

## SUMMARIES OF THE ARTICLES IN ENGLISH

## PHILOLOGY

P. 7. *Gorbunova Lyudmila I.* Irkutsk State University. **IN SEARCH OF A UNIVERSAL CONCEPT OF THE MEANING OF THE LINGUISTIC SIGN.** This article describes the conceptions of the meaning structure of independent words and relative language measures. Types of information underlying the meaning of the linguistic sign are classified. We analyse the content of the terms differential feature, integral test, background knowledge, connotation, image-schema, cultural *choice*, etc. Geometrical, functional theory of preposition meaning is presented, the essence of the cognitive perspective on the meaning of the preposition is revealed, the role of spatial concepts in its formation is studied. A specific approach to the description of linguistic meanings, which is implemented in Russian semantics, is described. It consists in the fact that the semantic description is based on a thorough analysis of contextual behaviour of the linguistic sign. We found that the conceptions of independent and relative measures do not have formal terminology matches, but have some meaningful ones. The intersection points of various theories are that the structure of the meaning of the linguistic sign is information about the object named, background and conceptual information. The need to introduce a semantic description of the terms cognitive image of the situation and the prototypical situation is justified. The volume of these terms is defined. The meaning of the situation, the prototype are specified. The information contained in the prototypical situation (perceptual and conceptual) is classified. Types of conceptual information are described. The article demonstrates that the use of the term prototypical situation reveals the cognitive basis for identifying the various denotational situations and varying linguistic meanings. The semantic structure of a polysemantic word in this conception is represented as a radial one, organized around prototypical situation; different meanings are related indirectly through the cognitive image of the situation. The universal nature of this conception of the meaning is proved. The author's point of view is shown by example of locative adjective prefixes and locative suffix-prefixed adjectives.

**Key words:** structure of linguistic meaning; cognitive image of the situation; prototypical situation; prefix.

P. 13. *Ivashchenko Ye.G.* Amur State University (Blagoveshchensk). **VERSES IN B. PASTERNAK'S SMALL PROSE.** In this article the specificity of verses in B. Pasternak's small prose is considered in its dynamics. Works of 1915–1956 became the object of research. Their studying shows that the prose of the writer, both early and late, is abundant in verse devices, allowing to define it as the prose of a poet, but the set of verse devices in the prose discourse, the character of their introduction and function are exposed to considerable changes. One of the earliest works, “*Appelesova cherta*” (1915), is characterized by total metaphorisation, giving some special characteristics and a particular rhythmic organization to the plot. The text is so saturated with verse devices that it loses the dynamism peculiar to prose and the tendency to *dénouement*, thus, the basic *vagueness* of the sense is formed connected with the romantic concept of life. But “*Detstvo Lyuvers*” (Childhood of Luvers) (1918) bears the traces of the author's work over style simplification: compact designs appear, the quantity of repetitions and tropes decreases. The subsequent works also show the tendency to clarity of the prose in modelling of verse devices, but not refusing them. So in “*Vozdushnye Puti*” (Air Ways) a peculiar lyrical plot, *vagueness* of sense, absence of logic explanations of the event echoes the poetic form. The “*Povest*” (Story) is also focused on verse principles for by the initial plan of the author it was a part of a *dilogy*, including the novel in verses and a prose. The specificity of the “*Okhrannaya Gramota*” (Protection) (1931) is defined by lexical and grammar-syntactic repetitions, metrization and metaphorisation of the text. These works prove the search character of writer's creativity, his aspiration to find a most effective combination of verse and prose elements. Searches of the writer are resolved in a sketch “*Lyudi Polozheniya*” (People of Situation) (1956). B. Pasternak totally refuses metaphorisation of the text for precise verbalization, accuracy, factuality of statement, simplifies the grammar-syntactic designs, and reduces the quantity of lexical repetitions. The metric “thinking” of the writer is preserved, as well as the metaphorical component does not disappear completely. The analysis of B. Pasternak's small prose allows to make following conclusions: the aspiration to simplicity and clearness of style was permanent in the creative works of the writer; the set of verse devices, scope of their use, functionality changed, but he did not stop writing verses; using verses in prose is connected with special, metaphorical thinking of the writer.

**Key words:** prose; verse; narration; rhythm; metaphorisation.

P. 18. *Kanashchuk Sergey A.* Tomsk State University. **STRUCTURAL, STYLISTIC AND COMMUNICATIVE FEATURES OF THE TRADITIONAL INSTRUCTIONAL DISCOURSE.** Discourse is an interrelation of three components: the set of texts, the system of communicative acts and the model of world outlook. The texts of the instructional discourse are insufficiently explored nowadays. This research meets the contemporary challenge of fast-paced development of the instructional discourse. The historical period of political system change and transition to the market economy in Russia in 1995 is taken as the relative borderline between the traditional and contemporary instructions. Fast development of instructional discourse is closely related to the galloping development of hi-tech devices, which are those that combine the achievements of several industrial branches of its time. As the result of the instructional discourse analysis three groups of features are being defined: structural, stylistic and communicative. Traditional instructions mostly are printed manuals or user guides whose style is close to the methodological literature with *recondite* terms. The speech tactics of informing, shifting the burden of responsibility and driving to act are used. The speech genres are as follows: manual, user guide, memo, prescription and directive. The speaker is given the role of either an expert or a teacher; the listener is a professional in need of consulting, or a student, respectively. The strict form of the instruction does not allow switching the communicative role. Contemporary instructions in addition to the paper-printed form exist as elements of software and hardware interface, e-texts and media. The chapters are spread within thematically divided sections, the text is non-linear due to hyperlinks, and the organization of instructional material is automated (WEB 2.0). As for the stylistic features, the instructional discourse is enlarged due to inclusion of advertisement discourse components, the use of terms is minimized, the elements of intuitively measured iconic semiotic system are introduced. The communicative features include the use of speech genre of recommendation and prohibition; the latent and verbal pointing to the reader's background knowledge requirements. The development of instructional discourse has come to the idea: to use some object one does not need to know how it works. The following study of the instructional discourse will allow to estimate and to understand the changes in the cognitive and social spheres.

**Key words:** discourse; corporation; cognitive science; communication.

P. 22. *Maslyakov Vladislav S.* Tomsk State University. **ANALYSIS OF ITALIAN REALIA IN THE RUSSIAN LANGUAGE.** The article is intended to substantiate the term “*realia*” in the theory of translation and to suggest a mode of thematic classification of Italian *realia* used in the modern Russian language and included in the Russian encyclopaedic dictionaries. Every people's language abounds in words and phraseological units reflecting the peculiarities of the cultural traditions. To start studying this lexical stock, it is necessary to understand what the “*realia*” factually means in the theory of translation. Quite a number of language researchers (Komissarov V.N., Repin B.N., Sinyavsky A.V., etc.) apply the term “*realia*” to denote not only objects and phenomena of culture, but also their appellations reflected in the lexical units. It is these *realia*-

words that can be hard to translate and, therefore, pose particular translation problems. Barkhudarov L.S. suggests the most concise definition of realia: “words defining objects, notions and situations that do not exist in the practical experience of people speaking another language”. Tomakhin G.D. confirms that the realia are “designations of the material culture-bound objects, history facts, state institutions, national and folklore heroes, mythological creatures, etc. that are characteristic of certain nations and peoples.” In this stock of words he also includes the onomastic lexicon, the titles of literary and art works, appellative vocabulary and proverbial set expressions, which contain national background information. Such researchers as Suprun A.E., and Reformatsky A.A. have raised the problem of classification of realia, whereas the thematic classification suggested by Vinogradov V.S. and Tomakhin G.D. seems the most complete and perfect. The classification of Italian realia that are included in Russian dictionaries as well as those used in literary works and mass media in the Russian language is the first attempt ever made in the theory of translation. The realia are divided into the following groups: 1) life conditions and activities (бельведер, гондола, лазанья, синьор, etc.); 2) arts sphere (барокко, мандолина, концертно, канцона, аллегро, бельканто, etc.); 3) State administrative system and social life (дуче, скуадра адзурра, сольдо, траттория, берсальер, синдако, биеннале, etc.), 4) ethnic and social communities (карбонарий, мафиози, тифози, etc.), 5) Italian history epochs (Ринашименто, треченто, чинквеченто, etc.), 6) Italian onomastics (Страдивари, Ломбардия, Алиталия, ФИАТ, Уффици, “Травиата”, Фиорентина, etc.) and 7) image-bearing expressions (поле чудес, Все дороги ведут в Рим, etc.). This classification cannot be considered complete and, therefore, requires further study and perfection. The analysis carried out in the article makes it possible to estimate the contribution of the Italian culture to the world civilization and to trace the development of the intercultural contacts between Russia and Italy that is a research object of ethnolinguistics.

**Key words:** language; culture; theory of translation; background information; realia; word; set expression; translation.

P. 26. *Razinkina Natalya S.* Pedagogical Institute of Saratov State University. **CONCEPTUAL METAPHOR IN THE RUSSIAN LANGUAGE OF THE SOVIET PERIOD (1917–1956).** The article is devoted to studying conceptual metaphors in the Russian language of the Soviet period (1917–1956). The theoretical basis of research is conceptual metaphor created by M. Johnson and J. Lakoff and developed by domestic linguists A.N. Baranov, A.P. Chudinov, O.P. Yermakova. Issues of the newspaper “Pravda” (1917–1956) and I.V. Stalin's speech have been studied. The object of research is conceptual metaphor in the Russian language of the Soviet period, metaphor reflecting ideologies of the Soviet period. Five categories of conceptual metaphors topical at that period were identified: anthropomorphic, nature-morphic, socio-morphic, artefact, and spatial. Anthropomorphic metaphor is realized through metaphorical models of the USSR – FAMILY (there is a frame “Blood Relations”) and the SOVIET UNION – the HUMAN ORGANISM (frames “Human organism”, “Physiological organs”). There are metaphors BUILDINGS and MECHANISM among the artefact metaphors of the Soviet period. Metaphorical model the SOVIET STATE – BUILDING is structured in two frames “Building construction” and “Construction, maintenance and destruction of building”. The latter is more frequent and structured (slots “house building”, “maintenance of the house, its restructuring”, “destruction of houses”, “builders”). One of the dominant metaphors is MACHINE / MECHANISM represented by frames “Machine”, “Mechanism”, “Machine/Mechanism details”, “Ship”. The nature-morphic metaphor is expressed by the metaphorical model PARTY/PEOPLE'S ACTIVITY – ACTIVITY OF ELEMENTS OF LIFELESS NATURE and its real implications. The frame slots “Element” (the elements of fire, the element of wind, the element of water) is significant: each of these elements resembles most important public events (the revolution, World War II, some soviet realities (socialist competition)). The most frequent slot “Elements of lifeless Nature” – iron/steel – characterizes the party, its best representatives, and the Soviet people. This metaphor is the highest appraisal, all the best in the country is characterized by it. Spatial metaphor has only one metaphorical model STATE'S DEVELOPMENT – MOVEMENT ALONG THE ROAD (frames “Purpose/ way's direction”, “The type of way”, “Obstacles on the way”). Options metaphors WAY/ ROAD are limited. It confirms the right choice of the basic idea and stable development of the state. The socio-morphic metaphor is realized in the framework of the metaphorical model THE USSR – MILITARIZED SOCIETY (frames “Organization of Military Service”, “Military action and armouring”). The study of conceptual metaphors reflecting the ideologies of the Soviet period showed that the metaphorical system in the Russian language was established during the Soviet period. All the described metaphors as a part of the formal journalistic discourse have a strong pragmatic potential expressing the main ideas of the Soviet totalitarian state. They penetrate into such areas of the Soviet literature as oral oratorical speech and literature.

