

SUMMARY & REFERENCES

SOCIETY

DISCOURSE STRATEGIES

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AFTER COMMUNISM: REVISITING THE QUESTION ABOUT “ABOVE-MATERIAL IDEOLOGY” OF THE FUTURE

The problem of formation of public ideology is based on the assumption that the phenomenon of human mind and spirit is a component of the development of matter in the direction of increase in the “amounts of reason.” The attempt to reveal regularities which caused structure complication of the material world and shaping of its reasonable basis has been made in the article. The author comes to the conclusion that ideology is a necessary component of the public consciousness, providing the goal-setting for social development. The conclusion is made that “hominifying” of wildlife does not happen; while the development of human mind and spiritual improvement have to take into account the general tendency to increase the role of reason in the existence of material world. This approach has to replace Communist ideology which was directed to the achievement of the society of universal justice.

Key words: hominifying of live matter, ideology, Communist ideology, matter, animateness, reason, justice, phenomenon of life.

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“SOCIO-TECHNICAL IMAGINARY” AS A SPACE OF PR-COMMUNICATION BETWEEN POWER, SCIENCE AND SOCIETY

The article is devoted to the consideration of the problem of building communications between science, education, business, power and society. In the article we use the concept of socio-technical imaginary, which assumes that the image of a possible technological future (that modern society accepts and supports or rejects and opposes to it). Thru this concept the article shows the necessity of conducting an open dialogue between scientific, educational institutions, authorities and society. Using methods of analysis and generalization, we formulate the idea of the complexity of such a dialogue and the danger of misunderstanding on the part of society. The article concludes that in order to fulfill a complex communication task, whose goal is to bring new ideas and technologies to the society, and to increase the prestige of science and education, and to form a positive attitude in society towards scientific and technical progress in general and its individual achievements, in particular, you can use modern professional communication technologies from the arsenal of PR and public relations specialists. This will provide a professional approach to building communications and creating such a socio-technical imaginary, which will, first of all, contain ideas about favorable scenarios of scientific and technological development.

Key words: socio-technical imaginary, science, high-tech business, power, communication, public opinion, scientific and technological development.

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GLOBALIZATION: POLEMIC OF CIVILIZATIONS

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THE OCTOBER REVOLUTION AND ITS CONSEQUENCES

The article outlines four aspects of socialist revolutions contextualised by the October Revolution: the dynamics of political insurrection, the policies of the insurgents and the institutions and interests which conditioned their policies, the achievements and shortcomings of revolutionary action, and counter-revolution, which dismantled the socialist system. In the absence of revolution in the industrialised countries of Europe, the Bolsheviks were confronted with the task of building socialism under unfavourable conditions. Significant progress was made in economic planning which was the basis for industrialisation, urbanisation and the formation of a socialist welfare state. Important advances were also made in reducing of inequality; though other forms of repression and discrimination continued and others were shaped by the new system. These developments had noteworthy international effects. It is contended that the socialist system did not collapse but was consciously taken apart. The rise of domestic class forces, aided by destabilising external powers, created conditions for the dismantling of the socialist system.

Key words: Dynamics of revolution, October Revolution, Soviet planning, class conflict, Soviet welfare, repression in USSR, dismantling USSR.

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RUSSIAN-SERBIAN RELATIONS – CHALLENGES AND PERSPECTIVES

During the last 17 years, Serbian foreign and defense policy radically shifted towards the EU and NATO, although each new pro-Western government tried to maintain good relations with both Russia and China. Given the prevalently positive sentiment of Serbian population towards Russia, it was understandable that turning away from the traditionally good Serbian-Russian relations was not an option for new pro-West political elite that emerged after the 2000 “5th October Revolution” in Serbia. In the first part, this article examines the state of Serbian economy, as well as its foreign and security policy at the beginning of the 2017, in order to explain current decisions that are made by Serbian political leadership towards the EU, NATO and Russia. The data that was used in the analysis include not only the latest statistical data, but also material from Serbian (and regional) mass media which gave deeper insight into the political and economic developments of this country. Second part of the article presents a brief historical overview of the establishment of both Serbian state and Russian-Serbian relations, from 19th to the beginning of 20th century. Therefore, in order to understand the contemporary Serbian-Russian relations, the reader is additionally presented with deeper historical context of the binding ties that are shared between Russia and Serbia. The authors mainly have used Serbian and English language literature, which are hardly presented in Russian Federation.

