

**CONFERENCE PROCEEDINGS "COGNITIVE MANAGEMENT - AN INNOVATIVE STRATEGY OF MANAGEMENT OF DEVELOPMENT KNOWLEDGE IN CONTEMPORARY CLASSICAL UNIVERSITY (7–9 November 2012)"**

P. 7. *Abramova T.V., Atabieva F.A., Vaganova E.V., Gorbachev S.V., Koinov S.A., Kuprin I.V., Syriamkin V.I., Syriamkin M.V.* PERSONNEL TRAINING FOR THE REAL SECTOR OF ECONOMY ACCORDING TO THE COGNITIVE APPROACH IN FORECASTING SYSTEMS. An innovative project of Russia is focused on advancing the research and implementation of technologies sixth of the technological cycle, with the acquisition of missing necessary technologies of the fifth one. Therefore, the country set a goal of not catching up, but becoming a leader of next-generation technologies, the leader of the sixth technological cycle. In order to achieve this goal, it is required to take into account the indicators of innovation capacity and develop an enhanced system of technoeconomic development. The authors reveal the aspects of the forecast improvement of the socioeconomic development and the advanced personnel training of the state innovation infrastructure and various sectors of the Russian economy, based on this analysis. The article is to study the description of the likely scenarios of the Russian economy by means of the measures aimed at the rapid development of basic industries of the sixth technological cycle in the context of personnel training for the real sector of economy. It also reveals recommendations for the implementation of the practical course "Technological Management" - linking the economic, legal, psychological, technical and management disciplines in order to achieve optimal strategic and tactical goals of the organization, planning and commercialization of research developments.

Key words: personnel training, forecast, socio-economic development, technological cycle.

P. 15. *Anikin V.M., Poizner B.N.* A PROVOKING FOR UNDERGRADUATE TO VERBALIZATION OF SCIENTIFIC JUDGEMENT IN MASTER THESIS AS A METHOD OF KNOWLEDGE MANAGEMENT. The authors practice some methods of knowledge management by undergraduates cognitive activity. The authors aim to strengthen two beginnings in the students: 1) structurally ordered thinking; 2) *ego*-oriented attitude of the student to the own Master thesis, i.e. perception of the thesis on an intersection of scientific cognition tradition and attempt of the student self-realization. The methods have "provocative" character: the aim of such management is decided under pretext of undergraduates adaptation to the standards of a professional behavior. For development structurally ordered thinking of the student the authors recommend the trained a plane of the report by results of researches and structure of Master thesis. It stimulates the student to reflex above the contents and methods of its researches. Similarly, the authors explain to the student genre features and structures of scientific judgment which is carried out on a defense in Master thesis. Besides the authors have developed 18 creative (problem) tasks appropriate to three cycles of seminars: 1) "Master thesis as a cultural sample"; 2) "Master thesis as fruits of my creative labor and a subject of self-criticism"; 3) "Master thesis as a driver of my withdrawal from a condition of *ignorantia juvenilis*". These tasks force the student to analyze a sense and level of own researches outcomes, looking on them through a prism of submissions about regularities of creativity and prognoses of natural sciences the next 20–50 years.

Key words: education, knowledge management, Master thesis, reflection.

P. 21. *Budenkova V.E., Saveleva E.N.* HUMANITARIAN EDUCATION AND KNOWLEDGE MANAGEMENT IN GLOBALIZATION CONDITIONS: TOWARDS THE DEFINITION OF PROBLEM. In the article the problem of a specific character and value humanitarian components of knowledge management in modern conditions is considered. The importance of this topic is caused by globalization and its influence on economic, political, social and cultural changes firstly, and dehumanization i.e. decrease of humanities value in modern Russian higher school, secondly. The subject of analysis is the higher education (content and the principles) and technologies of knowledge management in the globalization conditions. First of all, the necessity of cultural studies of the globalization is pointed. Thus, in the humanities area of attention there are new strategy of the person behaviour and activity, new levels of management and forecasting, new type of the person. «The person of the globalization epoch» is characterized by skill to adapt for variations of social, cultural and the information environment, capacity to form relations on principles of respect, openness and tolerance,

readiness for constant self-development. New humanitarian paradigm, integrating results of various disciplines in comprehension of the global world realities and called up to define the person's world-view in the XXI century, is able to form such qualities.

Among the most important ideological components of this paradigm innovation strategy of continuous education takes especial place. Realization of this educational strategy, as a way of the mankind problems decision and as the basis of social and cultural progress, requires the development of new knowledge management technologies. Knowledge management should stimulate cognitive activity of the person and develop his professional and personal competences. The key position in this process belongs to humanitarian education which tasks include not only "transfer" of knowledge, but formation of new type person. Tomsk State University experience shows, that creation and actualization of special humanitarian (in particular, cultural) educational programs, helps graduates to be success in professional sphere and a public life. So, for instance, the program «Forming of professional, personal and general cultural competences by means of cultural science – Student of XXI century» directed on the development of tolerance, creativity, communicative competence for students, can be an example of efficient knowledge management in the higher school.

Key words: globalization, knowledge management, humanitarian education, cultural knowledge.

P. 28. *Bukovskaya N.V.* SCIENTIFIC EXPERTISE AS FORM OF COGNITIVE MANAGEMENT. The subject of scientific expertise as form of cognitive management is multilevel. As an expert science acts on three levels – personality of the scientist; scientific society, research groups, scientific and expertise organizations (state and non-state); non-commercial non-state public organizations of scientists. Scientific expertise has a number of functions in the mechanism of political decision making, with legitimization, consulting, advisory, analytical, informative, communicative, intermediary and lobbying functions among them. For this purpose special expertise bodies are established, with scientists as obligatory members. These bodies can be of four types: state, non-state commercial, public non-commercial, i.e. elements of civic society, and mixed type. Scientific expertise organizations special created in the sphere of scientific expertise government are called "think tanks". Moreover, classical academic, scientific and educational (institutes and universities) institutions can also function as such centers. There are three models of organization of expert scientific support of the authorities: North American, European and Asian. The three models can be considered as historic socio-cultural and socio-political types. The Asian model specifics are characterized strong centralized state, party and ideological monopoly, which predetermines the existence of one client ordering expertise. In general, it is worth differentiating two main models – western and non-western, with each having its own subtypes. Thus, European and North American models are subtypes of the western model. Then it will be logical to single out transitive and hybrid variants. Modern Russia, for instance, demonstrates a transition from the non-western model to the western one. There can be singled out different types of scientific expertise based on different classification criteria. Scientific expertise can be conducted, first, on different levels of authoritative power (federal, regional, local); in different governmental branches (legislative and executive); second, in different spheres (education, health care, economy, atomic energy, foreign policy, environment, etc.); third, permanently or now and then; fourth, in a complex or one-sided way, systematically or structurally; fifth, independently or by order; sixth, secretly or openly, seventh, officially or unofficially.

