

## SUMMARIES OF THE ARTICLES IN ENGLISH

## PHILOLOGY

P. 7. *Bogoyavlenskaya Yulia V.* Ural State Pedagogical University (Yekaterinburg, Russia). **PARCELING IN HEADLINES: THE DYNAMIC ASPECT (BASED ON THE NEWSPAPER "KOMMERSANT")**. In the 1980–90s our country suffered a dramatic social, economic and political transformation. Elimination of censorship led to the emancipation of traditional standard media language. Monotony, pattern and standard were replaced by creative search intensified by the struggle for newspaper readers. Modern newspaper journalism is characterised by catchy, intriguing headlines aimed to attract attention, because the reader begins their acquaintance with a new issue of a newspaper and chooses interesting information by reading a headline. Title is a stylistically strong position of a media text. Title reflects the abstract of a text and often sets the tone of the text, the evaluation giving a possibility to anticipate the content of a publication. Parceling plays an important role in the proper understanding of the title, because the point is a graphically highlighted mark important for the perception of information segment. In this article, parceling means a special method of communicative and stylistic text organization, aimed to intensify the emotional, intellectual and informational influence upon the reader. The present study is done on the material of parceled headlines chosen by random access from the electronic version of the newspaper "Kommersant". The data for the years 1992–2000 and 2012–2013 are compared. Analysis of the material leads to the following conclusions. Parceling is an effective tool of creating a headline, able to attract reader's interest contributing to the perception of a newspaper article. Parceled title is a feature of not only the personal author's, but also a collective style of a newspaper. Juxtaposition of parceled headlines proves the fact that the authors are constantly looking for new models of parceling because of the need to "catch" the reader by a "fresh" construction with bright expressive potential. Each time interval has its own dominant and specific models. In 1992, the dominant models included the headline parceling of circumstances of manner and a compound sentence. Data of 1999–2000s constitute a bright palette of various models of parceling titles, among which circumstances of place and conditional clauses are parceled. Constructions with the author's words and appositions are referred to specific models. In 2012–2013 the prevailing model of headlines are the models with parceling of compound sentence with the conjunction "but" and parceled adverbial participles and constructions with the meaning of purpose. The dynamic nature of the limitation of semantic and syntactic and morphological features of parceling titles is evident. In this case, a number of characteristics proper to constantly parceled titles is identified.

**Key words:** headline; parceling; dynamics; collective style; syntax; model.

P. 14. *Zhilicheva Galina A.* Novosibirsk State Pedagogical University (Novosibirsk, Russia). **METAPHORS OF MOVEMENT IN THE NARRATIVE STRUCTURE OF THE NOVELS OF 1920–1950S**. This article is devoted to the analysis of the features of the rhetoric structure of the narrative in post-symbolism novels. The metaphors of movement in texts with different aesthetic moduses are the subject of research. The analysis is based on the comic novels by Vs. Ivanov, I. Ilf and Evg. Petrov, novels of social realism by F. Serafimovych and B. Pasternak's *Doctor Zhivago*. The heroes' movement is the basic characteristic in a narrative text. But the signs of the movement also have a potential of an 'integrator' of a narrative orderliness because they unite the meaning of the 'march of hi-story' and the flow of speech. While the extended metaphor has the potential of linking the 'event of speaking' and 'events of plot' the kind of a communicative intention can be identified by the way of metaphorisation. In Russian narratology the category of narrative strategy is being developed by V. Tiupa who thinks that this concept characterizes the three main levels of the narrative structure: the intrigue, the world view and the modality of the narrative. This article deals with the three narrative strategies (they can position the subject, the object or the addressee of discourse) which are typical for the literature of this period such as the strategy of 'agitation', the strategy of 'provoking' and the strategy of 'inspiration'. Each of them has their own set of ways, including the system of discourse metaphors, to be implemented in the novels. The clearest marker of the narrative world view is the choice of the kind of characters' movement. For example, in *The Iron Stream* the chaotic mass of people gradually changes into one machine with the help of a series of meetings. Ideological narrative is built as the ritual of a new cosmogony. In the comic novel, which actualizes the strategy of provocation, the way of the hero does not get in line with the collective marches but concurs with an individual choice (Ostap Bender wants to buy a train). The author, creating an 'occasional' narrative world, marks the instability, variability, incompleteness (which appeals to the reader) with the metaphors of movement. In *U* the narrator compares the creation of a novel and the 'pursuit' of truth, in Ilf and Petrov's dilogy the protagonist is the incarnation of the 'movement' of speech (*Остипа несло*). When the model of 'inspiration' is realized in the novel, the way of the hero becomes teleologically determined. Zhivago is likened to the way like Jesus Christ: *шла дорога – шел доктор*. To sum it up, the movement in the chronotope, which is an established 'technical' means of the narrative, marks the kind of the communicative intention such as the demonstration of the road to bright future, the carnival movement and the way to immortality when it is included into the metaphorical system of the text.

**Key words:** novel; narrative; narrative strategy; metaphor; plot; hero.

P. 19. *Mokhireva Svetlana V.* Kemerovo State University (Kemerovo, Russia). **VERBAL EVENT VARIABILITY MEDIA REPRESENTATION**. In the journalistic discourse the event is transformed from a fragment of reality into the image, modeled by the author. As the core of information message this image, on the one hand, conveys the key points of what has happened, on the other, it focuses on a particular aspect of the event. The verbal event is the result of the interpretation of the fragment of reality by a subject, having the spatial-temporal coordinates and endowed with the modality of the author. The verbal event is a product of an individual's cognitive performance. It represents the fragment of reality taking into account the values and ideological orientations of the author of the media text. In the newspaper text an event loses a sign of continuity; it consists of several individual episodes. The variability of the representation of the verbal event structural elements can be observed in the Russian media texts covering the crash of the ship "Bulgaria". In the newspaper discourse this event is interpreted by words that have the semantics of tragedy (*tragedy, catastrophe, crash*). This perception and understanding of the event becomes fixed in the press and replaces the neutral information about the incident. This leads to the dramatization of the reality, which is represented by the Russian media discourse. The verbal event is not only represented variably, but it represents itself as a set of independent, interconnected "micro events". Each of them is conditioned by the

previous events and determines the following ones. However, their spatial-temporal characteristics, circumstances, participants, evaluations change, and the primary event becomes the starting point for multiple representations to happen. So, representation of a verbal event may be based on both factual information and author's associations and generalizations. Interpretation of the event by multiple subjects is reduced to one similar understanding (in our example incident with the ship is a disaster), but some items of the verbal event are represented variably. In our opinion, it is possible due to the specific of the real event, but the variations in accentuation of its aspects depend on the author's intentions.

**Key words:** interpretative linguistics; variability; news discourse; representation of the event.

P. 23. *Nikola Marina I.* Moscow State Pedagogical University (Moscow, Russia). **"REVELATIONS OF DIVINE LOVE" BY JULIAN OF NORWICH AS A LITERARY MONUMENT OF ENGLISH SPIRITUAL LITERATURE OF 14TH CENTURY.** The article is devoted to creative work of the first English woman writer – Julian of Norwich (1342–1419?), the author of "Revelations of Divine Love". The writing at issue belongs to medieval spiritual literature of mystics formed in England in the second half of the 14th century. Besides Julian, such writers as Richard Rolle of Hampole (1300?–1349), Walter Hilton (?–1395), the unknown author of "The Cloud of Unknowing (1370?) and others can be reckoned among mystics of that epoch. The book of Julian of Norwich is a narration of sixteen visions experienced by the heroine during a serious illness when she was thirty. The visions reflect the individual experience of the Communion about which the writer strives to impart to the reader with an edifying purpose. As opposed to the authors of traditional visions seeking to frighten the reader with the pictures of fire and brimstone and to turn them to severe austerity, Julian in her "Revelations" tries to cheer up and console the addressee and suggest faith in "maternal" God's love to people. There is no image of the other world or picture of the Last Judgement in "Revelations". The genre peculiarity of Julian's "Revelations" lies in convergence of the vision genre with the treatise. The experienced images and truth of faith opened to the heroine undergo some analytical interpretation in the writing. First of all, in her discussion Julian develops the ideas of Trinitarity, maternal nature of God and the Holy Church as the substitute of God on the earth. At the same time the author of "Revelations" possesses individual artistic figurativeness in comparison with other representatives of the literature of mystics. Huge amorphous universal images are organically connected in her writing with particular soft tangible forms. The latter are brightly implemented in the picture of the Crucifixion. In many cases Julian's figurativeness is remarkable for its proximity to the sphere of a woman's life, household and maternal cares. The images of Christ and Maria in "Revelations" are identified by the character of maternal care and "home" kindness to the human being. The result of the experienced visions is the strengthened soul of the heroine who acquired firmness in her faith and acceptance of the grace of God. The author of this article notes the growing popularity of Julian's "Revelations" in ages having got the reputation of a book with a therapeutic influence on people. It is pointed out that by now "Revelations of Divine Love" by Julian of Norwich is included in the programme of university education at humanitarian faculties. The translation of the book into Russian fulfilled by Yu. Dresvina and published in 2010 is evaluated in the article as a significant event that introduced the reader to an example of English literature of mystics. The article also presents a few biographical details about the author of "Revelations", Julian-anchoress of Norwich who was canonized in the Anglican Church in the 1980s.

**Key words:** Julian; medieval mystical literature; visions; religious treatise; Crucifixion; knowledge of God; revelation.

P. 29. *Tikhomirova Yulia A.* Tomsk State University (Tomsk, Russia). **A.S. PUSHKIN IN MODERN ENGLISH TRANSLATIONS: STRATEGIES OF POETRY REPRESENTATION.** Despite all the two-centuries long efforts of numerous translators to render A.S. Pushkin's lyric poetry into English, an English-speaking reader still has not acquired more or less adequate idea about it, as stated by many renowned scholars and translators themselves. The very features of Pushkin's lyric text structure and poetics account for it: he can't be adequately translated because the base of Pushkin's poetic style is a masterful and delightful use of all the shades of meaning which is imparted to the language by the existence of case inflections and a free word order. The absence of them in the target language gives some "straightforwardness" to translations' style; the themes and literary images turn out plain and simple. But the interest to Pushkin's poetry on behalf of the English-speaking word-cultures has been genuine and intense, which is obvious from a great number of new continuously emerging translations and translation projects. Without claiming to be a comprehensive survey of all modern translations from Pushkin, this paper focuses on several most recent and interesting issues of Pushkin's poetry in English. One of the strategies to be most productive and relevant to the material is the strategy which has been demonstrated by the translator Julian Henry Lowenfeld. His is the strategy of *vocal* translation, mostly used to render the texts which display a rhythmical and intonation structure, which is adopted to musical melody and inseparable from it. The existence of this melodic base gives the opportunity to hold the text in memory and enables the translator to find adequate imagery, stylistic, rhythmical and phonetic means of rendering the stylistic effect of the original text. The translator himself names the sense of rhythm among the most important qualities in translating Pushkin's verse. The above-mentioned strategy is opposed to another one, which has been demonstrated in one of the recent editions of Pushkin's poetry in English: "After Pushkin. Versions of the poems of Alexander Sergeevich Pushkin by contemporary poets", 1999. On reading this edition which in its contents presents the most traditional set of Pushkin's poetry, readers' expectations turn out to be completely ruined. In some translations Pushkin appears a modernist, in others – an existentialist; some translations in their poetic quality are very much akin to Pushkin's poetics style and adequately represent his style, some of them clearly present word-for-word translations. And in the context of this edition these word-for-word translations acquire the status of an aesthetic phenomenon. The very Pushkin's conception of poetic creativity seems to have fallen apart and is presented through individual conceptions of his interpreters, which is demonstrated by the peculiarities of translations' poetics, new text titles, as well as stated in the editor's introductory word, who comments on the working principles of various translations' authors. Notwithstanding the difference in the approach principles to the material for translation, the strategies described imply one and the same aim: to help an English-speaking reader answer the question: why Pushkin stand side by side with Byron, Shakespeare, Goethe and other genius men of the world word-culture.

