

SUMMARY & REFERENCES

SOCIETY

EFFICIENT MANAGEMENT

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CIVIL ACTIVITY AND STRENGTHENING OF SUBSYSTEMS OF REACTION OF ADMINISTRATIVE STRUCTURES AS FACTORS OF INCREASE IN EFFICIENCY OF ANTI-CORRUPTION POLICY

The essence of corruption is based on the fact that the subject receiving benefit from corruption practices perceives them as added value. A morally upstanding person carries out his or her functions honestly; alternatively a person will follow the rules, being afraid of punishment. The way of quantitative measurement of corruption is offered in the article: it is the coefficient showing the attitude of cost of the planned useful result of the project to the enclosed resources. The less the coefficient is, the higher the probability of corruption would be. Reception of signals about violations is complicated in a corrupted management system, and „feedback“ is deformed. Strengthening the processing of „feedback“ signals can be reached at significant increase in both the number of the people involved in the process, and quality of response to these signals.

Key words: activation of civil participation, the corrupted system, corruption, coefficient of corruption of the project, illegal benefit, cashing in, feedback in management, opportunistic behavior, resistance to corruption, slush fund.

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THE ROLE OF INSTITUTIONAL FACTORS IN SOLVING SPECIFIC ORGANIZATIONAL PROBLEMS IN THE SYSTEM OF HIGHER EDUCATION

It examines the institutional environment of development of human capital as a set of institutions aimed at increasing effective system of higher education. It considers the contradiction, according to which the increase in the number of University graduates decreases their level of knowledge. The study examines two alternative approaches to solve this problem. From the point of view of classical economic theory, according to which the demand for high-quality knowledge determines educational services, and will be governed by the elimination of ineffective educational institutions. From the point of view of institutional theory, according to which the level and quality of education depends on the ability and willingness of educational institutions to reduce transaction costs associated with behavioral assumptions - bounded rationality and tend stew to opportunistic behavior. It examines common development issues related to the emergence of transaction costs opportunistic, the conduct on pre-contractual and post-contractual stage of the implementation of educational activities, which allowed to propose separate mechanisms for improving the quality of education.

Key words: institutional factors, transaction costs, socio-economic development of society, human capital, higher education.

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DISCOURSE STRATEGIES

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SPIRITUAL AND PRACTICAL SELF-TRANSFORMATION OF MAN AS A PARADIGM PRINCIPLE OF RUSSIAN PHILOSOPHY

The article is devoted to the investigation of paradigm principle of Russian philosophy Author's conception of philosophical "self-transformation of Man" is proposed here. The phenomenon of spiritual and practical self-transformation of Man as an anthropological and ontological category is analyzed here as a source of intellectual and existential experience for contemporary man. The specific features of self-transformation conceptions of different Russian philosophers was analyzed here. Special attention in article devotes to "inner mechanism" of philosophical reflection as a cultural form of self-transformation of Man.

Key words: Russian philosophy, self-transformation of Man, paradigm principle, spiritual, practical.

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PERCEPTION AND IMAGINED AS MODES OF PRESENCE

Explores the relationship of various parties were present. Received immediate data of perception become meaningful subjective space of the imaginary. There appear to be modes of relations, revealing the qualitative features of the motion of the imaginary. Analyses accents illusory images and narrative intrigue. Explores the concept of “perspective”, “point of perception” and “quasi-observations in a imaginary.

Key words: imagination, perception, narrative, illusion, “the point of perception, point of view,” “quasi-observation”, physicality, presence, subjectivity.

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COMMUNICATIVE ONTOLOGY OF THE CITY: SEMIOTIC CONSTRUCTION OF URBANISTIC PHENOMENA (TO THE QUESTION)

The article is devoted to the philosophical search of the ontological basis of the urbanistic phenomenon. The communicative nature of urbanistic culture is thought to be of a determine character. The article emphasizes the meaning of the receptive features of the phenomenon of the city being constructed as the urbanistic subject comprehension result. The urbanistic existence is regarded to be shifted to semiotics as the priority sphere of urbanistic phenomena construction. On this point of view the city is determined as different communicative models system constituting all the varieties of city structures.

