

# SUMMARY & REFERENCES

## SOCIETY

### EFFICIENT MANAGEMENT

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#### THE GEOGRAPHICAL FEATURES OF VITICULTURE AND WINEMAKING IN THE KRASNODAR REGION AS THE BASIS FOR WINE TOURISM

The organization of tourist activities largely determines the success of the socio-economic development of the territory. At the same time, the possibility of developing new directions and types of tourism in the territories is quite a powerful factor contributing to the influx of new tourists. Wine tourism many countries participating in the world tourism market are striving to develop today. Wine tourism is a synthesis of viticulture, winemaking and tourism and recreation activities. The author analyzes the geographical aspects of viticulture and winemaking in the Krasnodar region, as well as the potential of these sectors for the organization and development of wine tourism in the region. The article presents the author's method of assessing the potential of individual wineries of the full cycle for the organization of wine tourism. The essence of this technique lies in the analysis of each wine-growing economy of a full cycle, as the main object of tourists' visit, according to several components and criteria. The components are economic and technological conditions of production of wines, the tourist infrastructure of the economy, the range of facilities, the quality of the wines, the involvement of the economy in tourist activities and the prominence of the economy. This technique is applicable to the evaluation of any winegrowing farms operating outside the territory of our country, taking into account the adaptation of components and criteria to the characteristics of the studied objects. It allows to diagnose initial opportunities of each economy for the organization of wine tourism, as well as factors that are favorable and hindering its development.

**Key words:** geography, tourism, viticulture, winemaking, wine tourism, full-cycle viticulture and winemaking, evaluation methodology, infrastructure.

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## THE CONDITION OF THE SPECIAL ECONOMIC AREAS DEVELOPMENT IN TOURISM AND THE FACTORS THAT DETERMINE THEM

The paper dwells on the problems of the functioning of the special economic areas of the touristic recreation type and the potential of their development. Authors analyze the influence of the functioning of the special economic areas of the touristic recreation type on the social economics development of the region where it was created, and also the financing of the infrastructure objects of the special economic areas. Analyzing this sphere the authors reveal important problems in the development of the special economic areas of the touristic recreation type. Authors present their vision of the problem solution for the increase efficiency of the functioning of the special economic areas of the touristic recreation type, including: expansion of benefits and preferences for the making favourable investment climate and for attraction of residents; reduction of project risks and improvement of conditions for the crediting of residents; intensification of the function and responsibility of regions; development of the information infrastructure that aimed at the competitive recovery of the special economic areas of the touristic recreation type.

**Key words:** special economic area of the touristic recreation type, tourism, functioning, investment, financing.

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## HISTORY AND THE PRESENT

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### FROM HISTORY OF THE SOVIET HISTORIOGRAPHY OF THE 1920<sup>TH</sup> – THE MIDDLE OF THE 1930<sup>TH</sup>:

#### SERGEY VALERIANOVICH VOZNESENSKY (1884–1940)

It is the review of scientific works of the Leningrad historian Marxist of the 1920<sup>th</sup> – the 1930<sup>th</sup> of Sergey Valerianovich Voznesensky. His scientific interests are problems of social and economic development of Russia XIX – the beginnings of the XX century. Voznesensky prepared manuals for the school, the anthology and bibliographic indexes on the Russian history. S.V. Voznesensky has got acquainted with postulates of the St. Petersburg historical school during training in pre-revolutionary years at the St. Petersburg university. Therefore he critically concerned M.N. Pokrovsky, his pupils and followers.

**Key words:** The Leningrad state university, the Leningrad teacher training college of A.I. Herzen, the Soviet historiography of the 1920<sup>th</sup> – the 1930<sup>th</sup>, social and economic history of Russia XIX – the beginning of the XX centuries, M.N. Pokrovsky, political repressions in the USSR.