**Key words:** A.S. Pushkin in English translations; poetic translation; adaptation strategies.

P. 38. *Trubavina Nina V.* Altai State Pedagogical Academy (Barnaul, Russia). **CORPUS OF GERMAN DIALECTS IN ALTAI.** The article is devoted to the research project "Corpus of German dialects in Altai", that is being carried out by the staff of the dialectological laboratory of the German Language Department at the Altai State Pedagogical Academy, with the financial support of the Russian Humanitarian Scientific Foundation. The purpose of the project is to create a multimedia text corpus of German dialects in Altai, which will form an idea about the features of German dialects in the island-wide region and would be used as a basis for their linguistic characteristics. Creating the text corpus of German dialects in Altai will significantly expand the realm of island dialects research, it will

comprehensively help to describe the currently existing and extinct German dialects in Altai and to save the irreplaceable national culture of the Russian Germans. By carrying out a comparative analysis of the structure, content and layout of language corpora at the Institute of German Language in Mannheim, which represent the German varieties in Germany and abroad, the author considers in the same light the Corpus of German dialects in Altai, outlining the proposed structure of the Corpus, characterizing the empirical material on which the main phases of work are based and outlined. The main idea of the Corpus is to cover all Upper and Low German dialects presented in the Altai region and to give evidence about their phonetic, grammatical and lexical features, possibly reflecting gender and age. The empirical basis for creating the Corpus was the material collected by the staff of dialectological laboratory of the German Language Department at the Altai State Pedagogical Academy in annual dialectological expeditions in the 1990s and in the first decade of the 21st century in the German villages of the Altai region. As far as the studied dialects of the Altai are unwritten, the key role in collecting the material is played by the recordings of spontaneous monologues and dialogues of the informants. The article provides a brief overview of the software available to the researchers involved in corpus linguistics, and determines the most appropriate tool to create the Corpus of German dialects in Altai. The program EXMARaLDA has been selected as such a tool, it was developed by the Hamburg University and the Institute for German Language in Mannheim, especially for construction and management of corpus of spoken language. At the moment the work is at the stage of filling media corps with audio recordings and texts.

**Key words:** Russian German; German dialects; oral speech; language corpus.

P. 44. *Shpilnaya Nadezhda N.* Novosibirsk State Technical University (Novosibirsk, Russia). **INTERNAL FORM OF THE TEXT AS A DERIVATIONAL PHENOMENON.** The problems of this article fit for the course of the derivational textual criticism, the subject of the study is text derivational functioning. The problem of text derivational development as a component of a communicative situation is in focus of our attention. The main aspect of this declared approach is connected with the research of a text derivation problem in the direction from the text basis to its derivative (perspective approach). The subject of the article is determination of units, realizing derivational text potential and allowing to describe this process adequately. The derivational potential of the text is situated in its internal form. The mental and language essence having the propositional organization and being the text representative in unity of its formal and substantial parts is offered to be understood as the internal form of the text. Differently, the internal form of the text is considered as the curtailed text, the pretext, with a support on which the text in acts of speech activity "is developed" and predetermined in its final image as a whole thing. The internal form of the text is considered as a bilateral nature, having a propositional organization. The content of the internal form consists of the propositional meanings of linguistic consciousness, but the form is the ways of building contact between the semantic spheres of the propositional content and communicative perspective of the future text. The creation of the text is made on semantic lines, semantics and pragmatics, which in whole agrees with the semiotic nature of the language and language sign particularly. The derivational essence of the internal form of the text is shown in its ability to serve as a support (and a source) for derivational processes, providing continuity between "this" and "new" where the new is the content of intension being incentive for derivation of a statement. We suggest to use the term derivational version of the text reflecting the fact of its formal and semantic "extension" in acts of communication and underlining the actual status of the internal form of the text, and for the description of an invariant of the derivational development of the text – the term derivational text which underlines the virtual status of the internal form. Features of a chained derivation of the text and a propositional description technique of derivational potential of the text are illustrated by example of a household dialogue. The article examines similar derivation of the text, where every subsequent text is motivated by the previous one.

**Key words:** internal form of text; text derivation; pro-position; derivation textology; proposition procedure.

P. 51. *Shunkov Aleksander V.* Kemerovo State University of Culture and Arts (Kemerovo, Russia). **SEMIOTICS OF TIME IN THE BOOK DOCUMENTARY TEXT OF THE SECOND HALF OF THE 17TH CENTURY (BY EXAMPLE OF "DAILY NOTES OF THE ORDER OF SECRET AFFAIRS").** The example of "Daily Notes of the Order of Secret Affairs", as a book documentary text of the second half of the 17th century, reviews the problem of the category of time evolution in Russian literature of the Transitional period. It identifies and describes features of perception and image of time in a documentary text. It establishes the prospects of studying the problem of genre formation in Russian literature of the second half of the 17th century. It shows the process of birth of personal consciousness in Russian culture of the 17th century, manifesting the increasing interest in an author / compiler of a work for private purposes. The article for the first time analyzes a book documentary text of the 17th century from the perspective of literary theory, comparison of the monument with the genre chronicles defines the main differences and similarities of the two book traditions. The research proves that historical and literary value of a memorabilia is an ability to see dynamics of perception and fixation of time in the book culture of ancient Russia. The memorial book allows us to trace the evolution of people's attitude to time from "Tale of Bygone Years" (the 12th century) to the protocol documentary notes of the Order of Secret Affairs. In contrast to the recording tradition of a memorabilia of the second half of the 17th century historical events are viewed in the light of the subjective, personal evaluation of history by the originator of the document, leading to the introduction into the document of individual relation to historical characters and events. "Daily Notes of the Order of Secret Affairs" in the end is a truly unique piece of Russian book culture of the second half of the 17th century. Documentary by nature memorabilia becomes a part of the overall book situation of its era. In the absence in it of any vibrant scene episodes that might allow to speak of the work as a literary phenomenon, it makes it possible in the first place to feel completely different perception of time that determines the life of the individual. And in this case, "Daily Notes..." is organic to the literary process of the Transition period of Russian literature.

**Key words:** Russian literature of the 17th century; literature and document; problem of genre; category of time in ancient Russian literature.

## PHILOSOPHY, SOCIAL AND POLITICAL SCIENCES

P. 56. *Avanesov Sergey S.* Tomsk State Pedagogical University (Tomsk, Russia). **OPTICAL CONNOTATIONS IN THE EARLY PHILOSOPHICAL ONTOLOGY.** The article analyses the problem of correlation between the visible and the things existent in the early philosophical ontology. The role of physical sight in the human knowledge of factual circumstances of existence is explained. It is shown that the ancient criticism of the visual experience causes the idea of a transition from the empirical to the theoretical level of the knowledge of the things. This criticism saved the optical connotations and reproduces the structure of visual perception in the sphere of

philosophical ontology. Visual perception allows a person to carry out practical orientation in the empirical world. This orientation, however, does not exhaust the human faculty of cognition. The knowledge about the laws of the world as a whole is the basis of human behavior. The person receives this knowledge by abstracting from all of this in sensory experience (sense data). Such abstract knowledge about the existing-in-general is formed in the early philosophical ontology. Ancient Greek philosophy puts forward a program of transition from the level of physical sight to the level of intellectual contemplation. The first level is the cause of human opinion of existence, the second level is condition for the formation of the divine knowledge of the universal being. Opinion, based on the physical vision, is a delusion; the higher knowledge is the truth. However, the tendency to the discrediting of vision is incoherent and incomplete in the classical philosophical ontology. Abstract essence is denoted by the ancient Greeks as "idea", but this word in any use means "view", "appearance". The process of cognition of such an abstract entity is called by the word "theory", which verbally means "contemplation", "look" or "show". The world as a whole has the form of a sphere. Then, Greek philosophers (Parmenides, Plato, Aristotle) spoke about the metaphysical knowledge as the optical operation of a specific type. This cognitive operation is not performed with the eyes, but with the power of some "internal visual organ", which is called the "eye of the soul" by Plato and Aristotle. So, according to the first experiences of building a philosophical ontology, physical vision plays its role at the lowest level of knowledge, forming the practical experience; the intellectual contemplation (speculation) gives a person the knowledge about the essence of the physically visible world, but it saves the "optical" organization of the process of cognition as such.

**Key words:** ontology; being; visual perception; intellectual contemplation; ancient philosophy.

P. 60. *Voevodina Yekaterina V., Gorina Yelena Ye.* Murom Branch of Vladimir State University (Murom, Russia). **SOCIAL PORTRAIT OF PEOPLE WITH DISABILITIES IN STUDENT ENVIRONMENT AS A FACTOR OF SOCIAL ADAPTATION TO HIGHER EDUCATION INSTITUTION CONDITIONS.** In modern situation special attention should be paid to the increase of competitiveness of disabled people through development of their educational potential. However, their training in higher education institutions quite often faces a number of difficulties. It is promoted by principles of some models of disability widespread in the modern environment. In 2011–2012 the authors of this article carried out a research "Social adaptation of students with disabilities to the conditions of a higher educational institution by means of formation of a positive social portrait of people with disability". It is connected with the specifics of adaptation process of disabled people to higher education institution conditions, and also with the formation of their positive social portrait in the student environment. A typical image of a disabled person among students was revealed for this purpose. The research included a complex of methods, most indicative of which in the context of the problem was interviewing of disabled students (N-13), their classmates (N-32) and teachers (N-24). The social portrait of a disabled person revealed the following typical characteristics. By age, disabled people are mostly from 20 to 40; by gender signs – mostly male. Disability associates with visible physical defects and such "traditional" attributes, as a wheelchair, crutches, a stick. Among personal qualities both positive (diligence, responsibility, responsiveness, will power) and negative (uncertainty, complexes, despondency, inability to work, etc.) are noted. The majority of students without disability are in favor of segregation of persons with limited abilities – separate training in the barrier-free environment. Among feelings associated with disabled people there prevails pity; disgust, aspiration for alienation are less observed. Apparently, the reason for such results is that healthy students seldom contact disabled people, because their number in higher education institutions is insignificant, and they aspire to hide the status (it is also fixed in the course of interview). From the results of interviewing of disabled students it follows that as a whole they feel comfortable among the healthy. More often problems arise in the absence of conditions of availability, the weak organization of educational process. Teachers noted that these disabled people are diligent and responsible. Disabled people who hide the status may cause difficulties. One of the subjects forming a social portrait is mass media. According to the content analysis of print media (N-105) they take active part in this process, but it is necessary to give more information about types of disability. The authors of this article offer actions for formation of a positive social portrait of disabled people in the student environment: exhibition of photoworks informing on life of disabled people; meetings with representatives of public organizations of disabled people; watching films about disabled people and their discussion.