Key words: Serbia, Yugoslavia, Balkans, Russia, NATO, EU.

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ETHNOREGIONAL CULTURE: DEFINITION OF THE CONCEPT

The introduction of the concept of "ethno-regional culture" into the scientific revolution is associated with the expansion of the possibilities of interdisciplinary research, creating new theoretical and methodological guidelines in the study of modern life and the development of ethnoses and cultures. The purpose of writing the article is to define the concept of "ethno-regional culture". In this perspective, the concept of "ethnoregionality" is analyzed, often used in various contexts in relation to traditional culture, ethnic culture, regional culture. In connection with this, a conceptual analysis of the culturological category is carried out, which is necessary in the study of phenomena with regional specificities possessing ethnic properties. Are allocated such factors, as the geographical environment and the territory, forming regional features of development of ethnoses and cultures. Based on the interdisciplinary methodology of the research methods of analytical review, system analysis and structural presentation of the material are used. Analytical review of concepts: culture, ethnoses, regional culture, showed the diversity of scientific approaches and the breadth of research directions in the ethno-regional design of culture. As a result, the definition of "ethno-regional culture" is proposed.

Key words: Ethnoregionality, culture, ethnoses, regional culture, ethno-regional culture.

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THE ROLE OF BUDHIZM IN THE RUSSIAN AND CHINES TERRITORIAL POLITICS AND SOCIAL SPACE IN BURYATIA AND TUVA

On lake Baikal and in Uryanhay both the Russian and Chinese Empires implemented a new polical administrative structure. Within this new political implementation Buddhism was chosen as an offical religion in both of Baikal and Uryanhay. This policy led to the transformation of spritual and cultural tadtion of both regions and their social lifes. In this article Budshizm and how affected social spaces in Buryatia and Tuva by comparinf the two imperialpolicies.

Key words: Buryat, Tuva, Siberia, Buddhism.

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SOCIAL PHENOMENA

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PRECARIZATION AND ALCOHOLIZATION: CONFORMABLE CONCEPTS OR CONNECTED PHENOMENA?

In article we address Guy Standing's ideas and we characterize process of a precarization of the social-labor relations in Russia. The possibility of a research of communication between a precarization and alcoholization is proved. It is supposed that this communication is caused by the following processes: a) the increasing instability of the employment pushing to alcoholism (and vice versa); b) positive effects of prekarny work which save people from alcohol intake. To show this assumption, we used results of a deep expert interview about alcohol consumption. The conclusion is drawn that the precarization is the phenomenon which does not belong to concrete types of employment, a sort of professional activity, the social status. Alcoholization is not indentifikatsionny sign of the precariat, but one of the investigations of a precarization. The aspects designated in article demand a further special research.

Key words: precarization, precariat, employment, alcoholization, alcoholism.

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VALUE ORIENTATIONS OF THE RESIDENTS OF THE ETHNO-POLITICAL TENSION AREA OF RUSSIAN-UKRAINIAN RELATIONS

The outcomes of sociological Internet survey conducted in Crimea and Donbass in the fall of 2018 reveal respondents' value orientations, as well as the connection of value orientations with ethno-political views of the residents of the studied regions. Focused on the youth social group, research presents the most active users of social networks, who can easily become the victims of the so-called information wars. The dynamics of political

processes in Crimea and Donbass, their integration or disintegration to a remarkable degree depend on the position of young people and their activity. At present, there is a contradiction between the basic national values common to the respondents and the split in value orientations regarding integration with Russia. The authors highlight the necessity to provide not only social and economic support to the population on behalf of Russia, but also to conduct a special cultural policy aimed at the formation of a common identity, preservation of historical memory and the best traditions of friendship and unity of peoples. At the same time, socio-cultural orientations towards Russia based on the values of peace, stability and justice should not split society, but form a new space of interethnic relations.

Key words: national identity, ethnic identity, historical memory, national values, ethno-political conflict.

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THE TRADE UNION MOVEMENT IN THE CONDITIONS OF ECONOMIC GLOBALIZATION (ON THE EXAMPLE OF MODERN TURKISH TRADE UNIONS)

The article deals with the international aspect of the development of the modern trade Union movement as an institution of social protection in the framework of neoliberal economic globalization. It is noted that a number of problems of trade unions at the national and international levels. The role of trade unions in the formation of a social state and a socially oriented market economy is emphasized. The history of Turkish trade unions, the modern period of their development, their protest and international activities are analyzed.