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### «CANONICAL PLAYS ABOUT LENINGRAD CAN NOT BE WRITTEN...»: TO 75TH ANNIVERSARY OF FIRST PRODUCTION OF PLAY «AT WALLS OF LENINGRAD» BY VSEVOLOD VISHNEVSKII

The long-suffering fate of play «At Walls of Leningrad» by Vsevolod Vishnevskii is shown in the article in the context of the cultural policy of the party leadership in the besieged city. The purpose of the cultural policy of the party leadership was to hide the difficulties of the defense of Leningrad in autumn of 1941. The work of Leningrad writers in achieving this goal was targeted. In the play «At Walls of Leningrad» by Vsevolod Vishnevskii difficulties of defense were shown. The first show of new play took place in November 1943. The enthusiasm of the public was caused, on the one hand. On the other hand, the disapproval of the Baltic Fleet Political Department of Leningrad Municipal Committee of Soviet Union Communist Party was received: negative characters were stronger, positive heroes were weaker. The author was charged. The play has been modified many times by Vsevolod Vishnevskii. As a result, the premiere of the play in the new edition took place only in April 1944.

**Key words:** Vsevolod Vishnevskii, play At Walls of Leningrad, Red Banner Baltic Fleet Theater, Baltic Fleet Political Department, Leningrad Municipal Committee of Soviet Union Communist Party, dress rehearsal of play, premiere, A.V. Pergament, A.Y Tairov.

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## GLOBALIZATION: POLEMIC OF CIVILIZATIONS

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### ISLAM IN SAINT-PETERSBURG: CONVERGENCE IN TIME AND SPACE

It is considered the process of the formation of the St. Petersburg Ummah – from the founding of the capital of the Russian state to the present time. It is emphasized that the city was originally formed not only as a multi-ethnic, but also a multi-religious center of the future Empire. Its Muslim population has never been dominant, but has always remained significant. At the same time, religious needs, both military and civilian population of the city have long served the military Muslim clergy. It is described the course of the project the construction of the Great mosque of St. Petersburg, the location of the chapels, the geographic dispersal of the Muslims. It is noted that in the post – Soviet years, a significantly increased part of the Muslims of megalopolis was made up of visitors-principally seasonal workers. This fact had an impact on all aspects of the life of the Muslim community, including the structure of the local market. The authors come to the conclusion that the Islamic revival can make a significant contribution to the spiritual education of believers, contributing to the strengthening of social stability in one of the largest European megalopolises. At the same time, it is important to prevent the activation of so-called «political Islam», which feeds local radical trends from abroad and provokes inter-religious and social tension.

**Key words:** Islam, Muslim revival, Grand mosque, multiculturalism, Muslim communities, working migration, fragmentation and consolidation of Muslims.

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**GLOBAL POLICY OF D. TRUMP, 45<sup>TH</sup> U.S. PRESIDENT: ATTEMPT OF THE POLITICAL ANALYSIS**

The article covers an analysis of the main events connected with Trump activities as a president of the US and a representative of modern political elite. The results of Trump's most serious decisions inside and outside of the country are analyzed. Russian-American cooperation as one of the most important event of our time in geopolitical scale in the situation of globalizing world is specially considered.

**Key words:** president, political elite, contradictions, Russian-American cooperation, globalizing world, geopolitical scale.

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e-mail: petroval4@yandex.ru**PERCEPTION OF CORRUPTION IN THE MINDS OF THE YOUTH OF RUSSIA AND CHINA**

The article deals with the perception of corruption and anti-corruption policy in the minds of the youth of Russia and China. The materials of the article are prepared on the basis of the current data of empirical studies obtained by sociologists of St.-Petersburg State University. These data show a significant transformation in the last decade of the attitude of citizens, especially youth, of our countries towards corruption, reflect the growth of its rejection and support for any anti-corruption measures and programs of our states. The data of the sociological survey testify that the young people of Russia and China take on the problem of corruption more sharply than representatives of other groups, treating it as an absolutely unacceptable social phenomenon. This becomes the basis for the formation of stable, long-term negative attitudes towards corruption and positive attitudes toward effective anti-corruption policies implemented by our states among Russian and Chinese youth.

**Key words:** anti-corruption policy, antic-corruption culture, youth, sociological research, social attitudes, Russia, China.