**Key words:** social adaptation; education; disabled person; social portrait; disability model.

P. 66. *Karpova Anna Yu., Karpov Dmitry A., Kruchkov, Yury Yu.* Tomsk Polytechnic University (Tomsk, Russia). **TEACHING TO CHANGE: THE SKILL TO LEARN, TO COMMUNICATE, AND TO CHOOSE.** The article presents an overview of the educational practices in modern university based on comparative analysis of the higher education systems by examples of the Catholic University of Louvain (Belgium) and elite technical education at the National Research Tomsk Polytechnic University. The present work is focused on the gaps (lacuna) of modern engineering education and emphasizes that the primary objective of the new approach to the training of engineers is learning to change, which is based on the development of competencies. The article notes that the main feature of the new engineering education is the requirement for specialists to have an ability to maneuver in today's ever-changing high-tech world. The ability to change, to take and adopt all the new, to modify personal skills and behavior. According to the authors, the engineer must have the ability (and a possibility) to develop creatively in his field. The knowledge obtained by students earlier in the studies of different disciplines can be aggregated and creatively organized with a new objectified information. The approach focuses on the philosophical understanding of knowledge, skills, and abilities that are required to obtain the qualification of an engineer. The authors pay special attention to the necessity to develop teamwork skills of students, which improves the efficiency and the quality of projects in which they are involved. The most effective method is team work in small groups, which is widely employed in UCL. Co-working of the students at UCL is convenient due to auditorium reserve and E-card system of entrance. These conditions allow project groups to meet at any time, and use free auditoriums to discuss, work on the project, or simply share the thoughts. Such a system is currently not available at TPU. This is the main obstacle to joint meetings and team work. Spread of this type of activity among all TPU students can not be done without a radical solution of the problem with the auditoriums. And without resolving the issue with meetings and convenient team work all attempts to introduce problem-oriented, creative, etc. projects will lead to the imitation of team work, without a set of necessary and sufficient competence. In addition, the authors stress the demand to improve the working methods to struggle the plagiarism. According to the authors, promising methods of training to date are the training based on a game method, aimed for both an individual and group assignments, exercises, tasks, and projects. This may be a clue to the puzzle allowing to solve business problems or it could be exercises designed to focus attention, learn a discrete type of mindset, instead of continual mindset (continuous perception of a set of elements) common for most people. This approach allows to teach students to choose, to be attentive to details, to create various combinations of mental constructions, to structure the incoming information.

**Key words:** ingenuity; competence; extensibility; lacunarity; adaptability; creativity; problem-oriented learning.

P. 70. *Nekhaev Andrey V.* Omsk State Technical University (Omsk, Russia). **SKETCH-PROGRAM OF SOCIAL RATIONALITY RESEARCH OF THE EPOCH OF DEMARCATION WARS AND DISCIPLINARY DISPUTES IN 19TH-20TH CENTURIES.** The sketch-program of social rationality research is aimed at studying the analytical abilities and limits of sociological explanation of the original intellectual creation. This sketch-program encompasses the whole complex of theoretical and methodological issues associated with clearing the nature and the character of the relationship between the "social" and the "rational" and related research areas such as theory and history of ideas, intellectual history, sociology of scientific knowledge and social epistemology. The sketch-program is built on a broad and hybrid base that includes elements of cultural sociology of J. Alexander (recognition of cultural determinants as an independent causal force of intellectual creation), the theory of social order and rites of E. Durkheim and M. Mauss, A. van Gennep, V. Turner, M. Douglas, E. Goffman, D. Marshall (rite is considered as an elementary form of rationality), the praxeology of P. Bourdieu (recognition of all types of rational entities as social entities) and ethnomethodology of H. Garfinkel and R. Hilbert (application for micro- and macro-structures of social order and the search of social-rationality parameters in everyday practices of intellectuals). Priority area of social rationality research is the history of Western European academic community in the 19th–20th centuries. It was the epoch of active demarcation processes and disciplinary war that broke out between various associations of researchers, when many questions related to immediate changes in research practices and with the search for new forms of social solidarity among researchers demanded solutions. The demarcation process and disciplinary war unfolded against the background of philosophical reflection on the foundations of science related to such Western European intellectual trends, as neo-Kantianism, empirical psychology, the psychology of mental acts, phenomenology, logical positivism, critical rationalism, scientific realism and social constructivism. Designed according to the principles set in the sketch-program the social rationality research will describe and explain the mechanisms that allow reflection on the foundations of science as an incentive and the starting point of the demarcation process. This reflection and ideas created on its basis about the nature of the disciplinary differences legitimized everyday disciplinary research practices and guaranteed its differences and mutual irreducibility.

**Key words:** intellectuals; rationality; demarcation processes in science; disciplinary war; social practice; rites.

P. 75. *Platonova Anastasia V.* Tomsk State University (Tomsk, Russia). **MORAL AGENTS IN MODERN SOCIETY AND TYPES OF COLLECTIVE RESPONSIBILITIES.** In this article, I focus on the complicated notion of Collective Responsibility, which, on the one hand, needs some philosophical implications due to the appearance of new social changes and, on the other hand, allows me to reconstruct the whole discussion context. First of all, I attempt to show the main issues, which appear when researchers use this idea in their investigations. Simultaneously, I describe the state of moral responsibility in philosophy in the whole, where I define the individual notion of responsibility, which is deeply rooted in the West philosophical way of thinking. So using the idea of Collective Responsibility today has a lot of controversial statements. This situation has different causes and the main of them is the principle of methodological individualism (M. Weber), when the idea of collective responsibility is presented as needless for describing social actions. Actually, it is not difficult to find the guilty of action by using the method of reduction. The second point, which is fixed in philosophical objections, is the principle of personality and autonomy. The idea of Collective Responsibility eliminates personal responsibility, so we have the situation when nobody takes responsibility. However, today's social changes, when to define real person's action is impossible due to many reasons, researches have to investigate other types of responsibility, for instance, collective. Collective agents are a nation, corporations, social institutions. Human beings need a moral state, just because their actions have extensive impact, and the consequences of their actions have long-term effects. My goal is to present a fragmented discourse of Collective Responsibility, so it can allow classifying some types of the notions. As a result, I define three discourses, which present Collective Responsibility in different aspects, and solve the main objections against the idea of collective responsibility. Every direction found its own approach how to get over the negative meaning of the idea. The first type of Collective Responsibility is called vicarious, it was initiated by K. Jaspers. The philosopher formulates the question of guilt and moral responsibility of the German nation for the crimes committed by the fascists. The second type of Collective Responsibility is corporate social responsibility, which is presented in American researches (P. French). The third variant is the solidarity responsibility formulated in discursive and communicative ethics (K.-O. Apel).

**Key words:** individual; collective; vicarious; corporate; solidarity notion of responsibility; conscience; guilt; shame.

P. 80. *Plotichkina Natalia V.* Kuban State University (Krasnodar, Russia). **BIOGRAPHICAL METHOD IN EVERYDAY POLITICAL SOCIOLOGY.** In modern sociological theories the global research is interwoven with everyday life study. The scientific interest to everyday life is provoked by changing borders of public and private space, appearing new forms of political participation. Everyday life sociology actively uses qualitative methods of research. Address to biographies as a method of collecting socially important information is a reflection of individual modern life. Sociologists characterize biography as a social construction which reflects everyday life event structure. Using a biographical approach in the political and sociological researches allows us to understand at least two points. First, is political activity a form of processing the specific biographical experience? And second, what is the status of political everyday life in an individualized life project? The article is devoted to the review of biographical method potential study in political sociology of everyday life. The author discovers two research traditions in everyday political sociology and shows the opportunities of applying biographical analysis in given directions. In political sociology of everyday life there are two alternative approaches in everyday world analysis: frame and practice theory. The frame is considered as a matrix of possible events and scheme of events interpretation. In frame-analytic tradition of everyday political sociology the biographical method is used for public movement study. Framing is defined as an activity of the movement to create a semantic framework, which ensures public support. According to the framing concept social movements comprise various biographical types participating in collective actions frame production in different ways. Biographic method allows us to study not only what (frame) and how (framing) but also why keying of frame form the corresponding process. In political sociology of everyday practice a discussion of methodological "combination" of biography research and discourse-analysis dates back to criticizing Michel Foucault's human sciences. The philosopher puts forward a thesis about new fragment subject appearance. He emphasizes that an individual has become an object of scientific discourse due to appearing discipline control mechanism. In Foucault's theory of subjectivity the individual is made as a subject and individuals construct their own identity themselves. Foucault's works stimulate biographical study. Biographical study and discourse analysis are methodologically interrelated as discourse is a part of biographical background knowledge, subjects take part in discourse reproduction. Discourse and biography can be regarded as order concepts within authority relations.

**Key words:** political sociology; everyday life; frame-analytic; practice concept; biography.

P. 84. *Khitrak Yekaterina B., Khudyshkina Maria A.* Tomsk State University (Tomsk, Russia). **EXISTENTIAL AND PHILOSOPHICAL BACKGROUND OF THE THEORY OF WESTERN FEMINISM (BY PHILOSOPHICAL IDEAS OF J.-P. SARTRE AND S. DE BEAUVOIR).** Existentialism is one of the philosophical directions of the 20th century which insists on the priority of human existence over essence. One of the best-known representatives of this direction, French writer, philosopher and public figure, Jean-Paul Sartre is considered. From the point of view of Sartre human existence is a fundamental concept of any philosophizing. Existence cannot be studied as an object. The only opportunity to learn existence is to endure it. Experience by the person of one's own existence opens some main lines of existence – existentials by means of which existence can be described. By Sartre the core existentials are freedom and responsibility, they set the fundamental situation of the person, in which one can freely project oneself and realize this project. This article is devoted to disclosure of the impact which the existence philosophy had on formation and development of Western feminism and, first of all, on the concept of a well-known theorist of feminism, Simone de Beauvoir. In her work on feminism philosophy – "The Second Sex" – she claims that "one is *not born*, but rather becomes, a *woman*". The biological ability of the female organism to reproduce humankind is not essential, that is, it is not natural or native essence of the woman. On the one hand, female corporality is the indisputable base of specific dependency of the woman in the society existing in primitive communities and still preserved. But, on the other hand, the prospect of existential philosophy allows to transform the original value of female corporality. Ability to reproduce has to be understood not as a natural basis of socialization, but in existential sense as the situation which connects and limits each woman but she can and has to be overcome by the strong-willed decision of female existence, free to project itself at its own discretion. It does not mean that each woman, as de Beauvoir herself, must resolutely refuse motherhood. It only means that motherhood has value as a free choice of existence. Women must use work and responsible attitude to one's destiny to overcome the parasitic way of existence imposed by generations and to realize themselves as free creative existence. Work of Simone de Beauvoir had a decisive impact on emergence and development of "the second wave" of feminism which is more reflexive, more attentive to the theoretical part of "the woman's issue". Such existentials as immersion in the situation, freedom, responsibility, existence as the project of oneself became an original basis of the new understanding of the woman.

