

SUMMARY & REFERENCES

SOCIETY

MARKET ENVIRONMENT

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APPROBATION AND DEVELOPMENT OF METHODOLOGY FOR IDENTIFICATION OF LEADING PRIORITIES FOR THE REGION INDUSTRY

This research reveals fundamental questions concerning of industrial development in the Leningrad region, such as: rational use of the industrial potential of the Leningrad region, creating an affordable investment climate for the future regional development, attracting additional capital investments in the industrial infrastructure of the region and modernizing the industry due to achieving a high-tech level of productivity and products with high degree of processing. The aim of research is to develop a methodology for the selection and implementation of leading priorities of regional industrial policy (the development of a particular type of activity) by using of incentive measures (social, administrative, financial) for regional enterprises of "growth poles" (in the chosen industry), as a tool of booming regional industrial development.

Key words: industry, development of leading industries, region, priorities of development, growth poles.

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OIL AND GAS INDUSTRY OF RUSSIA: CURRENT STATE AND DEVELOPMENT DIRECTIONS IN THE CONDITIONS OF UNCERTAINTY

The aim of this paper is to analyze the current state of the oil and gas industry of Russia in the conditions of falling oil prices and sanctions policy as well as the forecast of the further development of the industry and search for the ways out. The article demonstrates that the sanctions imposed on Russian companies as well as unprecedentedly low oil prices in the short term did not have a major impact on the production stability of the Russian oil and gas sector. The reason is that Russia has a huge resource potential and Russian oil projects are profitable even at low oil prices. However, in the long term, these factors can have a negative impact on the industry, which is due primarily to the shortage of modern equipment and technologies for the implementation of promising projects in the Arctic shelf, as well as on deposits with difficult development conditions. The article shows that a major investment in the development of modern domestic equipment and technologies are required in the current situation; it is advisable to develop the residual reserves and reserves difficult to recover in the aged areas along with the implementation of large-scale projects for the production of hydrocarbons in new areas.

Key words: Russian oil and gas industry, energy market, sanctions, fall in oil prices, partnership, world energy

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ABOUT PRACTICE OF CORPORATE MERGERS AND AQUIZITIONS ON THE RUSSIAN MARKET ON THE EXAMPLE OF OJSC "MEGAFON"

Positive effects deriving from accomplishing mergers and acquisitions are analyzed in the article. The subject of the research is the Russian market of mergers and acquisitions, also the analysis of performance of the "MegaFon" company in the sphere of mergers and acquisitions is carried out. In the article the Russian market of mergers and acquisitions in 2017 is analyzed, the major transactions in telecommunications made by the "MegaFon" company are described, the results and advantages of their accomplishment for participating companies are revealed. Characteristics of mergers and acquisitions, their advantages for companies, classification of the types of synergy are given in the article. Synergetic effect, gained as the result of these deals, is described, the equation for calculating the synergetic effect is introduced. The results of this research can be used by companies that conduct their business in the Russian Federation today. Particularly, for the organizations which act in telecommunications and banking sector, in order to maintain their competitive advantage in the market and strengthen their positions in response to competitors' actions. The conclusion is the proof on the example of "MegaFon" of the fact that mergers and acquisitions positively affect company's performance, helping in achievement of synergetic effect that comes out in an increasing value of the company's net assets and improvement of the financial results.

Key words: mergers and acquisitions; synergetic effect; synergy; telecommunications; trends; perspectives.

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HISTORY AND MODERNITY

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PROFESSOR E.D. GRIMM (1870–1940) AND HIS «CASE»

The main milestones of E.D. Grimm's life and scientific activity, circumstances and reasons of his arrest are considered. The focus of the author, «broken» by investigators, the testimony of E.D. Grimm, on which they fabricated a case of anti-Soviet underground organization consisting of a number of Moscow and Leningrad, academics and professors – former members of the cadet party (V.I. Vernadsky, V.M. Alekseev, A.A. Grushko, V. Gautier, V.V. Struve, etc.), guided in a Foreign cadet centre, headed by P.N. Milyukov and A.M. Onu. And only the change of the NKVD leadership, and perhaps, to some extent, the insanity of E.D. Grimm, prompted them to abandon this intention.