Key-words: communicative ontology; urbanism; semiotics, urban text hermeneutics; urban phenomenology.

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NATIONAL SELF-AWARENESS AND THE PROBLEM OF CREATING A SOVEREIGN SYSTEM OF EDUCATION

Who are Russian? What are the causes of Russophobia, in what way in the conditions of the Russian educational modernization system the patriotic upbringing is possible? The author of the article addresses this core subject the attention of the pedagogical public. Considering the main approaches to understanding of the historical Russian fate and Russian national character, the author proves that the mission of modern educational system is in preparation of the youth to adequate orientation and responsible activity in geopolitical and socio-cultural situation of modernity in accordance with demands of challenging time. Modernization of higher and secondary school in Russia does not mean only technological equipment putting into operation, but requires paradigms of content-targeted changes, the actualization of outlook understanding as lighting, personal orientation as direction of educational programs on the foundation of national cultural values with taking into account the specials of the national mental stability.

Key words: Russian world, Russophobia, national identity, outlook, values orientation, patriotic education

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SOCIAL AND ECONOMIC ASPECTS OF THE DEVELOPMENT OF THE ARCTIC REGION'S INDIGENOUS POPULATION IN THE FRAMEWORK OF THE SUSTAINABLE DEVELOPMENT CONCEPT*

The article covers the main trends and factors of socio-economic development of the Arctic's indigenous population in the framework of the sustainable development concept. The relationship between the process of globalization, new challenges and approaches in the field of preserving traditional forms of economic, social and cultural life are examined within. The main focus is the development of the Arctic's indigenous population within the framework of their own specific history.

Key words: globalization, sustainable development, indigenous population, natural environment, trends and factors, regionalization, social and cultural traditions, the Arctic, extremely cold, socio-economic development, sustainable development concept, main ways of economic development of indigenous population.

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e-mail: denis-olifir@yandex.ru**THE ECONOMIC EXPANSION OF CHINA IN THE FORMER SOVIET UNION: EXAMPLE OF UKRAINE**

China is deliberately pursuing a policy of strengthening its positions in all regions of the world through the implementation of an export-oriented strategy. The purpose of this article is to identify the trends and patterns of economic interaction of the East European States with China that has global geopolitical ambitions and claims

to the role of the new global economic center of influence. After the establishment of diplomatic relations between Kyiv and Beijing in 1992, Sino-Ukrainian political contacts were marked by high dynamism. Only in 2010 there has been a significant shift in the bilateral relations, when it was founded by public organization "Business Council of Ukraine – China". Currently Ukraine is the third largest trading partner of China among CIS countries (after Russia and Kazakhstan). It is the exchange of goods is the basis of bilateral economic relations between the two countries. Chinese investors gradually lay the investment base in the sectors of the Ukrainian economy – infrastructure and construction, energy, industry, information technology. In the future, Ukraine would be more actively attract Chinese entrepreneurs to invest in production for export to the EU, which now coincides with the interest of Chinese corporations. Thus, China will continue to invest in the Ukrainian economy, but will not actively cooperate in military-technical sphere, as it is fraught with the deterioration of Chinese-Russian relations. China has developed its own pragmatic specificity of foreign economic cooperation, which is supposed to establish mutually beneficial and partner relations with all regions of the world.

Key words: Goods turnover, foreign investments, investment appeal factors, Ukraine, China, region, foreign partnership, cooperation, politics, economy.

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NGOS IN THE ARCTIC REGION: OPPORTUNITIES AND RANGES OF IMPLEMENTATION OF THE JOINT GOVERNANCE CONCEPT

The article is devoted to the analysis of the activities of non-governmental organizations in the Arctic region in the context of prospective realization of the concept of co-governance. Environmental problems of the region and the complexity of the development of its natural resources necessitates the widest possible cooperation on all levels, from interstate to regional and local, and with the involvement of all interested stakeholders: business, local authorities and civil society. In the article, the author evaluates achievements and difficulties.

Considering the activities of NGOs of different levels and the degrees of their influence, the author conclude that there are some problems within institutional, international-legal and national-legal parameters that prevent the implementation of the concept of co-governance.