Key words: scientific expertise, cognitive management, subjects and functions of expertise, political decision-making, democratizes expertise, university as think tanks.

P. 34. *But O.A.* THE ROLE OF EPISTEMOLOGICAL APPROACH IN MANAGEMENT THEORIES FORMATION. The article presents an attempt to relate differences in approaches to epistemology to the major differences between the existing management theories. The topicality of establishing this relation arises from the fact that the origination of a modern management theory called Knowledge Management, which is grounded on the idea that knowledge is the main strategic resource of any organization, resulted from the development of different views on management. Therefore understanding this relation would bring it to light how managers' views on knowledge were formed and would allow interconnections and discrepancies between different papers on Knowledge Management to be seen more clearly.

Key words: knowledge management, rationalism, empiricism, scientific management, human relations theory, explicit and tacit knowledge, dynamic knowledge creation model.

P. 41. *Diev V.S.* THE PROBLEMS OF CHOICE AND DECISION-MAKING IN INTERDISCIPLINARY CONTEXT. The paper uses an interdisciplinary approach to the analysis of decision-making problems. It analyzes paradoxes of formalized models of decision-making in the conditions of risk. The author provides justification for the thesis that decision-making in the conditions of risk is not an agent's confrontation with circumstances beyond their control but a conscious and rational choice.

Key words: rational choice, goal, agent, risk, probability, decision-making, utility, value.

P. 52. *Zemtsov A.A., Osipova T.Y.* HUMAN LIFE FROM THE POINT OF VIEW OF THE FINANCIER: WHETHER THE LONG-TERM FORECAST IS POSSIBLE? The householder life from the financier point of view is obtaining the income and implementation of expenses in foreseeable prospect. The household is a combination of a base asset and a property complex. Finance of a household has the certain structure which elements are administration, income, expenses, reserves, debts, investments, insurance protection. Dynamics of a household is outwardly expressed in change of their types. Internal development of a household can be studied by the concept of the household life way. In the economic plan the household is a set of the administered capitals, most important of them: human, economic, the capital of health. These capitals turn «person» into a base asset. The household exists in the conditions of uncertainty, its future vaguely and isn't learned, as a considerable part of information concerning this future doesn't exist yet. Stereotypes and the conventions defining human decisions can't be calculated exactly. The scientific base for forecasting of the household lifeline is absent, though in practice this process is used in a mass order. Self-management is the possibility of successful life in the conditions of uncertainty and the base for its forecasting. The basis and the purpose of self-management is to come to «a longevity route». According to H.S.Friedman and L.R.Martin's concept, longevity is based on «the wellness», reached through a four-componental way of life: a) traditional physical and mental health; б) successful career, in) safe marriage, г) social contacts. Financial planning is an integral part of a household management, relies on forecasting of dynamics of a household development and requires a positive forecast. Differently planning is not meaningful. The purpose of financial planning is formation of sufficient amount of money for achievement of the household purposes within available sources and uniform distribution of consumption during life. Thus, despite impossibility of creation of reasonable and authentic forecasts of a household development, household life forecasting is necessary for households and is carried out in practice.

Key words: householder, household finance, financial planning, forecasting.

P. 56. *Kryaklina T.F.* FEDERAL STATE EDUCATIONAL STANDARDS AND SPECIFIC MANAGEMENT OF REGIONAL UNIVERSITIES. Relevance of a subject of article is defined by need of ensuring adoption of competent administrative decisions the higher education institution connected with preparation of experts demanded in the region. Object of research of article is the analysis of interrelation of the maintenance of FGOS and requirements of regional labor markets. Detection of discrepancy between planned number of graduates of higher education institutions of certain directions and specialties and real requirements of regional labor markets (in this case the Altai territory) became an object of research. For a basis of methodology of research the author took the activity approach defining the contents and specifics of professions, methods of the historical, concrete historical, comparative analysis. As a result of the conducted research the following provisions and conclusions locate in article: - until recently regional higher education institutions didn't own effective technologies of interaction with a labor market, poorly interacted with employers and business; - for the last 15 years higher education institutions from external technologies mastered only advertizing activity, and that only generally information character; - among the most scarce professions in the region following the results of the second quarter 2012 in the Altai territory steel: doctors, insurance agents, forwarding agents on transportation of goods, marketing managers and to production sale, doctors-pediatry, pharmacists, quality engineers, druggists, laboratory doctor. Thus, orientation to requirements of the regional markets of professions demands a certain adjustment in plans of preparation of graduates of higher education institutions, independence of higher education institution in acceptance of a number of administrative decisions.

Key words: new professions, specific management of regional universities.