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THEOLOGICAL AND MYTHOLOGICAL CONCEPTS OF RELIGIOUS DISCOURSES OF LAMINAR CULTURE: EXPERIENCE OF SEMIOTIC ANALYSIS

In this article, the author, using the method of semiotic analysis, examines the structural and semantic features of the discourses of modern laminar religiosity. At the beginning of the article, the validity of the application of the concept of laminarity to modern marginal religiosity, which is characterized by abundant division into strata, entails a variety of discourses, complication of the semiosphere and reduction of tension between strata, disappearance of the boundaries between religious fundamentalism and modernism. Further, the author substantiates the concept of mytho-theologeme as applied to such elements of religious discourse that combine the features of theologeme and mythologeme. The author proposes an initial typology of mytho-theologeme, in accordance with their semiotic structure. The elements of the proposed typology in the article are illustrated by the original texts of the modern religious semiosphere. In conclusion, the conclusion is substantiated that laminar theology including eschatology corresponds to laminar culture.

Key words: semiotics of religion, laminar culture, semiotic structures, semiotic drift, religious hermeneutics

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SOCIALLY RESPONSIBLE BUSINESS AND THE IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT GOALS IN RUSSIA AS AN OPPORTUNITY FOR REDUCING COMPLIANCE RISKS

The article discusses the new features of the new stage of development of socially responsible business in modern Russia. The main modern directions of development and implementation of corporate social responsibility strategies are analyzed. The possibilities of reducing compliance risks by diversifying the activities of companies in the implementation of corporate social responsibility strategies and their alignment with the need to achieve sustainable development goals are considered. Special attention is paid to the development of social entrepreneurship, implementation of projects in the field of corporate pruning and public health. The opportunities and prospects of socially responsible business are analyzed.

Key words: ethical business, sustainable development, corporate social responsibility, compliance risks, social entrepreneurship, economic sociology.

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LANGUAGES OF CULTURE

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TO THE PROBLEM OF THE SUBJECTIVE ORGANIZATION OF POETIC CREATIVITY OF AZIZ ALEM (ON THE EXAMPLE OF POEMS OF THE 1960–1980s)

The forms and principles of the organization of the subjective principle in the poetic works of the famous Lezghin poet Aziz Alem are considered. One of the fundamental principles of the organization of an ideal world is the certainty of a certain isolated length, from the position of which a contemplative glance is thrown at the episodes of the world. At this extent, the pole of the subjective principle is fixed, which is the entire intensity of the author's spiritual unrest in the space of experience. This beginning in the article is designated by the terms accepted in literary criticism – "lyrical hero", "lyrical I", "lyrical subject". It is noted that illuminated by the whole existential fullness of spiritual being, the world of the lyrical hero A. Alema represents the life cycle, the temporal rhythms of which are synchronized with the sociocultural rhythms of social consciousness. The ideological conditionality

of the social structure of the Soviet society in the 1960–1980s defines the limits of the living space of the creative spirit, which has comprehended the world not only in the internally separate existences of spiritual existence, but also in the ideologically mediated meanings of social consciousness.

Key words: subjective organization, poetic creativity, lyrical hero, Aziz Alem, 1960–1980s.

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TRAIN STOP – TWO MINUTES, THE FILM BY M. A. ZAKHAROV (PRODUCTION GROUP «EKRAN», 1972): PLOT, COMPOSITION, GENRE

The article is concerned with the study of the poetics of the early work of M.A. Zakharov – the television film “Train Stop – Two Minutes”, which he directed together with A. Orlov in the production group “Screen” by his own script in 1972. The picture turned out to be beyond the attention of researchers, since it was only once shown on Central Television and then it happened to be kept out of public access due to B. Sichkin’s emigration to the USA in 1979; the film was never shown in movie theaters. The research interest of the presented article is focused on the analysis of such elements of the poetics of the television film «Train Stop ...», as the director’s plot of the film, its main themes and motives, the meaning and significance of the open finale; the genre nature of the film, which tends to be a musical but at times demonstrate musical revue characteristics; principles of composition, the role and place of music in its structure. Thus, one can trace the motive and theme as well as genre and structural links of the TV film “Train Stop ...” with such films as “An Ordinary Miracle”, “The Very Same Munchhausen”, “The House that Swift Built”, “Formula of Love” and “To Kill a Dragon” that based television theater of M. A. Zakharov. The article points that «Train Stop ...» was the first approach to this TV theater.

Key words: M.A. Zakharov; «Train Stop – two minutes»; director’s plot; plotting techniques; genre; musical; musical revue; composition.

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SYMBOLS OF ETERNITY. ABOUT ALFRED SCHNITTKE'S CHORAL WORKS

The article is devoted to the symbolism of the artistic space of Alfred Schnittke's works. The genesis of the composer's spiritual views related to the culture of the Volga Germans is revealed. Analysis of choral works of the composer of the period 1970–1980-ies is carried out in terms of the following aspects: 1. Correlation of the concepts of «language–culture» and access to the «metacultural» level; 2. Actualization of the «memory of culture» through the continuation of the texts of the culture of the past in the modern consciousness; 3. Problems of symbolization of space and the creation/recreation of meaning in contemporary culture. The author comes to the conclusion that in Schnittke's work, filled with metacultural meanings and symbols, returns the listener to the symbolic perception of the world lost by modern consciousness.

