

## ABSTRACTS

## POLITICAL COMMUNICATION

P. 5. *Nina G. Scherbinina*. Tomsk State University. THE VISUAL PHENOMENON IN POLITICAL REPRESENTATION. A visual image of the political is put into effect in the area of political communication and in the context of political culture. The main representative here is a visual political image that is expressed symbolically. In this regard, the article is focused on the concept of a visual image. The visual image essentially is a product of the imagination where his constructional nature appears. And a political design is carried out by modelling when a political idea is symbolically represented in the visual row of the perceived reality. In other words, the program serves as a representation or a symbolic image of the political world. Further the idea of a visual image is treated in the work on the basis of the concepts "technical image", the apparatus and the program (V. Flusser). The technical image is created by the political apparatus which program is realized by a leader-programmer. But the apparatus can only resign the reality, and the leader depends on this apparatus. As a result, new technical visual political universes are created, such as a photographic political universe. As a technical TV world, it is "dotty" and combinatorial, and not a linear one. So, on the basis of visual phenomena the whole optical regimes are constructed, both Soviet and postmodern ones. The article gives the example of the Stalin optical regime of "panopticon" where the Soviet "spectators" began to see clearly the future that had already came. Also here it is indicated on Putin optical mode of the third-party "viewers" passively perceiving the political world designed around the symbolic figure of the leader.

Key words: visual political representation, visual image, technical image, political hoto-graphical universe, optical political regime, political subculture of observers, observation of the first and second level.

P. 14. *Lyabukhov I.V.* POSITIVE IMAGE FORMATION OF THE RUSSIAN FEDERATION ON THE INTERNATIONAL ARENA: RESOURCES AND POTENTIAL OF THE RUSSIAN MINISTRY OF FOREIGN AFFAIRS. In the contemporary world the role of image as an effective and necessary instrument of state interests implementation is keeping on steadily rising. That is why formation of positive image of Russia overseas is nowadays among the most burning national tasks. The particular role in this process belongs to the Ministry of foreign affairs of the Russian Federation as an institute aimed at coordination of the state's foreign policy as well as due to its experience and unique resources. Russian MFA is working actively on the state's positive image formation and its promotion abroad. At the same time in our opinion there is considerable potential for the intensification and efficiency enhancement of the state image formation activities.

Key words:

P. 29. *Graver A.A.* THE OBRAZ, IMAGE AND BRAND OF THE COUNTRY: CONCEPTS AND DIRECTIONS. Separate investigations in the field of country imagology in Russian-language researches are systematized in the article. The whole volume of different investigations in the present subject area is classified. Fundamental notions (conception, image, brand) are defined on the investigations of key methods.

The whole of investigations are divided into several key directions depending on the goal, determine results, methods and general tone of investigation:

The author marks out psychological, culturological, marketing, theoretical, sociological investigation methods of country imagology, as well as method related to cooperation with mass media.

Image, conception and brand are different things, but they may be used as interchangeable things depending on investigation type. After analyzing examined materials some assertions are offered:

1. It is quite notable that notions image/conception/brand are often considered not in a set, but in pairs. image/conception and image/brand.

2. Notion conception is usually used in theoretical and culturological or philosophical contexts, brand is usually used in utilitarian and practical contexts, and image in all the contexts, it speaks about its “median” meaning.

3. Conception is often related to present and independently established views, image is often related to present, but constructible views on the whole (in the various areas, fields of activities), while brand is often related to fields of economics, tourism and practical marketing.

4. There are numerous definitions of image by using conception, but there is not a single definition of conception described through image.

A conclusion can be drawn concerning content and correlation of notions image, conception and brand of country. The most common concept (even if authors have been avoiding conceptualization) is a concept where conception of a country is considered as the most general category embraced all views about country – from philosophical analysis to applied investigations. In this case country image is narrower notion and it means a conception which is tried to influence on in order to change it. Country brand means realization of positive features of the country for the purpose of earning profit. And, on the one hand, it draws brand with image, on the other hand, it marks off them regarding the areas and realization goals.

Key words: obraz, image, brand and country.

P. 46. *A.I. Scherbinin*. VISUAL POLICY OF A UNIVERSITY CITY POSITIONING. The article deals with the unique possibilities of university cities external positioning. The study has been conducted in the context of the predictable reduction of cities in quantity, both in Europe and in Russia, and the survival struggle when city brand becomes the most important resource. Speaking of a university city, the successful area brand promotion is supposed to take into account the most important components such as image marketing, sightseeing marketing, and personality marketing. The author reveals the role of past, present, and future in the effective positioning and the socialization of the students coming to the university city. Special attention is paid to the visual policy as it precedes direct contact, shapes reality perception, and evokes the atmosphere of city and citizen unity. University city visual policy doesn't come to the perception of the past as a museum exhibit; memory is an active catalyst of the present mastering and the future planning. A considerable part of the article is dedicated to the description of a university city image. Thus, the author analyses visual components of university city sites; he reveals the advantages and disadvantages of external positioning of these exceptional areas in the world wide web. The up-to-date and practice-relevant nature of the article is determined by the references to the experience and problems of promoting Tomsk as a university city.