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## LANGUAGES OF CULTURE

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### IDIOLECT OF STORY TELLERS IN THE EPIC VOCABULARY OF ULUS

The aim of the article is stating the problem of creation of the epic vocabulary for the Yakut olonho tellers. The problem of saving the individuality and locality of the epic story telling is still actual. Studying the experience of creation of the mentioned type of the dictionary, which was made by the Russian explorers, analyzing their research works, the author of this article suggests the idea to study idiolect of the story tellers from local centers of olonho epos. The article has examples of idiolect of the Eastern-Kangalass teller G.E. Slobodchikov-Teleerke, presenting texts from the olonho "Mighty Nyurgun Bootur". The outcomes of the research will be useful for making the foundation for epic vocabulary of the Sakha uluses. What in the future will be the content of linguo-culturological modeling as a modern method of studying ethno-cultural space.

**Key words:** idiolect of the story teller, epic vocabulary, Sakha uluses.

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## THE PHENOMENON OF SAL AND SERI AS A SPIRITUAL AND MORAL COMPONENT OF NATIONAL CONSCIOUSNESS

The phenomenon of Sal and Seri played a great role in the formation of national consciousness of Kazakhs at the end of 19 and the beginning of 20 centuries. Sal and Seri have accelerated the process of formation of national consciousness of the Kazakh people. Cultural and historical origins and conceptual foundations of Sal and Seri are given a philosophical meaning. Valuable and standard systems, ideas, representations, images in the heritage of Sal and Seri are analyzed. The phenomenon of Sal and Seri as the most important component of culture gave the chance to the society to realize the identity and to maintain the originality.

**Key words:** spiritual thought, intellectual values, cultural and historical conditions, cultural traditions.

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## CULTURAL HERITAGE

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### MIKHAILOVSKY CASTLE IN THE CULTURAL LIFE OF ST. PETERSBURG-PETROGRAD

The article analyzes the key aspects of the history of the Mikhailovsky (Engineering) castle from the beginning of the reign of Alexander I to the October revolution of 1917 on the basis of unpublished archival documents, periodicals, literature and memoirs. It is proved that the castle created its own cultural space, in which daily, religious, artistic and scientific practices were actualized, which were closely related to the events and phenomena of the cultural life of the city and country. The spiritual environment that developed during the years of placement within the walls of the building of the Nikolayevsky engineering school contributed to the creative and intellectual development of several generations of people who left a significant mark in the cultural life of St. Petersburg-Petrograd. Special attention is paid to the «revolutionary» history of the monument, which became one of the Russian centers for the formation of women's military battalions and the headquarters of the uprising of military schools in October 1917.

**Key words:** Women's battalion of death. Women's military Congress. Culture Of Saint-Petersburg. The Mikhailovsky castle. Muslims. Nikolaev engineering school. Religious sect

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## THE MONUMENT OF NATIONAL IMPORTANCE: THE FATE OF THE ICEBREAKER KRASIN ON THE FRACTURES OF HISTORY

This article is referred to the tragic page of history – the fate of the icebreaker Krasin, which participated in many rescue expeditions and in the world famous expedition of Nobile in particular. The most important historical and cultural transformations are briefly mentioned. The biography of Krasin cannot be understood unrelated to the dramatic history of Russia, the ontology of the revolution, the heroic and romantic pathos of the «new era» and the «new man,» the cult of progress and reason. This is highlighted by many works of art culture: literature, poetry, music, fine arts, cinema (for example, the film «The Red Tent», directed by M. Kalatozov). It is significant that the icebreaker was built in 1917 – the year of the beginning of the revolution and terror. The facts and the chronicle of the expedition are briefly described; the diary entries of P. Orasa and the archival materials are describing the fate of the heroes during the repressions repeating the «Russian Calvary». The story about the museum status and scientific activities of the icebreaker Krasin is also given at the present stage.

