

## ABSTRACTS

### UNIVERSITY AND THE LOCAL COMMUNITY: INTERACTION WITHIN INNOVATIVE DEVELOPMENT

P. 5. *Drugova E.A.* DEVELOPING THE INNOVATION STUDIES: ONTOLOGY, AXIOLOGY, METHODOLOGY. 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. Modern innovation studies have to consider these aspects. To show the grounds of the development of the innovation studies is a main objective of this article.

Innovation studies became the new independent scientific field at the second half of the 20th century. The reason was scientific, technical and socio-economic development at the USA and European countries. Epistemological foundations of the innovation studies are philosophy, economics, management, engineering, design, entrepreneurship, system analysis, cybernetics, information technology, sociology, cultural studies, etc.

A brief history of innovations shows that its main subjects are universities, business and government. They determine the dominant understanding of the innovations now. Key issues of the innovation study are the technological development and its economic efficiency.

Modernity is the transition from the technological civilization to the human civilization (post-industrial society, information society). Values of the technological civilization are:

- Conception of man as an activity-being individual which opposes to the nature and controls it;
- The value of the transformative and creative activity;
- The value of active and sovereign individual;
- Technological manipulation of the nature as well as the society;
- The value of innovations and progress.

Comparison of innovative ideology values and technological civilization values shows its close relationship. The crisis of technological civilization is described. Social and anthropological characteristics of this crisis are shown. So, new values are going to appear in the nearest future. But there is a lack of understanding of social and human aspects of the innovative development. The conclusion is that there is a need to include social and human aspects to the understanding of the innovations, both in theory and in practice. Social and philosophical research community have to make problematization of the innovative development and its risks. Innovation management as a practice of decision-making should take this into consideration. Subjects of the philosophy and sociology of technology, social philosophy, anthropology, cultural studies have to be considered.

Innovation study is an interdisciplinary field of knowledge. In the frame of it there is a great potential of the connection of the knowledge from the different social and humanity areas. Methodological features of the innovation studies are unstructured of its subject, blurring of its borders, and lack of its terminological integrity

Key words: *Innovation studies, civilization of technology, social science, interdisciplinary.*

P. 20. *Maly V.I., Gusev V.V.* INNOVATIVENESS OF THE REGION: THE INTERACTION OF THE STATE, ENTERPRISES AND UNIVERSITIES (EXAMPLE OF THE SARATOV REGION). In this article the problem of the interaction of actors "triple helix" - government, university and business communities in the innovative development of the region, and analyzes the achievements and failures that exist in the innovation of major universities and businesses in the Saratov region.

Key words: *innovation, universities, industry, science, deals, cluster, Technopark, the law on innovation.*

P. 38. *Orlova V.V., Larionova A.V.* SUMMARY OF THE PROMOTION WORK (ESPECIALLY THE STRUCTURE OF THE PERSONAL POTENTIAL OF INNOVATION-ACTIVE STUDENTS OF TOMSK SEZ: SYSTEMATIC AND HOLISTIC APPROACH). The urgency of the problem of shaping and optimizing personal potential in innovation due to the transition to innovative development of society as a whole, which actualizes the problem of revising current approaches to youth work and explore new technologies – technologies of forming their innovative behaviour. Introduction of

innovative lifestyle into a sphere of youth can be more successful than in other generation clusters because young people are receptive to all new in political, economic and social spheres of national life, have enormous potential for creative, intellectual vigour and commitment to social activism. This turn is due to the changes taking place in Russia, creating an urgent need to attract young people to innovate.

Under the personal capacity he understands the system organization of the personal characteristics that in everyday language is associated with the concept of "Web identity" that directly relates to the measure of personal maturity and personal health, and is an important factor of success.

