a number of disadvantages of the symbolic approach, which can be noted when it is used in the study of the cultural landscape. First, focusing on specific, expressive, distinctive aspects of the landscape runs the risk of neglect "normal" landscapes. Secondly, representatives of semiotic traditions often lose sight of the value of experience in the interpretation of the cultural landscape. Third, as part of a symbolic approach attaches great importance to communication of meaning and ideology. The author believes that no less promising in regard to the study of the cultural landscape of the city can be a phenomenological approach that avoids these problems.

Key words: cultural landscape, symbolism, semiotic, urban architecture, symbol.**References:**

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N.K. Orlova,Doctor of Philosophy, Professor, Saint-Petersburg State University, Saint-Petersburg;
e-mail: nadinor@mail.ru**TRAVEL NOTES ON NORWAY: TEXTS AND CONTEXTS**

This shows that culture and scientific changes are integrated in the fate of the professional and educational interests. Although they are under influence of the politics and ideologies they still have good potential, also in a long term. The contents of travel notes of Russian scientists and writers are used. They show that intercultural communications are defined not only by the global interstate relations, but by the human opportunity and ability to be in culture exchange. Reading the traveler notes and learning the scientist's expedition we can explore how the Norwegian culture and literature was open in Russian literature. We can follow what had the influence on that opening – occasional or regular events.

Key words: Norwegian literature, culture communications, travel notes, Alexander Hellan, Konstantin Simonov, Yakov Grot.**References:**

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WORLD OF ART CULTURE

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FROM THE SYMBOL TO THE ARTISTIC IMAGE: STRUCTURAL AND SEMIOTICS APPROACH TO THE DESIGN AND AESTHETIC PERSPECTIVE

In the article in terms of structural-semiotic approach considered design and aesthetic perspective subject-spatial environment, where as a solution to the project objectives, it is proposed to model glossary» pervotektonov. This allows you to create an aesthetic design with conceptual basis embracing the aesthetics of perception and the semantics of the visual sign archetype level. With the help of the «glossary» which is created on the basis of the matrix of initia-tectonic symbols, worked out by the authors, a data base is formed for the program of artistic designing ensuring optimal conditions of «sense» and «shape» synergy. Therefore described «glossary» is destined for modeling of the general artistic-and-aesthetic concept of the created semantic construct at the pre-designed stage. In general, the model “glossary” and suggested its use in pragmatics form pervotekton language communication. According to the authors, if you create a software model “glossary”, the proposed method of artistic and aesthetic design will not only optimize the design process, but also greatly expand opportunities for harmonization of the system «men- environment».

Key words: symbols of culture, visualization, semantic constructs, pervotektony, glossary, aesthetic concept, language of communication.

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MARKETING IN ART

The role of art in socio-cultural development of modern society, intensification of social and economic development of the state, the role of marketing in promotion of cultural heritage, formation and development of art market, the specifics of segmentation, pricing, communications are analyzed in this article. Marketing has become ever more integral to the process of making and disseminating art despite the inherent tension between the aesthetic and commercial imperative. However, currently, marketing in this sector is used haphazardly in the vast majority. The relevant mechanisms of the last century are dominated. There is no total strategy of integration of artistic products in the current socio-cultural space.

Key words: culture, cultural policy, marketing, art market, segmentation, pricing, communications.

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SHIP IN THE NORDIC BRONZE AGE CULTURE: GEOGRAPHICAL ASPECT

The article analyzes the geographical distribution of the three main categories of archaeological sites in Northern Europe, related to the shipbuilding tradition. These are rock carvings of ships, engraving in the form of a ship on the bronze razors and stone masonry in the shape of a ship ("stone ships"). At that time, as petroglyphs are located in the coastal zone of the Scandinavian Peninsula, razors found predominantly in the burials of Denmark and Skene. Stone ships, in turn, distributed on the southeast coast of Sweden, the Baltic Sea islands, coasts and islands of the Baltic States, Finland and Poland. It is concluded that the stone masonry are archaeological evidence emerging culture sailors mastering the Baltic Sea and an outline of the future path of the East (Austrvegr). Thus, these monuments – the first step of forming the Baltic subcontinental civilization.