P. 63. *Kulizhskaia E. G.* CORPORATE CULTURE: NEED FOR CREATION OF KNOWLEDGE IN A CORPORATION. This article is about the current models of knowledge creation in organizations (corporations), and that people who create knowledge (creative class). It emphasizes

the role of corporate culture in the creation of institutional conditions for proceeding in a continued process of knowledge creation. Corporate culture of any modern organization is based on the intellectual component in the continuous production and processing of knowledge. This is due to increasing of the intellectual component percentage in any product, producing of any modern corporation. And the trend is that this component continues to grow. To serve the new economy with intellectual product at the core, a powerful new social stratum has been called: intellectual class or "creative class". Knowledge workers who are able to apply knowledge to the benefit, now are so successful than the capitalists, who can profitably invest. So corporations seek and hire on permanent and temporary (which is very common) creative work those people who are able consistently produce innovative knowledge, i.e. knowledge that in the future will be able to provide a competitive advantage, and (or) profit. In the modern society, that is often named as knowledge society qualitatively different knowledge is demanded than previous socioeconomic systems demanded. The knowledge that continuously produced by any corporation for the survival and successful development, now is more flexible, short-term, liquid, applicable "here and now" and not meant to be fundamental. But this knowledge is not the same that information, but in contrast, is the product of processing more and more layers of information. Why knowledge has become such a qualitatively different? This was due to such characteristics of the new social reality as instability, the intensity of information flows, volatility, and fluidity. Models of knowledge creation differ. But whatever the particular model of knowledge creation in corporation, corporate culture is required to perform the specified function, and thus create the conditions to ensure continuously flowing process of developing innovative knowledge.

Key words: corporation, corporate culture, knowledge society.

P. 67. *Ladov V.A.* N. CHOMSKY AND L. WITTGENSTEIN ON THE NATURE OF LANGUAGE AND THOUGHT. The conceptions of N. Chomsky and L. Wittgenstein are discussed in this article. On the analysis of the conceptions the author of the article draws the conclusion about epistemological character of cognitive researches in general. It is asserted that until naturalistic theory investigates facts of objective world of the nature it stays on the position of scientific realism. Scientific realism asserts existence of objective reality and a possibility of knowledge of it. But since naturalistic researches begin consideration of cognitive processes of the human being as a knowledge subject they represent anti-realistic position. In the framework of the position naturalistic researches formulate skeptic theses on cognitive capacities of the human being.

Key words: Chomsky, Wittgenstein, epistemology, naturalism, realism, skepticism, anti-realism, cognitive researches.

P. 70. *Malakhova J.N.* INTERACTION OF THE STATE AND EDUCATIONAL STRUCTURES IN THE FIELD OF MANAGEMENT OF A TARGET SET IN EDUCATIONAL INSTITUTIONS OF HIGHER EDUCATION. The target set in higher educational institutions represents the elaborate process which participants are customers of education, performers and being trained. The organization of a target set is included into area of interests of managers of higher educational institutions and managers of public authorities and local government. In the field of this interaction there is a number of the unresolved problems connected with preparation of curricula, comparison of interests and vectors of development of branches and HIGHER EDUCATION INSTITUTIONS and much other. Effective management of a target set, is urged to solve a number of questions, annually arising at the organization of a competitive set and further training of future experts.

Management of a target set at a development stage represents bilateral cooperation. The educational institution for its part develops educational plans, and the public institutions long-term and medium-term plans of work including a set of employees on certain workplaces, according to developed programs of development. Comparison of curricula and development plans of establishment is made at a stage of the decision on quantity of target places for certain directions. Competences which the graduate has to possess, have to master the requirements shown by the employer. And it is necessary to put in advance in competence curricula, perspective after 4-6 summer terms. It mentions areas of strategic planning in which management represents decision-making in not set, and only predicted conditions. Dynamics of development of modern society, puts in the forefront the functions of the management connected with forecasting and a choice of a way of development on the basis of built forecasts. Management within the set static conditions, the initial management of the current processes otherly than management within changing conditions. In relation to education institute, specifics of decision-making by management structure, dictates need for the organization of work of the research groups working in the field of forecasting. This requirement is expressed in assignment to higher educational

institutions of the status "scientifically research" within the walls of which science and education merge is carried out. Management of educational structure, in relation to the state order for target training, has to coordinate results of the activity on development of training programs, being included in the market relations with other social institutes, thus without receding from the general mission of university which José Ortega-i-Gasset formulated as: "teaching of the main cultural and significant disciplines".

Key words: target set, education, effective management.

P. 76. *Nikitina Y.A.* SPECIFICS OF FORECASTING OF SOCIAL SYSTEMS' DEVELOPMENT FOR A PERIOD OF THE TRANSITION TO KNOWLEDGE SOCIETY. Peculiarities of forecasting of social systems' development is analyzed in the article. It is shown that conditions of emerging Knowledge Society determine perfectly new peculiarities of social forecasts. The possibility of social forecasting with reasonable accuracy has been a subject of a lengthy discussion for many years. Changes dynamics, impact on the environment, management complexity and the importance of forecasting have been increasing during the period of transformation of the pre-industrial society to the industrial one, and then to the post-industrial society. Under that circumstances information becomes the main resource, and the forecasting of social systems' development becomes crucial. The macro environment uncertainty exacerbates management complexity caused by the nonlinearity of social processes. Besides, a potential multiplicity of directions of social systems' development determines not only the wide range of possible trajectories, but also complexity of emerging problems. The transformation of modern society to society in which knowledge becomes the key resource deserves special attention nowadays. Knowledge makes significant changes not only in the behavior models of social systems, but also in their environment. High dynamics and uncertainty of the environment has long been one of the most significant consequences of the global information space' formation. Sharing of information and communication technologies created conditions for essential changes in the ways of social interaction and adaptation. On the one hand, the globalization created new opportunities for social systems' development. On the other hand, it made their environment extremely dynamic and uncertain. At the same time, the absence of strict predetermination for social systems' development creates preconditions for the emergence of perfectly new social structures. The structures are characterized by high level of adaptability which implies ability to searching and making effective decisions. To our opinion, it expands the boundaries of the social forecasting and managing significantly.

Key words: social system, development, forecast, management, Knowledge Society.