In order to better understand the structural components of personal potential and determining the degree of interference of an empirical study was conducted by using the following test methods: Questionnaire of Johnson's creativity; Mini Mult (mm); Survey of personal orientation (OLO); Professional self-determination of the modified test method. Holland; Autoethnographic test (CSHA) adaptation of D.A. Leontiev. As a result of the study, data was collected to describe the personality of innovation-active students, it included: the need for change, creativity, the ability to navigate in a State of uncertainty and determine the acceptable level of risk, a willingness to overcome the recurrent obstacles, communication skills, endurance, desire for self-actualization, optimism, activity, etc and it was discovered that innovation-active students of emotional instability. The empirical data could form the basis for a programme of personal potential and optimization of development of emotional stability.

Analysis of perspective article in the system-a holistic approach allows us to examine the features of influence of external attributes of innovation environment on the development of personal potential, which could become the regulator of generating optimal personal properties to facilitate entry of young people to innovate.

Key words: *systemic-holistic approach, innovation, personal potential.*

P. 44. *Pogodaev N.P.* "GROUND ENGINEERING ENTERPRISE": SEARCH TECHNOLOGY TRAINING FOR MANAGERS HIGH-TECH BUSINESS. One of the problems with the implementation of a large scientific potential of Tomsk universities to modernize the Russian economy is the creation of enterprises capable of converting scientific research into a business, making a profit. The article, based on observation and expert interviews with the participants of one of the Tomsk business incubators, examines the experience of preparing teams of high-tech developers and entrepreneurs from the school. The process of preparation covered by a number of technological devices. These include the principles of creation of a business incubator, the motivation of its staff and volunteers, stages the selection of students who can lead the business of high technology, especially the age distance between mentors and clients, the structure of "think tank" and the relationship between the participants, the form and purpose of the interaction students with experienced entrepreneurs. Product of this new technology is the human mentality emerging business environment, consisting of current students and graduates. An important aspect of it is not only the desire to introduce new technologies, but also the formation of new relationships. The main value of the intellectual potential of human acts and the possibility of free and creative implementation.

Key words: *human technology; hi-tech business, a business incubator, expert interviews, students.*

P. 63. *Rykun A.Yu., Yuzhaninov K.M., Abramova M.V., Sukhushina E.V.* INNOVATIVE DEVELOPMENT IN REGIONAL RUSSIA: THE POTENTIAL AND THE REALITIES (THE CASE OF TOMSK REGION). The article contains both, the reflections concerning the concept of innovation and the analysis of key actors of innovative development in regional Russia. The article is based upon the field data (mass surveys and in-depth personal interviews) taken from 2006 to 2012 in Tomsk region. The region located in the very center of Russian Federation territory is famous for extremely high concentration of universities (6 state universities with over 88000 students for the city of 501.000) and very specific plans for using them as a basis for the long-term regional development.

Key words: *innovation, regional studies, social structure, modernization, Russia.*

P. 78. *Rykun A.Yu., Yuzhaninov K.M., Vychuzanina E.* THE UNIVERSITIES AND THE LOCAL COMMUNITY DEVELOPMENT (THE CASE OF TOMSK REGION). The universities are increasingly becoming the leading organizational (institutional) centers (starting points, critical points) in regional community development. One of their main strategies in this respect is support of mutually beneficial contacts with regional communities. That are interested in recruiting and incorporating the university's intellectual and research potential into various social and economic practices serving the

needs of various social groups. According to this ideological guideline, community steady development is closely associated with the active use of research and educational potential of the universities. However, looking beyond the ideological façade, what is the current role of the universities in the life of the local communities and in their possible futures? To answer this, authors seek both, to decompose and analyse the local community and to reconstruct the main areas of interaction between the universities and respective representatives of the community.