**Key words:** conceptual; soviet; metaphor; metaphorical; model; frame.

P. 30. *Smirnova Olga N.* Moscow State Pedagogical University. **SOCIAL FACTORS DETERMINING THE USE OF PROSODIC RHETORICAL DEVICES IN BOTH CHAMBERS OF UK PARLIAMENT.** The importance of oral communication enhances the interest of modern scholars in public talks. The objects of this work are public speeches made in UK Parliament. The conducted survey allows claiming the difference between the speeches made in both the House of Lords and the House of Commons due to the fact that the deputies of the two chambers belong to different social classes. This factor has a great influence on the choice of the prosodic devices. The House of Lords is a unique institution. It is formed on the non-selective basis. Only peers either appointed or inherited are granted a chance to sit in the House of Lords. As a rule, Lords represent British aristocracy or the highest strata of the society. Unlike the House of Lords, the House of Commons is a democratic institution. Deputies are elected every 5 years. As a rule, the Commons are not aristocrats and belong to the middle class of the society. The objects of the research are 20 speeches made in UK Parliament in both chambers. Electroacoustic and auditory analyses help to find out prosodic devices characteristic of the speeches in each chamber. All the talks are split into 3 parts: introduction, body and conclusion. In their introductions the Lords and the Commons fulfil the following tasks: to concentrate the listeners' attention on the content of the speech, to attract the listeners' attention and to enhance the contact. While achieving these goals the Lords transmit mostly rational information, the Commons transmit mostly emotional and modal information. The main purposes of the bodies of the speeches are to present the material in a logical way, to influence, to maintain the contact with the audience. The body is split into theses and argumentation. Rational information is mostly transmitted in the thesis, emotional and modal information is predominantly transmitted in arguments. In their conclusions the Lords and the Commons fulfil the following tasks: to promote the proper mood, to provide a sense of closure. While achieving these goals the Lords and the Commons transmit predominantly rational information. Owing to the fact that the Lords tend to transmit rational information, they appeal to the listeners' minds. For this sake they vary temporal prosodic characteristics. Tempo comes first among them due to the peculiarities of delimitation of intonation groups and the length of both syntactical and emphatic pauses. Owing to the fact that the Commons tend to transmit rational, modal and emotional information, they appeal to the listeners' minds and emotions. For this sake they vary not only temporal, but pitch and volume characteristics as well.

**Key words:** speaker's social status; rational and modal-emotional information; prosodic rhetorical devices.

P. 33. *Freiman Nina G.* St. Petersburg University of Technology and Design. **PUBLICATION OF CONTEMPORARY NORWEGIAN LITERATURE IN RUSSIA BY EXAMPLE OF WORKS BY JOSTEIN GAARDER AND ERLEND LOE.** In the article by example of publication of works by J. Gaarder and E. Loe the analysis of problems and perspectives of publishing contemporary Norwegian literature in Russia is shown. The publishing fate of Norwegian literature in Russia is very unusual. The Norwegian language in its written forms (there are two of them) appeared late – in the middle of the 19<sup>th</sup> century, when the country finally gained independence from Denmark. For 400 years before that Norway used the Danish language. Very soon Norwegian literature became well-known abroad as an outstanding cultural phenomenon.

The books by H. Ibsen and later K. Hamsun became popular in Europe and America. In Russia the interest to their dramas and novels was bigger than anywhere else. Not only single books, but sometimes collected works of Norwegian writers were published in Russia earlier than anywhere else. In the Soviet Union the interest to Norwegian literature was also big enough. Even in 1990s Russian editors did not stop working with it. One of the reasons is a very special system of support of the national literature abroad, which was invented by the government of Norway. According to this system special fund named NORLA pays for the translation of Norwegian books and helps the translators with useful information. In the country there is also a big support of literature. That is why Norwegian writers do not have to care about the number of readers – the government buys a big number of books issued in every publishing house. So Norwegian literature is widely represented abroad in all possible genres. Russia, where the tradition of publishing Norwegian literature is so long still pays great attention to it. Famous Norwegian writers Erlend Loe, Jostein Gaarder and others are very popular in Russia. This article is devoted to their publishing fate, which is quite unusual. Jostein Gaarder, whose book “Sophie’s World” became a real bestseller in Europe, did not become popular in Russia. Other books by Gaarder, which are not so widely known in other countries, are loved by Russian readers. The editors played the key role in this strange situation; they represented Gaarder in a wrong way. At the same time Erlend Loe is extremely popular in Russia – much more than in Norway and other European countries. The explanation of such strange phenomena and the features of publishing Norwegian literature in Russia are the main topics of this article.

**Key words:** Norway; translation; NORLA; Gaarder; Loe.

## PHILOSOPHY, SOCIAL AND POLITICAL SCIENCES

P. 37. *Agapov Oleg D.* Institute of Economics, Management and Law (Kazan). **INTERPRETATION: URGE TOWARDS FULL BEING.** In modern philosophy the problem of interpretation is considered as confrontation of different historical activities like crisis or even refusal from understanding and explanation. However all human being in the space and time of the existing forms an integral ontological and hermeneutical cycle, where the modus of pre-understanding serves as objectification of the existing but the modus of understanding – as deobjectification. The structure of a hermeneutical cycle is formed by the rhythm of transcendence “out and in” that guarantees the stability of being in existence allowing it to be a whole subject in history. The essence of interpretation is in the process of preparation and entering the cycle of being. We are convinced that a clearer interpretation of metaphysics is revealed in the concept “completeness”, which is connected with an ideal. Urge towards completeness creates an ontological space of openness and freedom. Interpretation as a form of life creation of the person develops itself to the full only in reality where the field of horizontal dialogue is formed by dialogue with other persons. The vertical axis of dialogue is set by exiting to the Absolute, forming a life circle. In the ontological plan, interpretation rests between non-existence and pre-being where non-existence means ontic, and pre-being an ontologic, metalogic reality. In gnoseological aspect, interpretation forms informative hierarchy of movement from the point of intuition to the point of super-intelligence. In anthropological sense, interpretation makes a course global existential transcendence (in contrast to annihilation transgressions) of humankind, whose poles are pre- and post-history where history is, first of all, the process of formation and development of intelligence, development of the subject of history trying to establish itself in a life circle. In axiological format, interpretation is constituted between various values (theoretical, aesthetic and ethical sets of consciousness). The fullest metaphysical nature of interpretation is embodied here in an act, in life as entering, establishing possible / free forms of life. In social and philosophical aspect, we may claim that the purpose of interpretation is not only in achieving the sense of the text, but also in building ontotranscensus, where the interpreter creates the sphere of life labour. In other words, interpretation is the experience of exceeding time, sociality telos, history, everyday deadlocks, the school of retuning into the cycle of being.

**Key words:** personality; liberty; interpretation; integrity; fullness; idea; ideal.

P. 42. *Andreyeva Svetlana V.* Ministry of Culture of Krasnoyarsk Region (Krasnoyarsk). **LEISURE PHENOMENON: HISTORY AND MODERN AGE.** Social and cultural transformations in the present-day world, influenced by globalisation and sub-cultural differentiation, have led to changes in every sphere of social being. Leisure area has especially been changed. Globalisation phenomenon and cultural diversity have complicated leisure structure and created a vast variety of leisure activities. The first change can be conditionally called axiological. The second change is related to the way of the leisure space organization. This type of changing can be conditionally called regulative, in which we can distinguish two types of social and cultural transformations such as centralized, which is carried out by state social and cultural policy; and self-organized, which occurs chaotically, spontaneously in the social milieu. The last type is marked by synergetics, provoking permanent evolution in leisure activities. The third change is connected with the leisure format. Leisure time has become non-uniform, proceeding in three parallels – real, virtual and ideal ones. Leisure category originally ascends to the Ancient Greek culture. Leisure was an essential part of a person’s life, it was central in the social institutions system; it was praised by Socrates as a precious condition, as an inherency of life in the Ancient Greek society, in his opinion. Tackling the Ideal State problem, Aristotle, as well as Plato, answered the question concerning leisure significance in a person’s life. According to Aristotle, the aims of a free person should coincide with the aims of the State in a well-organized society, or agree and reach consonance with each other. Leisure was a criterion not only of the human in a person, but also the super-human – divine. The estimation criterion was wisdom, the range of intelligence acquired at leisure time. The most valuable thing was freedom of thought and artistic imagination, building up the human in a person and drawing it closer to God. The 20<sup>th</sup> century crisis of culture, which means humane cognition crisis as well, disharmonised the current world order and made the Ideal State image inapproachable. Escape from Nature into Megapolises brought humankind to worldwide, global problems, which lead to extreme shifts in the ecosphere and misbalance in the existing social being structure; and as a whole – to homeostasis disorder not only in the material sphere, but also in the spiritual one, which leisure belongs to as well.

**Key words:** leisure; culture; game; Ideal State; freedom.

P. 46. *Dil Vyacheslav A.* Tomsk Polytechnic University. **MODERN EXTREMISM: TENDENCIES AND SOCIOCULTURAL MODIFICATION.** Extremism occupies a conspicuous place in modern scientific and social discourse. In the present article attention is paid to the tendencies of modern extremism such as modification of goals and emergence of informational extremism. These tendencies are fundamental for understanding modern extremism and for making effective methods of counter-extremism. The first tendency of extremism is the answer to the question of why modern young people join extremist communities so willingly. It is the seeming attractiveness of extremists’ aims. Aims, goals and reasons of extremists can be absolutely different, but in theory we can sort out three types – forced diplomacy, war for the ideal and the forerunner of the new world order. With regard to the first tendency, we can single out two main levels of extremist consciousness targeting – internal and external. The first level satisfies psychological features and personal interests of extremists. The second level corresponds to the ideological base of extremist groups. Investigation of these levels can help the counter-extremist movement to make effective opposition methods foreseeing the conduct of extremist groups. The second tendency of modern extremism is the emergence of informational extremism. The previous type of professional extremists, who are guided by ideology, aspiration for national liberation and specified political goals, and financed by governments, has disappeared. There is informational extremism instead, where a single person – the carrier of extremist concessions – can be more destructive, than most numerous extremist groups. As a result of these tendencies extremists develop into new, non-

hierarchical groups, where the backbone is often formed not by professionals, but amateurs – young people, who joined extremist groups for some reasons. Knowing these tendencies counter-extremists' methods can be applied, such as elimination of axiological crisis of modern society, which appears as a result of transition from previous values (forms of interaction with the generally accepted standards and models), to the new ones, when previous values do not work anymore, and new values have not been produced. Therefore, extremist groups, which can give values and stable belief in them, are so popular at present time, especially among the youth. Creation of new values is a single method to change this situation. And this is the main task for modern mass media and government.

**Key words:** extremism; informational extremism; tendency.

P. 50. *Evstropov Maksim N.* Tomsk State University. **GEORGES BATAILLE: THE EXPERIENCE OF BEING AS THE CRITIQUE OF ONTOLOGY.** The work of a French writer and thinker Georges Bataille (1897–1962) is an attempt of radical criticism of “sense” – criticism of ontology (“understanding of being”) from the point of view of the experience of being or “fundamentally ontological aesthesis”. Bataille designates this aesthesis as “inner experience”, “experience of the impossible”, “ecstasy”, etc. The notion of “experience” itself needs a radical revision in the context of Bataille’s critique of “sense”. This “experience” can no more be described in the terms of transcendental intentionality – this is not the orientation towards “something”, which is making that “something” its own *theme* – this is the experience of “non-knowledge” (*non-savoir*). This “*expérience-limite*”, as Maurice Blanchot called it, can no longer be experienced in the first person – rather it signifies the slip out of the limits of “self”, and in this respect it proves to be allied with the impossible “experience” of death. Moreover, this “ontological aesthesis” is almost the direct expression of “the being itself” or the gesture of the intrinsic to “the being itself” transgression – that is “the being” that exceeds itself, decomposes its own “logos”, and pierces through its own limits. “The being” or “God”, according to Bataille, is just such an absolute, unrestrainable, and unbearable *ex-cess*. Bataille’s critique of “sense” takes the form of a series of paradoxical “disciplines”: “base materialism”, “scatology”, “heterology”, “sacred sociology”, “general economy”, “atheology” (a peculiar “mysticism of non-knowledge”). Principal figures of these “disciplines” are the matter of our analysis, which is aimed at reconstruction of the general course of Bataille’s criticism of ontology. The subject of our special interest is the question of *ethical* side of this criticism. What grounds can make the destruction of “sense” – this paradoxical “project against project” – an *ethical task* – something “due” or “obligatory” in a sense? The proper “sense” of this paradoxical movement, as we suppose, is not a mere result of the impossibility of “escaping from sense”. The “radical” way to ground the critique of “understanding of being” is the one that Bataille designates as “hyper-morality”. This is truly a paradoxical “ethics” – affirming the moral necessity of the immoral, the imperativity of transgression – the ethics of “sovereignty” or “being without delay”. Nevertheless, in the person of Bataille we have one of the most uncompromising sorts of the *ontological* “ethics of correspondence” that runs through the whole history of the Western thought – from the ancient precept to “become what you are” to the Heideggerian “genuineness” in responding “the call of being”. But, in case of Bataille, “the being” no longer gathers itself in “logos”, and the “correspondence” to the ontological “presence of absence” has no more “logos” as its proper measure.