P. 80. *Nurgaleeva L. V.* TERRITORIALITY OF THE LABORATORY OF B. LATOUR IN THE CONTEXT OF MEDIAL REFLECTION. The article discusses the features of application of the interdisciplinary approach in the area of research methodology changes. Issues are discussed from the perspective of communicative ontology that includes problem defining the status of the symbolic as a medium of communication in the broker network structures. As a model for the show features the creation from the research structures in the communication process, conceptual schema is selected by the famous French sociologist B. Latour. Discusses the specifics of his research approach. Defines the meaning of "laboratory" as a stand-alone experimental practices that expand their borders and gradually covering the entire scope of the social. There are advantages of study of Genesis of mul'tiracional'nogo from a procedural point of view. The focus is elected by way of studying b. Latour èpistemičeskogo status communication mediums. Network model is constructed on the basis of Sociology view of things. Suggested ideas M. Mamardashvili, G. Hakena, K. Pribram, B. Pauli as complementary schemes that address the issue of expansion of the territoriality of the laboratory from the point of view of the interdisciplinary approach. Shown that the medial aspects of ontology-based communication are closely linked to the understanding of networked knowledge sharing principles.

Key words: mediative practice of communication, network methodology.

P. 84. *Petrov A. V.* KNOWLEDGE OF KNOWLEDGE AS COGNITIVE MANAGEMENT FACTOR. By differentiating obvious and hidden knowledge the article defines the concept of meta-knowledge.

Meta-knowledge is a key factor of cognitive management, it defines the priority management goals in learning institutions. Meta-knowledge formation is the fact that distinguishes learning organizations from the teaching ones. The question of how higher education schools can transform into learning institutions is the key one in the modern conditions of new educational standards introduction. Two tasks are given, whose solution will provide effective cognitive management launch in a teaching or-

ganization. The first task is to start the process of generation of diverse interpretations of knowledge. This task is congenial to self-discovery of knowledge management principles in a certain institution: cognitive management, if positioned correctly, will promote the formation of flexible and dynamic meta-knowledge. The second task is the formation of values. In cognitive management values should be considered in the context of competences and the topical problem of analytical presentation of education results in competence specification. The author's observation of specifications shows an excessive amount of description of what the student is to know. As a result, the idea of the scope of knowledge is lost, which leads to the reduction of meta-knowledge content. In terms of values the attention must shift to the roles and positions of education participants. Social-psychological roles in education acquire value and sense when the aspect 'role in respect of the other' (e.g., the role of a teacher a student can play) becomes the aspect 'role in respect of oneself'. Mastering one role in two aspects forms a position – a unity of values and senses. Position directly influences the quality of interaction. Competences are realized when each participant is able to hold four aspects of teamwork on task solving: 1) something to do for oneself; 2) something to do oneself; 3) something to do for the others; 4) something to do together with the others. Meta-knowledge in this case is described by the formula "I know that you know I know". Knowledge of one's actions for oneself creates confidence (in oneself and the others), knowledge of actions for everyone to take creates trust, knowledge of actions one will take for the others creates gratitude, knowledge of actions to take together creates enthusiasm. Confidence, trust, gratitude and enthusiasm must be the priority goals in cognitive management. If they are not achieved, cognitive management will be reduced to inefficient formalization.

Key words: systems theory, meta-knowledge, competence, value.

P. 89. *Postol V.I.* KNOWLEDGE MANAGEMENT: BENCHMARKING TRAPS. Nowadays the world is on the threshold of the sixth scientific and technical revolution. The task of the priority development of science and the dynamic implementation of its achievements is brought to the forefront. The appearance of the new subject – “knowledge management” – became one of the responses to the challenges of modern times. The core of the knowledge management issues is the formation of training institutions. The emphasis in the field of knowledge has been shifted: if the researchers' attention earlier was focused primarily on the subject areas chosen by them, then nowadays it is studied how knowledge is produced, used and reproduced inside an organization. Henceforth a firm is a “sanctuary” where the society produces new knowledge, and a manager is a “priest” who contributes to the mining of it. The key component of institution's knowledge is latent, implicit knowledge which has by the way about 90 % share of all institution's knowledge. Latent knowledge is institution's “practical reason”, it is impossible to set it out on any storage medium or even to pronounce it. Knowledge received and developed through experience is “sticky”, it sticks to institutions and certain people that is why it is impossible to sell and buy it in the free market. The emphasis in the field of benchmarking has been shifted as well in connection with this. The traditional replication of products, processes and procedures of other institutions guarantees only downfall to the level of these institutions. The creation of self-developing organization on the basis of efficient use of creative abilities of all employees became the goal of benchmarking tools. Heads of organizations who do not realize the necessity of interactive managerial changes can not add dynamism to innovation-based development. The main competitive advantage nowadays is the ability to cognize faster than one's competitors.

Key words: knowledge management, training institution, benchmarking traps.

P. 93. *Stakhovskaya J.M.* COGNITIVE MANAGEMENT AS A STRATEGY OF UNIVERSITY KNOWLEDGE MANAGEMENT IN COMMUNICATIVE REALITY. There is a need to find a new model of university knowledge management in communicative reality of our time, where a new picture of the world can not be represented with the knowledge, detached from the knower and his subjective realities, raised in the article. Synergetic understanding of the man as a complex self-organizing system indicates that old methods of development, in which a person forced on the existing knowledge does not work well in the new environment. The openness of such a complex self-organizing systems as a man reveals through interaction with the environment where the information exchange is a cognitive activity. There is a need to appeal not just to the experience of knowledge management that already exists in the business, but to the development of knowledge management model based on the communicative paradigm of modern philosophy in the system of university education. A shift from the individual method of accumulation and the development of new knowledge and collective poly-discursive model inherent in communicative social reality and defining knowledge as a result of intelligence exchange focuses primarily on cognitive practices. There is need for a new approach to

knowledge management, which differs from the conveyor model of creation and dissemination of knowledge, which characterizes most modern universities, the approach that uses the principles of network logic. As such a model of university knowledge management the author considers cognitive management, seeing it not only as knowledge management, but also as philosophy of modern university education.