Special attention is paid to both the conceptual and political positions of the Russian Federation in relation to the idea of co-governance of territories.

Key words: the Arctic, non-governmental organizations, global governance, Arctic Council

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SOCIAL PHENOMENA

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CRYPTOCURRENCIES AS A SOCIAL PHENOMENON

The article considers cryptocurrencies as a new social phenomenon of the digital economy era from the point of view of the modern sociology of money. The possibilities and prospects of cryptocurrency are analyzed to fulfill the economic and social functions of money. The peculiarities of social development that have caused the emergence of the first cryptocurrency of bitcoin are considered: socio-historical stages of the emergence of new money; specificity of communications arising from their occurrence; formation of discursive practices associated with the development of a new “monetary language” of the digital economy. The questions of the reaction of modern states to the emergence of a new “digital monetary subculture” are considered. Problems of transformation of social communications arising on the basis of changes in the financial system in connection with the emergence of cryptocurrencies are being studied. The main directions of studies of development of cryptocurrencies in modern economic sociology are analyzed.

Key words: cryptocurrency, bitcoin, digital economy, economic sociology, sociology of money.

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CORPORATE (ORGANIZATIONAL) CULTURE AS A FACTOR OF SOCIAL CONTROL OF THE MODERN MEDIA ENTERPRISE

Corporate (organizational) culture of the modern mediapirate – a topic little studied, but increasingly important in connection with the changes in contemporary media sphere. The digital revolution, which has had a powerful influence on communication technology, is changing the face of media business, organization, editorial activities, requirements for professional competence of journalists. The purpose of this article is to examine the specifics of formation of culture of contemporary media enterprise in terms of media convergence. The objectives of the study included the examination of the structure, various levels and elements of corporate (organizational) culture of the modern mediapirate. The following methods were used: analysis of documents, social monitoring, analysis and processing of information. The result has been the existing interpretation of the basic concepts, basic tools of formation of corporate culture on the example of a broadcasting company “the Fifth channel” and the conclusion about the necessary reforms to strengthen some of its positions.

Key words: corporate culture, organizational culture, social environment, media convergence, media enterprise.

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THE MAIN MODERN DIRECTIONS OF ECONOMIC AND SOCIOLOGICAL RESEARCH OF THE DEVELOPMENT OF THE COUNTRYSIDE IN THE PRC

The main directions of actual economic and sociological researches of transformation processes of a modern village in China are considered in the article. The article analyzes the problems of the level and quality of life, urbanization, aging of the population, preservation of the environment. The article presents an analysis of the results of studying the features of the social and economic development of the Chinese village at the present stage of reforms. The theoretical approaches to the study of problems and prospects for the development of agriculture in China are analyzed. The article offers an author's vision of the possibilities of forming the economic sociology of countryside.

Key words: China, economic sociology, demography, Chinese village, development of agriculture, socio-economic reforms

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LANGUAGES OF CULTURE

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THE PRODUCTION «TALENTS AND ADMIRERS» BY V. MAGAR

The subject of the research is the poetics of production «Talents and admirers» on A. Ostrovsky's play staged at the Sebastopol theatre named after A. V. Lunacharsky in 2008 by V. Magar. The creative work of Director Vladimir Magar hasn't been studied yet and the study is continued in the series of publications about him. The study of his manner of Directing may be indicative for identifying the patterns specific to regional theatrical life and may restore some pages of the history of Russian theatre, which have been out of the scope of research so far. The analysis of the poetics of production «Talents and admirers» is important for understanding of substantial principles of Magar's directing such as multi-piece basis, their montage construction, connecting different manners of acting, system of leitmotifs. The Director makes his own theatrical plot with the help of all these zealots. The role of scenographic solutions, plastic, music and other components of dramatic action is examined in the article too. The article is based on using of the comparative-historical method, personal audience experience of the author, analysis of different literary sources, revised by the Director, and reviews which are not numerous. The principles of creation which are studied in the paper testify about the successful application by Director V. Magar a great variety of expressive means of modern theatre and lead to the development of theatre art in the Russian province.