Key words: A. Schnittke, contemporary choral music, Geistliche Lieder, recreation of meanings and symbols.

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OFFICIAL SOVIET ROCK-DISCOURSE: HISTORICAL PERIODS AND SEMANTIC CONTENT

Description, analysis and assessment of rock-musik rank important place in the late Soviet media and scientific discourse. In this regard, I put forward a hypothesis that attention to rock-music in the Soviet society that was reflected in media and in scientific texts corresponded to concepts of official culture and ideas of ideological propaganda. In the research I use structure, fictional and historiographical methods. The research leads to following conclusions. The most of materials are in a state of semantic unity at each stage of discourse development. From the middle of 60s until the end of 70s rock was object of condescending criticism, but this direction slightly stand out against other styles. On the border of 70s and 80s rock becomes object of apologetics. Traits of axiology of late Zastoy are attributed to rock-music. I talk about innovation, maturity, anti-bourgeois and anti-racism. Authors consider rock as part of the world culture, but besides they connect it with national culture. In the period of crises of the Soviet system (1983–1985) rock-discourse becomes contradictory characteristics. Apologetics of rock-music goes well with ideological criticism, company against rock-underground, disclosure of West propaganda that is based on rock-music. In the period of early Perestroika authors of texts establish a correlation between rock and discourse of reforms and revision of ideological foundation of the Soviet society. Rock is placed in the context of asserting the values of subjectivity and creativity. The tradition Soviet rock-discourse loses its functions during transition to period of advanced Perestroika. New rock-discourse becomes on this place. Rock-music converted from subject of reflection to subject of saying.

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CULTURAL HERITAGE

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THE MUSICAL COMPOSER'S AND PEDAGOGICAL ACTIVITY OF N.A. RIMSKY-KORSAKOV IN THE 1880s AT THE MIZA TAITSY

Article is devoted to history of stay of the composer N.A. Rimsky-Korsakov on Taitsa's Grange (The Gatchina district of the Leningrad Region – the former St. Petersburg province). There in summer months of the 1880th musical and literary and pedagogical works were created. Then the composer worked in the Court Singing Chapel. Archive documentary materials which were not used when studying the matter earlier are widely used.

Key words: spiritual compositions, Leningrad Region, opera «Snow Maiden», Court singing chapel, N.A. Rimsky-Korsakov, Russian music, Russian symphonic music, St. Petersburg province, Taitsa, textbook of harmony.

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TO A PROBLEM OF STUDYING OF THE FINE ARTS OF PRIMORYE OF 1917-1938

The article is devoted to studying of history of the fine arts of Primorye from 1917 to 1938. On materials of documentary and art collections of the State museum named after V.K. Arseniev of Primorsky region which in the majority are unknown to scientific community and also leaning on the researches lighting certain areas of art culture of the region, the author reveals specifics of development and functioning of the fine arts of Primorye of a specified period. Need of the solution of various tasks for a research demanded application of an integrated approach. Features of historical processes caused studying of a specified period in two stages: 1917-1922 and 1923-1938. As a result of the socio-political processes happening in Russia during 1917-1922 in art life of Primorye the sharp revival atypical for the small provincial territory began to be observed. An attempt of theoretical judgment of processes which are defined as a cultural phenomenon is made. After establishment of the Soviet power the blossoming which occurred in the sphere of art creativity was replaced by its decline. The amplified ideological

pressure in all art culture of Primorye in the 1930th led to gradual stabilization of subjects and genres, including, and in the fine arts that allowed to include the region in the all-Russian context of art life finally. Restoration of events of life and works of the artists working in Primorye from 1917 to 1938 – E.A. Afanasyeva, D.D. Burliuk, B. Kochi, I.F. Palshkov, V.G. Sheshunov, N.M. Shtukkenberg, S.I. Yakovlev and also establishment of the importance of their contribution to the fine arts of the region became result of a research.

Key words: art culture of the Far East, art life of Primorye, fine arts of Primorye, artists of Primorye, artist D.D. Burliuk, artist E.A. Afanasyeva, artist N.M. Shtukkenberg.

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PEDAGOGICAL EXPERIENCE

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THE MAIN METHODS OF FORMATION OF THE TERMINOLOGICAL FIELD ON THE BASIS OF LEXICAL UNITS IN THE PROFESSIONAL SPEECH OF CUSTOMS OFFICERS

The article discusses the prerequisites for creating a terminological field of customs. The main methods for determining the lexical-semantic field are presented; the main field components for creating hierarchical links are identified.