**Key words:** Georges Bataille; ontological aesthesis; sense; heterology; atheology.

P. 57. *Kislyakov Mikhail M.* Kemerovo Institute of Russian State University of Trade and Economics. **REGIONAL POLITICAL CONSULTING: PECULIARITIES, PROBLEMS AND PERSPECTIVES OF DEVELOPMENT.** In the article the analysis of modern scientific literature on the problem of political consulting is given. Special attention is paid to the analysis of the article by I.B. Dachenkov “Trends and Development Perspectives of Political Consulting in Russia”. In the article the author describes the state, the trends and the development perspectives of political consulting at the federal level. The author of this article specifies that in the development of regional political consulting there are its own peculiarities, the process of formation and development has its place. At the present stage the study of problems of regional political consulting development only starts. Little number of studies is devoted to it. Taking into consideration the lack of researchers’ attention to the problems of regional political consulting development, the author believes it is necessary to consider such most important aspects as the content of the concept “regional political consulting”, the experience of work of consulting companies and centres for public opinion research in Russian regions. In the article the problems of political services provision in Russian regions are defined. The author finds two groups of problems: external and internal. To external problems the author refers the problems, which do not concern the content of political services. To internal problems the author refers the problems, which reveal the content of the process of political services provision. The author of the given article names the causes of the existing problems of political services provision in Russian regions. In the article the author’s definition of the concept “regional political consulting” is given. In the author’s opinion regional political consulting is a sphere of intellectual activity, connected with a complex of political service, considering problems and contradictions of political life in the region, constantly varying social-political conditions in the region and directed at scientific, methodical and practical help to regional politicians. A complex of political service means the whole spectrum and arsenal of means, including political service when preparing and holding elections, preparing and carrying out political-administrative reforms. Political service, when carrying out election campaigns in regions, has informative, analytical, sociological, psychological, technical and organizational character. When carrying out political-administrative reforms in the region the following political service is used: monitoring of public opinion, referendums, live, tele- and radio conferences, and live telephone lines. In the author’s opinion it is necessary to have common criteria of evaluation of political service quality. In the article the author defines the stages of formation and development of regional political consulting. In the final part of the article the author considers perspectives of regional political consulting development.

**Key words:** regional political consulting; peculiarities; problems; perspectives of development.

P. 62. *Lebedeva Inna S.* Novosibirsk State University of Economics and Management. **THE SOCIAL ENTREPRENEURSHIP CONCEPT IN MODERN RUSSIAN REALITY.** Over the past two decades significant changes underwent in the political, economic and social life of the country. Significant transformations have affected all sectors of the society: the public sector has transformed, it departed from the principles of monopoly control of the social sphere and the industrial sector; a fundamentally new private sector has formed, an independent third sector is forming in the emerging civil society. Thus, in the past two decades, three relatively independent sectors were built in Russia and there was a rethink of the principles of management of social issues that require understanding of cross-sector cooperation and developing partnership arrangements of the state, business and NGOs. Cross-sector social partnership is a perfect triangle of relations between the three subjects of social policy, which are equally prepared for cross-sector cooperation. Now it is accepted that the weakest party in this triangle is the non-profit sector. It should be noted that throughout the last decade, forming of the Russian non-profit sector was of “spontaneous” nature, but today the NGO approached the critical point where the knowledge and professionalism have become the decisive factor in achieving goals. An important question of the functioning of modern non-profit organizations is the issue of funding, on which not only its current position, but also its future development depends. The peculiarity of funding non-profit organizations is multi-revenue, which, on the one hand, ensures the independence, but, on the other hand, leads to the unstable nature of funding; permanently limited funds and scarcity of material resources. Despite the apparent diversity of potential sources of funding, they can be divided into three parts: internal (Russian) sources of funding, foreign aid, and activity of the third sector. In terms of this, qualitative and quantitative growth of precedents of using technologies of social entrepreneurship by NGOs becomes really important. It is obvious that social enterprises are useful both for direct beneficiaries, and for the state and NGOs. The search for

sustainable mechanisms to solve social problems has been conducted for a long time. It is quite possible that the social enterprise as one of these mechanisms has the right to exist. Nevertheless, the situation today is that the concept of social entrepreneurship is realized by representatives of the third sector on an intuitive level that indicates the presence of an acute need for theoretical understanding of this phenomenon and practical adaptation of technologies of social entrepreneurship to the modern Russian society. In this article the author attempts to systematize the existing theoretical approaches to understanding the essence of social entrepreneurship, make a clear distinction between this phenomenon, charity and social responsibility, as well as explore possibilities for practical application of technologies of social entrepreneurship in the activities of the non-profit sector.

**Key words:** social entrepreneurship; NGO; cross-sector social partnership.

P. 65. *Petrova Galina I.* Tomsk State University. **COGNITIVE TURN OF MODERN SCIENCE AND CHANGE OF FUNDAMENTALITY AS A FEATURE OF MODERN UNIVERSITY EDUCATION.** The cognitive turn of modern scientific knowledge is discussed in the article. The following arguments are offered for it: knowledge becomes similar to information in its ability to be constantly produced in the way of development, movement and modification of information flow. Modern knowledge transforms into information and acquires characteristics of constant growth, movement, change of information streams. As a result of this specificity, there has been a shift of attention in modern science from its efficiency in the form of discovery to its developing with concentration on the ways of producing the scientific result. In this context the work of cogito attracts special attention, since it has no transcendental or a priori-given bases any more. Cogito does not work in an a priori regime; it reveals itself in different and unique contexts. Therefore it is necessary to change the form of modern scientific knowledge fundamentality. As a new form, a contextual one is considered. The consequences of the cognitive turn of modern scientific knowledge and its contextual fundamentality for higher education are viewed in the article. The conclusion about the necessity to keep such criterion of higher education as its fundamentality in a new form is drawn. And so the main thesis of this article is the thesis about the change of the form of fundamentality of modern science and education. It is of importance from two points of view. First, it is necessary to endure scientific attention from the result of scientific discovery to the process of this discovery; second, to see modern science as a unity of all scientific disciplines. This science is based on two principles. The first principle is the cognitive turn and the second principle is interdisciplinarity. It signifies that modern science and modern education change the form of fundamentality. Therefore, the author speaks about the cognitive turn and interdisciplinarity as forms its fundamentality. The new forms of fundamentality are of importance for modern education in connection with its turning to form cognitive ability or the ability to learn scientific truth. Education in a classical university continues to be classical if it is organized in this form of fundamentality. Today the word “educated person” signifies “to know how to produce knowledge”.

**Key words:** cogito; interdisciplinarity; cognitive turn; modern university education; knowledge management.

P. 68. *Seliverstov Vladimir V.* National Research University – Higher School of Economics (Moscow). **THE DISPUTE ON OBJECTLESS PRESENTATIONS (B. BOLZANO, K. TWARDOWSKI, E. HUSSERL).** This article discusses the problem of the so-called “objectless presentations”, which was largely discussed within Austrian philosophy of the 19<sup>th</sup> century. Our analysis is concentrated on the evolution of understanding and status of objectless presentations in works of three main authors of this tradition: “The Theory of Science” by B. Bolzano, “On Content and Object of Presentations” by K. Twardowski and “Intentional Objects” by E. Husserl. For the first time the thesis on objectless presentations was offered by Bolzano (1837), who gave precise characteristics to objects, which do not correspond to any type of presentation. Later, Bolzano’s ideas were reactualized by Twardowski (1894). Logical and psychological study of the latter was mainly based on his interpretation of Brentano’s conception, and particularly on his own understanding of intentionality. Twardowski in his investigations wrote about a necessity of special differentiation between the content of presentation and the immanent object, where the latter was considered as intentional and real. Thus, from Twardowski’s point of view, the idea of objectless presentations is based on a visible mistake: nonexistence of an object is always confused with its nonbeing presented. Also the matter of exceptional importance is his analysis of the notion “nothing”. This notion was originally brought into the discussion by Bernard Bolzano, who used it as an example of objectless presentation. As an answer to this Twardowski presented the logical analysis of “nothing” and proved that it (in terms of Mill’s logic) is not a name, or, in other words, it is not a categorematic, but syncategorematic expression. Husserl’s essay in some way finishes this discussion. Here we should pay attention to the problem of the context Husserl was writing his work (1894) in. “Intentional Objects” was the first work Husserl did not write in the tradition of Brentano’s descriptive psychology. Under the influence of Frege and Bolzano, Husserl becomes a radical critic of psychologism, and, of course, he successfully ridiculed the thing as an assumption of existence of such essences as content of presentation. Accordingly, as he took up the position of logicism he sharply criticized various attempts of assuming the real existence of those things, which are logically impossible. Thus, we can note, that this analysis allows us to find out the key opposition, which characterizes philosophy of those times: the opposition of psychologism and logicism.

**Key words:** Twardowski; objectless presentations; intentionality.

P. 72. *Yakovleva Yelena L.* Institute of Economics, Management and Law (Kazan). **“HOMO LUDENS” AS A CREATOR OF SYMBOLIC UNIVERSE.** The attempt of human essence definition is undertaken in this article. It is the oldest and most urgent problem of philosophical anthropology. There is no scientific theory today, which defines the human nature. There is no unified human definition. Each science field, which tried to define the unity and uniformity of the human nature, was doomed to a logical mistake “part instead of the whole”, where the human essence was reduced to some of its manifestation. The human appears as a symbolic and playing creature. S/he increases his/her active space. Many researchers (E. Kassirer, L. White, S. Langer) defined the human as a “symbolic animal”. It is the symbolic system that changed the human life. The human acquires a unique ability – to attach symbolic significance to surrounding existence and act symbolically. The human organizes relations with the surroundings by making symbols, tries to make the word more intelligible and safer by using symbolic elements. Symbolism, which connects thought and order, is a unique ability of thought, with the help of which the human begins to attach symbolic senses to surroundings (to objects, acts, texts, ideas). Symbol is a most important sign and starting element of human behaviour and civilization; it is the basis for all the progress of human existence and human culture. Apart from this, the human is endowed with a creative, playing component, which is connected with the symbolic thought. The play is set existential to the human and accompanies him/her from birth till death: the human existence is not possible without plays. The play fills human life with sense, gives dynamism and energy. The Playing human finds and begins to understand him-/herself, strives for perfection and ideal. The play finds itself in imagination, creative process of making symbols, sense perception of symbols, perpetual interpretation, inasmuch as any symbol has a lot of senses. The close attention to the complexity and continuity of the process of symbol interpretation is considered in this article. Due to this process the primary meaning is discovered and the beginning of the new senses is given. In connection with this the human can be defined as the person playing with symbols. This definition produces the human more widely, because the sense creation pierces all the spheres of the human being. Nevertheless, we see here the recurrent incomplete and not exhaustive definition of the human nature, which sheds the light to one side of this difficult creature and adds knowledge about it.