Key words: Vladimir Magar, Boris Blank, the Sebastopol theatre named after A. V. Lunacharsky, the production Talents and admirers.

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CONCEPTUALIZATION OF MUSEUM DESIGN: BASIC APPROACHES

As it follows from the new museology, the museum is an instance of the “production of meanings”, and the museum design plays an important role in this process. The author suggests to distinguish the two practices: of creating and decorating expositions, from the one hand, and the conceptualizing of museum design, from another. The first practice exists since the very institutional origin of the museum, whereas the practice of conceptualization arose not earlier than in the XXth century. The author proposes the three main historical approaches to conceptualization of museum design: in the 1920s and 1930s the museum design appeared as an educational tool, from

1960s to 1980s it was an object of aesthetic analysis, and since 1990s it is a “frame” of visitor’s experience which leads the specific cognitive effects.

Key words: museum, museum interpretation, museum design, mode of demonstration, frame of perception, museum exposition, display.

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COLORS OF HEALTH AND SICKNESS: SOCIOCULTURAL RESEARCH OF ASSOCIATIVE CONNECTIONS

The research goal is to reveal detailed characteristics of the chromatic concepts health and sickness, to visualize the obtained color associations and to understand their cultural significance. Data were collected in the course of an experiment that previously was performed during a pilot stage in Sweden and Nepal. Participants were asked to match the best suited color associations for the given terms. The color chart of the experiment consisted of 27 samples, selected from the Natural Color System (NCS). All color samples were presented to a participant at the same time against the neutral mid-grey background under standard daylight illumination. In total, there participated in the research 100 (36 males and 64 females) Russian-speaking respondents with ages ranging from 17 to 80 and a mean age of 23,73 years. None of the participants had any problems with color vision. The strongest associations with hue for the notion health were revealed in green, yellow-red, yellow and red parts of spectrum. The most popular shades connected with the notion sickness were green-yellow, yellow and achromatic shades. Colors of health were formed with the exclusive use of brilliant and light shades, while among the colors of sickness dark shades prevailed. We also revealed a distinct borderline between achromatic color associations. All participants who connected the provided terms with achromatic colors, associated health with white and sickness – with grey or black color. The research possesses wide prospects for further development, based on the material of other cultures, together with a potential for considerable application.

Key words: colour, health, sickness, concept, perceptual image, experiment, colour associations.

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THE STYLE PROBLEM OF URBAN CULTURE (ON THE MATERIAL OF SAINT-PETERSBURG)

The article reveals the possibilities of understanding the city culture with using the category “style” in its art criticism. It is proved that, unlike the “brand” and “image” categories, the style is able not only to outline the external manifestations of the city's culture, but also to reveal its deepest meanings. In addition, the style manifests itself in all aspects of culture and, therefore, can help to streamline the notion of the city as an “organism”, integrity. Classicism was the dominant style trend in the culture of St. Petersburg for a long time. In the peculiarities of this style, such qualities of this city as rationality and secularity were expressed (these qualities were also characteristic of the Enlightenment, in which the city on the Neva was founded). Classicism attests about the great role that the state, imperial idea played for this city. One can speak about the academism of St. Petersburg culture at present, if under «the academism» we mean a careful attitude to the established tradition, the desire to maintain a balance between form and content, between public and personal, to take into account the main achievements of European civilization.

Key words: city culture, image of the city, culture of St. Petersburg, artistic style, style of the city, image, brand, classicism, academism.

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AXIOLOGICAL EXPERIENCE

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THE ILYICH BULB AND SYMBOLIC ASPECTS IN PROPAGANDA OF ELECTRIFICATION

The article analyzes the propaganda of rural electrification in the early Soviet period. Main attention is dedicated to the political context of electrification, literary texts and the press, visual culture. The article focuses on the representation of the role of Lenin in electrification, as well as on the construction of the image of Lenin-demiurge, the creator of the new industrial world. A certain canon of representation of electricity linked with the image of Lenin was shaped in visual culture, both suggested by the authorities and created by the people themselves. This was reflected in the metaphor of the “Ilyich bulb”. This may be explained by mythologization of both Lenin and electricity itself, that still was perceived as an almost mythic alchemic power, capable of resurrecting.

