

ABSTRACTS

SOCIAL ISSUES

P. 5. *Bykov Aleksandr A.* Tomsk State University. CHARITY AS A SOCIOCULTURAL PHENOMENON: THE GENESIS OF IDEAS AND PRACTICES. The article covers the charity as a sociocultural phenomenon. It is considered the basic grounds of charity formulated in works of antic authors Marcus Tullius Cicero and Lucius Annaeus Seneca. The author analyzes the ideas genesis in the field of charity in Christianity, in the philosophical works of the Age of the Enlightenment, in the works of XIX age thinkers. The article represents the comparison of the general and special moments occurred in western and eastern branches of Christianity in the field of charity. At the same time the changes in charity practices are considered.

Key words: charity, antiquity, Christianity, practices.

P. 11. *Dimke Daria V.* Mr. Ethnology, European University in St.-Petersburg. CHILDHOOD WITHIN UTOPIC SOCIETIES: CONCEPTS AND TECHNOLOGIES. The image of childhood and children differs in various cultures. The present thesis isn't concentrated on the difference between traditional and industrial cultures, it is focused on the fact that different industrial cultures in 20th century managed to produce their own specific images of the childhood. The European and American cultures of the 20th century used to face the childhood as quite a special "closed" world and a child itself as a special being, who needs to be taken care of in order to avoid the "grown-up's world" with all the troubles they had to solve. Nevertheless, at the same time there were societies and communities (USSR, Nazi Germany, kibbutzim and communitar' communities) which adopted totally different idea of the subject: a child in these communities was interpreted as a partner, children actively participated in the grown-up's life. The border, which was supposed to exist between children and grown-ups, in the societies of that kind was unstable. The childhood culture was structured through the idea that the childhood is not a special period of a human being's life. The pedagogical strategy was being created as both on the contrary of the leading European model, and it's issue was in uniting the "grown 'up'" word and "children's" worlds together, which had as a key moment the creation of common symbols and rituals, common t the both parts.

All these societies and communities have one common feature – they were created to realize one's attempt of utopian projects. Using some essential thesis presented by Pr. MacIntyre, we are able to understand, why these kind of societies and communities produced such an divorced type of interpretation of childhood, which is to be traced not only in the literature, art, artifacts (toys, clothes, buildings and cities structures). Not only mentioned above, but also pedagogical technologies (which used to be thought as typical for children). Using the terms "pedagogical technology" we mean a number of plays, practices and rituals, which are actual for the children and teenagers.

Key words: Childhood concepts, utopian society, A. . MacIntyre, "pedagogical technology"

P. 24. *Kuvshinova Oksana A.* PROBLEMS SOCIAL CONSTRUCTION ADVANCED AGE. The summary: Changes in socially-demographic structure of the Russian society, caused by reduction of birth rate and increase in average life expectancy, staticized the problems connected with growing quantity of persons of advanced age. Till now the scientific unity in term application "elderly" in the scientific literature doesn't exist. The problem of research of borders of this age and possibility of branch of social group of older persons from other social groups have caused a choice of a theme of our research.

Key words: pension age, prescheduled pension, employment elderly, pension reform, advanced age.

P. 31. *Lysikova Olga V.* Saratov State Technical University. SOCIAL PRACTICES OF RUSSIAN TOURISTS: PREFERENCES IN COUNTRIES AND CITIES OF VISITING. Until the 1980's Soviet citizens had a rare opportunity to visit foreign countries. At present, the increasing flow of tourists to Europe and other parts of the world space of post-Soviet states involved in the processes of globalization and cultural exchange on an equal basis with everyone. The constancy of tourist movements became common practice for many Russians caused enormous economic and cultural effects. Markers of modern tourism are the space and the locality. Space potential is to create a geographical

image as a system of signs and symbols that characterize a certain territory in terms of sense of life and strategies for people living there or visiting it.

The article analyzes the preferences of the modern Russian tourists concerning their visits countries and cities worldwide. The empirical research was realized by questionnaire survey of tourists - customers of travel companies (N = 1277) from October to December, 2010. Target sample was carried out among urban populations in the three federal districts: Central (Moscow), Volga (Saratov), and Southern (Volgograd, Astrakhan). The sample is target and cluster. Calculation of sample's size was based on data from National Population Census, 2002. Sample of respondents is quota by sex and age. Quota representative sample of the regions divided into four mega-cities of the European part of Russia: Saratov, Moscow, Astrakhan and Volgograd. All respondents were clients of travel agencies where they filled out questionnaires. The obtained data are processed by using a statistical software package for social sciences SPSS 18.