Key words: *university, third role, community development, regional Russia.*

P. 91. *Fedotova N.G.* THE IMPACT OF UNIVERSITIES ON THE INNOVATIVE DEVELOPMENT OF THE REGION (ON THE EXAMPLE OF THE NOVGOROD REGION). Innovative development is currently being used as an effective means of overcoming the crisis in the regions. World experience shows, that an important role in innovation development of the region occupies University as a generator of innovations. The article presents the results of applied research, which was held in Veliky Novgorod. Were studied the events, trends and problems of interaction of Novgorod state University Yaroslav-the-Wise (NovSU) with the local community. On the basis of the system analysis and interdisciplinary methodology (content-analysis, case-study, SWOT-analysis, expert poll) there were analyzed the characteristics and trends of influence of activity of the NovSU on the opportunities and prospects of innovative development of the Novgorod region. In General, on an example of the Russian region had been received confirmation of the fact that the universities and the local community is not enough interact with each other. Confirmed and the poor use of the scientific potential of universities in regional industries, and lack of sustainable institutional practices of interaction of innovative potential of the higher school with the local community. In the formation of the innovative environment of the region is crucial position of regional authorities. As the survey shows, the regional authorities are implementing a number of measures on transition to the intensive type of development of economy. The regional government gives preference to high-tech industries, carries out effective investment policies and поддерживает the development of small business. However, in the region there is a need for integrated and comprehensive support in the region of innovative projects, innovative environment, innovative enterprises. The author stresses that in the region are slowly developing industrial clusters, in spite of the fact, that the cluster is the most optimal form for innovative development of any scope of activity. In the NovSU there are institutions and the conditions for innovations (centers for support and maintenance of the innovation, Technopark), soon to be completed the construction of a business-incubator, which will help the development of innovations. The University actively influences the formation of innovative enterprises, among which a special role has branch IT-technologies, carries out scientific-research work for the enterprises of city and region, carries out expert activities. But in the local community University is considered, first of all, in the form of a structure of higher professional education. The author noted the negative impact of the lack of research funding from the state, as well as the existing gap between research and practice. The article also analyzes the problems, which inhibits the innovative development of the Novgorod region. Among them the most important is the problem of inconsistency of actions of the power, science, business in respect of the innovative development of the region.

Key words: *innovative development of the regions, the University, the agents of innovation.*

P. 105. *Fidrya E.S., A. Mikhaylov A.S.* KALININGRAD REGION: BEST PRACTICES OF CREATING PREREQUISITES TO INNOVATION DEVELOPMENT. The research is based on analysis of best practices in creating the prerequisites of innovation development in the case of Kaliningrad region. Based on the analysis of statistical indicators, as well as on the data obtained in the course of a series of interviews with **representatives** of business community, scientific and educational institutions, and regional government, the authors analyze the institutional context of innovation development of the area, the existing forms, subjects and issues of innovative development. The positive experience of the projects aimed at the innovative development of the region is examined. The corresponding institutionalized practices that were established, the interactions among entities and successful innovation projects for the region are studied. The role and capabilities of universities in the innovative development of the Kaliningrad region is investigated in detail. In conclusion, the authors offer the main conclusions and recommendations on practical measures, institutional controls and directions of innovative development.

Key words: *innovation development, institutional practices, regional university.*

### SOCIAL STRUCTURE AND SOCIAL DEVELOPMENT

P. 133. *Ivanova N.A.* GABITUS AS SET OF DISPOSITIONS: HIERARCHICAL STRUCTURE OR WHOLE SYSTEM? The article reveals general interpretations of the concept "disposition" which have developed in philosophical, social and humanities' traditions. This interpretations seem to be the most settled and perspective ones. The issue of ability to treat habitus as hierarchical structure or integral unity of dispositions is being resolved. The author concludes that structural and hierarchical approach is invariant aspect of the analysis habitus as whole system of dispositions. Integrity of habitus as sets of a disposition means its basic irreducibility to separate elements, in particular to social or cognitive aspects. The structuredness which appears as the invariant characteristic of the system, meaning set of stable relations and the relations providing preservation of the main properties of system at various external and internal changes is inherent in Gabitus as system. Assuming preliminary work on establishment of equivalence between heterogeneous factors, габитус allows to comprehend stabilization which never happens final. Interdependence of habitus and environment is shown in its forming and at the same time acting as a leading and active component of structuring. In this relation габитус is the mechanism by means of which subjects, generalizing and activating the actions, form structures, and, on the contrary, thanks to which integrity is deconstructed and it is differentiated. Consideration habitus as systems allows to interpret its role as creative and active, instead of unambiguously dependent and derivative. Hierarchy means opportunity to consider system elements as sub-systems, but only as the analytical scheme dictated by research problems. Cognitive, linguistic, strategic and moral aspects can be subjected to the independent analysis, on condition of recognition of their dependence on the generating beginning, i.e. habitus as whole system.