Key words: social state, Institute of social protection, market economy, neoliberal economic globalization, international trade Union movement, Turkish trade unions, strike.

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COLOUR ORDER SYSTEM OF ALBERT HENRY MUNSELL IN THE SPACE OF CONTEMPORARY CULTURE

The object of the study is the colour order system, developed at the beginning of the XXth century by an American painter and teacher of art Albert Henry Munsell. The purpose of the paper is twofold: basing on the research of creative activity of the painter and on his diaries, (1) to reconstruct the socio-cultural situation in which this system shaped, and (2) to identify factors that predetermined its success and popularity. We discuss specifics of the then existing culture of colour, and analyse impetus and impulses, which have influenced the nature of the Munsell colour system. We also identify the innovative features of the Munsell system compared to the previous colour order systems. The qualities are shown that helped the Munsell colour system to relocate from the sphere of education and art, where it initially emerged, into the sphere of science and industry.

Key words: colour, culture of colour, colour order system, Albert Henry Munsell, Munsell colour system.

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HUGO VON HOFMANNSTHAL PLAYS IN MAX REINHARDT STAGING. THE PROBLEM OF THE DRAMATEXT BASED ON RELIGIOUS THEMES AND ITS VISUAL EMBODIMENT IN THE GERMAN THEATRE CULTURAL SPACE OF THE EARLY XXTH CENTURY

Type is devoted to the specificity of dramaturgy and the peculiarities of Hugo von Hofmannsthal dramas. The author does the analysis of the play structure and the specificity of the performance method given in the text. The author give the structure and scenery of several most interesting dramas of Hofmannsthal, as «Jedermann» (1911), «Das Salzburger grosse Welttheater»(1922). The conclusion upon the special expressionist director's approach is made. The author considers a number of stagings, based on Hofmannsthal plays, made by Max Reinhardt in the beginning of the XXth century, also such as performances for the opening of Salzburg Music Festival.

Key words: Max Reinhardt, Hugo von Hofmannsthal, Salzburg Music Festival

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e-mail: filipp.kaizer@yandex.ru**ANALYSIS OF EXPERIENCE OF PRESERVATION AND REDEVELOPMENT INDUSTRIAL HERITAGE SITES**

The purpose of this research is to study the best domestic and foreign experience in the conservation and reuse of industrial heritage sites that have lost their original significance. The relevance of the research topic is determined by the need to preserve unique and valuable industrial objects as carriers of a certain historical and technological era. The paper notes the main criteria that an industrial heritage object should meet. The authors give the results of a historical review of the origin of movements for the industrial heritage preservation, as well as real examples of the reconstruction of former industrial territories, show the possibilities of creating on their basis cultural and tourist clusters and industrial tourism centers. The presented results allow making conclusions that there is a wide scale of activity on preservation and redevelopment of industrial heritage sites in Russia and the world.

Key words: heritage, tourism, industrial tourism, redevelopment, renovation, preservation.

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CHINA AS A TOPIC IN THE CONTEMPORARY ART SPACE OF ST. PETERSBURG

The term Chinese topic refers to the presence of Chinese art masters at the St. Petersburg artistic life, as well as the appeal of Russian masters to the images and metaphors of China in their works. I pay special attention to the last decade, so far as the tours of art companies, exhibitions, and mutual cultural exchanges became especially active after 2006-2007. The set of big events as the road tours of the famous artistic troops from China and exhibitions of international celebrities present the first and more bright plane of the Chinese topic in Saint-Petersburg. The second one have the form of permanent environment – I mean the items and collections originating from China in museums and Chiniserie. The third side considered with the interest of Russian masters (professionals and amateurs) to the images of China and some forms of Chinese art. Finally I discuss the revitalization of the art studies of China art and Chinese-Russian cultural exchange, mainly due to PhD students from China studying in St. Petersburg higher schools and universities. The trends of the contemporary encounter between China and Russia in the field of art, curiously enough, follow the same path that in the 18th century: From sometimes shock from the authentic works to different ways of adaptation of Chinese traditions and forms to the tastes and stereotypes of the Russian audience.