Key words: *communicative reality, university, knowledge management, cognitive management.*

P. 97. *Syryamkina E.V.* THE PROBLEM OF COGNITIVE STUDY OF NORMATIVE ASPECTS OF THE "GOOD SOCIETY". The article attempts to raise a question of the cognitive study of normative aspects of the "good society." The conundrum of coexistence in one living space of individuals with opposite values is being described. The author analyzes the process of the formation of the theory of the "good society" taking into consideration neo-liberal and communitarian debate. The most remarkable is the point of view of communitarians, who believe that civil society is not enough, since it does not solve the problems of common values. Idea is that the theory of a modern society should be a theory of a "good society." Such theory will prove the variety of values of a decent life. Thus, it is possible identify cognitive study of the normative aspects of the "good society". Basing on the works of Edmund Husserl, the authors comes to the following conclusions: First, the normative judgments can be formulated as a result of the theoretical concepts and as "the must". Second, conventional reasoning are related with the scope of meanings and values of everyday life. Third, conventional reasoning are about the empirical experience of people or their subjective assessment (what is considered valuable). Thus, the difficulty of defining "good society" and the statement "society must be good" is that a "good" acts as the maximum score of all possible predicates, and therefore, is the most multi-valued characteristic. The author concludes that the word "good" requires knowledge of certain rules, but the complexity is that "good" is a basic standard itself. In the article there are two types of normative aspects: moral norm, which has value for members of a certain community only, and the norm, which indicates the basic value, according to which, it must be rated. The vision of the "good society" includes both methods of forming normative aspects. But cognitive reasoning of the normative aspects of the "good society" has not been done yet. Undoubtedly, the concept of a "good society" will become clear after it is worked out in theory. This issue is poorly understood and requires further research.

Key words: *good society, norm, values, meaning, cognition.*

P. 102. *Syryamkina E.G.* STUDENT AND TEACHER IN THE SYSTEM OF COGNITIVE MANAGEMENT. Information, that is different from the knowledge with its aloof nature, exists in virtual, chaotic flow. Do the universities keep pace with changes in society? Are they able to train specialists who can act and function in the socio-cultural and professional uncertainty? Russia's joining the Bologna process and the transition to the educational standards of 3<sup>rd</sup> generation is the answer to the challenges and requirements of the information society: higher education (bachelor degree) becomes popular and common, forms competence of self-education and provides the basis for a lifetime of "flexible" education. Thus, the system of cognitive management becomes actual. The student should be able to construct individual path and be flexible by selecting courses and programs, to become his own manager and the teacher becomes a tutor. Foresight technologies contribute to the development of subjective position of the student. The form of cognitive self-management is a student's portfolio, which is not only effective form of evaluation and self-assessment, but also a solution of important tutorial problems. A possible support is provided by a training course «The content and organization of educational activities of students during the development of competence-oriented basic educational program in accordance with Federal educational standards». This course is optimized for four years of study and is held twice - at the beginning of the school year and at the end. Basic educational technology - designing of individual competence-oriented education programs by students, monitoring, diagnostics, and self-presentation of each academic year. Essentially, it is a course «tutor» accompanies students throughout their undergraduate training.

Key words: *information society, cognitive management, competence-oriented education, cognitive self-management of the student.*

P. 108. *Tarasenko F.P.* FOUR TYPES OF CONNECTIONS IN MODELING OF THE REALITY. In search of natural regularities, efforts often are directed at revealing of cause-and-effect connections between the two entities. Cause and effect are tied by the *necessary and sufficient* relation: if the cause has happened, then the effect must happen obligatory; if the effect happened, then the cause has

been happened before. There is no need in the presence of third entities for these events. However, due to the general law of universal interconnections and interdependences in Nature, the other entities are always interfering into interaction between any two entities. Hence, the actual relation between couple of objects is always different from the cause-and-effect one. The character of intervention of third entities into action between the two parties considered, may be of great variety, and this can roughly be presented by its classification in accordance with indications of necessity and sufficiency. The *necessary and sufficient* connexion is called a cause-and-effect one. It is a scientific abstraction (called "law of nature") digressed from a presence and influence of third entities. The *necessary, but not sufficient* connexion is characterized by terms "system-forming factor", "producer – product". The *sufficient, but not necessary* connexion is called "a directed tie". The *not necessary and not sufficient, but essential* connexion is called "associative", or "probabilistic", or "stochastic" one. Examples of the four types of pair-wise ties are given. It is emphasized that different ties need be treated differently in human practice, and that an error in identification of the type of a tie leads to failures in practice.

Key words: Systems, cause-and-effect, types of natural interactions.

P. 113. *Tulchinski G. L.* COGNITIVE MANAGEMENT AND PROJECT-NETWORK SOCIETY. Virtually all forms of social activity are seen as the project activity, when the project regarding the increase in acts of a fragment of the network, resulting in a maintenance and further development of social networks. This concept is fully consistent with the technological platform of modern society, helps a lot to clarify the processes of economic, financial, informational, and other globalizations. The contemporary society appears as a network design and society. In this situation radically changed channels and mechanisms of transmission and acquisition of knowledge. Product, the result of knowledge management as the management of such network processes is not just information or knowledge, and certain social and human capital. Social capital becomes a clearly defined information and communicative nature. The quality of human capital in this situation is changing as well. It first of all - the ability to be flexible in terms of production problems, searches for relevant information, decision-making, involving partners, building relationships with them. Network relationships generate additional rent, the use of which gives rise to the temptation to use someone else's human capital. Thus, the modern knowledge management is a major challenge, both in terms of organizational performance, and its legal and moral conditions and factors. All this means a serious challenge to modern education.

Key words: cognitive management, human capital, information, project, nets, social capital.

P. 117. *Tsoy G. A.* THE CULTURAL PARADIGM IN THE CONTEXT OF THE COMMERCIALIZATION OF HIGHER EDUCATION. The culture as an equivalent of the country's national value is losing its lead role. The modern educational society is a base for the change of a mono-cultural to a multicultural principle, where the national signs disappear or fall into the shade while universality and flexibility of the educational system play the main role. Therefore a new university model should be transparent, mobile and ready for the transformation of the present structures. The modern society is developing in the context of the market economy dictating its conditions including the change of the elitism to the liberal principle of the higher education system. The liberal conception of education where the individualism has priority meaning plays a special role in the solving the problem of the education of elite specialists in the modern university. In response to commercialization the higher education is becoming an article of the knowledge production recognized on the global level. The main aim of the university in this context is the developing of a new educational model, which helps to create a new higher educational content for the purpose of accumulation a new knowledge accepted as "intellectual capital". The knowledge itself and its production are changing in the context of the commercialization of higher education, in addition "the production of science" (conditions of the knowledge production created by the industry) is developing. To sum up, the process of globalization developing the cultural paradigm of higher education forms the conditions for the change of the classical university considered to be a center of social culture aimed at the education of elite specialists to the communication-based flexible university responding to the all changes in education environment on the global level with taken into account the economic frameworks of society development.