**Key words:** animal symbolicism; homo ludens; symbol; play; interpretation.

## HISTORY

P. 77. *Mukayeva Larisa N.* Gorno-Altai State University. **PROSPECTING OF SEMI-PRECIOUS STONES IN ALTAI IN 18<sup>TH</sup> CENTURY.** The article is devoted to the history of searches for deposits of coloured semi-precious stones in the territory of Altai in the 18<sup>th</sup> century, which were aimed at their industrial exploitation by the stone-cutting factory. A considerable part of the article gives analysis of different viewpoints of pre-Soviet and modern researchers on the beginning of searches for coloured semi-precious stones in Altai. Pre-Soviet searchers claimed that Altai was interesting for the Russian government not only for its metals but also for coloured semi-precious stones. Geological development of the territory began when Altai enterprises passed under the control of the Cabinet. The article characterizes the role of scientists-mineralogists in the study of the deposits of Altai semi-precious stones. For example, P.S. Pallas and E. Patren learnt some peculiarities of Altai mineral resources in the 1770s–1780s. I.M. Renovantz who was a scientist-mineralogist and a teacher at St-Petersburg College of Mines did a lot for the study of mineral raw material base of mining enterprises. The activities of searching parties organized by the Cabinet of His Emperor Majesty in 1786 are examined in details. The main result of the geological survey in 1786 was the discovery of some large deposits of coloured semi-precious stones in the gorges of the Korgon, the Charish, the Uba, the Ulba and other rivers of western and mountainous Altai. The most valuable were the stones of the Korgon deposit – violet-grey and red porphyry and jasper. Those rocks could be mined in large monoliths. The Korgon porphyry deposit with its supplies was “inexhaustible”. Searches for new stone and mineral deposits were continued later. The discovery of semi-precious stone – Revnevaya jasper – was the most considerable event in the history of stone-cutting industry of Altai after 1786. The discovered deposits of coloured semi-precious stones were the raw material base for the Altai stone industry. Altai lapidary factory became the third centre of Russian stone industry.

**Key words:** coloured semi-precious stones; geological study.

P. 84. *Nikitenko Yelena V.* Siberian State Academy of Geodesy (Novosibirsk). **IDEOLOGICAL PURPOSES OF THE PRAGUE AND PARISIAN (CLAMART'S) CENTRES OF THE EURASIAN MOVEMENT: COMPARATIVE ANALYSIS.** Eurasianism is the movement of Russian emigration, arisen in the 1920s. Eurasianism is not only a complex of thoughts, ideas. In the beginning of the 20<sup>th</sup> century Eurasianism was thought of as the state idea of new Russia. The Eurasian Movement arisen in 1921 and representing initially a small emigrant group of adherents later transformed into a political organization, whose primary aim was to struggle against the Bolshevism and overthrow the Soviet power in Russia. Eurasianism as an appreciable movement in the environment of Russian emigration has created enough party cells across Europe, and not only there. Operating in one direction, the Eurasian groups represented a uniform organizational structure, having common aims and aspiring to realizing the tasks of distribution of the Eurasian ideology, attraction of new people, propaganda activity in Europe, and, whenever possible, in the USSR. But the period of 1928–1929 became critical in the political history of the Eurasian movement, when Eurasianism was threatened as a political movement of Russian emigration. During this period the left orientation of some of the most authoritative Eurasians, P.P. Suvchinskiy, L. Karsavin, S. Ya. Efron, D.P. Sviatopolk-Mirsky and others, representatives of the oldest branch of the movement in Paris, who later went out of the group and became known as the Clamart Group is most intensely traced. The article is devoted to the comparative analysis of the ideological purpose of the Prague and the Clamart centres as largest and oldest branches of the Eurasian movement. The explicative, comparative analysis of ideological sets of the orthodox Eurasianism in the Prague Centre and in the Clamart's branch showed that in the world outlook and philosophical basis left Eurasianism is not much different from the classical Eurasian ideas. Representatives of the Clamart Group also perceived Russia and its people as a symphonic personality and a united civilization, they recognized the influence of the geographical factor and the features of understanding “place development” of Russia–Eurasia on the history of the Russian–Eurasian civilization, marked the influence of the Turanian element on the history and civilization of Russia. Fundamentally the position of Clamart differed from the position of the Prague Centre on the following issues: understanding of the October Revolution, the problem of correlation of Marxism and Eurasianism, acceptable forms of managing, the place and the role of religion in the society.

**Key words:** Eurasianism; Eurasian ideology; factional struggle.

P. 87. *Savkovich Yevgeniy V.* Tomsk State University. **ECONOMIC AND TRADE COOPERATION BETWEEN PEOPLE'S REPUBLIC OF CHINA AND THE REPUBLIC OF TURKMENISTAN IN 1992–2010.** After the collapse of the Soviet Union Turkmenistan was the only country within the new newly established “Central Asia” region that have accomplished equidistance from major centres of power in its economic policy and diplomacy. But the situation changed dramatically in 2006 after the death of President S. Niyazov (Turkmenbashi). From the beginning of the new President G. Berdymukhammedov's rule, Turkmenistan became more and more clearly involved in the main regional activities. But it is still not a part of such regional structures as the Shanghai Cooperation Organisation (SCO) or the Collective Security Treaty Organisation (CSTO), so it has fewer chances to use these organisations' assistance. Leading trade partners of Turkmenistan are Turkey, Iran, Russia, Western countries. But one of the regional “great powers” – People's Republic of China (PRC) – also planned to support their industries located mostly in the East and South areas by Turkmen gas. After the construction of the gas pipeline through the territory of three Central Asian States (Eastern Turkmenistan, Uzbekistan and Kazakhstan) with Chinese assistance (known also as The Central Asia–China Gas Pipeline or Turkmenistan–China Gas Pipeline), Turkmenistan will find a way not to rely on the Russian pipeline system solely. At the meeting with his Turkmen counterpart Gurbanguly Berdymukhamedov in Ashgabat held on December 13, 2009, the Chinese President Hu Jintao said “the Chinese and Turkmen economies are highly complementary to each other, and bilateral cooperation of mutual benefit in all dimensions and various fields accords with the needs of economic development of both countries”. Also they agreed to set up some bilateral projects and investment in the construction, transportation, and military spheres. Notwithstanding the rapid growth of bilateral trade in recent years, China is still at the bottom of the Turkmenistan trade partners list. The newly managed transregional gas pipeline project could help both parties to find the new cooperation fields and also to boost the trade relations. But the core Chinese interest is in gas and oil reserves. After the construction of the second stage of the pipeline China plans to increase gas consumption and to “freeze” similar gas and oil reserves extraction in Xinjiang. So the main purpose of the modern Chinese economic policy in Turkmenistan is to enlarge the energy cooperation and to maintain and enlarge the presence in the Turmen market.

**Key words:** Turkmenistan; People's Republic of China; economic cooperation; regional gas pipeline.

P. 92. *Teryokhin Sergey A.* Ugra State University (Khanty-Mansiysk). **ON THE TRANSITION OF PRODUCTION MODELS IN THE EARLY KULAI CASTING TRADITION.** Socio-economic stability of the society is a determining factor in the development of social production. The periods of absence of specific social upheavals are marked by study forms and by a range of manufactured products that correlate with some material manifestation of such a fundamental concept as an “archaeological culture”. The signs of a common production tradition, represented by the unity of the style and technology of manufacture, are characteristic of the archaeological culture. If the stability of the state of the society is violated, amplitude of various changes increases producing transitional forms to other production models that depend on the nature of factors disrupting the social stability. Thus, bronze objects of military equipment in the environment within forest cultures of Western Siberia are replaced by iron ones during a relatively short historical period of the final stage of the Early Iron Age. Hence, the character of the flat cult casting is changing. System changes did not occur simultaneously throughout the distribution of the basic production model. Most likely, they

represented a flexible substance that included external borrowings of more advanced manifestations of other production models on the one hand, and their internal re-shaping with the adaptation to local socio-economic conditions on the other hand. The faster the socio-economic changes occurred in the local social formations, the faster this adaptation was in them. At the same time traditional flat casting correlated with the Vasyugan stage of the Kulai culture could still exist and maintain its conventional significance together with flat continuous casting in the Sarov Era; it disappeared completely with the vanishing of the Kulai culture. According to T.N. Troitskaya and I.A. Durakov “the two openwork pictures of an elk from the Parabel treasure are the most striking evidence of the gradual transition from an openwork to a continuous casting”. Animal heads are made in a realistic way with fine attention to details; the trunks, however, are made schematically, in a customary way for openwork casting. The authors define the presence of simultaneous manifestations of different technological schemes in these items, namely model and non-model casting. However, with a careful visual inspection of the casted elks from the Parabel treasure technological integrity of their entire surface without soldered and transitional areas is recorded although they should have been noticeable in the places of the details linking when they are moulded in different ways. The author analyses the compositional semantic component of ancient castings in the article, not restricting himself to the analysis of their external characteristics. At the same time he notes, that the model way of production was not characteristic for the early Kulai cult casting. The prevalent non-model way of production of such castings was primarily conditioned by their purpose. As a result, the author of the article has come to a conclusion that manifestation of transitional forms from non-model casting to the model one should be searched for not in the technological symbiosis of different ways of casting, but in the external manifestations of functionally important features of products.

**Key words:** Kulai culture; nonferrous metal-working.

P. 94. *Khakhalkina Yelena V.* Tomsk State University. “CENTRE – REGIONS” RELATIONS IN THE CONTEXT OF NATIONAL IDENTITY FORMATION IN RUSSIA (HISTORIOGRAPHIC ASPECT). The collapse of the USSR and creation of a new state – the Russian Federation – put an issue of formation of a new national identity on agenda. The answer to the question “who we are” – “russkiye” (Russians) or “rossiyane” (citizens of Russia) is complicated by a number of factors, for example, the multinational character of the country’s population, regional disproportions and difficult and contradictory legacy of the Soviet epoch. During the Soviet period a new category of population’s identification was introduced – “Soviet people”. So, forming a new national identification faces problems of methodological character and a lack of terminology adequate to modern reality. The Russian Federation found itself in a unique situation in the 1990s, when several of global processes influenced on the course of its development. Among such processes are the territorial changes; Russia’s entering the globalising world. Since 1990s Russian leaders, trying to overcome these difficulties and prevent further split of the society, have been searching for an idea that would unite representatives of different ethnic groups and religions as the base for forming the national identity. In the article on the basis of Russian and foreign historiographies of this question, the connection of the problem of searching the national identity with the relations of the regions and the federal authorities in the Russian Federation is described. The author of the article proves that the situation of dividing the population according to the scheme “centre-periphery” threatens to aggravate social conflicts and political instability (and, as a consequence, the lasting deceleration of the processes of the jural society formation in the country). Thus, Russian and foreign experts state the failure of the Russian authorities in proposing a national idea uniting the multinational and multiethnic population. Only the idea (or ideas) and country’s identification based on it (them) on a national, not regional, scale would help solve a number of domestic and international tasks. The author of the article concludes that excessive centralisation of power threatens to the dynamic development of regions and growth of opposition in regions. In the course of such events the attempts of federal government to form the national identity could fail.