**Key words:** existence; feminism; corporeality; situation; project; freedom; responsibility.

## HISTORY

P. 88. *Zaporozhchenko Galina M.* Institute of History, SB RAS (Novosibirsk, Russia). **FORMATION OF THE ECONOMIC MECHANISM OF URBAN CONSUMER COOPERATION IN SIBERIA IN THE BEGINNING OF 20TH CENTURY.** We consider the formation of the economic mechanism of consumer cooperation in Siberia by example of the city and workers' cooperatives in the early 20th century to 1919. The main attention is paid to the study of the process of accumulation of cooperatives' cash and system of material incentives for effective economic activity. The dynamics of changes of the value of a share, share capital, dividends and payments in the conditions of the economic crisis during World War I, revolutions and the Civil War and the impact of this process on the development of trading and non-trading operations of cooperatives are discussed. Siberian cooperatives began trading at a very small share of capital. The nominal value of the share contributions increased in proportion to the growth of inflation in the period of WWI from 3 up to 500 rubles. Mutual capital grew along with the number of shareholders, which was a consequence of increasing the role of cooperation in supplying the population with food. The cooperatives had millions of trade turnover, still not share capital, but borrowed funds were the basis of working capital. The cooperatives' profit was distributed mainly in proportion to the monetary contribution of the members to the volume of the trading turnover. Dividends fluctuated between 0.9-8%. Since 1916, there was a tendency of refusal of payment of dividends and transfer of the profit in the working capital. Profit from foreign buyers was credited in the cultural and charity fund. Growth of the share contributions and reduction of dividends did not reduce the attractiveness of the consumer cooperation in the eyes of the population. In the absence of the goods the fact of the acquisition of products of the first necessity through the cooperative was the main economic incentive and bonus. The study of the principles and the procedure of accumulation and distribution of income in the Siberian city and workers' cooperatives in the early 20th century to 1919 allows to ascertain that the cooperators were constantly looking for and testing optimal forms of the system of material incentives of economic activities, securing its flexibility, maneuverability, openness. In the short term cooperatives showed flexibility, efficiency and enviable adaptability to the lack of a developed economic infrastructure and administrative-bureaucratic influence of the authorities. They created a mechanism of functioning of cooperation that contributed to the survival of a relatively poor, but a large enough portion of the population in conditions of market economy, complicated by the hardships of socio-political crises of the beginning of the 20th century.

**Key words:** consumer cooperatives; consumers' societies; cooperative; mutual funds; profit; dividend.

P. 92. *Ilicheva Inna Yu.* Novosibirsk State Pedagogical University (Novosibirsk, Russia). **KAZAKHSTAN IN THE PRIORITY SYSTEM OF US CENTRAL ASIAN POLICY AFTER BREAKUP OF THE SOVIET UNION.** In this article range of problems of US foreign policy determination is considered that emerged from the geostrategic changes in the post-Soviet territory in the early 1990s. On the one hand, breakup of the Soviet Union endangered US national security by threat of nuclear proliferation, violent regional conflicts, ethnic tension in many countries. On the other hand, with independence of former Soviet states there was opportunity for the USA to promote national interests and value in the rest of the world. Nevertheless, the USA could rapidly respond to geopolitical upheaval of the late 20th century and establish itself as a leader in the world community. According to content of US Congress and Department of State documents, the foreign policy of US administration towards the New Independent States was based on its national interests. Members of Congress took a strong stand in favor of democratic and economic assistance to former Soviet republics because of necessity of countering to Russia's imperial ambitions and threat of restoring of totalitarian regimes on the post-Soviet territory. Also US national interests were promoted by representatives of the Department of State that intended to establish diplomatic relations and open embassies in republics of Central Asia. Among New Independent States the USA placed emphasis on cooperation with Kazakhstan that possessed magnificent nuclear resources, successful economic indicators and beneficial geographic location between China and Russia. For Kazakhstan, with its aim for the status of a regional leader, great prospects were opened for growth of national economy and development of congenial investment climate thanks to partnership with the USA. The author of this article points to the fact that the first stage of US-Kazakhstan relations was characterized by mutual overestimated expectations. The republic relied on American significant financial assistance, when the USA expected that N. Nazarbaev would pay serious consideration to the democratic reforms. There were differences of foreign US and Kazakhstan policy priorities in Central Asia and their opposite approaches to the solution of

national security problems. Arms control and proliferation security were high-priority problems of American regional policy. However, for Kazakhstan the military component of bilateral relations was inferior to questions of financial, economic and investment cooperation with the USA. Nevertheless, the far-reaching decision about nuclear disarmament made by Kazakhstan played an important role in strengthening of dynamic development of bilateral partnership and allowed the republic to take place of a full international actor.

**Key words:** the USA; Kazakhstan; diplomacy; democracy; nuclear weapon.

P. 96. *Kolyaskina Yelena A.* Shukshin Altai State Academy of Education (Biysk). **EXTRA-MARITAL RELATIONSHIP AND ATTITUDE TO IT IN A RUSSIAN VILLAGE OF THE ALTAI REGION IN THE SECOND HALF OF 19TH – FIRST HALF OF 20TH CENTURIES.** This article shows how the Russian tradition considers the general perception of extra-marital relationship, as well as its ethnographic specificity, multiplicity and dynamics. Premarital sexual relations were considered blameworthy in the peasant community of the most ethnic-cultural groups. The system of norms, which regulated the interrelation between sexes at youth village gatherings, formed negative attitude towards unfaithfulness. In the youth circle, parallel relations were criticized much more than the change of a partner. According to the conception of the most Russians of the Altai Region, a young woman was to preserve "innocence" till marriage. Young men did not have to meet such requirements. The Russians of the Altai Region considered virginity to be one of the main virtues of a bride during the observed period. The issue of the virginity preservation was a public category. Gradual transfer to the independent choice of a marriage partner in the first third of the 20th century lightened the perception of this issue. In case of seduction or cheating by a young man, a young woman would be guilty and in disgrace. She would be given a status of a wanton girl and considered to be the one to blame by villagers, especially if a child was born out of wedlock – "suraz". On the male part, absence of sexual relations before marriage was considered as respect to a girl, and offer of intimacy might be a test of her moral stability. The attitude toward husband's love affairs was more liberal, than toward wife's cheating. There was a concept that a woman must have only one sexual partner – her husband, otherwise it would be considered a sin. Informants state the facts of adultery as real but exceptional cases. Field materials are full with stories about humiliations and beatings of women, which were accused of or caught when cheating. Old believers had the strictest punishments for the adulterer. Unfaithfulness often happened because of long absence of a partner at home and also due to the fact that marriages at parents' pleasure were common. There was prostitution in the villages of the Altai Region, and single women were the source of its existence. During the research it was concluded that in the conception of the Russian peasants of the Altai Region extra-marital relations were considered not only as a negative deviant behavior, but also as an animal, which is not limited by cultural bounds, as a motion, a road out of the system of sexual life prescribed by marriage. The further life scenario of a person, who made a mistake, depended on the ethnic-cultural belonging and personal factor. Attitude towards premarital relations was a bit milder than to adultery. Female sexual behavior was controlled and evaluated stricter than the male one. In the first third of the 20th century there was a tendency of transition of extra-marital relation control from a public category to the private one. Consequences of the World War II intensified this tendency.

**Key words:** extra-marital affairs; adultery; Russians of the Altai Region.

P. 104. *Laritskaya Maria L.* Tomsk State University (Tomsk, Russia). **THE RIGHTS OF PEOPLE WITH DISABILITIES AND MECHANISMS OF THEIR PROTECTION AT INTERNATIONAL, EUROPEAN AND RUSSIAN LEVELS.** The number of people with disabilities has grown to 1 billion, i.e., 15% of the population of the whole world. Improvement of the position of disabled people and their life conditions is paid attention to at national, regional and international levels. The concept of the rights of people with disabilities has obtained international recognition only in the mid-1970s. In 1975 the Declaration on the Rights of Disabled Persons was adopted in the UN, it contains norms of maintenance of equal access to service. In 1981 the World Program of Action Concerning Disabled Persons was adopted. In 2006 the United Nations adopted the Convention on the Rights of Persons with Disabilities and the Optional Protocol. Absence of discrimination, involvement of disabled persons into society, equal opportunities are the core principles of the Convention. Monitoring of its implementation is realized by the Committee on the Rights of Persons with Disabilities. The gender aspect has gotten a special place. Women with disabilities encounter double discrimination – violation of the rights of women and violation of the rights of people with disabilities. The European Union pursues an active policy on ensuring of the right of disabled persons. In 1999 the EU Council adopted a resolution, it appealed to the EU countries to intensify measures in the of employment of people with disabilities and their integration in private and public sector. The Council of Europe (CE) also pursues the policy of protection of the rights of disabled persons. In April 2006, the Council of Europe adopted a Disability Action Plan 2006–2015. Successful integration of disabled persons is observed in the countries of Western Europe. Legislations of these countries consist in the idea that rehabilitation and employment of disabled persons are more beneficial than payment of pensions. More than 13 million disabled persons live in Russia. Most of the laws concerning their rights have become outdated. Ratification of the Convention on the Rights of Persons with Disabilities by Russia in 2012 has become an incentive to legislation improvement. In 2011 Russia approved the government program "Accessible Environment" that creates conditions for access of disabled persons to objects of social sphere. It is not being implemented very successfully. In the conclusion, one can say that it is difficult to influence the state at the international level if it does not provide a full realization and protection of the rights of disabled persons. But often international conventions boost formation of mechanisms of protection of their rights at the national level. The European Court of Human Rights makes a policy concerning disabled persons at the regional level be realized more effectively because they can make complaints when their rights are violated. One can still observe a low standard of living and weak social and legal protection of the people with disabilities in Russia although the government adopted the program "Accessible Environment".