Key words: electrification, GOELRO, myth of the demiurge, vitalist discourse, Ilyich bulb

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EXTREME AND THE PROBLEM OF "CRISIS OF SENSE"

The article considers the role of spontaneous extreme activities as a way of eliminating the "semantic vacuum" of modern technological civilization. Used the methods of comparative-historical analysis. Analyzed the role and importance of extreme experiences in the formation of the existential senses of the human personality. The problem is that the crisis of meaning in modern industrial society is the contradiction between the organic human nature, that are aimed at coherent activity and technical organization of society, that is based on external expediency of machinery, in which a person has not a possibility to act as an aim of itself. Thus, in the result of investigation can conclude that extreme spontaneous activity is one of the most important socially acceptable types of overcoming of "crisis of sense", one is allowed to recover the integrity, the harmony, and generally improve the psychological health of the person. In addition, extreme activities allow more harmoniously to socialize and to integrate people into social groups.

Key words: extreme activities, extreme experience, subject, meaning, authenticity of self, actual infinity.

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THE PHENOMENON OF PAIN IN THE CONTEXT OF SOCIO-CULTURAL DYNAMICS OF THE XXI CENTURY

The article is devoted to the analysis of the pain phenomenon and its role in the modern culture. We present the evolution of this phenomenon from antiquity to the present day, but more detailed dwelled on art and popular culture. The phenomenon of pain is fully involved in the process of identity constructing in the late XX - early XXI cent. Modern civilization excludes pain from everyday practice; in addition, the symbolization of pain leaves the sphere of art. This situation leads to the actualization of bodily practices, conjugate with the experience of pain. Pain returns personal boundaries and compensates for lack of experience. Painful physical sensations return a person to a state of "here and now", when all the rest of the world at the time experiencing the pain ceases to exist. We come to the conclusion that in connection with the inevitable erosion of borders in the postindustrial society and the prevalence of secondary experience over the primary, the appeal to cultural practices of the body, coupled with painful sensations, will be rapidly updated. Itself, these practices will become more diverse, their representation in art and popular culture will be popularized and form the mainstream. In addition, minority groups, based on these practices, will finally become part of everyday reality.

Key words: pain, identity, BDSM, subculture, popular culture, art, post-industrial society.

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ENVIRONMENT

UNDERSTANDING THE NOOSPHERE

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SOCIAL ECOLOGY AND INVESTIGATIONS OF ENVIRONMENTAL ETHICS IN SOCIOLOGY: THEORETICAL ASPECTS

The article aims to analyze various theoretical and methodological approaches to the definition of social ecology as a sociological discipline. The paper puts emphasis on the two key research directions within the framework of social ecology: the use of the concepts and terms of ecology to study social phenomena and exploring a harmonious relationship in the 'human-nature' context. The paper provides with the historical process of institutionalization of social ecology. Approaches of classical sociological scholars are explored through the point of view of social ecology. The paper presents a significant role of the 'inequality' term, which concerns both ecology and sociology.

The author come up to the conclusion that the most topical research directions of social ecology include transition from anthropocentric to eco-centric thinking, the formation of value orientations in the relationship with natural and social environment. The article suggests the formation of ecological ethics in labour collectives, as significant social groups, capable of integration and continuous learning, development, and perception of social and environmental values.

Key words: social ecology, public health, environmental ethics, values, risk society, sociology, economic sociology.

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GLOBAL ECOLOGICAL CRISIS: MYTHS AND REALITY

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PRIORITY PROBLEMS OF ECOLOGICAL SAFETY OF THE CONTINENTAL WATERS OF RUSSIA

Considered problems of modernization of monitoring, protection and recovery of the continental water bodies of Russia. Attention is drawn to the environmental risks of large-scale blue-green “bloom” of water in the global spread of resistant bacteria and significant increase in the number of cancer patients. The activation of these negative trends of our time has the same causal roots, and due to the initiating effect of nano-objects as vectors of dangerous substances. Range of ultrafine water composition is individual for each water body and can serve as appropriate identification. It is shown that at ultrasonic treatment of water with coagulants is a significant reduction of the concentration of nano-objects.