Key words: *habitus, dispositions, system, structure, hierarchy.*

P. 146. *Udaltsova M.V.* SOCIAL AND CULTURAL POTENTIAL OF MODERNIZATION IN RUSSIA. The prospects for a Russian society modernization refer to the study of a social space, that is, a social reality, which means a structure of social positions according to Pierre Bourdieu. In general terms, this structure includes households, the representatives of small and medium size enterprises, officials, civil servants and the employees of state corporations. Each of them has a heterogeneous structure. Only 20% of the households have a power (by P. Bourdieu), which can transmit the modernization practices to the whole society.

As to business representatives (entrepreneurs), they have their own egoistic interests, so they cannot take the lead in the direct militant actions.

The representatives of the state authority bodies (officials, civil servants), the employees of state corporations also cannot always be the initiators of a modernization development because they are most interested in stability.

In order to characterize the sociocultural potential of the Russian modernization we focused on the population's income flows (both official and hidden ones). From 2000 to 2010 the share of income from business activity declined, the share of property income also decreased, while the share of the social benefits and remuneration of the salaried employees' labour increased. As it is generally known, only incomes from the market sources (from property, business) can be a considerable modernization resource, nevertheless, in Russia they are feasible only for 8% of the population (in developed countries for 20-25%).

Currently, the main resource of the modernization development in Russia is salaried employees, especially those of them who are highly paid professionals. For account of them the modernization resource can be increased to 50-60%. But in a real social space of the present Russia there are some informal forms of remuneration of labour that, in essence, change the assessment of this resource. Therefore, the modernization development, first of all, requires institutional transformations. The quality of the institutional space determines the dynamics of the society development as well as of the person development, which manifests not only in a human capital but also a social capital. The social capital is expressed with the existing in the society level of confidence. A social inequality (general and gender) reduces the social capital significantly.

The specifics of the modernization development are based on the personality characteristics of the Russian population. These characteristics are quite adequate for the development of the small and medium size businesses. All that is needed is a political will.

Key words: *modernization, institutional change, social inequality, human development.*

### SOCIOLOGY OF MONOTOWNS

P. 152. *Albrekht O.A.* THE PECULIARITIES OF THE FAMILIES OF THE SINGLE-INDUSTRY TOWN. Half of the towns in Russia are considered to be single-industry towns, accordingly the most of families are town citizens that allows to characterizes such families as the typical for Russian society. The analysis of the family in the condition of territorial single-industry town area is necessary from the initial stage – the forming of the family. Exploring the family and its forming in single-industry town, the author is distinguishing the absolutely opposite features as compared with a big city.

1. The minimum marriage market with its gomogamny choice of marriage partner. The term «marriage partner» is connected with the identification of selection process of the marriage partner with the bargain. The more the city the maximum the marriage market. Single-industry towns are differ from others its secrecy and isolation. In this regard the gomogamny choice of marriage partner is prevailed, we can observe people with the single race, nation, religion, social level, education, age, the same marriage status and the place of residence. It is convenient to live with parents.

2. The most number of civil marriages. The spreading of civil marriages is typical to provincial towns not for big cities. It is exclaimed that civil marriage is luxury and economically is not gained. The most metropolitans choose the life with parents, because they have little chance to buy their own dwelling space, and it is too expensive to rent a flat. The girls don't want to burden themselves to keep housing and they think that it is a risky matter because they should not be valued and offered the official relations.

3. The family affection towards city-forming enterprise. Under conditions of single-industry town all the system of relations, including familiar is formed on the importance of city-forming enterprise in the life of concrete territorial formation. The city-forming enterprise had been for a long time the personification of all vital blessing for the working people and their families. The specific character of factory labor with its accurate regime is influenced on the living standards of the family.