Key words: stone ships, shipbuilding, Late Bronze Age, Northern Europe, Baltic sea, Baltic sub-continental civilization, Austrvegr, cultural genesis, politogenesis.

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HEURISTICS AND CATALOGUING OF AN EX-LIBRIS IN THE COLLECTION OF THE STATE MEMORIAL MUSEUM OF A.V. SUVOROV

The article is written to study a collection of ex-libris which is stored «in situ» and «ex situ». The author investigates the collection «Rare Printing Editions» of the State Memorial Museum of A.V. Suvorov. The contents of the terms “in situ” and “ex situ” in relation to an ex-libris are opened. The author analyses an experience in searching of an ex-libris of in situ and creates recommendations about identification of the hidden ex-libris. The author provides statistical data on the found ex-libris (on existence or absence on the rare book; types; methods to describe bookplate; form of ownership of the owner of a sign); a number of difficulties were raised while the statistical analyses of ex-libris were designated. Based on the description of the scheme of the museum's object, a method of describing bookplates according to U.G. Ivask was developed by the author. Among the advantages of the developed method of combining tradition with museum describing developments, conducted outside the museum field.

Key words: ex-libris, bookmark, in situ, ex situ, book fund, formula of description. methods to describe bookplate.

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**THE SOCIO-CULTURAL AND IDEOLOGICAL IDENTITY OF THE YOUNG SPECIALIST:
HORIZONS OF MANIPULATIVE INFLUENCE**

We consider two basic understanding of ideology – as an expression of attitude and a false consciousness. Liberalism, recognizing the pluralism of values, claims the role of a meta-ideology. Marxism has made a decisive contribution to the understanding of ideology as false consciousness. Lack of this approach resulted as criticism and improvement. It has been revealed the importance of ideological illusions. The desire for unattainable ideals is a formal solution of insoluble contradictions and maintaining social homeostasis. However, the article argues that the theoretical basis of political action is not necessarily an ideology.

Key words: the youth, ideology, values, realpolitik, liberalism, identity, Marxism, patriotism, false consciousness.

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ENVIRONMENT

UNDERSTANDING THE NOOSPHERE

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SOCIOECONOMIC STATUS AS A FACTOR FORMING MALIGNANCIES (REVIEW OF FOREIGN STUDIES)

The purpose of paper is to analyze modern approaches to the influence of socioeconomic status depending on a residence region on the development of human cancers, presented in a foreign research literature. The study used the subject-object and systematic approach, comparative analysis, synthesis and logic synthesis. As a result, the author summarizes the experience of regional medical studies of various cancer determinants and its localization. Analysis of the conceptual approach existing in foreign sources and literature will allow to generalize and systematize the indicators of favorable territory, as well as the key elements of social status that impact on malignant tumors growth. Results of the study develop the theory and practice of domestic economic geography. The findings may be taken into account in the development of cancer prevention programs, as well as the assessment of their effectiveness.

Key words: socio-economic status, elements of socio-economic inequality, malignant neoplasms, localization, indicators of territory well-being, prevention.

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OPTIONS OF INTRODUCING TRADITIONAL ECOLOGICAL KNOWLEDGE OF INDIGENOUS ETHNIC GROUPS INTO THE PRACTICE OF ENVIRONMENTAL AND NATURAL RESOURCE MANAGEMENT

The article suggests an interaction between society and nature from a point of view adopted from traditional environmental management by indigenous ethnic groups. Options of introducing traditional ecological knowledge as a major tool for environmental management and environment protection are presented. Such options include: environmental monitoring and examination, preservation of a specific variety in protected nature reserves, ecological education and enlightenment, tourism. The mechanism of adopting traditional ecological knowledge of indigenous ethnic groups for management decisions in environmental management is investigated.