**Key words:** rights of people with disabilities; international mechanisms of protection of rights.

P. 108. *Muratova Svetlana R.* Tobolsk State Social and Pedagogic Academy n.a. D.I. Mendeleev (Tobolsk, Russia). **GEOGRAPHICAL DESCRIPTION OF IRTYSH LINE.** The purpose of this article consists in historical reconstruction of geography of the Irtysh fortified line of the 18th century. The geographical description of the Irtysh line must be dated. We chose a document "The Description of Tobolsk and Ishim, Tara, Irtysh, Kolyvan and Kuznetsk Lines" as the main source of the description It was taken from the collection of the Head Engineering Department (349) of Russian State Military and Historical Archive (RSMHA). This document appeared as a result of the military and engineering survey which was carried out on the Siberian lines in the 1780s by Kovalyov, Trufanov and Shimov, experts of the Head Engineering Department. Authenticity of the document was certified by the signature of engineer-lieutenant Mikhaylo Shimov. He examined the site of the Siberian lines we describe – the Irtysh line. The "Description" was taken from personal records of engineer Alexey Vasilyevich Tuchkov. The source helps to recreate engineering

designs of fortresses and to outline their geographical contours. Probably, the map of the Siberian lines was attached to the paper, but it was not found in the archive. According to this document we can present the contours of the 18th century borderline "from Omsk to Ust-Kamenogorsk Fortress", which is called the Irtysh Fortress in the document. If the contours of the Irtysh line are mapped, the 872-verst line stretches along the right bank of the Irtysh. The fortresses were located in the following order: Omsk fortress, Zaostrovsky village, Achairsky outpost, Izylbashsky village, Solyanoy Povorot village, Charlakovsky outpost, Tatarsky village, Urlyutyubsky village, Zhelezinsky fortress, Pyatoryzhsky village, Osmoryzhsky outpost, Peshchany village, Chernoretsky outpost, Chernoyarsky outpost, Koryakovsky outpost, Podstepnoy village, Yamyshevskaya fortress, Cherny village, Lebyazhiy village, Podspusknoy village, Krivoy village, Semiyarsky outpost, Grachevsky village, Cheremkhovaya Zaboka village, Dolonsky outpost, Belogo Kamnya village, Glukhovskoy village, Semipalatinsk fortress, Ozerny village, Talitsky outpost, Shulbinsky outpost, Pyanoyarsky outpost, Ubinsky outpost, Barashevskaya village, Krasnoyarsk outpost, Uvarovsky village, Khlebopakhotnaya Zashchita, Ust-Kamenogorsk fortress. The Irtysh line was a part of the Siberian lines and it consisted of separate fortresses of various capacity. These were fortresses, outposts, villages. Service people were on guard, traveling to protect the borders from attacks of nomads. The historical reconstruction of geography of the Irtysh fortified line of the 18th century gives us a chance to present its spatial localization, promotes ideas of location of boundary fortress. The description of engineering solutions of fortresses provides information on using the latest developments of the West European fortification when constructing the line.

**Key words:** historical geography; Irtysh line; Western Siberia; Siberian lines.

P. 115. *Ostashova Yevgenia A.* Tomsk State University (Tomsk, Russia). **REGIONAL PARLIAMENTARY EXPERIENCE BY EXAMPLE OF STATE DUMA OF TOMSK REGION (1994–2001).** After the Soviet system was abolished a necessity to form new power institutions in the subjects of the federation appeared. These new bodies were supposed to be built on principles of federalism and parliamentarism. Only general framework of regional electoral campaign and basic principles of functioning of parliamentary institutions was established on the federal level so the creation of rules regulating that field in different regions was very active. Parliamentary regulations in the subjects of the Russian Federation were similar to each other in their general concepts but had some regional features. The State Duma of Tomsk Region consisted of 21 deputies elected in single-member districts under majority system. By the elections of December 21, 1997 electoral districts became binomial. Political organizations, representatives of industry, science and education participated in the election to the first and the second Dumas of Tomsk Region (March 27, 1994 and December 21, 1997). Political parties were relatively passive and their performance was not very successful. It seems that one of the reasons political organizations had rather poor results at regional election is that electorate tends to be not ideologically but pragmatically oriented voting for regional power bodies. As a consequence the major part of elected deputies were representatives of industrial organizations and executive power institutions. There were a lot of positive results of the Duma's activity (1994–2001): it was able to create basic laws in different fields of economic, political and social life, which was a big achievement considering that deputies started their work in an almost complete legal vacuum. The basic directions of further work were developed; the deputies managed to pass The Statute of Tomsk Region on July 26, 1995. The turnout at the election of 1997 was higher than in 1994 which showed the increase of the Duma's political influence. However, some negative trends could be displayed as well. Creation of the law was still behind the real life demands, some very important legal rules (for example, in economic field) were not created; most of the acts passed by the Duma were initiated by region executive institutions; participation of the representatives of economic and political elite in the electoral campaign made it more difficult for less wealthy candidates to get into the Duma; voters rarely participated in discussions of bills. Nevertheless, the important thing is that regional parliament was formed, it was able to create and pass laws that were essential for the whole region and the Duma became an important part of regional political system.

**Key words:** Tomsk region; parliamentarism; Duma.

P. 119. *Rachek Irina M.* Tomsk State University (Tomsk, Russia). **REALIZATION OF CHILDREN'S RIGHTS AT INTERNATIONAL, EUROPEAN AND RUSSIAN LEVELS.** Today the international protection of children's rights is a system of mutually concerted actions of the state and non-governmental organizations aimed at ensuring the rights of the child and assistance to their realization in the national legislation, and also rendering international assistance to children of the underdeveloped states. The basis of this protection is international agreements, treaties. Coming into effect of the Convention on the Rights of the Child of 1990 completed almost a 70-year fight for special needs and vulnerability of children recognized by the international community. The Convention established the minimum standards in the field of morality and law. They are compulsory for all the countries that ratified the Convention. The international mechanism of providing for the children's rights represents control of the international community by means of special bodies. One of the most effective mechanisms in protecting human rights is the European Court of Human Rights at the European level (ECtHR). The European Convention on protection of Human Rights and fundamental freedoms demands the states to guarantee realization for each person. The Convention entrusts the supervisions to ECtHR both for the practical measures accepted by government bodies of the countries, and for the national legislation about its compliance with the European standards. The general assessment of the children's position in modern Russia shows that radically positive changes did not happen, according to official state reports on the position of children in the Russian Federation, the official statistics of Goskomstat and other institutions. The mechanism of protection of children's rights does not work effectively in Russia. In recent years many international principles in the field of the rights and freedoms of citizens have become more effective. But the legal sphere still does not correspond to standards of the Council of Europe in many legal aspects. Today, representative and executive bodies of all levels do not pay attention to childhood problems in Russia. Joint development and implementation of comprehensive target programs, adoption of statutory acts, creation of a network of new establishments of social service and leisure of children are necessary. Besides, the permanent monitoring of position of children in Russia is necessary to be provided through the instrumentality of the state and non-governmental structures of the society. Control and outsourcing are to be independent from any power branches. The Russian government does not fulfill the specified requirements of the Convention about the rights of the child completely.

**Key words:** child's rights; European Court of Human Rights; ombudsman.

P. 123. *Semernikova Alyona I.* Tomsk State University (Tomsk, Russia). **THE EUROPEAN COURT OF HUMAN RIGHTS AND RUSSIA.** The European Court of Human Rights is a constantly operating body of the Council of Europe, established in 1959. Its task is to ensure that member-states respect the rights and guarantees set out in the European Convention on Human Rights. In contrast to traditional international judicial authorities the Court terms of reference cover applications of individuals. The European Court

judgments have absolute force for States Parties and are obligatory for execution by all public authorities. But the Court is not a higher echelon in respect of national courts and cannot change or reverse their decisions. Over 50,000 new applications are lodged at the Court every year. More than half of applications lodged since establishing the Court refer to violation of Article 6 of the Convention (fair judicial proceedings in reasonable terms) and Article 1 of Protocol No. 1 (the protection of property). Over the past few years the Court has developed a procedure of "pilot judgments" to cater for the massive influx of applications concerning similar issues. Russia joined the Council of Europe and signed the Convention and a number of Protocols to it on February 28, 1996. The case decision "Burdov vs. Russia" of May 7, 2002 became the first judgment against Russia. On January 15, 2009 the first "pilot judgment" about Russia was accepted on the same case (No. 33509/04). According to the Court statistics, Russia is the leader by the number of applications. A considerable part of them are identical. It is evidence of improper law execution concerning human rights violations. Russians apply mostly about non-execution of national court decisions (17%), next are applications about the low level of medical care, bad conditions of pre-trial detention and violation of the principle of competition in trials. Despite the fact that the number of judgments on Russian applications increases, some figures remain unfavorable: the growing number of applications is declared unacceptable; the execution of general measures concerning Russia is recognized as unsatisfactory; the statistics of time constraints of implementation of the Court judgments on "leading cases" is unfavorable. The practice of the Court on Russians' applications processing shows that violations of rights and freedoms are often a sequel of inadequate interpretation and adaptation of Russian laws. High percent of rejected applications suggests a weakness of informing the officials, judges, juridical community and citizens about the procedure of lodging and processing applications. It is significant that practice of the Court legal investigation indicates the gaps in legislation and problems of law-enforcement practice. It has positive impact on law-enforcement policy and legal proceedings that help to improve the law-enforcement system. Thus, the Court may be denoted as "the expert center", which provides necessary work for the law-enforcement system of the country, and reveals problems of legislation and legal proceedings.

**Key words:** European Court of Human Rights; Russian Federation.

P. 127. *Sorokin Aleksander N.* Tomsk State University (Tomsk, Russia). **FORMATION AND DEVELOPMENT OF RESEARCH IN COMPUTER SCIENCE IN TOMSK SCIENTIFIC-EDUCATIONAL COMPLEX IN 1950S–1960S.** The author analyzes the process of formation and development of research in the field of cybernetics. The period of 1950s-1960s became a flourishing era of computer technology and highest achievements in the scientific field of cybernetics in the USSR. A center of formation and development of research in the field of cybernetics in the 1950s in the east of the USSR became Siberian Physical-Technical Institute (SPhTI) at Tomsk State University (TSU). In the early 1950s at the Department of Radiophysics of TSU Associate Professors F.P. Tarasenko and G.A. Medvedev, senior researchers A.D. Zakrevsky and V.P. Tarasenko organized a group of young teachers and students of TSU and SPhTI. They decided to start the implementation of a major government theme, to develop applied questions of information theory and the development of electronic computers. In 1956, research on cybernetics and information theory (P.P. Biryulin, A.D. Zakrevsky, G.A. Medvedev, A.A. Utkin, V.P. and F.P. Tarasenko) and the quantum theory of solids (E.I. Cheglov, V.A. Chaldyshev) began in SPhTI. In 1958 research on automatic programming and logic synthesis of discrete devices (A.D. Zakrevsky), automatic control (P.P. Biryulin, G.A. Medvedev, V.P. Tarasenko) began. Later that year at SPhTI Siberia's first computer "Ural-1" was set marking the beginning of scientific school in the field of computer science. In 1950s Tomsk Polytechnic Institute (TPI) had researches in the field of automation of particle accelerators, mathematical modeling and the use of computer technology, automation and optimization of systems organizational management of the university. In a short time the intense pace of research in the field of cybernetics turned Tomsk research and education center in the research center of research in this area of the country. In 1964, by the initiative of A.D. Zakrevsky I All-Union Colloquium on Language of Finite Automata was held. Research in the field of cybernetics had important theoretical and practical significance. The studies developed into large schools of thought conducting research in the most promising areas of cybernetics. Thus, employees of SPhTI under A.D. Zakrevsky developed logical language of discrete automata synthesis algorithms representation (LYAPAS) and its more sophisticated systems, as well as a number of automatic synthesis systems of digital machines for design and research organizations in the country. On the basis of LYAPAS-71 a programming system for computers of the second generation was created, which anticipated a lot of ideas that were implemented abroad only in machines of the third generation. Designed and launched in 1965 by TPI employees electron synchrotron "Sirius" was the most powerful in the country and one of the largest in the world. Basic research on physics of acceleration of charged particles, nuclear physics and elementary particle physics, solid state physics were conducted on it.