**Key words:** national identity; federal power; regions.

P. 99. *Khudoleyev Aleksey N.* Kuzbass State Pedagogical Academy (Novokuznetsk). **REVOLUTION THEORY OF P.N. TKACHEV IN THE CONTEXT OF DISCUSSION ON RUSSIAN JACOBINISM IN THE SOVIET HISTORIOGRAPHY OF 1920S.** In the article estimations of sociopolitical views of P.N. Tkachev within the discussion on the Russian Jacobinism in the Soviet historical science of the 1920s are considered. The discussion was caused by heterogeneity of the structure of its participants. First, higher schools had a part of the pre-revolutionary professorate who carefully preserved the academic traditions of the unbiased historical analysis. Second, many outstanding figures of the Bolshevik party, people who were not only witnesses, but also direct participants of the historical events, came to study the past. Third, the young growth of the Red professors actively gained power wishing to declare themselves. Besides, despite the victory in the Civil War, the Bolsheviks had the feeling of their insufficient argumentation and unstable positions in the society, so, they wished to strengthen the ideological basis by proving the inevitability of the October Revolution, its presentation as the logical end of the preceding stages of the revolutionary movement in Russia. During the debate the opinions of the researchers were essentially divided. One part of historians (B.P. Kozmin, S.I. Mityskovich, B.I. Gorev) insisted on the significant role of Tkachev and the Narodovoltsy (Populists) in the establishment of the Bolshevik model of a socialist revolution. Others asserted that the revolution theory of Tkachev was utopian, as it relied on a peasant revolt; and Bolshevism appeared despite Tkachevism, contrary to it, it was a new, more adequate and progressive form of revolutionary struggle led by working class. As a result the conclusion is made that the interest of researchers of the 1920s in P.N. Tkachev's revolution theory is directly connected with studying the Jacobin-Blanquist direction in the Russian revolutionary movement and searches of ideological roots of Bolshevism. Trying to find unarguable proofs of inevitability of the October Revolution and thus justify cardinal social, economic and political changes in the country, historians of the first years of the Soviet rule concentrated their attention on the recent revolutionary past, on the Narodnichestvo (Populism) as a direction of the Russian public idea of the second half of the 19<sup>th</sup> century in particular. Tkachev’s Doctrine as the most radical in the Narodnichestvo turned to be most attractive to scientists who aspired to establish a continuity of their contemporary ideology, the practice of the Soviet authorities and the concepts of the pre-Marxism period in the Russian revolutionary movement. During that period the historical interpretation of Tkachev’s creative heritage began; the thesis on the eclecticism of his ideas is questioned; their specificity and originality are emphasised; the continuity in the Russian revolutionary tradition where the Marxist component was not dominating and crucial is marked.

**Key words:** Soviet historiography; Narodnichestvo; Populism; Russian Jacobinism.

P. 103. *Shelegina Olga N.* Institute of History of SB RAS (Novosibirsk). **MUSEUM NETWORK OF SIBERIAN REGION: PROCESSES OF FORMATION AND ADAPTATION.** In this paper the formation and development of the museum network in the Siberian region is presented in terms of adaptation to modernize social and economic conditions, social and cultural dynamics of the last third of the 19<sup>th</sup> – beginning of the 21<sup>st</sup> centuries. It is shown that during this period, it progressively developed and transformed, functioned as adaptive systems, determined by the state and public needs and actions to enhance and preserve the historical and cultural heritage of Siberia. The beginning of the creating of the museum network in the region has been associated with the establishment of the Imperial Tomsk University (1878) and the organization in its core of teaching and science museums. At the end of the 19<sup>th</sup> century there are 16 public museums in Siberia. Since the middle of the 1920s Siberian museums are in the process of adaptation to the new socio-economic conditions. They become important cells of urban cultural environment operated within local history societies. In the post-war period from late 1940s to mid-1960s attempts to reform the museum activities in the country did not affect its fundamental operations. By 1995, the number of museums in Siberia increased by 66.5% compared with 1990s. The main trends of the development of museums in Siberia coincided with the nation-wide trends in general during the second part of the 20<sup>th</sup>

century. It is noted that museums organized in the last third of the 19<sup>th</sup> – beginning of the 21<sup>st</sup> centuries laid the foundation for the subsequent development of museum network in Siberia. They are a powerful tool of socio-cultural adaptation of the population in terms of active development of the region, a kind of intellectual and cultural centres, concentrated material (monuments, stock collection), spiritual (ways of formation and transmission of regional identity), integrative (adequate for the regional and international museum field) and adaptive potential. 1920 and 1960 observed the development of museum networks in the areas of industrial development, particularly in the Kuzbass, Siberia autonomous regions and districts. The predominant role was played by institutionalised and normative-regulatory means of adaptation to the museums of socio-economic and ideological realities. In the subsequent period it was of great importance to diversify the museum network aimed at its expansion at the expense of public museums, the emergence of new types of museums Time Frame, the formation of academic museums. With globalisation, the adequate functioning of the museum network in the region, the departmental museum networks, and individual museums is provided through the adaptation of information space (the Internet), integration into the regional socio-cultural space and the global museum community.

**Key words:** museum region network; Siberia; museums; adaptation.

## LAW

P. 111. *Alekseyeva Tatiana A.* Tomsk State University. **LINGUISTIC, PSYCHOLOGICAL AND PSYCHOLINGUISTIC APPROACHES TO THE STUDY OF SPEECH IN CRIMINALISTICS.** The article describes the approaches to the study of speech: linguistic, psychological and psycholinguistic, their advantages and disadvantages. Language and speech have long interested researchers of various fields of science as a means of communicating information from one person to another. Individual voices contributed to the emergence of a theory that personal identification is possible by the speaker's talking. The most ancient science that studies language is linguistics. It was linguistic research to be originally used in the analysis of speech. We can say that linguistics evaluates the uttered text as a whole, in terms of use of grammatical, lexical, intonation means, and also in terms of the peculiar individual features of speech, such as the use of specific words or specific word order. Interest in natural sciences, psychology in the 19<sup>th</sup> century also influenced the study of speech; the psychological direction began to form. The psychological approach enhanced the knowledge of linguistics in the study of speech. Words uttered by people surely bear the imprint of their mind, mood, education, region of interest and level of education. Using the psychological approach it became possible to specify the research in spoken language, in order to achieve concrete and practical results, to penetrate into the meaning and significance of words, which certain people attribute to them in certain cases. The psychological approach has not made linguistics lose its relevance. On the contrary, with its extensive experience, accumulated knowledge in the field of speech, linguistics served as the foundation for a thorough psychological study of speech. With increasing of interest in studies of speech and inventing of ways to record it on different audio and video carriers, it is not surprising that the idea of combining the linguistic and the psychological approaches appeared. An integrated approach to the study of speech is called psycholinguistic or psycholinguistics. Psycholinguistics studies speech activity as human activity, its psychological content, structure, types and ways in which it is carried out, the form in which it is implemented and its functions. At the same time, psycholinguistics is a relatively young science and requires further, both theoretical and practical, researches. The most complete and reliable results in the study of speech can only be obtained using all the three approaches: linguistic, psychological and psycholinguistic.

**Key words:** speech; linguistic approach; psychological approach; psycholinguistics.

P. 115. *Anisimov Yevgeniy B.* State Anti-Narcotics Committee of the Federal Drug Control Service of the Russian Federation (Novosibirsk). **PECULIARITIES OF CRIMINAL PROFITS LAUNDERING BY ORGANIZED NARCOCRIMINALITY.** Questions of financing, which are closely connected with shadow economy, are the base of all spheres of organized narcocriminality. The process of money laundering and using of criminal activity incomes play a special and important role in covering up tracks and consequences of criminal actions, it is also typical for many kinds of traditional organized criminality and shadow economy, but in a different degree. But the process of money laundering is an integral part of activity of leaders of drug trafficking; it is a significant point of criminal activity which is studied and which is aimed at laundering the "dirty money". Narcobusiness leaders spend this money on purchasing raw materials for making drugs, creating and perfecting illegal chemical laboratories, recruiting new members of criminal organizations, expanding and strengthening of the corrupted communications, etc. As a rule, a considerable part of criminal capitals (narcoincomes) is laundered in different ways and means, and then narcobusinessmen invest the "clean" money into the profitable branches of legal economy. This situation can lead to a more and more extending capture of authority positions and to their gradual transformation into the criminal ones. The growth of the economic power of the drug mafia and its penetration in the legal spheres of economy are promoting distribution of corruption, and, finally, it leads to the usurpation of political levers of power. The president of Russia D.A. Medvedev set a number of urgent problems back during his election campaign, in his January theses. He emphasized that fight against corruption should become our national program. There are some major methods of criminal incomes laundering in the world practice. A great part of these incomes consist of cash, so, criminals transfer this money through the banking system as legal deposits, or investments, or payment for property. Leaders of narcobusiness "split" big banking deposits, reassign them in small portions, open trustee/front bank accounts in order to avoid the attention of law-enforcement agencies. After depositing money in the bank it can be transferred to another country as if to pay off a loan received earlier at any foreign firm. This money is used for buying land, enterprises, property, gold, securities and shares. Very often criminals purchase and then sell property on, to help them legalize income received as a result of such an operation. The typical stages and ways of laundering criminal money are also described in the article.

**Key words:** profits laundering; narcotics; criminal organizations.

P. 118. *Akhmedshin Ramil L.* Tomsk State University. **PSYCHOLOGICAL ASPECTS OF "SENSE OF JUSTICE" PHENOMENON.** The sense of justice is a set of representations and feelings, opinions and emotions, estimations and sets expressing the relation of people to the law in force. Existence of legal phenomena is inseparably linked with will and consciousness of people. Requirements of public life cannot be expressed as legal instructions until the person understands them and uses them as the guide to action. Structurally, the sense of justice is divided into the knowledge of the content, purposes and problems of legal instructions; the subjective attitude to the rules of law; the readiness to be guided by the rules of law. One should not confuse conformism as a feature of character and a voluntary, deeply conscious realization of legal requirements, understanding of their correctness and rationality. Persons characterized by the domination of the biological factor are inclined to legal behaviour owing to the fear of punishment. Fear as a behaviour determinant is characteristic for many spheres of human activity, but in the theory of sense of justice researchers try to avoid this important component of the phenomenon of sense of justice for some reason. Persons characterized by the domination of the social factor are inclined to legal behaviour by force of the habit, the role stereotype as a consequence of the model of appropriate conduct strongly fixed in consciousness in the course of education. The given group acts as the most numerous, but, unfortunately, inert enough in respect of the attitude to legal innovations. Persons characterized by the domination of the individual-psychological factor are inclined to legal behaviour owing to the deep comprehension of correctness and necessity of the given behaviour, which is also based on the sufficient knowledge and understanding of the letter and spirit of the law. The problem is that the optimum model of sense of justice in these persons' minds is closely connected

with the idea of justice or idea of expediency of changing of all the society within a social model aggressive enough. There are few such representatives, and they do not supervise the basic social tendencies in the stable society.

**Key words:** sense of justice; legal behaviour.

P. 120. *Vedernikov Andrey N.* Russian State University of Trade and Economics (Moscow). **DEVELOPMENT OF THE RIGHT OF THE PERSON TO JUDICIAL PROTECTION IN DECISIONS OF THE CONSTITUTIONAL COURT OF THE RUSSIAN FEDERATION.** Important historical aspects of formation of the institution of the rights of the person to judicial protection are described. The history of formation of this institution in our country is given. The review of the international legal certificates is made. Scientific positions of the leading Russian researchers of this problem are considered. The Constitutional Court in the Russian Federation (then in the RSFSR) was formed on October 30<sup>th</sup>, 1991 on the basis of the Constitution operating at that time and the law “On the Constitutional Court of the RSFSR” introduced by the Congress of People’s Deputies of the RSFSR. Now the Court is approaching its twentieth anniversary, actually symbolizing the implementation of the principle of division of powers in our state, protecting the rights and freedoms of the person and the citizen. Among the protected rights and freedoms of the person and the citizen, two subjects we term as the person, the right to judicial protection occupies a significant place, as one of the basic, unimpaired and inalienable rights of the person. Judicial protection of the rights and personal freedoms is the right to protection by the person of the rights and freedoms by means of the court as a body representing one of the independent and independent branches of the government. Fixed in general terms in Part 1 Article 46 of the Constitution of the Russian Federation as guaranteed to everyone, the right to protection of their rights and freedoms, the right to judicial protection has some more positions developing and specifying it in the Constitution. The Constitutional Court has given a constitutional interpretation of Article 151 of the Civil Code of the Russian Federation as to the norm not interfering in decision-making on monetary indemnification in cases of default of legal judgments under claims against the Russian Federation, its subjects or municipal unions. And this sort of execution of decisions was directly connected with the requirement of Article 46 of the Constitution of the Russian Federation, i.e. with the right to judicial protection. Thus, the right to judicial protection has acted as the basis for solving the problem of default of judgments on harm indemnification under claims against the authorities, and probably the federal legislator will find a legal way of its solution in the near future.