Key words: positioning, university city, visual policy.

P. 59. *Krasnopyorov A.Yu.* THE TRANSLATIONS AMONG MULTIPLE LANGUAGES AS ONE OF THE BASIC CRITERIA FOR THE EFFECTIVENESS OF THE UNIVERSITY TOWN WEBSITE. A research of multilingualism was carried out within the framework of researching the university town official websites. The purpose of this work was the analysis of experiences of creating and functioning that sites to develop Tomsk official website subsequently, which would position the town as a university town (however, not only). The multilingualism function provides the possibility of perception and interpretation of information on a website by foreign-language-speaking users, who could consist of not only students (university entrants) and an academic staff of higher education institutions, but also tourists, potential partners in business, investors, etc. In turn, the work with these groups of people influence on competitiveness and prestige level of both the high schools and the town. Seventy-one university towns (and their websites) all over the world were selected for this research. Different ways to organize a translation were considered. As a result, all websites were divided into four large categories: monolingual (where the multilingualism function wasn't provided), with a built-in automatic translator (provided by special programs such as Google Translate, online), websites where a professional translation of web pages were provided, and ones which combined two last ways. Pros and cons of each method were identified, and in a case of professional translation – probable modifications (a partial translation). The result of the work is a conclusion about what way of multilingualism function implementation is the most rational and acceptable. It is a combination of professional translation and built-in automatic translator. This is the only way that allows combining a translation quality and a wide choice of available languages. Herewith, the costs are only a little bit higher than when the professional translation of web pages is carried out only. Thus, this article could be used as a practical recommendation at a process of the Tomsk official website development.

Key words: multilingualism, website.

P. 64. *Tabakaev Ph.K.* OUTSIDE IMAGE OF UNIVERSITY CITY: METHODOLOGY AND DEFINING THE TARGET AUDIENCE. Territorial image researches are a key mean of selecting the best strategy for implementing political goals of regional development. So at the present time the issue of territorial image has become the subject matter for many political scientists. According to the specialized literature there are two basic scientific approaches: phenomena and management approach. Phenomena approach describes and researches the mental characteristics of territory perception. This approach can be used to analyze foreign students' behavior. Besides, this method is important mean of qualitative image research. Management approach is more effective in determining head directions of City's marketing policy. However, management approach in territorial image researches marks objective life's conditions on this territory. Questions in poll express specialties of this two approach and provide quantity monitoring of foreign students opinions about Tomsk's image. Questionnaire consists from some independent blokes witch represents image of University City in different spheres. There are question about information, life condition, education, entertainment and etc. In summary conclusions of this poll give to Tomsk's image some good opportunities for develop international contacts in educational service. For example, there are enough hight level of prestige education center, a good place to study Russian culture and language. Popular negative characteristics of image according to respondents are climate conditions, hard university study programs, cross culture communication, lack of information about Tomsk. This information about strengths and weaknesses elements of Outside University City's image allow to plan effective promotion program by City's government and public relation agencies.

Key words: territory image, foreign students, perception, survey.

#### POLITICAL CULTURE AND IDEOLOGY

P. 72. *Saraykina D.Yu.* THE POLITICAL FESTIVAL AS THE PHENOMENON OF THE POLITICAL CULTURE. The article gives the view of the phenomenon of the political festival. The analysis is presented through the category of the significance. "Significance" is being understood in an anthropological meaning. The festival is scrutinized as cultural element, and the mechanism of the work with the significance in the cultural area.

Key words: phenomenon, significance, festival, culture.

P. 82. *Sentsov A.E.* THE FUTURE CONCEPT IN THE PROGRAMS OF MODERN RUSSIA POLITICAL PARTIES. In the article it says about the representation of the future concept in the programs of Russian parliamentary parties. The future concept treated in this article is basic not for the political discourse but for the person and the society in general. The very structure of the political parties programs contribute to the bright reflection of the future concept. Thereby, the entire party program can be viewed as a linguistic expression of the future concept. The article deals with the expression of the future concept in the programs of major Russian political parties that form the State Duma of the Federal Assembly of the Russian Federation according to the results of the parliamentary elections in December 2011: "United Russia", the Communist Party of the Russian Federation, the Liberal Democratic Party of the Russian Federation" and "A Just Russia".