**Key words:** Tomsk scientific-educational complex; cybernetics; history of science.

P. 131. *Turusheva Natalia V.* Tomsk State University (Tomsk, Russia). **PROBLEM OF RELATIONS BETWEEN THE GOVERNMENT AND INTELLECTUALS OF CHINA AT THE TURN OF 20TH-21ST CENTURIES.** The present article is devoted to the relations between the CPC leadership and intelligentsia in the late 20th – early 21st centuries. In the 1980s the Chinese intellectuals discussed widely if the undertaken reforms belonged to the socialist or capitalist type. Then, after the events in Tiananmen Square in 1989 Deng Xiaoping banned public discussion. In cultural circles the national identity and awareness of the primary role of the party in the period of transition to market economy were redefining. Some Chinese intellectuals left the country. Some of them came back to art and teaching at universities. In the 1990s market began to determine the further development of the cultural sector in the PRC. The government sought to attract the creative intelligentsia to the construction of spiritual culture with Chinese characteristics. In October 1996 two papers that set the direction of further development of literature and art in China were published. The first of them was the decision on several important questions on strengthening the construction of socialist spiritual civilization, the second – resolutions of the CPC Central Committee regarding important questions on promoting socialist ethical and cultural progress, adopted at the 6th Plenum of the 14th CPC Central Committee on October 10, 1996. Although they allowed freedom of topics, trends and genres, the workers of art were to "take care of the social effect of their works." In addition, they were to oppose the influence of Western bourgeois culture. In the 21st century China's leaders realized that without the development of culture it is impossible to profound the market cooperation and the expansion of openness to the outside world. Hu Jintao, who came to power in 2002-2003, directed the country to the construction of a "socialist harmonious society", speaking for the harmonization of public relations. Chinese intellectuals were given the opportunity to discuss the course of reforms publicly. The position of "public intellectuals", desiring to influence public policy displeased the authorities. Thus, we can conclude that in the 21st century, China's new leadership uses intellectuals at different levels as consultants in their professional activities, not allowing to act as critics of government policy or the initiators of the new directions of reform.

**Key words:** Communist party of China; intellectuals; policy; culture.

## ECONOMICS

P. 134. *Ivasenko Anatoly G.* Berdsk Branch of Novosibirsk State Technological University (Novosibirsk, Russia). **LAND MORTGAGE: APPROACHES TO DEFINITION, CHARACTERISTICS AND FUNCTIONS.** A modern term of mortgage was not formed immediately. Its appearance was due to the economic needs of the society, the development of its commodity-money relations. Over time it has constantly improved, reflecting the particular time in the particular country. Recently, the term is used in various senses, and therefore has a very rich content. This is the pledge of real estate, and a way to enforce any obligations (primarily arising from the Treaty), and obtaining a loan secured by real estate. It is also used for various housing finance schemes that, in fact, have no relation to mortgage. This word became fashionable and it has expansive interpretation when used for specific situations, which hampers the development of mortgages in Russia. In the broadest sense of the word "mortgage" means a legal system that includes procedures for determining the status of owning real estate and debt on it consistently at any given moment. In this sense, mortgage is comparable to a mathematical coordinate system. In a narrower sense it means a mortgage form of monetary obligations of the debtor (borrower) to the creditor (pledgee) by passing the real estate collateral to obtain mortgages, typically a home loan. Analysis of the definitions of mortgages and mortgage lending has demonstrated that there is no single notion of mortgages, the term is used depending on the need for its use in any particular sector of economy. Tasks assigned to the study, have made it necessary to review mortgage as a unique phenomenon in the Russian economy at a certain stage of development, as well as harmonization of the existing interpretations in terms of participation in the overall economic result at the regional and macro-levels. Mortgage is seen as the economic engine that exists within holistic socio-economic system of the State, which includes six main subsystems: borrowers of subprime mortgages, lenders who provide loans secured by real estate, three groups of intermediaries to optimize cross-system processes and management subsystem [15]. Therefore, mortgage is a loan commitment, the return of which secures a pledge of real estate (mortgage). Mortgage lending is a holistic mechanism of relations arising on the issuance, sale and servicing of mortgage loans. Land mortgage is one of the possible schemes of mortgage crediting of business structures in the agrarian sector of the economy.

**Key words:** mortgage; functions; features.

P. 141. *Kazakov Vladimir V.* Tomsk State University (Tomsk, Russia). **MODERN PROBLEMS OF REGIONAL DEVELOPMENT AND DIRECTIONS OF REFORMING FINANCIAL SYSTEMS.** Deepening of the processes of differentiation of Russian regions in terms of social and economic development, striving for financial autonomy of the regions and municipalities, complexities of State regulation of the economy and the increasing role of indirect methods of macro- and microeconomic processes, both within the country and within specific regions make it extremely important to identify methodological features of fiscal federalism in Russia policy at the current stage. Economic actors exercising their functioning at the regional level, the financial relations are manifested and realized in the financial system. Therefore, there is clearly a need to examine current issues of functioning and development of the financial system, both from theoretical and practical perspectives. In the economic literature, there are two main approaches to the definition of the regional financial system. A functional approach to the definition of the financial system defines it as an estimated sum of financial relations involving the use of funds of funds through appropriate financial institutions. Institutional approach to financial system says it is the totality of financial markets, financial intermediaries, as well as other institutions (including regulatory), used for financial transactions, exchange of assets and risks. We believe that it is more appropriate to determine the financial system of a region as all financial relations arising during the formation, allocation of financial resources, and special financial institutions providing financial management links on the territory of the Russian Federation. The effectiveness of a regional financial system depends on the socio-economic structure of the constituent entity of the Russian Federation, a radical change in this structure, the development of financial relations in the region, the evolutionary transformation of regional finances that lead to a change of the financial system and its functions. Implementing financial policy of a State that is central to the theory of finance allows to trace the changing realities in the field of financial relations and develop recommendations on stabilizing the financial situation in the region. The weaknesses in the management activities of the Executive Branch of Tomsk Region are caused by a set of factors, part of which is problems with the regional financial management. Today Tomsk Region has come to the point where the regional financial management reform is vital. It is required to create an effective system for planning and monitoring the performance of the executive authorities of Tomsk Region. This system should eliminate negative factors and regional financial system management problems listed in the previous section, that is, provide the necessary regulatory and methodological base for successful implementation of development strategy and program of socio-economic development.

**Key words:** regional financial system reform; problems of regional finance.

P. 147. *Kornienko Olesya S.* Pacific Institute of Geography (Vladivostok, Russia). **ASSESSMENT OF ORIENTATION DEGREE OF THE FAR EAST REGIONS ON INTERNATIONAL MARKETS.** The regions of the Russia Far East are located in a contact zone of the largest continent and the largest ocean near China, Japan and the Republic of Korea having their considerable economic potentials. Remoteness of geographical position of the Pacific regions from the Russian central part defined specifics of their development at the end of the 20th century. Hence, disintegration of the USSR, political and economic crisis in the 1990s, destruction of economic relations resulted in a certain "isolation" of the Far East from other Russian regions, whereas the territorial neighborhood with the countries of the Asian-Pacific regions created favorable preconditions for the development of international cooperation. As a result of such changes, the scales of foreign economic relations began to develop rapidly. The purpose of this work is the assessment of economic orientation of the Far Eastern regions to the foreign markets. We accepted export and import volumes as key indicators. Taking into account these indicators, we calculated export, import and foreign trade quota and the index of economy orientation to foreign markets. All calculations cover the period from 2000 to 2010. On the basis of obtained results we identified three groups of the Far Eastern regions by the degree of economic orientation to the foreign markets. It goes without saying that the open economy is a positive phenomenon. Such economy favors the shifts in political and social spheres, expands possibilities of a consumer choice of population and, thus, it promotes an increase in the standard of living. But, without having analyzed the export and import structures, one cannot make any definitive conclusions. So, if we analyze the export structure of the Far Eastern regions, we shall see that natural resources dominate in it. Dominance of raw materials in the export structure testifies to the low technical and industrial level of the regional economy. One can also make a similar conclusion on the basis of the analysis of import structure in which cars, equipment and vehicles are the most imported types of production. The Far East economy remains oriented to the foreign markets, as a whole. At present the region cannot provide itself independently with agricultural production and consumer goods. At the same time it remains a

source of natural resources for the adjacent Asian countries. It is more difficult to provide and keep sustainable development for the Far Eastern regions with a low economic potential and weak foreign orientation. At the same time the regions with a very high level of orientation have an excessive dependence on a foreign market that results in considerable risks in extreme situations. Hence, in our opinion, under these conditions the variant with moderate foreign orientation of the regions, which at the moment is noted in two subjects of the Far East, i.e., in Khabarovsk Krai and in the Republic of Sakha, is the most optimal one.

**Key words:** the Far Eastern regions; international cooperation; foreign economic activity; assessment; open economy.

P. 151. *Nikonova Yana I.* Berdsk Branch of Novosibirsk State Technological University (Novosibirsk, Russia). **MODERN TENDENCIES OF FORMING THE STRATEGY OF INNOVATIVE DEVELOPMENT OF ECONOMIC SYSTEMS.** Economic growth, sustainable development, raising living standards are the main tasks of modern Russia. The task of doubling GDP within 10 years has created a situation where, on the one hand, there was a specific rate action impact assessment in the economy and, on the other hand, it became necessary to qualitatively change the policies of the country, which can be labeled as a transition to the innovative development strategies at both the macro and micro levels. The need to move the economy to an innovation way of development is stated in the strategy and the concept of socio-economic development of the Russian Federation up to the year 2020, developed and adopted in the upper echelons of power. However, the process of building an innovative economy in Russia is extremely slow. Emphasis on commodity development model diverts investment and human resources from solving tasks of modernization of Russian industry, the development of high- and medium-tech industries, so the technological gap between Russia and the developed countries is steadily increasing. Strategy of innovation development is intended to regulate the functioning of the innovation sphere, i.e., refers to the horizontal component of the socio-economic policy, it also includes separate economic and motivational elements (for example, tax regulation of innovation). Hierarchical structure of the strategy of innovative development is linked to the strategic allocation of four levels: macro level, regional level, sectoral and micro levels. Experience in formulation and implementation of State innovation strategy in many countries shows that it is generally not a "pure" expression of a theoretical model, but a composition of measures of various kinds. The article highlights several critical areas of the State strategy of innovative development at the present stage of development of the world economy, and identifies the main factors that affect the pace and content of the strategy of innovative development. In conditions of transition economy to an innovation way of development innovation strategy needs to take a new position in the whole system of State regulation. It cannot be an isolated fragment of the socio-economic development strategy, and becomes the center of the system of State regulation and permeates all aspects of it. It should be focused on stimulating the transfer of knowledge, including acquiring the form of technology transfer. Innovation strategy in the period of economic reforms and various kinds of extreme situations should be active, more rigid and defined.