**Key words:** Constitutional Court; constitutional proceeding.

P. 123. *Dik Dmitry G.* South Ural State University (Chelyabinsk). **PRELIMINARY HEARING OF THE CRIMINAL CASE ON THE BASIS PROVIDED BY ITEM 6 PART 2 ARTICLE 229 OF THE CRIMINAL PROCEDURE CODE OF THE RUSSIAN FEDERATION.** The federal law 32-Ф3 of March 29<sup>th</sup>, 2010 introduces a new basis for preliminary hearing – Part 2 Article 229 of the Criminal Procedure Code of the Russian Federation (the RF CPC) is amended by Item 6, which makes preliminary hearing obligatory for criminal cases when the conditional sentence of the accused has not been entered into force. At the analysis of expediency of entering of amendments to Article 229 of the RF CPC the author has come to conclusion, that the innovation does not correspond to the essence and tasks of the preliminary hearing institution, as conceptually it should promote the establishment of the circumstances interfering with the consideration of the criminal case and take measures to their elimination, to define the composition of the court for further consideration of the criminal case, to create preconditions for effective consideration of the criminal case in essence during the proceeding. The basis for appointment of preliminary hearing is introduced without taking into account the developed practice regarding the terms of appointment of preliminary hearing and the judicial session after it. The offered normative regulation works in those rare cases when a new crime is accomplished within the period between the announcement of a verdict and its implementation. However, the question on cancelling the suspended sentence and addition of sentences by the rules of Article 70 of the RF Criminal Code (at the moment of sentencing on the case the previous verdict has not been implemented) can be solved by Article 397 of the RF CPC on representation of execution bodies. Thus, the right of the defendant to case consideration without an unjustified delay will not be violated. The problem discussed in present article is close to the issue of combination of criminal cases. The author considers it optimal to carry out combination of criminal cases at the stage of pre-trial proceedings, so that further on the court could solve the questions of the purpose of punishment in view of positions of Article 69 of the RF Criminal Code, instead of delaying it by the instructions of the federal law 32-Ф3 of March, 29<sup>th</sup>, 2010. In case the criminal cases concerning one person are not combined at the pre-trial stage of legal proceedings, such measures can be taken at judicial stages. With a view of the most effective legal investigation and further execution of punishment, it is possible to find out information on criminal cases concerning the same person in other courts (magistrates) at the stage of preparation for judicial session.

**Key words:** preliminary trial; conditional punishment; entry of verdict into legal force; sentence execution.

P. 127. *Lozinskiy Igor V.* Tomsk State University. **SOME TENDENCIES OF DEVELOPMENT OF THE CRIMINAL LAW PROTECTING PUBLIC RELATIONS IN THE ECONOMIC ACTIVITY SPHERE.** Chapter 22 of the Criminal Code of the Russian Federation protecting public relations in the economic activity sphere, based on the Russian Federation Laws of 2010, April 7; 2010, May 19; 2010, June 17; 2010, July 1; 2010, July 27 was subjected to essential changes and supplements in April – July 2010. In accordance with the Federal Law of April 7, dispositions of Articles 171, 172 and 174-1 of the Criminal Code of the Russian Federation were subjected to changes. And according to the Law under consideration, Article 173 of the Code dealing with the responsibility for false business undertaking was declared invalid. According to the Law of May 19, the function of Part 3 of Article 195 was extended to “other credit organizations”. In accordance with the Law of June 17, Article 184 was supplemented with the Note, according to which a person has an absolute discharge “if there was extortion, or if the given person voluntarily informed the organ competent to institute a criminal case about bribing”. In accordance with the Law of July 1, new norms were introduced into Chapter 22: Article 170-1 – “Falsification of the Unified State Register of Juridical Persons, the Register of Owners of Securities or Systems of Depository Control”; Article 185-5 – “Falsification of the Decision of General Meeting of Shareholders, or the Decision of the Board of Directors of the Joint-Stock Company”. These norms are directed to the struggle with raids. In accordance with the Law of July 27, Article 185-3 was subjected to change. At the same time according to the above-mentioned Law, Article 185-6 establishing criminal responsibility for illegal use of inside information was introduced into Chapter 22. According to the Law of April 7, proportions of income and damage as a result of an economic crime were essentially enlarged. In the new version of the Criminal Code the “economy of repression” is observed, which testifies about the humanization of the Code. The aim of this humanization is also the decriminalisation of some economic crimes with the establishment of administrative responsibility for them. Chapter 22 of the Criminal Code is not an exception. Simultaneously, committing new crimes in the economic activity sphere is possible. But due to the humanization of the Criminal Code of the Russian Federation, the tendency must prevail of the reduction of the Criminal Law interference with the economic activity sphere.

**Key words:** tendencies; Chapter 22 of the Criminal Code of the Russian Federation; public relations in the economic activity sphere.

P. 131. *Tsyrenzhapov Chingis D.* Tomsk State University of Architecture and Building. **PRINCIPLE OF LAW OF PUBLIC EXPENSES JUSTIFICATION IN RUSSIA.** Public expenses in legal reality correspond to the main and objective demands. Everyday compliance with these demands can guarantee the benefit from expenditure of public funds to the society. After step-by-step development these demands become Principles of Law. Public expenses are acted in two interconnected planes: material and procedural. Substantial-material part of expenses is

based on constant decision-making concerning why, for what, whom, how much, when and in what form allocate funds. Formal procedure part of public expenses contains such questions as planning, execution and accountability of expenses. The reasons and lines of expenditure of government funds are the most pressing problems of material issue of public expenses. The main problem of public expenses is the need of expenses for national welfare. Political, ethnic and law evaluation of public expenses cannot be complete without answering the major questions: for what, why, where government funds would be (are/were) spent. The society in which the state practices its financial activity without answering these questions has no future. Therefore it is very important to accompany each act of public funds expenditure with test of its justification. At the same time the meaning of public expenses justification is mostly stipulated by the policy and socio-economic components in the society. The same expenses in different circumstances of history could get diametrically opposite evaluations. In the mechanism of legal regulation of public expenses, mostly in its financial law component, the material principle of Law of public expenses justification should be singled out. Currently, financial law contains this principle, but it is diluted in the content and it leads to a decrease in value of its influence on the participants of public expenses relations. The principle of public expenses justification is a political law demand of need in using government funds for a good course of state strategy development in all aspects of social life in the frame of constitutional values. Applicability of this principle is based on working out measures for administration decision-making concerning public expenses justification and establishment of financial law procedures of calculation of these expenses.

**Key words:** law principles of public and municipal expenses; government funds; social wants; public expenses justification.

## ECONOMICS

P. 135. *Kashchuk Irina V.* Tomsk State University. **IMPLEMENTATION OF THE FEDERAL REGIONAL POLICY BASED ON A CLUSTER OF BRANCH MARKETS IN THE REGION.** The new concept of long-term socio-economic development of the Russian Federation until 2020 offers a balanced territorial development of each region on the basis of competitiveness. Regional development is determined by the already formed zones of rapid economic growth, with Tomsk region among them. Due to the differences in the socio-economic situation in the regions it is necessary to develop a single streamlined process of selection of competitive strategies for their development. "Cluster" is a basic category in the formation of strategies and competitive advantages of regions. Clustering is a tool for strategic interaction between industries in the region. To determine the regional production clusters forming a system of regional industry analytics is required. Information is a measure of order and stability of the economic system. Transformation of information is a critical component of both production and consumption. The region, effectively transforming the information, possesses a competitive advantage, creating more favourable conditions for investment inflows in the form of financing orders, infusion of private domestic and foreign capital. Currently, the regions have not formed a system of monitoring the competitive environment; and there is no system of indicators and criteria for its evaluation. The system of quantitative indicators of competitive industries according to the theory of industrial organization may include indicators of concentration of production and indicators of monopoly power based on a comparison of real markets with markets of perfect competition. It is very difficult to track the status of these indicators in the information gap. National statistics does not currently meet market requirements. There are information barriers between market participants. Regional branches of the database should be formed on the basis of integrated models of quality and competitiveness of individual enterprises and industrial complexes in general. A variant of this model can be complex technical and economic indices of initial raw materials and the finished product, including a set of chemical, mineralogical, technological, technical, environmental and economic indicators. In this case the main indicator of the efficiency and competitiveness of the industries should be the market price of goods and services produced at the world, Russian and regional levels. The existing regional dispersion of prices indicates fragmentation of regional markets, which restricts competition.

**Key words:** regional industry markets; cluster approach; geographical-industrial clusters; industrial markets; region's competitiveness; competitive advantages of region; integrated model of quality.

P. 141. *Knyazeva Marina V.* Tomsk State University. **FUNCTIONING OF NON-COMMERCIAL ORGANIZATIONS IN THE RUSSIAN FEDERATION AND THEIR INFLUENCE ON SOCIAL-ECONOMIC PROCESSES.** Non-commercial organizations being suppliers of socially significant services differ from other managing subjects in their ability to react operatively to the requirements of the population and to social problems; to reflect interests of various groups and layers, and also to work by request of the state. At the present stage, the activity of non-commercial organizations is a source of social innovations. Organizations of the non-commercial sector of economy provide employment and self-employment of the population. Besides traditional branches of the social sphere such as science, culture, education and public health services, non-commercial organizations master new kinds of activity and show the activity in realization of programs of the state on provision of pensions to citizens. In modern conditions the activity of the non-commercial sector in the Russian Federation was broadly adopted in the social-economic life and recognised by the society. An impetus for development of the non-commercial sector in Russia was introduction of some laws on regulating activities of non-commercial organizations, which definitely systematized organizations operating in public interests, and legalized the basic characteristics of the civil-law status of different kinds of non-commercial organizations, and the order of property obtaining and using for them. It has allowed generating a legal basis for development of a new sector of economy - non-commercial. The recognition of the results of their social activity from the state, which was expressed in realization of the Concept of assistance to development of charities and free will in the Russian Federation, was the continuing active development and growth of NCOs in Russia. The number of citizens and organizations participating in charitable and voluntary activity is growing, and also the scales of the realized charitable programs and projects extend. However, the majority of non-commercial organizations at present face the problem of survival and sustainable development in the conditions of the crisis economy, the changing legal environments, and unsteady communications with state and commercial structures. In the given article the economic and legal features of functioning of non-commercial organizations, tendencies of development of the non-commercial sector and its influence on the social-economic processes are considered. It is obvious that now the active growth and favourable development of the Russian non-commercial sector are in direct relation to the regulation by the state of the activity of non-commercial organizations by means of granting various tax benefits and innovations and a thought-out purposeful tax policy.

**Key words:** non-commercial organizations; social-economic processes.

P. 145. *Savinykh Tatyana S., Kazakov Vladimir V.* Krasnoyarsk State Pedagogical University, Tomsk State University. **PERFECTION OF INTERBUDGETARY RELATIONS AND FORMING THE OPTIMAL MODEL OF BUDGETARY FEDERALISM DEVELOPMENT IN RUSSIA.** Reaching high economic efficiency is complicated by an imperfect mechanism of budgetary resources use by the federal authorities. In this situation a topical issue is of creating an adequate legal provision of interbudgetary relations. Balance of budgets, which is supposed to be realized through the equality of budgetary rights, is now restricted by the budgetary leveling mechanisms aimed at budget consumption, not at equalization of each region's fiscal potential. Reforms in interbudgetary relations will provide transfer to the task-oriented creation of a new scheme based on a balanced differentiation of the income and the cost budgetary powers between the federal and regional budgets of the RF. The process is aimed at neutralizing the centre-oriented forces in regions, at regions' economic independence, at strengthening the system of

stable federalism in the country, at cooperation of the centre and the regions, between the regions. The new organization should be based on a broadly applied model of performance-based budgeting within mid-term financial planning. The perfection of relations of budgetary federalism at all the level of the budgetary system will provide each level of power with enough resources to perform its functions, will adjust rights to income and cost liabilities, will increase responsibility of each element of the scheme for its actions. In modern reality the primary task of budgetary federalism is to level the regions' self-provision and stable development capacities on the basis of active use of the potential of all patterns of ownership.