The analysis of party programs texts allows to present the future concept structure in the party program documents treated. This analysis shows that through its programs, parties declare their socio-political priorities, they express their view of how to resolve urgent problems of the society and the state, of the economic, political and social reforms. The analysis of the obligations and objectives of parties allows speaking that these measures are mostly of idea restoration character towards the Soviet period. The idea of a strong state of the Soviet model is attractive to the Russian electorate. However, in modern Russia the political parties nevertheless have to decline their claim to the total control of the future, the citizens want to choose the optimal future concept themselves.

Key words: political discourse analysis, future concept, program of a political party.

P. 93. *Skochilova V.G.* SYMBOLIC STRUCTURES OF POLITICAL IDEOLOGY IN VALUABLE MEASUREMENT. The process of formation and transfer of senses and meanings in the space of policy through the circulation of valuable and symbolical structures of political ideology is presented. Also attention is given to problems ideological way of sense formation in the modern Russian politics.

Key words: political ideology, political symbols, political values.

P. 103. *Golovinov A.V.* IDEOLOGY OF SIBERIAN REGIONALISTS: ONE SYNTHESIS OF POLITICAL PROGRAM AND CULTURAL PLATFORM. The article specifies that multiple aspects of the ideological heritage of Siberian regionalists can raise the question of allocation of the dominant ideas in it genome. Determination of regionalism as a social phenomenon, organically synthesized complexes views uplift and political persuasion, it is important for the reconstruction of the system-core oblastnicheskoy ideas. It is shown that regionalism and even for themselves the ideologues of the Siberian patriotism is, first and foremost, a social movement kulturtregerskogo order. However, to address the unique "cultural problems" regionalists developed programs of political development in the region. With this purpose, self-worth and underscored the universal relevance of popular sovereignty as the basis for future economic prosperity and social and cultural development of society "under the banner of freedom and independence". It is established that the very state of humanistic thought of Siberian intelligentsia regarded as allied set of regions, each with its own local interests, which are closely connected with the interests of nation-wide. Therefore, the most fruitful political form of "people's lives," they recognized only the Federation, as in a federal democratic state organization of the country's population and it is possible an adequate, full-bodied and full cultural development themselves "the people's provincial started." In general, the article shows that the idea of immanent oblastnicheskoy emphasis on the cultural component, as its developers are not having legal opportunities for full development of their union-federalist project changes, in adverse political conditions, just had to choose the most optimal in terms of the direction of activity. That the only possible area of practical application of their creative powers is their only kulturtregerstvo and enlightenment in the widest sense of those terms. Therefore, it is kulturnichestvo regionalists was actually the main driver for them momentum. Accordingly, it should be considered and a key component oblastnicheskogo attitude. However, it is clear that the political program of the leaders of the movement was oblastnicheskogo synthetic part of their ideological work.

#### CURRENT POLICY ISSUES

P. 108. *Shubert Klaus, Kochev I.A.* CIVIL SOCIETY AND ITS LIMITS. Civil society continues to be one of the central topics in modern social sciences and tends to become a popular subject of interdisciplinary research. But the theme is also important in political actuality of democratic states, that partly explains the wide range of public debates. The authors try to answer such controversial questions as: What do we understand by civil society? Can civil society be comprehended analytically? Where does civil society begin and end? In order to answer these and other questions they outline the theoretical, analytical and practical limits of civil society.

The theoretical limits are set by the sum of philosophical, political and sociological dimensions of the civil society concept. According to the philosophical-normative concept, civil society is a perfect type of social order being settled in Modern time. In political practice the concept is being used as slogan of political movements and parties in their struggle for power, thereupon its meaning varies with political goals of individual groups. As analytical concept of social sciences civil society has three interpretations: institutional level of political sociology, phenomenon in the region of values and convictions, descriptive-analytical concept of political science being applied to all the collective citizen activities of public utility in private sector.

The analytical limits are concluded from the concept of interest intermediation. Guided by U. Alemann's interest groups classification supplemented with a category of material and immaterial interests, the authors figure a four-sector model of interest intermediation. A nonpolitical, social sector of associations pursuing both material and immaterial interests is a civil society sector.

The practical limits are exposed by analysis of civil society history carried out by means of negative and positive freedom concept applied to the Central-East European and Western countries. As the authors argue, the civil society history springs from the second half of the 19<sup>th</sup> century and is linked to the rise of bourgeoisie. Using the concept of negative and positive freedom, the authors analyze different progress of civil society in West and East. They conclude, that the limits of civil society organizations operating under democratic conditions are different from those operating under pre-democratic conditions. Organizations striving for negative freedom break down after having prevailed, while the limits of those enjoying positive freedom are defined by social interests in the pre-political area.