**Key words:** state innovation strategy; financing; world experience.

P. 158. *Roshchina Irina V., Dyatlova Natalia A.* Tomsk State University (Tomsk, Russia). **MUNICIPALITY AND THE SPHERE OF SOCIAL AND LABOR RELATIONS: THE IMPACT OF INTERDEPENDENCE.** In the article the interaction of the municipality and the sphere of social and labor relations is described. It is at the municipal level that the establishment and development of social and labor sphere occurs. In this case, first of all, the approach used in the consideration of the municipality and the sphere of social and labor relations is important. Currently, there are a number of concepts that characterize the category of "municipality" from different perspectives: reproduction, opportunistic or market, corporate (quasi-corporation and quasi-state), institutional, resource and social approaches. Also efforts are made to create mixed approaches to connect different features of municipality. These concepts, in many ways, determine the nature of social and labor relations. But most of them are "narrow", one-sided. This, in turn, limits the consideration of social and labor relations of the municipality. While the analysis of sustainable development of municipalities in different directions we must consider the social and labor sphere. Therefore, an integrated approach that combines various aspects of analysis and counterbalances different approaches is required. In this respect the authors propose to use the "side" approach. The main feature of this approach is to consider the person as a multifaceted being (worker, consumer and social creature). In line with this, we may single out the major subsystems of a municipality: technical, social and institutional. This is essential, first, to integrate the existing approaches, and, second, to analyze multidimensionally social and labor relations at the municipal level. That is not only the analysis of relations between employers and workers, but also of the social partnership and social responsibility (relationship with the population of the municipality, local authorities). With this integrated approach, it is possible to consider the municipality and social and labor relations from different perspectives, for example, focusing on the person as an employee (technical sub-system) with the analysis of the municipality as a quasi-corporation, etc. Thus, due to the "side" approach it becomes possible to use all the considered approaches in a complex. The approach focused on a person allows us to consider social and labor issues of the municipality in the analysis to ensure its sustainable development.

**Key words:** municipality; social and labor relations; quasi-corporation; quasi-state; side approach.

## PSYCHOLOGY AND PEDAGOGICS

P. 163. *Davletyarova Ksenia V., Nagornov Mikhail S., Kapilevich Leonid V.* Tomsk Polytechnic University (Tomsk, Russia), Tomsk State University (Tomsk, Russia). **FEATURES OF MOTION COORDINATION OF FOOTBALLERS WITH MUSCULOSKELETAL SYSTEM DISORDERS WHEN SHOOTING.** In the control group the footballer in the preparatory phase shows a shift to the right of the center of pressure (CP). Before the shot CP moves back a little. The trajectory of the shot is direct. After the shot CP moves to the left. In the main group the footballer in the preparatory phase shows pronounced fluctuations of CP. Before the shot CP deviates back significantly, the trajectory of CP in the phase of the shot is a little curved. After the kick there is a marked CP fluctuation in the sagittal plane. When kicking with the inside of the foot footballers with musculoskeletal system disorders (MSD) show differences in the basic parameters of equilibrium. The scatter in the frontal plane in the study group was significantly lower than in the control group. Variation in the sagittal axis of the players with MSD was significantly lower than that of the players without the disease. Offset by the sagittal axis of the players of the control group was significantly higher than that of the players with MSD. In addition, when shooting with the inside of the foot there is a difference in the group of athletes with MSD and the control group in the following indicators: the average speed of CP, the area of the ellipse, the area of statokinezigram change rate, the average linear velocity. All these indicators of balance were significantly lower than in the control group of athletes. When the ball is hit by the middle part of the instep

in the group of footballers with MSD the front and sagittal variation is significantly lower than in the control group of athletes. Also, compared with the control group the average speed of CP, the area of ellipse, the area of statokinezigram change rate, the average linear velocity are significantly reduced. However, the quality of the balance function is significantly higher than in the control group of athletes. Thus, the players with MSD have motion coordination disorders associated with the displacement of the common center of gravity of the body, which leads to the break of the linear movements. The trajectory of CP when shooting is curved in all phases. However, athletes compensate for these disorders by reducing such factors as variation in the frontal and sagittal planes, the area of the ellipse, the rate of change of statokinezigram, the average linear velocity, the average velocity of the center of pressure. An increase in the quality of the equilibrium function is also noted.

**Key words:** football; paralympic sports; scoliosis; flat foot; computer stabilography.

P. 166. *Mustaev Valery L., Zagrevsky Oleg I.* Youth Sports School of Olympic Reserve named after I.I. Mametiev (Leninsk-Kuznetsky, Russia), Tomsk State University (Tomsk, Russia). **ON DIRECTIONS OF RESEARCH IN ARTISTIC GYMNASTICS.** The authors showed that in the modern science of physical education and sports scale research is so extensive that the analysis and synthesis of the results of scientific work becomes of fundamental importance. This situation is typical for many areas of science, characterized by the fact that there are so many publications that scientists are unable to keep track of all of them, even in their field. Suffice to say that in Russia the number of defended and published theses on problems of physical education and sports in only two of the leading higher education institutions (Russian State University of Physical Education, Sport, Youth and Tourism, and Lesgaft National State University of Physical Education, Sport and Health) is more than 6760 works. The results of scientific research in the field of gymnastics are no exception. During the period of 1946-2009 in the Soviet Union and Russia 284 research papers were defended. The authors identified 13 areas of research in artistic gymnastics: methodology of sports training of gymnasts, biomechanics of gymnastic exercises, gymnastics, sports training technique of young gymnasts, gymnastics technique in the school system, gymnastics technique in the higher education system, physiology of sports activity of gymnasts, physiotherapy, sports acrobatics, production gymnastics, psychological training of gymnasts, biochemistry in the athletic training of gymnasts, gymnastics history. It is shown that the largest number of works (158) is defended in research related to the procedure of training gymnasts. Of these, 44% is works related to the improvement of athletic training of gymnasts of high class. 21% of works is devoted to general theoretical foundations of sports training and 23% – to the methods of excelling gymnasts of high class. In the second place are papers related to the study of the biomechanical basis of gymnastic exercises. This fact is quite natural, since the results of biomechanical studies are the basis for the adjustment of teaching and improving the training process of gymnasts. The third place is occupied by researches related to artistic gymnastics (58 works). Considering the number of dissertation researches in rhythmic gymnastics we should note that a greater number of works mentioned appeared since 1990. So if during the Soviet period, there were 26 works in rhythmic gymnastics, the post-Soviet period has 32 of them. Research on Sports Reserve occupy the fourth place. Studies of gymnastics as a means of physical education at secondary schools and higher education institutions have the fifth and sixth places accordingly. Research related to the problems of medical and industrial gymnastics have the eighth and tenth places. The modern process of training gymnasts is impossible without research on physiology, psychology, and biochemistry. Research in the field of gymnastics in these areas occupy the seventh, 11th, and 12th place in the overall number of researches. Problems in the history of artistic gymnastics in the research of scientists occupy the modest 13th place.

**Key words:** research; direction; gymnastics; gymnasts.

P. 171. *Pogudina Yevgenia Yu.* Tomsk State University (Tomsk, Russia). **MICROSCOPIC APPROACH TO ORGANIZATIONAL BEHAVIOR.** In the article features of the microscopic approach to organizational behavior are considered. It is noted that microscopic approach focuses on the study and analysis of the internal environment of the organization, the internal connections between organizational elements. Microscopic approach to organizational behavior is also in the understanding of human nature, the knowledge of the laws that influence individual behavior. The article discusses the issues which still have not received due attention in the field of human resources management. It is such questions as denial of human corporeality by modern organizations, when biological peculiarities, circadian rhythms are not taken into account; at the same time the parameters of the human body are used to reinforce the functions of control, for example, organizations use lie detector or biometric security organization. Practically no attention is paid to ergonomics of workplace and space. Age peculiarities of the personnel are ignored in career planning, development of system of motivation and incentives, connection of personal and professional development crises. Gender peculiarities of organizational behavior also rarely become the subject of study. The problem of motivation in organizational behavior is understood wider than in control theory, since motivation refers to a full range of factors, conscious and unconscious, that guide human behavior. Nevertheless, it is also necessary to consider the fact that the main motivational techniques used are power or manipulative methods of influence. One must pay attention to the fact that the motivational and emotional systems are inextricably linked in human behavior – emotions serve motivational activities, and the motivation of any conduct is largely determined by the emotional attitude. Despite this, many modern organizations suffer organizational alexithymia, ignoring the emotions of employees at their workplaces. The problem of loyalty and commitment of staff is another important problem of organizational behavior. Loyalty and competence are different phenomena, and loyalty can hide incompetence, while a competent officer will not always be loyal to the organization. National peculiarities are also an important factor, which influences the behavior of employees, and this factor is currently neglected. Training aids on organizational behavior are based on analysis of peculiarities of conduct of the European employee. Russia has a number of national peculiarities, which will influence the behavior of a person within the organization, but there are no studies devoted to this important issue. Thus, microscopic approach to organizational behaviour draws attention to a number of current issues in the field of human resources management.

**Key words:** human resources management; organizational behavior; psychological portrait of an officer; personnel motivation; organization commitment.