Key words: the Chinese topic, artistic life of Saint-Petersburg, intercultural dialog, adaptation, self-organization

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AXIOLOGICAL EXPERIENCE

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e-mail: k.julia@mail.ru**MATERIALS OF RGIA (S. -PETERSBURG) ON THE PARTICIPATION OF THE MILITARY SPIRITUALITY OF THE RUSSIAN EMPIRE IN THE FIRST WORLD WAR**

The article presents the materials of the RGIA (St. Petersburg), revealing the actual participation of the military clergy of the Russian Imperial Army as part of the army in medical institutions during the First World War: the

number of participants, the number awarded. Some aspects of the activities of the military clergy are shown: their life, their pastoral activities, as well as the characteristics given to them by their direct military commanders. The article presents the materials of the RGIA (St. Petersburg), revealing the actual participation of the military clergy of the Russian Imperial Army as part of the army in medical institutions during the First World War: the number of participants, the number awarded. Some aspects of the activities of the military clergy are shown: their life, their pastoral activities, as well as the characteristics given to them by their direct military commanders.

Key words: archive, military clergy, military temporary hospital, war, active service, diocesan priests, hieromonks, medals, Field Office of the Protopresbyter of the military and naval clergy.

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PEDAGOGICAL EXPERIENCE

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THE USE OF THEATRICAL PEDAGOGY METHODS IN WORK WITH ADOLESCENTS WITH DEVIANT BEHAVIOR

This article explores the possibilities of applying methods of theatrical pedagogy to work with adolescents with deviant behavior. The main factors of theatrical activity that can contribute to the prevention of juvenile delinquency are singled out. The experience of using these methods of theatrical pedagogy in the system of socio-psychological rehabilitation of adolescents in conflict with the law at the charitable foundation, "Saint Basil the Great's Center for Social Adaptation" is described. The creative activity of deviant adolescents is considered as a contributing factor towards their positive socialization and inculturation.

Key words: social rehabilitation, socialization, inculturation, theatrical pedagogy, teenage crime, deviant behavior, disadaptation.

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ENVIRONMENT

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THE MAIN STAGES OF ECONOMIC LANDUSE WESTERN (KARELIAN) OF POMORYE

The purpose of the work is to conduct a retrospective analysis of the economic development in the Western (Karelian) Pomorye. We used the methodology of historical and landscape research (historical sections, diachronic approach) in considering the history of the development of the territories. The periodization of the process of nature management within the Western (Karelian) Pomorye was made. Seven stages of landuse are allocated and characterized. The general patterns of changes in the structure of nature management due to natural, ethnic, economic and political reasons were made.

Key words: Nature management, periodization, stages, landuse, ethnos, Karelia

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OIL AND GAS DRILLING IN RUSSIAN ARCTIC: CULTURAL VALUES, ENVIRONMENT AND ECONOMIC GROWTH

Recent years have seen an increase in global economics and political interests toward the Arctic region. The Arctic is the area where both environmental protection and mass-scale oil and gas drilling take place. Oil and gas development in the Russian Far North provides economic growth for indigenous people and is a tool for social transformation. Extraction of the Arctic resources if done responsibly can contribute to the well-being of global as well as local economies. Giving the risks, much attention must be given to protecting the environment that sustains the peoples of the North. The article shows the main offshore projects of the key oil and gas companies of the Russian Federation, analyzes the applied environmental measures, and studies the main tools of dialogue with indigenous peoples of the North. Author managed to demonstrate on the basis of complex and interdisciplinary approach such planetary events as global climatic variations, technical and technological progress, geopolitical development, intercultural development and socio-economical life conditions of indigenous population of Northern Polar Region.

Key words: Arctic, indigenous people, industrial companies, environmental protection, cooperation, corporate social responsibility.

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HEAVY METALS IN THE VEGETABLE ENVIRONMENT ON SITES OF COPPER DEPOSITS OF EAST PART OF THE ORENBURG REGION