Key words: civil society, freedom, interest groups, Europe.

P. 128. *Fonseca Neli De Jesus*. THE POLICY OF THE SPANISH STATE TO COUNTER SEPARATISM. The article deals with the Spanish state policy on fighting separatism. It is shown how to solve the problem of the Spanish State wise, politically expedient redistribution of powers between the center and regions, maintaining a single state ("integral whole nation") and ensuring the right to freedom of regional communities and government.

Spanish liberalism always tended to unite the state, nation and democracy. Traditionally supported the view that it was necessary to create a powerful Spanish state in order to have it from the depths to build a solid research explanation, that only in the Spanish nation-state could be formed sovereign entity for democracy. But historically, that three regions - Catalonia, the Basque Country and Galicia - was originally granted special autonomous status with elevated privileges as a "historic territory" of the so-called fast path laid down by Article 151 of the Constitution of Spain. They already had the experience of autonomous control.

Spain, with its relatively low level of economic development and political culture, with significant disparities in regional development, as considered policy not matured to the federal structure, with respect to approximate to those forms that have been implemented in Western Europe. In addition, in a situation of insufficient political stability, such a device would be fraught with the inability to resist outbreaks of separatism. Efforts have been directed so politicians in search of the model, as it were intermediate between the authoritarian centralism and development of the federation.

In the process of developing a new constitution there has been a shift in public opinion in favor of state autonomy. The idea of preserving a strong center and a self-governing regions was legally formalized in the Constitution, elaborated and adopted by Parliament and approved by a majority of citizens in a referendum in December 1978 adoption of the Constitution of 1978 was truly a revolutionary step for the country, almost 40 years was under the oppression of the frank regime. The Constitution not only recognizes the existence of different nationalities in the country and their right to autonomy, but also devotes an entire section of the theme of autonomy 8 "The territorial structure of the state - rated" (16 articles).

Key words: Government of Spain, the Basque Country, Catalonia, autonomy, separatism.

P. 134. *Shpagin S.A.* REGIONAL PARTY SYSTEMS IN CONTEMPORARY RUSSIA: TO METHODOLOGY OF EXPLORE. Party systems in subnational regions may to be research by some comparative politics methods. One of them is quantitative typologies of party systems, proposed by M. Duverger, J.Blondel and G. Sartory. But these methods become effective only with use of some indexes, which urged to estimate scales and intensity of an interparty competition. The wide circulation was received by an index of effective number of parties (ENP), the offered M. Laakso and R. Taagepera (1979). The analysis of merits and demerits of this index leads scientists from the different countries to necessity of development of alternative and correcting quantity indicators. Interesting example of this work is formula ENP of G.V. Golosov (2010). In this article the comparative analysis of indexes of Laakso-Taagepera and Golosov on the basis of materials of elections in Legislative Assemblies of regions of Western Siberia which have taken place in 2000th years is carried out. As basis for calculations the data placed in a database of the Center of assistance of democracy and human rights «GELIKS» and on official sites of election committees of Omsk and Tomsk areas has served. The obtained data testifies that the index of Golosov shows lower values for all studied cases and it allows avoiding reevaluation of a share of the largest party in system. Therefore with its help it is possible to estimate more precisely scales of an interparty competition in each region. However this index poorly reacts to degree of coverage by parties of the deputy case. Calculation of indexes of Laakso-Taagepera and Golosov for the legislatures of Western Siberia allows describing dynamics of regional party systems in a new fashion. The defragmentation of party systems was accompanied in first half 2000th by strengthening of positions of parties in regions and competition growth between them. But subsequently this competition is curtailed that everywhere leads to one-party domination. Thus, unification of party systems becomes one more tendency of development of a regional policy in second half 2000th.

P. 143. *Sokolov A.V.* PROTEST IN THE RUSSIAN FEDERATION: FORMS AND SUBJECTS OF ACTIVITY. Researches of leading sociological organizations exhibit high levels of dissent and a willingness to include protest actions. This suggests that the despite the outwardly peaceful and stable situation in the Russian society is accumulated social stress and dissatisfaction. Article is devoted to the protest activity in the Russian Federation. The research conducts the survey data experts from 22 regions of Russia. The main forms of protest activity are handling, application, picketing or demonstra-

tions, Internet stocks, flash mob, open agitation against the government, criticism of the authorities. According to experts, picketing and rallies against the authorities' actions are the most effective forms of protest activity.