P. 174. *Titova Olga I., Lutsak Dmitry A., Bezuglov Ivan Ye.* Siberian Institute of Business, Management and Psychology (Krasnoyarsk, Russia). **INNOVATION POTENTIAL OF INDIVIDUALS AND GROUPS: ANALYSIS OF FEATURES WITHIN EXISTENTIAL-HUMANISTIC AND COGNITIVE APPROACHES.** Throughout the history of the study of innovation potential different approaches were realized. In management and economics it was innovation approach – employee's ability to take new information, to gain professional knowledge, to create new competitive ideas, to find solutions to non-standard tasks, and new ways to solve standard problems. For the new approach we should consider innovative potential of the individual / group as a much broader

system, the scope of which includes person's existential sphere that mobilizes the most important resources, which play an important role in the formation and further development of the human personality. When confronted with the task associated with the creation of innovation, there is a start of convergent thinking, access to individual inner picture of the world, to certain parts of memory that are associated with the current task. These sites, according to M. Minsky, are called frames, a special form of interpretations of real objects in the form of an in-memory package of knowledge. Analytical process of sorting frames in search of a solution of the problem is a frame-circuit – the possible solutions of the problem, based on the exhaustive search of knowledge stored in memory. If in the past one is confronted with the same or similar problem, in one's individual inner picture of the world there is some idea of how to solve this problem. If the problem is a fundamentally new process sorting frames will go up to a certain limit (not taking into account the volitional mechanisms) - this limit is cognitive stupefaction, dissonance between the individual internal view of the world and an external challenge. Further analysis of the problem is in order to expand the search options for solving the problem. Divergent thinking mechanism works, by which a circuit of quasi-frames is formed, the analysis process is, in fact, the mechanism of convergent thinking in the process of which there is searching, finding and applying solution to the challenge. The main complexity of the mechanism construction, incubation and implementation of productive ideas is vast complex psychological processes involved at this point. The formation of such a system requires a high level of development of personal and individual qualities and characteristics. In the second half of the 20th century scholar Maslow formulated the concept of human development, the apex of which is the mental process, which actualizes special and creative abilities of people. Under this phenomenon, we mean self-actualization, which marks the achievement of the full realization of human potential. Self-actualization is impossible without activity in a certain sphere that sets the stage for its development and formation, which are expressed in the professional identity. Analyzing the structure of the human personality, who has reached self-actualization, we can highlight one important feature – the potential ability of the individual to change and transform the activity itself and its structural components (resources, conditions, models). Achievement of self-actualization is considered by us as a basic prerequisite for the formation of innovation potential of the individual.

**Key words:** innovative potential; creativity; self-actualization; self-realization; frame.

P. 179. *Tsoy Vyacheslav G.* Tomsk State University (Tomsk, Russia). **TENDENCIES OF DEVELOPMENT OF PSYCHOLOGY OF MANAGEMENT DURING TECHNOLOGY SYSTEM CHANGES.** Today transition to a new technological system becomes more and more important, in this regard, there are a lot of issues related to the preparation of a relevant new way of personnel management. In this paper we attempt to analyze the evolution of scientific views on the psychology of management and basing on this analysis to predict future trends in the field of science. We conducted an analysis of theories of development of transpective technological structures in relation to the theory of evolution in the field of psychology of management. Based on this analysis, we made the following conclusions. Obviously, the formation of a new technological system requires very "high-tech investments". That is, to say that the economy will be based on knowledge is most likely true with one small observation: knowledge will be considered only in terms of its market value. One could argue that it has been like that for a long time. But in the sixth technological structure, knowledge will play an even greater role. The role of science in the economy will increase, and this role will consist in the fact that science itself will be the main innovation. Technical and economic efficiency of technologies is determined, for example, by how perfect businesspeople and managers are in the application of humanitarian technologies. The lower their management and humanitarian training, the poorer they manifest personal-business potential. In the field of humanitarian technology there is now a need in change and increase of complexity of knowledge. According to V.Ye. Klochko and E.V. Galazhinsky "entry of humanity in the era of information society does not only make the person become more complex in order to meet the age, but the era begins because the person has already accumulated the required capacity of complexity, but is not aware of it, as they are trying to make sense of themselves by means not suitable for such complexity". Actually it causes the need to develop more sophisticated ways of thinking about what constitutes a person in general, and people of the information age in particular. In the modern theory and practice of organization and management of economic systems there is an increased interest in the ideas of self-organization. The nature and prospects of self-organization predetermined the transfer of interest from management models oriented on interaction of objects with the environment, to models based on the trend of decentralization of management. The idea of organization relationship with self-organization brought management issues in multidisciplinary context. Transpective analysis shows that in fact multidisciplinary can be understood as the initial stage of interdisciplinary discourse that today becomes transdisciplinary interaction. In other words, the forecast comes true, Jean Piaget believed in 1970 that after a phase of interdisciplinary research, "we should expect a higher stage – the transdisciplinary one, which is not limited to interdisciplinary relations, but places these relations within the global system without strict boundaries between disciplines".

**Key words:** technological way; humanitarian technologies; administrative activity; system approach; transdisciplinary.

## SCIENCES ABOUT EARTH

P. 183. *Golubeva Anastasiya B., Zemtsov Valeriy A.* Institute for Water and Environmental Problems SB RAS (Barnaul, Russia), Tomsk State University (Tomsk, Russia). **ASSESSMENT OF FLOOD HAZARD AND RISKS IN THE CITY OF BARNAUL (BY EXAMPLE OF ZATON DISTRICT).** In recent decades, a lot of research is devoted to flood assessment due to the ever-increasing damage. The authors consider theoretical and practical aspects of hazard and flood risk, as well as the methodological foundations for the study of these issues at the local level. It is proposed to assess the hazard and risk (social and economic) using the methods of cartographic modeling and scenario forecast. Floods are the most dangerous natural phenomenon that brings the most considerable damage to the city of Barnaul because about 10% of its area is located in the floodplain of the Ob River. Part of the city is exposed to frequent flooding during a high water period in spring and summer. Initial hydrological data is a long term time series of observed maximum water stages in the Ob River for the period since 1937. The time series was tested for homogeneity using the Fisher Test for sample variances and the Student Test for sample means. The 42-year period of observations 1970–2011 is selected as homogeneous for flood frequency analysis. The maximum water stages of the Ob River at Barnaul with 1; 2.33; 5; 10; 25 and 50 % probability of exceedance were derived. The method of cartographic modeling was applied for mapping areas vulnerable for flooding at a local scale; and the boundaries of submerged areas for maximum water levels with the assigned probabilities of exceedance were determined using framework on the basis of the preliminary developed Digital Elevation Model of a floodplain where the Zaton district of Barnaul city is situated. Accuracy of the determined boundaries was tested for the flood 2010 of 2.33% maximum water stage frequency. A good

agreement between the calculated and observed boundaries was obtained. Taking account of the flooded areas corresponding to the assigned water stages, the number of people inhabiting each area, and the value of property and commercial facilities situated in the area, the relation between the water stage and the damage caused by flooding were derived and social and economic risks as a combination of the probability of hazardous flooding and the magnitude of damage were calculated and analyzed. The paper is intended for ecologists, geographers working in research, design, construction organizations, public control and management bodies, as well as for students and teachers of science.

**Key words:** floods; hazard assessment; risk assessment; digital elevation model; flooded area determination.

P. 189. *Poliyenko Alexander K., Sevostyanova Olga A.* Tomsk Polytechnic University (Tomsk, Russia). **ON LIVE AND INERT SUBSTANCE IN V.I. VERNADSKY'S WORKS AND IN MODERN RESEARCHES OF ORGANIC-MINERAL FORMATIONS IN THE HUMAN BODY.** In the article concepts of inert (inorganic) and live substances are considered. The base of scientific outlook of V.I. Vernadsky is the concept of live substance which the scientist defined as a set of live organisms. Along with live substance, V.I. Vernadsky introduced the concept of inert substance. The material and power substance building the biosphere is sharply non-uniform and therefore it is necessary to distinguish the main mass of substance which does not classify as live substance; V.I. Vernadsky suggested to call this substance inert, not live. In biology there is a concept of symbiosis, or coexistence of different types of organisms whose activity helps mutual survival. V.I. Vernadsky applied the concept of symbiosis to inert substance. The science called biological mineralogy (biomineralogy) studies formations made of live and inert substances, is engaged. One of the directions of researches of biomineralogy is devoted to the phenomena of mineralization during the formation of a human body and during its diseases. Emergence of organic-mineral formations in various systems and organs is a disease, but at early stages the person doesn't feel it. It is a signal showing imbalance of an organism, violation of normal functioning of some of its bodies, which causes metabolic disorder with all that it implies. In the article the problem of unusual symbiosis of live and inert substances in the urinary system of the person is described. This symbiosis is considered by example of formation of uroliths (uric stones). As it is established, the lifeless substance (urolith) appears in the live one, it develops and changes as a result of the various processes happening in a live organism. Uroliths deserve close attention of researchers of a diverse scientific profile – biologists, physicians, mineralogists, crystallographers, ecologists and others interested in the world around and the processes in it. Thus, organic-mineral units (in particular, uroliths) are a classical example of close interrelation of the inert and live substances, which are formed in a human body.

**Key words:** live and inert substance; organic-mineral formations; human body.

P. 198. *Lobanov Grigoriy V., Zroychikova Olga A., Poliakova Aleksandra B., Sabayda Yekaterina A., Novikova Marina A., Trishkin Boris V.* I.G. Petrovsky Bryansk State University (Bryansk, Russia), Bryansk Branch of Moscow Institute for Psychology and Social Science (Bryansk, Russia). **GEOLOGY-GEOMORPHOLOGY FACTORS OF THE STRUCTURE AND DYNAMICS OF THE FLUVIAL SYSTEMS IN THE UPPER DNIEPER.** Features of territory geological and geomorphological structure manifest themselves in morphology, spatial structure and dynamics of fluvial relief. The influence of the factor has a probabilistic nature in connection with the accounting complexity for the interaction of the related fluvial forms, diversity of their spatial combinations. At the level of individual bends of the meandering channel a significant impact on the dynamics is the strength properties of channel-forming grounds. For the middle course of the Desna River a direct link between the intensity of the longitudinal and transverse channel deformations and their comprehensive strength parameter (resistance to erosion and average-maximal channel-forming discharge) is established. The most stable is the bend whose slopes are composed of strong loam rocks, fast configuration changes are characteristic of the segment bend in a sandy alluvium. The spatial structure of the floodplain-channel complexes, which is forms of organization of fluvial relief on the level between individual forms and hydrological networks, reflects the influence of the rock strength characteristics through the correlation of different bend types. Indicator characterizes the specifics of the process in different geological-geomorphological conditions. In the left-bank part of the basin of the Upper Dnieper the ratio is made of bends in the river crossing morainal, fluvial-glacial plains with different depth of pre-Quaternary rocks, loess plateaus. Features of dynamics of floodplain-channel complexes manifested in the scale of morphodynamic and morphological changes, the sustainability of individual forms typical transformation non-definitely reflect the specifics of the geological and geomorphological structure of the territory of the basin. Non-uniformity of the relief development speed in the scale of thousands / tens of thousands square kilometers is manifested in the difference of the hydrological networks structure from the classical erosion scheme. Deviations appear in violation of the connection sequence of watercourses. Small rivers of the first and the second orders directly flowing into the major river constitute a substantial share in the hydrological networks of the left bank of the Dnieper basin. Such streams are much larger than the classical upper elements of the erosion network. The main reason for the deviations is the interception of the flow part by the neighboring catchment basin. The influence of geological and geomorphological features on the dynamics and spatial structure of fluvial relief is significant for forms with a typical development period of several decades: bends of the modern channel, and less clearly – higher levels of its organization. The dependencies have a probabilistic character, defined by the dynamics of both related, and relatively remote similar forms, the impact of which is difficult to formalize. The specific methods for description of geological and geomorphological factors that depend on the model objects hierarchical level and the specificity of the region are justified.

**Key words:** fluvial systems; probabilistic dynamics; strength properties of channel-forming rocks; spatial structure of floodplain-channel complexes; hydrological networks.