Key words: linguistics; customs business; terms; terminology; lexical-semantic field; semantic group; term system

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ENVIRONMENT

UNDERSTANDING THE NOOSPHERE

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THE 100TH ANNIVERSARY OF THE DEPARTMENT OF BOTANY OF THE HERZEN STATE PEDAGOGICAL UNIVERSITY OF RUSSIA

The main stages of formation of the Department of Botany of Herzen State Pedagogical University of Russia for centenary history, development milestones, heads of department, progress and achievements are considered.

Key words: agrobiological research station, botany, herbarium, head of the department, department of botany, training program, physiology of plants.

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TOPICAL ISSUES OF ENVIRONMENTAL EDUCATION IN THE RUSSIAN FEDERATION

Environmental education in the Russian Federation is represented today in all areas of the education system, but in each of these areas the development of environmental education faces a number of objective difficulties. Given the absence of mandatory environmental programs in secondary schools, environmental education activities can now be seen as the main tool for environmental education in Russia. In order to make the results of these activities more visible in society, a multi-stakeholder analysis of the form and content of environmental education activities, as well as the various institutions involved, is needed. The analysis of the environmental education system in the Russian Federation is based on the information provided in the Annual state reports on the state and protection of the environment. The development of ecological and educational activities on the basis of specially protected natural areas is a promising task in raising people awareness for environment, which is reflected in the content of the National project «Ecology».

Key words: environmental education, environmental education activities, state report, social Institute, environmental protection, environmental crisis.

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GLOBAL ECOLOGICAL CRISIS: MYTHS AND REALITY

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LONG-TERM ASSESSMENT OF RISK BY DATA ABOUT CYCLES AND TRENDS. THE SIBERIAN EXAMPLE IN A GLOBAL CONTEXT

To study the biota response to the 179-year periodicity of solar activity, the results of measurements of Siberian larch growth from the Yamal Peninsula were processed. Dendrochronology compiled covers the period from 559 in 1989. In the past frequency value of the square of sunspots less than the median was significantly higher

in the first half of the 179-year saros. The fact of more probable total solar radiation below the norm during the first 80–100 years of the considered cycle is established. The weakening of solar activity in the initial decades of the last five cycles corresponds to the trend of falling forest productivity. Judging by the empirical generalization, the factor of solar activity, taken separately, over the next 10–20 years can have an adverse effect on the larch of Yamal. Energy to the North of the 60th parallel enters the atmosphere due to reactions with oxygen and carbon of deep hydrogen migrating in increasing quantities through tectonic faults and cracks from the drifting core of the planet to the earth's surface. The increase in the frequency of deep-focus earthquakes clearly reflects this process. Hydrogen degassing causes the destruction of the ozone layer over the Arctic and subarctic regions of Siberia. Another, more noticeable result is an increase in air temperature, as well as the melting of permafrost. Atmospheric effects were discovered by the author in the analysis of meteorological situations in weak earthquakes in the area of Salekhard. There are no signs of acceleration or deceleration in the movement of the Earth's core at the moment, so it is logical to assume that climate warming will continue.

Key words: risk assessment, solar activity, climate warming, Arctic, ozone, earth core drift

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RESPONSE OF THE ARCTIC TO FLASHES OF SUPERNEW STARS

The authors discovered the consequences of five known supernova bursts accompanied by the generation of cosmic radiation in the period of 1006–1604. They present results of the analysis of more than 140 rows of annual tree rings of one of the longest – lived species of plants of the Russian flora—the Daurian larch from Taimyr. From the point of view of signal identification from the far space the most important is the simultaneous response of the forest. The similarity of his behavior can be judged by the fact of the recurrence of anomalies in all eras at 100%. Serious deterioration of larch is recorded during the two years preceding the supernova outbreak. The probability of a random coincidence does not exceed 0.002, which indicates the regularity of the phenomenon. This conclusion confirms that the minimum and maximum values of the annual growth are confined to the moments of the events under consideration. The abrupt change in biological productivity in the years before and after the supernova appeared should be considered a characteristic reaction of the forest. Especially brightly it was expressed at the outbreak of SN 1054. The state of the trees after the outbreaks was characterized by significant positive trends. The phenomenon of the advanced reaction of Taimyr larch to supernova stars can be explained by the perturbation of gravitational waves, the velocity of which is higher than that of galactic cosmic rays. When studying the response of trees to extreme space impact, it is noteworthy that after a short deterioration in the status of organisms, an increase above the norm was noted in the future. This indicates the predominance of reversible biological effects and the leading role of physico-chemical changes in the atmosphere.

Key words: supernova bursts, Arctic, Taymyr, larch tree.

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