**Keywords:** cost efficiency; budget regulation; tax policy; interbudgetary relations.

## PSYCHOLOGY AND PEDAGOGICS

P. 149. *Anikina Zhanna S.* Tomsk Polytechnic University. **LEARNER AUTONOMY AS AN ESSENTIAL COMPONENT OF FOREIGN LANGUAGE TEACHING IN THE 21ST CENTURY.** The goal of the paper is to review the research work on the problem of learner autonomy while foreign language teaching in Russia, define the term "learner autonomy", mark out its components and conditions, necessary for active foreign language teaching, accompanied by student's own responsibility.

**Key words:** learner autonomy; autonomous learning; motivation; facilitator; metacognitive strategies; autonomous learner.

P. 153. *Batarchuk Dmitriy S.* Astrakhan State University. **PSYCHO-PEDAGOGICAL SUPPORT OF MULTICULTURAL PERSONALITY BY MEANS OF FOLK EDUCATION IN A MULTIETHNIC EDUCATIONAL ENVIRONMENT.** The article deals with the socially important issues of multicultural personality by means of folk pedagogy in a multiethnic educational environment. Issues of ethnic personality, ethnic tolerance are significant at the social, psychological, educational and scientific levels. Polyethnic educational environment is presented as a modern reality, where the person develops; it requires particularly organized focused psycho-pedagogical support. Psycho-pedagogical support creates an environment conducive to educating a developing human, able to live in peace, ethnic tolerance and understanding. Psycho-pedagogical support is understood as a cyclic direct and indirect interaction between the teacher and the pupil in a society with a view of harmonizing the relations of individuals involved in interaction with others and with the society in a certain space and time. Education is designed to streamline the influence of multiethnic environment on the personality, to form its own positive experience of international communication, to weaken the possible negative impact on its environment. It involves creating a system that will provide the necessary psycho-pedagogical conditions for the successful development of a multicultural personality. A multicultural personality is characterized by knowledge, understanding its behaviour in interaction with different cultures, which is based on interethnic mutual respect, tolerance and understanding. The development of a multicultural personality is represented as a complex, multifaceted and multidimensional process. We strongly require the psycho-pedagogical support staff to possess ethno-cultural knowledge, skills, intercultural communication and understanding on the principles of humanism, ethnic tolerance, with due regard to individual and psychological characteristics of each representative of the ethnic group inhabiting the region and creating polyethnic educational environment. Polyethnic education environment should help to ensure that, on the one hand, students are aware of their roots and thereby can determine their place in the world, and, on the other, we should cultivate understanding and respect for other cultures in them. Further search of methodological approaches and introduction of new theoretical developments in educational practices of educational institutions are required aimed at improving relations in multiethnic educational environment.

**Key words:** multicultural personality; support; educational environment.

P. 160. *Bezhtseva Lyubov M.* Tomsk State University. **SPECIAL FEATURES OF PHYSICAL EDUCATION TEACHING METHODS APPLIED TO FEMALE STUDENTS.** During the last decade, a large amount of data on low physical fitness of young people and limited use of physical education tools demonstrate the necessity to find new ways to improve students' physical shape. The purpose of the research is to improve the efficiency of physical education classes and the motivation of Tomsk State University female students using various types of health-improving aerobics. The research was carried out during one academic year. The educational process of the experimental group was organized on the basis of various types of health-improving aerobics (classical aerobics, step, fitball, yoga, belly dancing, taekwondo, slide, callanetics, pilates, koru, flexi, strip dancing), and that of the control group was based on traditional methods. In the experimental group, health-improving aerobics exercises were organized with the use of the structural method of program preparation. Theoretical and practical training of the experimental group students was carried out by means of lectures, discussions, surveys, methodical and practical exercises, analysis of test results on physical shape, homework and keeping a diary for self-control. The principal motives of the experimental group students during the application of the methods with the use of various types of aerobics were: health promotion – 89%, physical activity increase – 87%, functional capabilities improvement – 86%, improvement in fitness – 80%, body shaping – 78%, bad habits cessation – 70%, stress release – 69%, intellectual development – 65%, communication with people of the same age – 63%, getting a credit in physical education – 50%. The comparative analysis of indicators of abdominal and arm muscles endurance, spine flexibility and the ability to coordinate physical actions revealed significant statistical difference ( $P < 0.05$ ) between the experimental and control groups. The research results confirm the efficiency of methods with the use of various types of aerobics applied during physical education classes with Tomsk State University female students.

**Key words:** physical education; methods; aerobics; female students.

P. 163. *Bogomaz Sergey A.* Tomsk State University. **TYPOLOGICAL FEATURES OF SELF-ORGANIZATION OF ACTIVITY.** Solving the problem of predicting individual differences of people involved in a complicated activity, it is necessary to take into account the degree of manifestation of their tendency to self-organization. One of the proved methods of qualitative estimation of this tendency is the Self-Organization of Activity Questionnaire developed by Elena Mandrikova. Over the past few years, considerable experience of using this questionnaire in psychological research has been gained, the purpose of the present work being its generalization. Statistical analysis of the data obtained enabled us to determine the normative values of the Self-Organization of Activity Questionnaire scales for the sample of 2170 respondents aged from 18 to 50 (the average age was  $27.8 \pm 9.6$ ). Based on the results of cluster analysis, two summary indices of the Self-Organization of Activity Questionnaire were suggested, namely: "Purposefulness" (the mean of "Presence of Purpose" and "Persistence" scales) and "Rationality" (the mean of "Planning", "Fixation" and "Self-Organization" scales). The former illustrates how much one's activity is regulated by one's strategic goals and aspirations. The latter reflects to what extent one's activity reveals rational features, which are caused by one's tendency to day-to-day planning of the activity process. The scores of the two indices were subsequently taken into account in the typological study where 125 young men and women took part. The participants were suggested to complete the psychodiagnostic test TOP-UNIT ("Humanitarian Technologies", Moscow), the results of which allowed them to be divided into 16 types according to Jung's typology. Differences in their tendency to self-organization were estimated by means of dispersion analysis (ANOVA-MANOVA). The differences revealed indicate that purposefulness and rationality are not significant regulators of activity organization for irrational extroverts (sanguines). On the contrary, purposefulness is an important regulator of activity organization for rational introverts (phlegmatics). Rational extroverts (choleric) maximally exhibit rational

attitudes towards their own activity. However, they are rigid in planning and have a tendency to fixation on the activity arranged. Thus, the data obtained support the idea that representatives of different Jungian types have specific features in the tendency to organize their own activity using purposefulness and planning skills as its regulators.

**Key words:** personal potential; self-organization of activity; purposefulness; rationality; Jung's typology.

P. 167. *Doroshenko Svetlana I.* Vladimir State University for the Humanities. **INTERACTION OF PHILOSOPHIC-ANTHROPOLOGICAL AND AESTHETIC-DIALOGICAL APPROACHES IN THE STUDY OF PROBLEMS OF THE HISTORY OF MUSIC EDUCATION.** The paper is devoted to the problems of methodology of the historical-pedagogical study in the sphere of music education. Since the problems of music education are not considered the most important in the theory of music the article deals with methodological approaches of the history of pedagogics. The author observes different methodological approaches in modern history of pedagogics: anthropological, culturological, cultural-anthropological, philosophic-anthropological, civilizational, orthodox-historical. The importance of the tendency of autonomisation of the educational system from social influences and from the general line of the development of pedagogics increases in the sphere of the history of music education. The author pays special attention to the methodological approaches of regional (provincial) historic-pedagogical studies (dialogue, homochronous approach). Methodological approaches in the study of the history of national music education include the axiological aspect and the factor of individual perception of some historical events. The interactive approach allows the reconstruction of the system of music education based on individual characteristics (ideology, artistic taste, social circle). This is especially important for the study of music education in the province where the person or family determines the ways and the points of the development of professional and mass music education. The author suggests that the study of music pedagogical theory should deal with two approaches: philosophic-anthropological and aesthetic-dialogical. The comparative analysis of the two ways of development of music education in the second half of the 19<sup>th</sup> century in the Russian capitals (Petersburg and Moscow) and in provinces (Vladimir) shows the priority of different types of educational ideals. These different types are: on the one hand – a creative musician who serves the interests of art itself (in Petersburg and Moscow), and on the other hand – a musician, who sings in the church and serves God with his loving heart (in the province). Interaction of philosophic-anthropological and aesthetic-dialogical approaches is presented on the basis of the history of the Chantal School by the Brotherhood of St. Prince Alexander Nevsky in Vladimir in 1883. The aesthetic-dialogical approach allows connecting the disassociated facts into an integrated subjective-artistic system, and the philosophic-anthropological approach helps to create the frames of this system.

**Key words:** philosophic-anthropological approach; aesthetic-dialogical approach; history of music education; methodology.

P. 174. *Lomonosova Tatiana G.* Tomsk State University. **DEVELOPMENT OF MANAGEMENT CAPACITY OF YOUNG PROFESSIONALS: THEORETICAL AND METHODOLOGICAL BASICS.** The theoretical and methodological bases of problems of management potential development are examined. The theme of management potential is not fully developed by the Russian psychological science, in particular, the science of acmeology. It is connected with the ambiguity of understanding of the concept "management potential", and with the absence of practice of its application to a category of young specialists considered as an administrative reserve of modern business organisations. The new methodological approaches to the person as an open self-organizing psychological system, ideas of progressive personal and professional formation in educational conditions, the psychology of innovative behaviour, the general theory of the fixed forms of behaviour allow specifying the definition of management potential of young specialists of the defence enterprises. The solution of the problem of development of management potential of young specialists in the conditions of modern manufacture rests upon the following: 1. the necessity of working out administrative potential of young specialists due to the lack of knowledge in the acmeological-psychological system, of settled views on understanding the laws of formation of young specialists of defence industry; the discrepancy of separate positions in the existing approaches to the given problem, need to order and generalise the empirical data that represents it as an urgent problem that demands setting criteria of high management potential; and working out humanitarian acme-oriented technologies directed at development of this potential in young specialists of defence enterprises; 2. the maturing of philosophic and scientific preconditions – the formation of acmeology as a science of the integrative-synthesis type, sense and character with its special role in understanding and studying of the person, his/her vital capabilities, prime targets and meaning of life. The acmeological approach is chosen as the basic one providing the necessary conditions and factors for development of management potential of young specialists of defence enterprises.

**Key words:** management potential; qualification; acmeology; acmeological conditions and factors; young specialists.

P. 177. *Minakova Lyudmila Yu.* Tomsk State University. **DEMANDS TO THE DEVELOPMENT OF A BASIC EDUCATIONAL PROGRAM IN LINGUISTICS ON THE BASIS OF COMPETENCE APPROACH.** The paper deals with the questions of educational program effective modernization, which is realized at the Faculty of Foreign Languages according to modern requirements. The peculiarity of this development is considered to be the competence approach in selection of themes, forms and methods for education, varieties of control tests determining the content of educational process, i.e. the indication of competences set, being formed in the process of teaching. The problem of graduates' employment assistance, their competitive ability in our modern world has defined the necessity of a new educational program to satisfy the labour-market demands. Close cooperation with the representatives of organizations-potential employers in the development of curriculum, working programs of disciplines, organization of practical and training work are regarded as an effective way of educational program modernization and its professional orientation reinforcement. The competitive qualification the student expects to obtain as a result of studying according to the program is considered to be the measure of its value. In this connection while working out a new program and its realization it is necessary to pay attention to the possibility of its realization (how the program corresponds to the demand in specialists of potential employers), its potential (demand forecast on the specialists trained at this program, changing in the demand), its economic effectiveness (the presence of resources which are essential for its development and realization, the necessity of bringing in additional teachers and retraining those who work at the faculty). While developing a new educational program of Theory and Practice of Intercultural Communication at the Faculty of Foreign Languages, marketing research results in the introduction of some disciplines in regional and institutional components of the curriculum, which are necessary for certain professional skills formation required for specialists-linguists, and in the development of new educational programs of disciplines together with the representatives of partner organizations. On the whole, the curriculum has been evaluated by experts on the part of organizations and the plan of actions in attracting organizations collaborators to the creation of new programs and methodical materials has been worked out. Special questionnaires for organizations managers and faculty graduates have been arranged to evaluate the strong and weak points of the educational program aimed at the introduction of necessary changes in the process of education.