Key words: traditional ecological knowledge, environmental protection, efficient environmental management.

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e-mail: adelmonamour@mail.ru**ASSESSMENT OF POSSIBLE NUTRIENT LOADING DECREASE IN RIVER BASINS BY THE IMPLEMENTATION OF THE BEST AVAILABLE AGRICULTURAL TECHNOLOGIES**

A model of the nutrient load in the catchment area, taking into account the contribution of both point and non-point (diffuse) sources of natural and anthropogenic origin is developed. The calculation of present nutrient load on the Gulf of Finland from the river Luga catchment area is done. The estimation of a possible load reduction as a result of implementation of the best available technologies for organic and mineral fertilizers using in the agricultural production is presented.

Key words: nutrient load, mathematical model, best available technologies.

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RECONSTRUCTION OF ORIGIN AND SEDIMENTARY PROCESSES OF LAKES AND SWAMPS OF VISHTYNetskAYA HIGHLAND (KALININGRAD REGION)

This article presents the reconstruction of the history of lakes, located on the Vistytis hills and sedimentation processes. For the reconstruction it was used a digital elevation model and results of lithological analysis and radiocarbon dating of bottom sediments of lakes Chistoe, Protochnoe, Kamishovoe and the peat-bog Shombbrukh. All natural objects divided into 3 groups according to its origin: lakes formed at intermoraine or interkame depressions as a result of flooding of melt water; lakes formed as a result of thermokarst processes, and lakes formed in paleo stream valleys. Lake of the first group located at the elevation above 190 m, second and third groups – located below 190 m. Probably, during Late Pleistocene paleolake Vistytis had larger area than now.

Key words: Lake Bottom deposits, Ice Lake, genesis of lakes, Vishtynetskaya hills, Kaliningrad region, sedimentation, Late Glacial, Late Pleistocene, Holocene.

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URBAN ENVIRONMENT

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FINNISH EXPERIENCE IN CITIZEN INVOLVEMENT IN URBAN PLANNING

On the basis of comparative planning and best practices of public involvement in territorial development and current trends in spatial planning in Finland are analysed. The advantages of participation of various stakeholders, new public participation methods, advanced technologies with the use of the Internet and interactive maps are provided. The current situation of public participation in Russia is described, the main difficulties standing in the way to the open and flexible planning system are uncovered. Recommendations for participation methods improvement are given. The results point out that development of participation culture and a handpicked set of different participation methods chosen accordingly to different planning stages can overcome the existing burdens to open and flexible spatial planning system. Further we analyze new informal instruments in spatial planning that are becoming increasingly popular.

Key words: Spatial planning, Finland, civil society, urban planning.

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SPATIAL SYMBOLISM AS ARCHETYPICAL FOUNDATION OF THE CULTURAL LANDSCAPE

The article investigates the cultural landscape in terms of the analysis of its semantic content which is to be treated as a semantic 'body' of the city space. The authors developed a hypothetical model of the process of determination and visualization of the mental construct of the city image on the basis of the axiological concept of the cultural landscape and spatial symbology. 'Axiological concept that was developed by authors is a base of the model structure, and contains such basic fictions as 'aesthetic ideal', 'lifestyle' and 'image of the location'. In accord to this approach, the determination of a structure of the semantic 'body' implies that an axiological images (as a dominants of semantic fields of the city) have spatial characteristics that are summarized into a single system with architecture's 'frame' and 'texture'. According to the authors, the method of analysis of town-planning education can solve many scientific research, design and aesthetic problems in the formation of semantic context urban environment.

Key words: «man-environment» system, axiological concept, module, spatial symbology, mental construct, archetype, city image, lifestyle, image of the location, aesthetic ideal, cultural landscape.

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