Through and in the process of social practices of tourism person constructs his identity, acquires and transforms value systems, collects and interprets personnel and foreign travel experience. Planning and realization of tourist trips is a component of designing of own life different from others in which the motivation, geography and chronology of travel are unique. It does not preclude the identification of specified trends of tourist activity. Visits of modern Russian tourists to countries and cities are diverse, their preferences are differentiated, as evidenced by data analysis carried out empirical research. Social practices of tourism allow Russian citizens traveling abroad, to form their own identity through the completion of their experience with a tourist group.

Key words: Tourist, outbound tourism, social practices, country, city.

P. 46. *Maly Vadim I., Gusev Vladimir V.* POLITICS OF ENERGY COMPANIES IN THE SARATOV REGION: SOCIAL AND INVESTMENT ASPECTS OF. This article examines the situation in the energy industry of Saratov region. Despite the global financial crisis and falling industrial production, the negative effects practically did not affect the energy industry. The annual price increase for releasing energy leads to the fact that the cost of production of the domestic industry is growing every year, the company can not sell their investment programs, and the population of the region has to pay more money for electricity consumed. Unrestrained growth of electricity tariffs and a reduction of this background of economic and social indicators in urgent need of government intervention and regulation.

Key words: energy, nuclear power plant, energy tariffs, power, metallurgy, environmental protection.

P. 55. *Rykun A.Yu., Melnikova O.O., Yuzhaninov K.M.* SOCIAL STRATIFICATION AND SOCIAL IDENTITY OF TOMSK REGIONAL POPULATION. The possibility of regional development is dependent upon its social structure in various ways. Especially important are the proportion and quality of its middle class, professional and educational characteristics of the latter, middle class life strategies, as well as upon the income level and the income dynamics of the whole regional population, the proportion of private enterprises and the proportion of innovative enterprises, both private and public.

Authors are using the results of two mass surveys (2006 and 2011) to demonstrate the social dynamics of Tomsk region.

Although the main indicators of the middle class presence are still intact (for example, statistically visible proportion of career-oriented ambitious professionals, the prevalence of the hard work as a means of improving personal well being, positive attitudes towards life-long learning and the use of modern technology at the work place etc.). There are some negative trends: social and economic gap is widening, trust in public entities including governmental and law enforcing is not rising. However, Tomsk regional population demonstrates some features of self reliance and readiness to enterprise and consolidate socially.

Key words: social stratification, regional sociology, survey research.

P. 71. *Sablina Svetlana G.* Novosibirsk State University. MUTLPLICITY OF SOCIAL INTEGRATION VECTORS: RUSSIAN STUDENTS IN FRANCE. This paper studies the issues of the adaptation of Russian students in France, with public rhetoric recognizing the importance of social integration and diversification process running latent behind political scenes. The complexity of adaptation is accounted for by the multidimensional character of the interaction space, overlapping of the communication contexts, multi-vector nature of the integration processes. Language game and re-description are becoming successful tactics of world perception under the uncertainty of another culture environment.

Key words: social diversification and integration, intercultural communication, language game, re-description.

P. 85. *Slezkina Yulia M.* Tomsk State University. DOMINANT MODELS OF FEMININITY AND MASCULINITY: MAIN FEATURES (THE CASE OF «SOCIAL WORK» SPECIALTY AT TOMSK STATE UNIVERSITY). The article is devoted to the analysis of results of predisccovery, it has the purpose of detection and comparison of social constructs «ideal man» and «ideal woman». As a result of analysis, dominant models of femininity and masculinity conform to traditional patriarchal gender stereotypes: a woman must be beautiful and emotional, but a man must be strong; a woman's sphere is family and home, but a man's sphere is work and money.

Key words: gender, dominant femininity, dominant masculinity

P. 92. *Yuzhaninov K.M., Rykun A.Yu, M.O. Abramova.* SOCIAL POLICY AS AN INNOVATIVE FACTOR: THE CASE OF REGIONAL DEVELOPMENT. The style of Tomsk regional administration could be characterized as liberal paternalism. Regional economic policy has never demonstrated the tendency to restore quasi socialism amidst the emerging free market. At the same time the regional policy has perceptively been pro – middle class and innovation friendly.

However, among external factors somewhat inhibiting regional social initiatives especially important are:

- The prevailing federal monopoly over the social policy as a whole
- Disproportional distribution of tax money between the regions of the Russian Federation and the federal center
- Federal selectiveness towards the regions of the Russian Federation and rather different attitude towards the latter

At the same time, recent social and economic crisis demonstrated that the regional authorities were not operating strictly within the framework of sheer administrating for the crisis itself has been not only damped but has been used as a starting point for speeding up the innovations in Tomsk region.