**Key words:** Linguistics; competence; employment; educational program modernization.

P. 181. *Neupokoev Sergey N., Kapilevich Leonid V., Dostavalova Olga V., Bredikhina Yulia P.* Tomsk State University. **PERFECTION OF ACCENTED BLOWS IN BOXING BY RIGIDITY INCREASE IN A KINEMATICAL CHAIN.** The purpose of our research was the analysis of influence of rigidity in a kinematic chain on the boxers using various hand traumatism precautions, on the efficiency of the accented blows performance. The results obtained testify that application of the means essentially limiting the load on the hand (boxing gloves) promotes rigidity increase in a kinematic chain that optimises the speed, power, motor and coordination abilities of boxers at perfecting accented blows.

On the basis of the results it is possible to give the following recommendations on sportsmen's performing of special preparatory exercises at perfection of the direct accented blow in boxing: 1. Improving the accented blow in boxing gloves, using equipment with a soft contact surface (boxing bags filled with water), which will reduce the load on the hand and allow developing higher capacity at blow performance. 2. At blow perfection on heavy boxing equipment using boxing gloves designed to perfect the technical-tactical skill in pairs. The given means considerably reduce the loading on the hand's striking surface and allow improving the motor-coordination characteristics of the blow considerably.

**Key words:** boxing, accented direct blow, rigidity of kinematic chain, training, capacity of blow.

P. 184. *Samsonova Oksana V.* Yelets State University of Bunin. **ON CREATIVE ACTIVITY OF THE FUTURE TEACHER OF MUSIC.** In the article features of pedagogical activity of the teacher of music are described, the specificity of musical-pedagogical activity is given; the problems of professional-pedagogical orientation of the educational process are outlined.

**Key words:** activity; educational process; musical culture; creativity.

P. 186. *Shishlyannikova Nina P.* N.F. Katanov Khakass State University (Abakan). **CONCEPT "SOUND" AND PEDAGOGICAL FEATURES OF MODELLING THE ART PICTURE OF THE WORLD.** In the article the concept "sound" is characterized in various aspects: as an acoustic phenomenon, an articulate element of speech and a musical sound. The doctrine about the sound goes back to ancient sources. In the Bible "In [the] beginning the Word was, and the Word was with God, and the Word was a god" (John 1:1), the Word was not at once. In the beginning there was the sound. And only overhearing the sound in nature, the person combined the word from it. K. I. Khan basing on ancient writings names the Word a vibration, a movement, which the person sees and hears owing to the resonant nature of the sound. The sound and colour is a unity. The difference between them is in speed of movement. Music as remedial art is the sound, tone and rhythm. Works of other kinds of art also possess latent voice, latent sound and latent music. To train children to hear this internal music we develop a resonance-associative method; its application is based on simultaneous use of visual and sound series stimulating the resonance-associative impressions and intuition of children. With corresponding pedagogical organization the child can see music and hear paintings associatively, on the internal screen. Music can cause visual representations, and painting – acoustical. These representations in children's imagination are based on their life experience, where the sound is inseparable from the picture. Music with its resonance-vibrating influence in relation to the vision acts as an associative hint, strengthening the sensation of the internal life of the picture, as a way of "reviving" painting, as a symbol of its spirituality, as emotional and semantic fullness, as a synthesizing core for children's various impressions that develop into a complete artistic picture of the live world. In the paper an example of method application is given at a literacy lesson when training the letter ж (zh) and the corresponding sound to the music "Flight of the Bumblebee" from N. Rimsky-Korsakov's opera the "Tale of Tsar Saltan". At a lesson of reading dealing with Yu. Yakovlev's story "Mum" a series of paintings were selected on the topic of motherhood, and F. Schubert's "Ave Maria" sounded. At a lesson of music a fragment from D. Pergolezi's cantata "Stabat Mater dolorosa" sounded with the text of the Gospel of John and paintings on the Bible plots. As a result, the proof of the advantages of the resonance-associative method was given as a universal one, considering the nature of the sound, music and colour, showing opportunities in modelling of a complete artistic world picture of schoolchildren.

**Key words:** sound; vibration; movements; resonance; word; music; intonation; colour; beat; harmony; artistic image; interaction; intuition.

## SCIENCES ABOUT EARTH

P. 191. *Akhmatov Stanislav V.* Tomsk State University. **DEPENDENCE OF RECREATIONAL OPPORTUNITIES OF LAKES OF THE CHUYA BASIN (THE ALTAI REPUBLIC) ON THEIR GENESIS.** Genesis of reservoirs has a special value at revealing recreational features of lakes in mountain districts, alongside with climatic characteristics. One of the ways of solving this problem is to define genesis of reservoirs by means of geoinformation technologies, aero photos and topomaps. Lakes of one genetic type have similar hydrological, trophic and recreational features. We have allocated 4 basic genetic types of reservoirs (kar lakes, moraine-dammed, and reservoirs of postglacial complex) in the Chuya basin. Their general characteristics are given. Kar lakes are possible to be used only for a halt of tourists. The negative factors for recreation concern low temperature of water, small sizes of reservoirs, absence of fish, limited opportunities for construction, inaccessibility. The attractive advantage is in the high aesthetic appeal of lake landscapes. Moraine-dammed reservoirs provide good conditions for organization of rest at their sides. The aesthetic value of surrounding landscapes and presence of objects of fishery contributes to attractive conditions in the majority of large reservoirs. The main negative factors of these lakes are boggy, bushed or stony lakesides, low temperature of water (it is possible to swim only in shallow, well warmed up zones of reservoirs). The highest opportunities for development of recreation characterise large reservoirs of postglacial complex and flowing thermokarst lakes. The greater water area can offer more varied kinds of rest, including all the described for the previous types of lakes, and possesses greater recreational capacity. Flowing reservoirs adjust the quantity of oxygen in water, wash away and dilute the compounds of nitrogen and phosphorus, nitrates and phosphates, limit the development of seaweeds in epilimnion, thus, constraining the eutrophication process. The greater length of the lakeside line increases the choice options of a favourable place for arrangement of tourist camps and parking, enables to separate incompatible kinds of rest territorially. The majority thermokarst reservoirs during the year get warm enough for swimming, have suitable sides for organizing pebble and sand beaches; and some reservoirs have a good bottom slope in the zone of swimming. Small internal-drainage reservoirs and former river-bed and dystrophic thermokarst lakes do not represent interest for recreation due to their bad sanitary and hygienic conditions, small sizes and absence of fish. During the several last field seasons we have carried out further researches of all types of lakes in the Chuya basin. Their recreational potential is defined; and recommendations to its application are given.

**Key words:** genesis of lake; recreation; Altai Republic.

P. 195. *Bernatonis Pavel V., Boyarko Grigoriy Yu., Bernatonis Vilis K.* Tomsk Polytechnic University. **EFFICIENCY OF PEAT PRODUCTION (TOMSK REGION) IN PRESENT-DAY CONDITIONS.** In Tomsk region 1444 peat bogs were identified, including a total deposit area of 7988209 hectares and ultimate reserves of 30, 7 billion tonnes. The maximum peat production (2,8 m.tonnes per year) was reached in 1988. At that time 39 peat bogs were being exploited, seven of which by milling method; while non-specialized (expert) organizations extracted the remaining rather small deposits. However, since 1988 the peat production declined steadily. As a result, all peat production bases were liquidated and the commercial peat production ceased in the 1990s. The price factor was the main reason for the peat production decline. Conceptual approaches in peat resource development could be elaborated only on the basis of risk analysis of peat application in that or another area. Subsequently, these risks are due not only to the present-day economic and legal factors, but also to the past drawbacks of the applied methods in peat prospecting. As a rule, previous peat prospecting was conducted excluding geological, technological, economic, legal and other factors determining the feasible opportunities and perspective development plans. As a result, there are excess raw sources, lack of factual consumers, serious problems in the deposit development design, from confirmed geological reserves to business competition with alternative sources in different peat application areas. Implementation of extraction plants to develop peat in agriculture areas is economically unpractical because of the huge burdensome payments. The only solution in this case could be independent peat prospecting and development by

the property agricultural owners themselves and further application of extracted peat for their own needs, of course, with no burdensome payments involved. Thus, agriculture enterprises would have easy access to peat deposits and further consumer cost saving in peat production and development. Peat production would be more efficient in those forest areas where land rent taxes are not so high. Peat production profitability could be 700–750 rubles/tn in future demand of the following: mud preparation, construction heat-insulating material production, earth filling for warm-house farms, retail of packed peat for gardening and room plants, medicine and balneotherapeutic drugs. Ultimately, serious marketing research should be conducted in determining such peat applications.

**Key words:** peat; reserves; geologic-economical estimation; peat production; risk.

P. 200. *Savichev Oleg G., Bazanov Vladimir A., Skugarev Andrey A.* Tomsk state university. **INFLUENCE OF BOGS AND FORESTS IN THE RIVER BASIN ON THE WATER RUN-OFF OF THE RIVERS OF THE TAIGA ZONE OF WESTERN SIBERIA.** Researches of influence of marshiness and forests on the water flow of average (with the basin area from 2000 to 50000 km<sup>2</sup>) and small (with the basin area up to 2000 km<sup>2</sup>) rivers of the taiga zone of Western Siberia are made. The object of research are the tributaries of the Ob river – the Chaya, the Iksa, the Andarma, the Bakchar, the Kluch, the Vasyugan, the Gorchak, the Parabel, the Kenga, and the Chuzik. Researches included two basic stages. At the first stage, with the use of remote data (Landsat 7), the boundaries of the river basins were received. The estimation of forest land and marshiness of the river basins was also made as a result of the analysis of the remote data information, materials of hydrological observation of Roshydromet (Hydrometeorological Centre of Russia) and the author's survey. At the second stage, comparison of the remote data and the hydrological data was executed using statistical analysis. The analysis of the remote data has shown that the basin area of all the researched average rivers has declined. In case of the small rivers with highly boggy basins the opposite situation is observed – the areas of their basins have expanded if to compare with the already known data. The changes can be connected with the following: 1) less precise topographical maps that helped define the areas of bogs and forest, and 2) distinctions in methodology of research. For example, in our work the lines of run-off and the certain changes in the structure of river basin ecosystems (the period between measurements is about 50 years) were taken into account. Thus, we have calculated the modules of the average, maximal and minimal water flow (during the winter and summer-autumnal periods) and carried out their correlation analysis, which allowed us to reveal statistically significant connections between the morphometric and the hydrological characteristics. It was shown that the values of the module of the minimal flow grow with the increase of the total area of forest and bogs, and the values of the maximal flow decrease. The inverse relationship between the module of the maximal flow and the total area of forest land or marshiness of the river basin is shown in the areas of the corresponding ecological systems of 5000-6000 km<sup>2</sup>. It allows assuming that it is this factor that divides the taiga rivers into small (azonal) and average (zonal). As a whole, bogs and forest are not factors, which unequivocally influence the water flow of the rivers in the taiga zone of Western Siberia.

**Key words:** water run-off; marshiness and forest land of river basins; Western Siberia; remote research.

P. 204. *Shevchenko Gennadiy A.* Gorno-Altaysk State University. **DEPENDENCIES OF HYDROGEOCHEMICAL FACTORS OF LAKE TELETSKOYE AND ITS INFLUX ON SOLAR ACTIVITY.** In the work by example of Lake Teletskoye the dependency is analysed of hydrogeochemical features of the surface water on solar cycles. The main parameter of the dependency is solar activity.

**Key words:** Lake Teletskoye; hydrochemical composition; solar activity.