**Key words:** revolution, repression, museumification, icebreaker Krasin, Nobile expedition.

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## THE PLACE AND THE ROLE OF TRADITION IN MODERN CULTURE

The state of traditional things in the contemporary culture and unstable position and transformation of the tradition thing is considered. On the one hand, the latter is the core of culture; the former keeps cultural memory. On the other hand, authors of contemporary works try their hardest to avoid all the traditional to create new cultural universals to be understandable for individuals of various ethnoses. The modern art is casting off its chains playing the classics. Play with a tradition, play it is implemented by remakes, remixes, covers which make for ag-

giornamento of the classics and raise contemporary human being results onto the classical art level. In our opinion, attitude to traditional things is changing because for a modern human being, the idea of cultural temporal context is changing too, i.e. all it (from the primitive communal system to contemporary one) exists in the same plane, "here and there"; the latter as if is a "museum", which a human being can loan any image and use it in his or her casual life from. The other way is revising of the classics and developing of his or her alternative version of any period of culture and art history. In addition, traditions of various cultures are nowadays in the integrated cultural space, so, necessity to take in account other cultural traditions does his or her culture more mobile and fuzzier by recognising of values which are not typical for his or her world outlook. Thus, the very history of culture has shown instability and variability of traditional forms; this phenomenon has been used by art workers to create various cultural worlds which are referring us into the depths of ages, which had been over. Such worlds exist in any alternative reality or offers variants of the future to be.

**Key words:** tradition, modern culture, cultural world, art, history, time.

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#### MECHANISMS OF SOCIAL AND CULTURAL SYNCHRONIZATION AND REGULATION

Research objective: to investigate mechanisms of social and cultural regulation and synchronization. The objects of research is culture as set of norms and rules, steady in time, passing from father to son. Basic methods of work: formal and logical, structural-functional analytical methods; historism, objectivity and contexture approaches. As a result of a research the conclusion is drawn that culture creates specific mechanisms or institutions for social regulation and synchronization which, everyone in a certain sphere of life, carry out social regulation of individual

and social activity, are the integral structural elements of each culture and function on a basis of the ways, general for different cultures. The academic novelty of work is that the main mechanisms of social and cultural synchronization and regulation are characterized; it is proved that culture is the leading and backbone factor of social regulation and synchronization. The results of work are interesting for experts in cultural studies and sociology.

**Key words:** culture, civilization, society, social regulation and synchronization, norms and values, behavior patterns.

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#### THE VISUAL COMPONENTS OF A PERSONAL BRAND AS SEMANTIC CONSTANTS «MEDIATISIERUNG» SOCIETY

The new phenomenon of communication – «personal brand» in the context of the information society and, as a result, the tendency of strengthening of bodily-visual cultural dominant, which is confirmed as a result of the crisis of logocentrism, changing the type of rationality as an ordering principle of culture and displacing to the periphery of the traditional reflexive-conceptual ways of understanding and creation of reality. In the context of the «mediatization» of society can be seen in the reduction of the network of texts and the expansion of images. The personal brand, in its turn, is based on the tendency to visibly and aesthetically and acts as a kind of «virtual construct» demonstrating personal, professional capabilities of a particular person for the purpose of commercial gain. The article deals with the cultural component of the phenomenon, when, in addition to the tasks of «buying and selling» goods and services through the popular personality, the personal brand and its image (visual) characteristics perform a compensatory function in the question of search by representatives of target groups of their own identity through interaction with the visual image of a person-leader. Visual components are considered from the position of individualist and collectivist types of cultures, actualizing the importance of the socio-spiritual Foundation, the mentality of a particular society in the process of designing a personal brand.

**Key words:** personal brand, information society, visual image, leadership, brand image, mentality of society, identity.

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### PROTOCOLURAL STUDIES OF EDUCATION IN RUSSIA IN THE EARLY XX CENTURY

The aim of the research presented in this article is to update the philosophical and pedagogical heritage of V.V. Rozanov, P.P. Blonskij and S.I. Gessen. In the works of these authors, written at the turn of the XIX–XX centuries, number of ideas were set out, which are highly relevant to the field of the cultural studies of education, but rarely mentioned by modern authors. For example, they analyzed the pros and cons of multicultural education («global education»). Revealed the fundamental importance of the basic unity of the type of education in the framework of individual educational subsystems and the need for a variety of types of knowledge included in the educational process. Created the concept of a curriculum as a system consisting of three concentrars, in which the space of the culture being mastered (appropriated) by the students is consistently expanding. Along with it, the person was considered as an end in itself and the central subject of study at school. Finally, they revealed the growing number of contradictions between the centripetal force of the individual and the centrifugal force of the external culture.