Key words: Social policy, regional development, social and economic crisis.

SOCIOLOGICAL THEORY

P. 107. *Volosnikova Elena A.* Surgut State Teachers' Training University. THE EVOLUTION OF SOCIOLOGICAL VIEWS OF THE CITY IN TERMS OF CLASSICAL METAPARADIGMY. The views of representatives of the classical sociological metaparadigmy of the city is examined. The possibility of its application to the study of the city is investigated. Within the framework of exploring the city space-time continuum the interaction of social communities as a basis for research optics is provided. The main theoretical and methodological approaches to the study of the city are highlighted.

Key words: classical sociological metaparadigmy, space-time continuum, interaction of social communities, city.

P. 114. *Pirogov Sergey V.* Tomsk State University. CONCEPTUAL MODELS OF MANAGEMENT DEVELOPMENT OF THE CITY. The essence of urban management can be understood in different ways. There are two main reasons for this situation. The first reason is that there are different ways of understanding the paradigm of the city. The second reason is multiple aspects of city life. The article set paradigmatic framework of modeling of the phenomena of urban life. The definition of the twelve models was formulated within these paradigms. The main management issues for each model are described.

Key words: city concept, city model, city management.

SOCIOLOGY OF ECONOMICS

P. 129. *Kashpur Vitaliy V., Negrul Svetlana V.* Tomsk State University. PARTICIPATION ACTIVITY IN PROFESSIONAL PUBLIC UNIONS AND ASSOCIATIONS OF SMALL AND MEDIUM BUSINESS AS A PARAMETER OF REGIONAL ENTREPRENEURSHIP SUBJECT POTENTIAL. In the article the participation activity in professional public unions and associations of modern regional small and medium business is analysed by example of Tomsk region. By the results of a sociological survey the authors show the level the rate of participation and involvement of professional public associations in the context of the problem of institutional development and subject potential of region's small and medium business.

Key words: Enterprenership, Subject potential, Public unions and associations.

POLITICAL SOCIOLOGY

P. 141. *Averina Elena A.* THEORETICAL BASES OF SOCIAL POLICY IN THE FIELD OF PROTECTION OF INVALIDS IN MODERN RUSSIA. The summary: In given article theoretical bases of social policy in the field of protection of invalids in modern Russia are considered. In particular an urgency of consideration of the given theme, standard-legal ground, basic problem questions in the field of protection of invalids in modern Russia.

Key words: physical inability, social policy, social protection.

P. 148. *Bulatova Tatjana. A., Kamarova N.A., Galashova N.B. A.* Tomsk State Pedagogical University. THE VALUES OF THE MEDIA AND THE POPULATION OF TOMSK REGION: COMPARATIVE ANALYSIS. A comparative analysis of the values transmitted by the regional media and the values of the population of the region, structured in a functional-orienting clusters. In the context of innovation development of the region highlighted the priority values of the inhabitants of the Tomsk region and the dominant values that are supported by the media.

Key words: regional values, the values of regional media, innovative development.

P. 158. *Skalaban Irina A., Sarah B. Spenser.* STRATEGIES OF PUBLIC PARTICIPATION AMONG LEADERS OF FORMAL AND INFORMAL ASSOCIATIONS. This article emphasizes the importance of looking beyond formal NGOs to those informal groups and societies which may be the basis of much social participation as well as the source for new social movements and formal organizations. Data for this article is drawn from qualitative research conducted in May 2011 by the authors and a team of student researchers, consisting of four in-depth interviews in each of 12 organizations, ranging from formal organizations to informal associations. We develop a classification for the groups studied: one third represent a classical "collective" organization, focused on group identity; one third represent a contemporary "team" group, focused on problem-solving; and one third represent a network type organization, focused on communication in society and problem solving. Based on our analysis, we discover four images of leaders corresponding to their primary strategies: leader as head of an establishment, leader as entrepreneur, leader as consultant, leader as ideologue. These different strategies lead to diverse organizational strategies and they result in different approaches to cooperation with local government.

Key words: public participation, social participation, voluntary associations, informal groups, leadership.