Key words: modern university education, polycultural, production of knowledge, transfer of technology, globalization.

P. 122. *Cheshev D.V.* STUDENT IT IS KNOWLEDGE MANAGER. KEYWORDS: EDUCATION, KNOWLEDGE, KNOWLEDGE MANAGEMENT, COGNITIVE MANAGER. Cognitive management system has two levels. The first includes the subjects of knowledge management. The

second level is the processes, mechanisms by which knowledge management occurs. The people who run their own knowledge, are cognitive managers. Considering the process of knowledge management at the university, we mean students in the capacity of "cognitive managers". They are direct participants in the educational process. A modern student no more gains knowledge according to the plan "professor - knowledge - student". A contemporary professor became an assistant in obtaining knowledge. A student formulates without assistance his own cognitive program. Becomes a manager of knowledge. A student as cognitive manager has two features. Firstly, the cognitive manager has his own "means of production": intelligence, memory, knowledge, initiative, personal experience, belonging to him. Secondly, the cognitive manager can work effectively only in a team. In fact, students studying at the university, have always managed his own knowledge, received, accumulated, systematized, used. But it is especially important nowadays, since the society has moved into the information phase, the knowledge economy has begun to develop. A huge competition in the labor market made a student to become a cognitive manager. Due to the fact that people are the sources and carriers of knowledge, all the organizational knowledge management systems are based on the interaction of people. The culture of knowledge spread and exchange is very important at the University. This culture involves the creation of formal and informal associations of all participants in the educational process for the joint management of knowledge. The necessity of action in such associations demands certain abilities from a cognitive manager: the possession of a high level of communication skills, mobility, and competence in matters of organization. Knowledge management demands the actions in different directions from the student: to find and connect with people who possess the necessary information, to join in the information flows, a search and structuring of information, verification of the results of its activities, the ability to present information. The transformation of the student in cognitive manager requires him to expand his circle of competence and continuing work on the management of his own knowledge.

Key words: knowledge management, cognitive manager, science.

### ONTOLOGY, EPISTEMOLOGY, LOGIC

P. 126. *Zavyalova M.P.* POLYDETERMINISM AS A METHODOLOGICAL PRINCIPLE ANALYSIS OF PREMISE SCIENTIFIC KNOWLEDGE. The goal of the paper is an analysis of the process of revealing multiple socio-cultural factors of scientific cognition, and explication of their research methodology. In this context, as a rough draft a principle of polydeterminism is grounded. In short it sums up the knowledge of complex structure of determination of science that has been obtained during a long time, and converts it into a certain cognitive attitude – an approach to analyzing the nature of science from a position of multiplicity of its determination. A principle of polydeterminism is also heuristic producing a backward effect – determination of society, culture, and history by science. Vectors of this determination are multidirectional, and aftereffects cannot be predicted.

Key words: science, epistemology, multilayered premises of science, a principle of polydeterminism.

P. 132. *Malchukova N.V.* POSSIBILITIES AND PERSPECTIVES OF ANALYTIC PHILOSOPHY AS PHILOSOPHY OF LANGUAGE. In the article possibilities of analytic philosophy (philosophy of the logical analysis and linguistic philosophy) in formation of general theory of language are considered. It's shown that though the methodology of analytic philosophy of language is rather productive in language analysis, nevertheless, its potentialities in formation of a general, complete theory of language necessity of which is dictated by development of systems of intellectual management, are limited. Limitation of potentialities of methods of logical and linguistic analysis of language can be seen in an isolationism of corresponding to these methods representations about language, which means consider language separately from its essential characteristics and components. If philosophy of logical analysis ignores subject-realization of language, then the linguistic philosophy ignores role of internal mental processes in speech activity of the subject, and both these directions of analytic philosophy ignore a figurative, figurative-sensual component of language. Thus certain paradox in existence of analytic philosophy of language can be seen, when having the methodological instruments of the language analysis, it doesn't offer a relevant conceptual-theoretical explanation of language. Nevertheless analytic philosophy of language has internal potential for overcoming of an isolationism of its views on language. Not in the last place existence of such potential is caused by change of analytic philosophy of language methodological positions concerning in particular critique of metaphysics and critique of general judgments use. View change on metaphysics allows also view change on general

judgments, on generalizations and makes potentially possible formation of general analytic theory of language. But concept-methodological synthesis (when methods of the logical and linguistic analysis (ordinary language analysis), semiotics, information-cybernetic, evolution-genetic methods are united), which is necessary in such formation leads language investigations out of limits of actual analytic philosophy of language therefore problem of self-identification of analytic philosophy as philosophy of language becomes rather important.

Key words: analytic philosophy, philosophy of language, philosophy of logical analysis, linguistic philosophy, theory and methodology.