4. The formation of single-industry town's identity. The territorial behavior of people promotes to form the territorial identity on different levels. The author supposes that in towns having the status of single-industry towns half of the common number, the single-industry town identity is displayed and offers to industry town identity meaning the specific mental level of people living in big cities. The conscious of such citizen was forming not to be as a city-dweller but in a quality of a worker of the labor group.

5. The ruralization of families. The most industrial cities are new without own history, tradition and the nearest villages which couldn't live there due to social reasons. Thus the country people continue to live in the cities following to their principles and traditions, passing their experience to their children that we can observe at the present moment.

Key words: *family, the formation of the family, single-industry town.*

P. 162. *Gusev V.V.* YOUTH IN THE RUSSIAN MONOTOWN: CURRENT PROBLEMS AND PROSPECTS (THE CASE OF VOLSK SARATOV REGION). The article deals with the problems of modern Russian youth in mono - the settlements a special type, characterized by a focus on large enterprises. The Case of Volsk Saratov region shows the desire of young people to leave the Mono-city in search of better conditions for self-realization, and suggests ways to prevent this outflow of young people in the future.

Key words: *Mono-, investment, youth, the cement industry, demographics, employment, crime.*

### SOCIOLOGY OF SOCIAL ISSUES

P. 172. *Abramova M.O.* HUMAN RIGHTS WITHIN CONTEMPORARY RUSSIAN SOCIETY: EMBEDDEDNESS AS AN ISSUE. This article is devoted to defining the location of human rights in the present Russian society. Basis of the article are the results of quantitative and qualitative research, and analysis of complaints to the Ombudsman of Human Rights in Tomsk Region and review the regulatory framework. The author begins with a review of the institutional level. Finds the fixation of human rights issues in the law, embodied in the international legal framework, the presence of NGOs (non-profit) institutions in this area, etc. However, there also is the "gaps" such as the formality of the individual institutions. Then he turns to the attitudes and practices of everyday people on the topic of human rights. And finds that, on the one hand, a large proportion of the citizens said that the significance of the theme is high. But on the other hand, the citizens actually know little about human rights,

calling it sometimes to the topic various difficult situations in life, not noticing the real serious violations. Thus, it is concluded that human rights take place at the level of declarations, but not stronger as the total instrumental value in society.

Key words: *human rights, social institutes, social attitudes.*

P. 180. *Bogatikova A.O.* CONSTRUCTING OF BOUNDARIES EVERYDAY PRACTISES IN URBAN HOUSING SPACE. The article concerns the discussion of the sociological analysis of micro-district as planning units of the post soviet cities. The definition of the residential district is given in the article, its social history is briefly outlined, its main contradictions and the conflicts are described. The residential district inhabitants' modern practices of the space zoning are in the focus of the text.

The every day life of typical soviet micro district built in the 1970-1980-s is the subject of my article. Relationship between architectures plans and real practises were investigated. A typical Soviet micro district was a well thought-out structure, it was planned like a magic thing, like some kind of utopia. Architects made a "list of practices" which meant where people often walked, when they went to work back home, how they could meet their needs near their house City planners wanted to take into account everything, every human practices. But often the real life is not so good as they planned. One of the main problem is lack of different zones and public places in micro districts. They belong to everyone and don't belong to anyone. Actually this space can be assigned to organizations building shops or parkings or new houses, causes a social conflict between residents and businessmen. But there is only one type of daily conflicts in this place. In this paper investigate how people can construct this zones and their boundaries in everyday life. Three base types of practises were distinguished. Main method is observation.

Key words: *urban sociology, post soviet society, urban planning, qualitative sociology.*

P. 188. *Evstifeeva A.R.* LOBBYING OF REGIONAL AND ETHNIC INTERESTS IN INVESTMENT POLICY OF THE SARATOV REGION. The article gives the multilevel model of the relationship between the state and the civil society. This model indicates the effective dialogue between authority, society and national public associations for socio-economic regional development. The author suggests using the integrated communications in investment policy. This approach allows ensuring coherence in the favorable investment climate formation.