SOCIOLOGY OF RELIGIOUS LIFE

P. 171. *Filkina Alexandra V.* Tomsk State Pedagogical University. SOCIAL AND ECONOMIC PRACTICES OF AGRICULTURAL COMMUNITIES CREATED BY NEW RELIGIOUS MOVEMENTS IN WESTERN SIBERIA. This article presents the results of the research of three NRM communities in Western Siberia conducted by ethnographic method. This research was done in August-September 2011, at the expense of the target grant RGNF "Support for young scientists." In the first part a brief description of communities - the Church of the Last Testament (Krasnoyarsk Territory, village Petropavlovka) anastasiev's settlement "Sunny Meadow" (Tomsk region, Berezhino) and the community "anurovtse" (Myski, Kemerovo region) is made. Then, some general conclusions are made on the results of the study, with emphasis on the analysis of social practices of the communities and their economic programs.

The assumption is made about the fact that modern NRM communities, despite differences in religious beliefs, form a single macro-social environment, in which communication between followers of different NRM is carried out on a regular basis. As possible reasons for this phenomenon similar socio-demographic characteristics of the commune, aggressive external environment, as well as similar worldview attitudes are put forward. In particular, such aspects of these attitudes as "environmental" antikonsyumerizm, similar patterns of interaction between men and women, attitudes toward the institution of education, etc are considered.

In the latter part of the article the economic programs of the three communities is discussed. It is shown that with the same installation to minimize the side of life related to money exchange, two of them have chosen the strategy of economic success, while the community of anurovtse oriented on more radical form - not to use the money.

Key words: Ethnographic method, ecovillage, new religious movements, settlement.

SOCIOLOGY OF INNOVATION

P. 186. *Drugova Elena A., Shevchenko Larisa V.* Tomsk State University. Tomsk State University of the Control Systems and Radioelectronics. SOCIAL AND HUMAN SCIENCE AGENDA OF THE INNOVATION DEVELOPMENT. Supporting of the innovation development is one of the priority goals of Russian national strategy. Tasks of the building of national and regional innovation systems, development of the innovation infrastructure, perfection of relevant legislation have (already) been discussing during more than ten years. However there are some questions and problems that have been paid insufficient attention by the innovation community. These questions and problems are connected with influence of innovations to the individual and society. The authors believe that it is necessary to support professional discussion of social and cultural aspects of the idea and practice of the innovative development, to form relevant actual semantic space, to put forward new and original ideas in philosophical, social, cultural and anthropological sphere which would have increased understanding of the innovative type of development and would have minimized social and human risks of the innovation processes.

Innovation study is described as a new scientific field. This field is interdisciplinary and includes knowledge from economics, management, sociology and other fields of knowledge. Key issues of the innovation study are the technological development and its economic efficiency. There is a lack of understanding of what social and anthropological consequences does innovative development have and what is its impact to the individual and society, country and the world community. There is a need to reconsider following challenges and problems:

- Challenge of the Risk Society. Constant innovation changes and renewals lead to instability and risk as a new norm of life.
- Challenge of the Social Gap. The modernization is fraught with social stratification, when the highly skilled specialists are involved into producing of the innovations, and low-skilled workers are engaged in a manual labor.
- Challenge of the Prognostication of the social effects of the technology development.
- The Problem of the Human Fatigue. For a modern people there is a need to educate and renew knowledge constantly. It leads to the information fatigue and generates new forms of escaping behavior, such as down-shifting, and new forms of resistance.
- The Problem of the Human Simplification. Constant innovations spread rapidly, that can lead to the formation of similar life styles and ways of thinking.

This article includes analytics of the materials of the XIV Tomsk innovation forum INNOVUS that was held in 2011. The Forum showed that the specificity of the Russian innovation discourse is its ideological genre. As a result social and anthropological problems could not be understood at the proper level.

Nowadays the subject of innovation activity and its initiator is primarily a state government. That in fact has negative impact into the effectiveness of innovation policy. Innovation rhetoric risks to lose its energy and become a new "ritual language" of the administrative-bureaucratic elite. It was demonstrated on the Forum that there is a deficit of the regional innovation policy actors and authentic regional concepts. The most part of the used examples and concepts is taken from experience of other countries.

Key words: innovation, socio-humanities, social and cultural aspects of the innovation.

P. 201. *Melnikova Olga O.* Tomsk State University. NORMALIZATION PROCESS THEORY: AN EXPLANATORY MODEL OF INNOVATIONS IN MEDICAL FIELD (SOME CRITICAL REMARKS). In this review is analyzed the main points of Normalization Process Theory, which based on sociological approaches. The Theory includes model of interpretation of processes including new technologies in public health sphere. In the review is analyzed main concept of Normalization Process Theory – "normalization", which is instrumental for sociological investigation.

Key words: innovations in medicine, sociology of technology, Normalization Process Theory.