P. 143. *Nekhaev A.V.* 'KRIPKENSTEIN' & ABORIGINES: THE TRUE ORDER OF LANGUAGE AND RULE-FOLLOWING PARADOX. This article is devoted to thirtieth anniversary of the first publication in 1982 Saul Kripke's book "Wittgenstein on rules and private language". Radical skeptical interpretation of the work 'late' Ludwig Wittgenstein proposed by Saul Kripke in this book is considered one of the most famous "puzzle" of modern philosophy of language, which has become a source of much debate and discussion on the nature of the linguistic sign and its meaning. This article examines some of the consequences of a radical version of skeptical 'rule-following' paradox by Saul Kripke, which remain in force and effect for finite functions and limited linguistic registers 'Ad finitum'. Thereby questioned the widely held view among analytic philosophers that the skeptical core for Saul Kripke's 'rule-following' paradox is argument 'Ad infinitum' (an inherent source of skepticism for our intention to follow the rule is included in itself situation of mastering for us endless function on the limited set of examples), and thus any direct or even moderate solutions of this paradox would be focused to its elimination. Thus proved that including for the field of finite functions and languages described theirs the skeptical force of 'rule-following' paradox itself completely saves. Moreover, undertaken in this article analysis detects a very quaint phenomenon to the field of language registers 'Ad finitum' – the effect of 'replication' (in the using of a linguistic phrase is always a *n-th* set of empirically equivalent but logically incompatible and even non-identical languages which it belongs). Study of the phenomenon of replication leads to a number of important remarks on many critics of Saul Kripke's skeptical paradox, in particular the famous Oxford philosopher Gordon Baker and Peter Hacker. Thus the concept of 'community speakers' has been called by Saul Kripke for skeptical solution to paradox of his own cannot be eliminated by the concept of 'share' and 'shareable' languages proposed for this aim by Gordon Baker and Peter Hacker. Despite the criticism the skeptical paradox 'rule-following' by Saul Kripke is still the center of attention and remains influential in modern philosophy of language and the theory of value.

Key words: rule-following, Kripkenstein's paradox, skepticism, true order, replication.

P. 156. *Khlebnikova O.V.* EPISTEMOLOGY AS THE THEORY OF ASSIGNING A MEANING. Modern philosophy, which is not a tradition of bringing the wisdom now, but an orderly systematic discourse, which is incarnated thanks to a special literary art, can be considered as a specific communicative environment. In this perspective every philosophical text appears before us as a material embodiment of a special philosophical language, which is the updating of some «the second order» logic. This logic works every time through the system for cause-and-effect relations in the sphere of improving the conditions of the possibility of any kind «linear» reflection. In our opinion, an area in which the language is actually itself is an epistemology. The content of the events of the formation of philosophical language is a double «abduction» of natural language. As the first «abduction» is the introduction of a ban on the use of nearby natural meanings of the words. The second «abduction» is detection for «reverse» the meanings of the incident sense, which appears out of their direct logic. In fact, philosophical sense is the body of the events of the second «abduction» of natural language, which marks a «theft» of any meanings at all after the «theft» of the closest meanings. The place of this kind of «abduction» is a philosophical text. In line with all of the above, there is a possibility to consider epistemology (the epistemological method of «abduction» of natural language through the philosophy) as a general theory of assigning a meaning, as far as it being is the correlation of the intellectual order in its structural and architectonic integrity with the procedure of the world. In the framework of the Western epistemology, we distinguished three historical varieties of the theory of assigning a meaning: the metaphysics of meaning, the phenomenology of meaning and psychoanalysis of meaning.

Key words: epistemology, semiotics, philosophical text, meaning, sense.

## SOCIAL PHILOSOPHY AND PHILOSOPHY OF HUMANITY

P. 162. *Aleastrova A.A.* "THE OTHER" IN VITAL SPACE OF THE CITY. At the beginning of the XX century the science entered the term "nonlinearity" into philosophical language, borrowing it from the theory of the nonlinear differential equations. Formation of scientific ideas of nonlinearity of the world represents difficult process. Nonlinearity recognition in a modern scientific picture of the world allowed to carry out revolutionary change of a way of thinking, outlook, methodology of a modern science. Nonlinearity as concept, becomes the synergetic basis which concept was formulated in scientific works I. Prigozhina Increasing every year scientific by the importance of nonlinear processes, affected development of philosophical thought, leading to emergence of new philosophy of a science. In the concept of new philosophy the City as the phenomenon, embodies a picture of the world and its contradiction. Till New time the City was perceived as the finished, artificially created linear system. The come-out assumption is confirmed by the cities – the projects reflecting linearity of space in geometry of buildings, streets, park ensembles. Linearity of life of the City was supported by the law which was not allowing chaos and a disorder. However the linear thinking can work only in limited space. Thus only in nonlinear system the City could develop, show dynamically resistance to external threat, suppress multiactivity of the intracity system consisting of Town council, Guilds, Church, University. Therefore, the City phenomenon which has arisen as самоорганизующаяся linear system eventually without losing linearity, is perceived as nonlinear system, creating stability of a phenomenon of the City which is at the same time combining elements of nonlinear and linear systems. Defining a place of "the other" by consideration of a phenomenon of the City we address to the term "deconstruction". The deconstruction defines movement of experience which appears waiting "the other" and is given to expectation of "the other". "The other" irrespective of linear or nonlinear space of the City, expresses an essence of «new experience», modern vision of the world lying in a design. Finding a known duality peculiar to metaphysical thinking, "the other" reconstructs the concepts "subjekt Ya". By means of "Another", comprehension of «other ego» is carried out. The city megalopolis generates experiences of fear of death. Voluntary acceptance «loneliness with "the other" becomes rescue. Depersonalized "the other" is necessary to the City and its inhabitants not to lose «new experience» which it is possible to transfer, without entering corporal contact. Virtual, depersonalized "the other" deprived of a corporality being interwoven into a web of city lines, fills emptiness of space, creating deceptive illusion of human communication.

Key words: City, «The other», linearity, nonlinearity.