**Key words:** cultural studies of education, cultural approach in education, V.V. Rozanov, P.P. Blonskij, S.I. Gessen.

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## TEACHING FOREIGN LANGUAGES AT HIGHER EDUCATIONAL INSTITUTIONS IN THE EARLY YEARS OF THE SOVIET POWER (1917–1924)

The problems of the organization of a new higher school in the first years of the Soviet Power through the prism of decrees of the Council of People's Commissars and decisions of the People's Commissariat for Education are considered. A short excursion into the history of the teaching of ancient and new foreign languages in secondary and higher educational institutions of Russia before and after the revolution is offered. The general reasons for the negative attitude to foreign languages are explored and ways of avoiding obstacles in the preservation of educational traditions at universities and their adaptation to the new realities are analyzed. Particular attention is paid to the development of methods of teaching foreign languages at schools and universities, determining the goals of foreign language education and ways to restore a foreign language as an academic discipline in the higher school curricula.

**Key words:** Council of People's Commissars, People's Commissariat for Education, ancient (classical) languages, dead languages, live (new) languages, foreign language, teaching methods for foreign languages.

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## ENVIRONMENT

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### UNDERSTANDING THE NOOSPHERE

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#### HUNDRED YEARS AFTER GREAT OCTOBER: ECOLOGICAL FINAL OF USA IMPERIALISM AND NOOSPHERE SOCIALIST REVOLUTION AS IMPERATIVE OF SURVIVAL OF MANKIND

Imperialistic development of the modern capital leads to global environmental disaster. The Earth and Biosphere are superorganisms, they possess homeostatic mechanisms. The anti-ecological behavior on Earth can cause unexpected and terrible consequences. The imperative of survival of mankind consists in connection of construction of socialism and the solution of global environmental problems through formation of noosphere society. Power and Science have to control social and biospheric (noospheric) evolution. Experience of Russia has to be used: in Russia the cooperative form of housekeeping, but not laws of the competition always dominated.

**Key words:** biosphere, global imperialism, global ecological crisis, noosphere socialism, technosphere, private property, ecological crimes.

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## THE ROLE OF WINTER ROADS IN PROVISION OF TRANSPORTATION ACCESSIBILITY FOR THE ARCTIC AND NORTHERN DISTRICTS OF THE REPUBLIC OF SAKHA (YAKUTIA)

The aim of the paper is to study the role of transport communication in remote communities. In particular, the role of winter roads in provision of the transportation accessibility of the northern and arctic regions and social relations between the residents of those regions and the regional center has been studied. The statistical data, official data of the Government of the Republic of Sakha (Yakutia), interviews and questionnaires form the base for the analysis. The high social significance of the winter roads is revealed not only in provision of transportation accessibility, but also with the associated life support system for remote Arctic and northern districts (ulus), mobility and life opportunities of local residents. Limited transportation accessibility is one of the most important factors that «push» residents of remote settlements to regional and regional centers. Consultations with the truck drivers operating in the hard-to-reach areas are important not only to meet their personal needs and interests, but also because they are often the most informed experts in the assessment of natural conditions in these territories, as well as social problems in local communities. Therefore, there is need in further studies of the transportation accessibility in the remote territories in the Arctic, strategies and practices for the movement of people and goods undertaken by representatives of government, business and individuals.

**Key words:** winter roads, transportation accessibility, Arctic and northern regions, the Republic of Sakha (Yakutia).

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## NATURAL ENVIRONMENT

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### TO THE QUESTION OF THE HOMOGENOUSLY FORMED EMBRYOS PHASE AT ARTIFICAL CLOUD MODIFICATION

The work is devoted to the microphysical processes analysis in the cold atmosphere at artificial cloud modification. The results of a theoretical research of cloud parameters change in a CO<sub>2</sub> impact zone are given. The calculations of humidity values critical for homogeneous nucleation conditions, the sizes and quantity of viable drop and crystal embryos prove advantage of spontaneous condensation process over spontaneous deposition in supersaturated water vapor.

**Key words:** spontaneous nucleation, supersaturated water vapor, glaciogenic particles, artificial cloud modification.

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