However, in general, the effectiveness of protests experts estimate is not high. Experts from most regions indicate the absence of any change in the course of the protests.

In general, the subject of protest actions by the comments of experts, quite extensive - from local actions against the demolition of historic monuments to the All-Russia anti-government actions. A huge impact on the theme of protests has confidence in the authorities, economic development, social policy and environmental situation and the availability of certain centers of protest activity.

Analyzing the survey data, there are several areas of protest activity areas:

- defrauded real estate investors, housing, sealing buildings;
- dissatisfaction with social policy (pensions, benefits, wages and salaries to state employees, etc.);
- systemic anti-government rallies;
- opposition rallies against the actions of local authorities carried out her policy;
- the environmental situation;
- the destruction of architectural heritage;
- inter-ethnic conflicts;
- meetings of social groups (mothers, motorists).

The article gives examples of successful and not successful protest campaigns in various regions of Russia.

The study shows that protest activity occurs very fast, unpredictable and difficult to control. As the analysis of specific protest campaigns, the most massive inclusion of the people is observed, where restrictions or denial of rights relate directly to their life or public interest. While personal rights and interests are not violated people don't see points in rallies and demonstrations. Another important aspect of the nature of the protest is that citizens are protesting against the consequences of problems, rather than its causes.

Key words: protest, civic engagement, a form of protest.

P. 152. *Vorobev A.P.* COMPARATIVE ANALYSIS OF ELECTORAL BEHAVIOR STUDENT YOUTH OF TOMSK REGION AND BURYAT REPUBLIC. In this article, through comparative analysis, peculiarities of the electoral behavior of student youth of Tomsk region and Buryat Republic, trends in political worldview, found the general attitude of students to the elections, the reasons for participation and nonparticipation in the elections, define the objectives and motivations of students' participation in the elections, identified the main factors influencing the electoral process, electoral preferences of students were studied and analyzed for the effect of different sources of information about the electoral process, identify ways to improve the electoral activity of students the city of Tomsk and Ulan-Ude.

Key words: the student youth, factors, motives, electoral behavior, electoral activity.

#### TATIYANA'S DAY

P. 162. *Abdullayev R.* AZERBAIJANI REALITIES, BORN OUT OF HARMONY OF BIOLOGICAL AND CULTURAL DIVERSITY. Azerbaijan is uncial space as united organic and harmoniousness image of natural and cultural variety. East and West, which is the greatest and oldest civilisation of the world, join from natural and cultural point of view on its area. Author takes part from these facts and shows that, the connecting features, which is given to Azerbaijan, set mission carrying out forward of international integration and dialog process on its and now country implements the mission as it was at the past. Main idea which is carrying out forward in the article substantiates base on *scientific and theoretical reason of world famous scientist of old, middle century and modern times.*

Key words: biodiversity, cultural diversity, intercultural dialogue, Azerbaijan, multinational.

P. 172. *Vasilkovskaya D.M.* THE WORLD OF IMAGES AS A POLITICAL REALITY. In offered article the phenomenon of political image in a context of a virtual political reality is considered. This theme is relevant because till now there is a set of different interpretations in the definition of political image essence in the sphere of a political reality. The political reality has constructivist character since it is generated by the creative certificate of consciousness. In this process the political culture which bears itself the certain codes responsible for perception of events and the phenomena has enormous value. It is actually possible to speak about existence of the special world – the world of

political images. Its reality possesses the doubtless reliability in the people opinion and directly influences on their perception of carriers of various typified roles - images. The image thus can be defined as an artificially created con, a simulacrum operating in the sphere of a virtual political reality. Getting into consciousness of the audience, it influences on people perception of events and phenomena. Considering the plurality of a reality, it is possible to speak about the plurality of political images which represent in aggregate the special world which is, in turn, a specific political reality which is formed in minds of people by means of modern mass media and communications.

Key words: political image; reality; political reality; virtual reality; virtual political reality.

P. 177. *Grigoryeva E.* THE MODERN VIEW ON THE STUDY OF THE AUTHORITARIANISM IN RUSSIA. National Research University Higher School of Economics, Moscow. The article is devoted to the study of the authoritarianism prevalent in the mass consciousness of Russians. The article describes a new approach to the consideration of the authoritarian syndrome as the effects of the cultural trauma as a result of political and socio-cultural transformation of society. The article shows the dynamics of the symptoms of the authoritarianism, which appear in the mass consciousness of Russians from 1993 to 2011. This paper proposes a package of measures aimed at reducing the level of the authoritarianism in Russian society.

Key words: the authoritarian syndrome, the post-communist transformation, the cultural trauma.