The regularities of the distribution of elements of the typomorphic complex characteristic of copper deposits in the Eastern part of the Orenburg region are considered. Non-ferrous metallurgy of the region is fully provided with ores of its deposits. However, many of them are developed and require their search by means of operational and inexpensive methods. Geochemical methods, including biogeochemical methods, can be of great help here. The contents of ore elements in parent rocks, soil and plant environment characteristic of the plots of copper deposits in ore districts of the region: Mednogorsk, Gayskiy, Jasinska, Dombarovsky. The greatest interest represents the deposits of these ore districts: Yaman-Kusinskoe in Mednogorskiy ore district, South-Gai in Gai ore district, Gusinskii in Jasinska ore district, Spring in Dombarovsky ore district. A wide range of ore elements in shrub, semi-shrub and herbaceous vegetation in the above-ground and underground parts of these plants has been studied. Describes the methodology of field and laboratory research that have been applied by the authors in biogeochemical currently being tested. The results obtained for the elements: lead and silver, copper and zinc, cobalt and molybdenum, typical for the above-mentioned deposits, ore and subsurface sections, are presented. The change in color of flowers in *Veronica incanta* at the content of copper in the soil cover of $50 \times 10^{-3}\%$ on the site of the Yaman-kas Deposit was noted. And at the same time the herbage when the content of copper to $1000 \times 10^{-3}\%$ for South Gai field at the site of the lake of Vitriol. There is a widespread presence of high content of Ag in the vegetation cover of all types of deposits, and the coefficient of anomaly of this element reaches 100 (Spring field). The high content of Mo in Jasinska Deposit Zn on the Spring field, which in geochemical prospecting and have been opened these fields. The conclusions indicate that despite the high content of ore elements in vegetation relative to their content in the soil cover, a number of circumstances still makes it preferable to conduct searches on the soil cover, as a more rapid, simple and not expensive.

Key words: copper deposits, typomorphic complex of elements, cereals and wormwood.

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DATABASE AS AN INSTRUMENT OF SYSTEMATIZING PALEOGEOGRAPHIC INFORMATION ON THE EXAMPLE OF THE SOUTHERN PERIPHERY OF THE VALDAI GLACIATION

The article is devoted to the problem of systematization of paleogeographic information through the creation of a database (DB). The database is considered as one of the tools for solving the problem of the correlation and systematization of information on the processes of lake sedimentation and the dynamics of natural and climatic conditions of the last 14,000 years on the southern periphery of the Valdai glaciation. The use of the database will allow users to easily find the necessary information about the paleogeographic studies in the specified area with the possibility of sampling according to the criteria provided.

Key words: paleogeographic data base, Holocene, Late Pleistocene, southern periphery of the Valdai glaciation, bottom sediments, wetlands, geochronology.

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NATURAL ENVIRONMENT

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ABOUT PERIODIC NATURAL ANOMALIES IN CRIMEA

The authors consider the manifestations of perennial and centuries-old solar cycles in natural processes and their consequences for the population and economy of the peninsula. It is established that the powerful impulses received by the Earth from space are cyclically organized, repeating in 22 years (Hale cycles) and octagonal intervals – 179 years (22 x 8), 1430 years (179 x 8) and 11440 years (1430 x 8). Often they are separated by intervals half (11-year Schwabe cycles) and binary: a 44-year, 89-year (cycles Gansky-Gleissberg), etc. 1990 marked a rare case of a change of four major cycles, including 11440-year. Available data indicate the following boundaries of centuries-old cycles in the last Millennium: 560, 870 BC, 2300 BC and 3730 BC.

Key words: solar cycles, climate change, Crimea

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LONG-TERM FLUCTUATIONS OF ANNUAL WATER INFLOW TO THE CASCADE OF WATER RESERVOIRS ON THE RIVER KAMENUSHKA AND THEIR QUOTATION

A cascade of two reservoirs on the Kamenushka River operates to supply drinking water to the city Magadan in the North-East of Russia. Long-term forecasts of water inflows to reservoirs are needed for more efficient river flow management. The aim of the work was to develop a method for predicting the long-term fluctuations of the total inflow of water to a cascade of reservoirs. The initial data were the data of long-term observations of the runoff at the hydrological posts of Roshydromet. Due to global climatic changes, the interannual fluctuations in the inflow have an upward trend, which is described by a third-degree polynomial. After elimination of the trend, spectral analysis revealed the presence of statistically significant cycles of 6, 10, 11 years duration. On the basis of this, an equation was obtained for the prediction of long-term fluctuations in inflows in deviations from the trend. To forecast the yearly inflow, it is necessary to annually clarify the parameters of the trend line equation. The obtained method is satisfactory: the ratio of the mean-square error of the predictions to the standard deviation of the original series was 0.73, the accuracy is 64.4%.

Key words: Water inflow, river flow, trend, spectral analysis, forecast.

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