Key words: *civil society, the public national associations, the integrated communications.*

P. 196. *Iglakova O.V.* APPROACHES TO AN OPERATIONALIZATION OF THE CONCEPT OF HUMAN RESOURCE. The purpose of the article is to consider the basic concept of human resource and possible approaches to its operationalization in the context of management practice.

Key factors in the emergence of the concept of human resource were processes of complication in economical, social, cultural and political life, which showed many of the system laws, not so obvious before. This processes led to the priority of human capital in economic activity. Two major forms of human capital were identified by G. Becker and T. Schultz. Those forms were associated with the presence of both general and specific skills. The question of rents, the workers with specific skills are entitled to obtain, was also raised.

Another important factor in the approval of the concept of human resource is the UN Development Program (UNDP), first set out in the World Report "Human Development" in 1990 (UNDP, 1990), which set out the main human development indicators (wealth, life expectancy and educational attainment), which are the goals and criteria of social progress.

This leads to the conclusion that within the different terminological and conceptual contexts attention is drawn to the same phenomenon - the transformation of the various characteristics of the individual, that previously have not acted in a large scale as important types of resources in a modern society into the assets, which produce impact upon the economic situation, the life chances and contain individual risks at the same time. New types of resources arising from the terms of socialization, behavior, general cultural level etc., previously considered only as a consequences of economic status, are gaining immense importance in the changing environment.

Generalizing over the main aspects of the resource approach, developed by M. Bourdieu, M. Castells, W. Beck and analyzing the findings of Russian sociologists representing the paradigm of stratification (T.I. Zaslavskaya, V.V. Radaeva, N.E. Tikhonova), the author offers an interpretation of the human resource as interdependent and convertible into the other forms of potential and assets.

The approach to the review of the concept of human resources in the research and management practices is proposed. Three possible areas of operationalization of the activity of the management of human resources, which can considerably increase its efficiency, indicated in the article are:

- study and measurement of human resource;
- strategy and forecasting development;
- operational steps.

Key words: *human resource, human capital, resource approach, forms of the capitals, converting of the capitals.*

P. 204. *Karmazina E.V.* THE CONCEPTUALIZATION OF FREEDOM WITHIN THE SYSTEM THEORY FRAMEWORK. The paper presents conception of complex and controversial mutual connection between freedom and impersonal objective aspects of social life in common named social system. Presented in the paper interpretation of freedom is based on subject-object theoretical scheme. Mutual connection of person and social system) is analyzed from the position of subject and object foundations unity. Freedom is investigated in it « system» and «non-system» quality.

Key words: *freedom, subject, object, self-identity, self-realization, self-determination, social system, social institution.*

P. 211. *Kotov D.A.* SOCIAL TENSION OF «A SUCCESSFUL CLASS». The protest moods of the population observed lately are manifestation of high level of social anxiety and social tension. A general population takes part in manifestations of protest activity including representatives of "a successful class". In a classical situation "successful" segments of the population aren't inclined to protest actions. The reasons of origin of social anxiety and social tension in article are considered and put forward a possible explanation to observable processes.

Key words: *social anxiety, social tension, social well-being.*

P. 226. *Sherstneva N.A.* ABSTRACT: THE APORIAS OF THE CRITICISM OF EQUAL RIGHTS FOR WOMEN AND MEN (CASE STUDY OF THE "FAMILY, LOVE, FATHERLAND" MOVEMENT MOBILIZATION AGAINST THE LAW ON GENDER EQUALITY). This paper is about mobilization campaign against gender equality law that was a result of the proposal this law under the second consideration in January 2012. We examine, firstly, what the participants of this protest campaign declare, secondly, what they do to gain their goals and then we bring to light the contradiction of this mobilization campaign. Accomplish this we have to answer two questions: 1) what the main reasons to criticize the idea of gender equality and appropriate bill; 2) what pattern of femininity is constructed by female participants of this protest campaign.