Key words: water, environment, safety, monitoring, examples, ultrasound.

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WATER RESOURCES OF THE RUSSIAN FEDERATION, THEIR USE AND STATE

Assessment of water availability for the RF constituent ten rectories, federal districts calculating on a head are given in the article; regions with the catastrophically low, very low, low, mean, high and very high levels of water availability are singled out. Research results of modern water resources use for the RF a whole, for basins of the main rivers, federal districts are given, assessment of modern water resources use from natural water bodies

for different purposes is given. Indices of specific water capacity for the RF gross domestic product and gross regional product are given. Assessment of the load on water resources in the way of the RF constituent regions according to the coefficient of water resources use is carried out. Territories with different level of the load on water resources are given; high load level takes place in the most densely populated and economically developed regions of the RF. Analysis of water resources quality is carried out on the base of processing data of the automated system of state monitoring of the RF water bodies according to the specific combinatory index of water pollution for the Russian biggest reservoirs and their cascades.

Key words: water resources, water availability, low-flow periods, use of water resources, specific water capacity, load on water bodies, pollutants, water quality class, state monitoring of water bodies, specific combinatory index of water quality

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NATURAL ENVIRONMENT

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CHANGES IN THE SEDIMENTATION IN THE NORTH ATLANTIC DURING THE POSTGLACIAL EVIDENCE FROM ICE-RAFTED DEBRIS AND PLANKTONIC FORAMINIFERA

Four mini cores from the North Atlantic were investigated using a multiproxy approach to reconstruct postglacial sedimentological processes based on ice-rafted debris counts and foraminiferal data. Calcium carbonate content in the sediments was also determined. The core sites are spaced latitudinally forming a transect along the 60°N. Studied mini cores represent continuous sections. The formation of two sections (AI-3383 and AI-3415) during the Holocene was influenced by the North Atlantic Current as well as by Polar Front. The latter plays crucial role in the modern sedimentation processes in study area. Surface conditions in the AI-3359 and AI-3378 sites varied during the Holocene but still both sites were influenced by relatively warm North Atlantic Current.

Key words: North Atlantic, ice-rafted debris, planktonic foraminifera, surface sediments

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ASSESSMENT OF USE OF THE RESOURCE POTENTIAL OF THE REPUBLIC KARELIA GROUNDWATER

The purpose of this work is to review the current status of the study of groundwater resources of the Republic of Karelia and their use for domestic and drinking purposes. The results of studies on fresh groundwater reserves, their chemical composition and the main polluting components are analyzed. Data on mineral water are provided. 33 deposits of fresh groundwater and 3 mineral water deposits are explored. At the same time, there is a low percentage of the use of explored deposits, the degree of development of reserves does not exceed 10%. Only one city of Olonets is fully provided with drinking groundwater. It is shown that in the balance of modern total water supply in Karelia, groundwater constitutes an extremely small part (around 5%) and there is a shortage of groundwater water consumption, which can change due to the development of explored deposits and the discovery of new ones, since the operational resources of fresh groundwater exceed the demand for them.

Key words: Karelia, groundwater, resources, reserves, water supply, water quality, mineral waters.

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SOIL ALGAE OF STEPPES OF MONGOLIA. BOTANICAL–GEOGRAPHICAL ANALYSIS OF FLORA

The data of soil microalgae flora of dry type of steppe communities of Mongolia is given. The algae flora includes members of the following major divisions: Cyanophyta (60 species), Chlorophyta (55 species), Xanthophyta (23 species), Bacillariophyta (21 species). The type of plant communities and microenvironmental factors are responsible for the composition of algae flora as on the whole as within different niche and synusia. Species diversity and systematic structure on the soil algae flora of Central Asia communities are compared with that of the other regions. Mongolian soil algae flora are considered as flora of cold and arid conditions. Central Asia steppes algae seems to be more ancient and should influence on algae flora western territory of Eurasia.

Key words: steppe, soil algae, flora, analysis, Mongolia.

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