Giving the answer to the first question on the strength of our empirical data we outline the main mobilizing frames within which the gender equality bill is considered. We have outlined three discursive strategies that are used by the activists of this campaign in order to mobilize citizens against the gender equality law: 1) family and national safety; 2) "gender" as unnatural and normative heterosexuality; 3) nation building and the institute of the Russian Orthodox Church. Conducted analysis shows that in the rhetoric of this protest the normative femininity is connected with the notion of family that understood as a registered heterosexually marriage the purpose of which is childbearing. This union is a hierarchically organized, paternalistic family with functional gender roles where men and women are prescribed with instrumental and expressive roles respectively. The orthodox religion is also essential for defense and legitimization of the traditional gender order. Normative femininity in the activists' rhetoric is reduced to maternity and private; it is attributed such characteristics as modesty, passivity, subordination, etc.

The second task of the mobilization campaign against gender equality bill's observation is to study out to what extent in their collective actions activists follow the principals that they protect. Here we consider the case of social movement organization "Family, love, Fatherland" conducted a broad protest campaign during this mobilization. This analysis have shown that the pattern of femininity demonstrated by the participants of this mobilization at the level of action could be opposite to that they consider as normative one.

Key words: *gender equality, neo-traditionalizm, pro-family movement, civic engagement*

P. 236. *Shpakovskaya L.L.* DISCURSIVE PRACTICES OF PARENTHOOD: POLITICAL CHALLENGES AND ACTUAL AGENDA . The article deals with the analysis of current social problems in the agenda of St. Petersburg parent's communities. The study of parents' social problems is

placed in the context of Russian social policy. Parents' civic activism is considered as a result of politicization of the private sphere, childcare and education, as well as response to the challenges of the state social policy. Parents' activism is analyzed as a result of transformations of the private sphere meanings and values, which lead to the changes of meaning of marriage, partnerships, parenthood and parent-child relationships.

The main possible approaches to the study of civic activism are presented, the heuristic potential and methodological limitations of the approaches in relation to the study of parent's communities are analysed, the characteristics of St Petersburg parent's communities are described, a general analysis of the socio-political context of the parent community development is proposed in the paper. Based on the analysis of interviews a number of the problems that parent's activists consider as important were highlighted. The notion of social problem is understood from constructivist sociological perspective and implies a situation or a condition that is regarded by some individuals as unacceptable. The following actual problems in the discourse parents communities activist were found: the problem of responsible parenthood, the problem of social exclusion of mothers, the problem of violation of civil and human rights of mothers, the problem of orphaned children, the problem of family crisis. The activity of the parent communities aim to solving these problems. The discourse of parent's activists also includes the claims to the State policy to address the problematic issues.

In conclusion of the article the analysis of discursive gaps and overlaps between official discourse and the discourse of parenting communities is presented. The significant meaning match between official discourse and parent's narratives was found. The State traditionalist and pronatalist discourses become the parent's communities activists language for the discussion of social problems. In particular, the issue of family crisis and the need for State policy to promote family values in order to increase national fertility rate is a common place of the official discourse and the discourse of parent's associations. The point of gap between the official discourse and the discourse of parent's communities is the rhetoric of parent's civil rights and gender equality in the private sphere.

Key words: *Parenthood, civic activism, social problems.*

P. 249. *Shutov V.S.* SOCIAL POLICY IN THE CONTEXT OF RUSSIAH POLITICAL MODERNIZATION. The author analyzes the state of the social policy in Russia and highlights the need to modernize the social sphere, its content. He formulates the main goals and objectives of modernization of social policy, based out of the subjectivity of social policy, the interests of the state, the elites, civil society, and shows that the limitations of this subjectivity, as well as the inadequacy of the social policy objectives of modernization at present stem from the unresolved problems of political modernization.

Key words: *social policy, modernization, elite, civil society, social capital, neocorporativizm, democratization.*