P. 168. *Shabanov L. V.* THE MODERN VIEW OF THE PERSON OF THE EPOCH OF POST-MODERN. By the end of the twentieth century, man has been saturated and overloaded qualities do not determine it, as an persona. Modern man finds the details of its in image, the properties, connection, structure, but not himself. Man, according to N.A.. Berdyaev, «falls into the surrounding of the objective world». Man dissolves in the world of mobile technology, the privet property and social exclusion. The society also operates man, calculates its statistically, distributed in organizations and subcultures that use it for different purposes. This depersonalization («Me» is the «hole of nothingness into being», J.P. Sartre) switches to «destruction» and spraying of person in dehumanization reality, which is manifested, in particular, in science and contemporary art. In this sense, illustrative transition of public attention and popular science in the end of XX - the beginning of XXI century to transpersonal psychology, spiritual practices in the spirit of Castaneda, Aurobindo's integral yoga, etc. The General trend was the output of the individual for the scope of the spatio-temporal and causal borders. If to the twentieth century for philosophy, anthropology, education, psychology and sociology was axiom: «person - Person - Work - Subject - Freedom», at the end of the twentieth century the realization that the main thing is not the struggle for freedom and not even achieve freedom, but the experience of freedom (the ability of the soul to have freedom for himself). It may turn out like the freedom of the will and equally as the will to captivity. The freedom can turn like the direct arbitrariness, violence over the nature of society and new man. But can open the harmony of the world, the extent and depth of responsibility for it. At the first stage of a man of many faces no longer try to be a man of the public (as all others) - this is the main philosophy and social-psychological basis of this conduct. Youth informal movements was demonstrating the non-conformism of the human personality, for which the marginality is a struggle for their own «Me», and the socialization is perceived as forced and violence against the person. Homo acquires the features of the individual, which is not in need of personality structures of self. Like any Individual, life unit, independent of and in morphological and physiological aspects is not have needed in the subject of the socio-cultural life, the beginning of the

individual, самораскрывающемся in the contexts of social relations and communication. Today any characteristics of a «Me» begin with the presentation of himself, as the external image for identification through clothing, signs (including, body, in the body, to the body) and a set of gadgets -, i.e., through the communication capacity of special objects and machines, designed to maintain links on the communication channels in the social space. Modern man evolves through three main types of catastrophic changes: 1) a civilization catastrophe - the collapse of basic social institutions (economic, legal, political, etc.). It is a crisis of the entire social «corporeality» of the human race; 2) cultural catastrophe - the destruction of the fundamental normative values began to spiritual, religious, moral character. The crisis of the qualities which gave man the hostel humanistic border; 3) anthropological catastrophe - negative mutations in the type of the human person. Crisis deforming the psyche, the mind. The crisis of General degradation. This article describes the modern trends, associated with the emergence and expansion in the social philosophy of transpersonal and trans-humanism directions, which will changing not only the views on the individual and society, but also will change the shape of future social Sciences.

Key words: Postmodern, trans-humanism, Youth non-conformist Association, a marginal status of the person.

### HISTORY OF PHILOSOPHY

P. 177. *Karabykov A.V.* THE PROBLEM OF LIE IN WORKS OF CHRISTIAN MEDIEVAL THINKERS. Analyzing an ontological doctrine of the truth shaped by the church intellectuals both of the West and the East the author demonstrates that the elite culture of the Middle Ages created a deep and multidimensional perception of the truth. In the light of that Christian culture the truth was understood as correspondence binding a mode of existence of a thing with God's eternal design of the latter. In particular a person is as much true in that sense as one embodies the divine idea, or logos, in one's own life. The logos includes a human nature designed by God and a mode of existence proper to it. According to medieval thinkers' views, lie had been brought in the world by the devil – the first being who willfully perverted his mode of existence having rebelled against God and consequently against his own nature as a nature of every thing is based in God. Being a key kind of the evil lie shares with it a common feature – existential vacuum: it is what is absent in the existence. Therefore a principal incompatibility towards the truth and lie was stated. A “good” lie is a fiction because there are not such good aims in fact to which a lie could direct. This thesis explains reasons of ethical maximalism preached by the medieval Church. The latter postulated a radical refusal of lie demanding from its members to be perfectly true. Studying attempts to work out a typology of lie the author considers appropriate conceptions and draws of the St. Augustine, St. Isidore of Seville, St. Dorotheus of Gaza. It is also argued the presented doctrine of lie was not an idle intellectual play, but a sort of diagnosis of illness that has been making humankind suffer since the transgression. Understanding of the illness put a problem of its therapy before the thinkers. Its methods are analyzed in the work as well.

Key words: *ethics, Christianity, the Middle Ages, lie, truth, communication.*

P. 186. *Krechetova M.Y.* ON THE QUESTION OF AUTONOMY IN KANT'S ABILITY TO CONTEMPLATE: A REVIEW OF THE ARGUMENTS M. HEIDEGGER. The article provides a cataloging direct and indirect arguments in favor of autonomy M. Heidegger ability of contemplation in the Kant's "Critique of Pure Reason". The analysis is based on the early lectures M. Heidegger «Kant und das Problem der Metaphysik» and «Phänomenologische Interpretation von Kants Kritik der reinen Vernunft», as well as the text of the famous "Davos debate between E. Kassirer and M. Heidegger." All of Heidegger's arguments regarding the autonomous nature of contemplation in Kant divided into 2 groups: Arguments regarding the contemplation of itself without regard to its relationship with other powers; Arguments concerning the interaction of contemplation with the imagination and thinking. These direct argument added an indirect, arising from the understanding of being, recorded in the early work of Kant "The only possible basis for proving the existence of God," and in the "Critique of Pure Reason," refutes the ontological proof of God's existence. The four arguments regarding the contemplation of itself: 1) distinguish the phenomenon and the "thing in it self" as intuitio originarius and intuitio derivativus (key to Kant's distinction in the world of phenomena and the world of noumena is possible only on the basis of intuition); 2) non-discursive character of representations of space and time, a demonstration of an incorrect interpretation of space and time as categories, that is, general, not

singular representations; 3) the comprehensibility of a movement based on the idea of time; paradoxes as a consequence of attempts to interpret the movement horizon of thinking; 4) specific a priori intuition. There are three arguments concerning the interaction with other faculties of contemplation: 1) the inability of the analytical content of the concepts of origin (contemplation as the only source of content concepts); 2) the scheme as a priori definition of time (schemes as product of imagination can not work if there is defined, that is, time as a stand-alone instance); 3) the need to distinguish between the form of contemplation and formal contemplation (this argument is directed against the attempt to interpret the Marburg school space and time as a category). Additionally the argument stemming from Kant's thesis about the existence and the refutation of the ontological proof of God's existence.

Key words: Kant, Heidegger, contemplation, thinking, imagination, autonomy.

P. 196. *Kurhinen P.* DIALECTICAL MATERIALISM AND THE TRUTH EMANCIPATION IN MORAL PHILOSOPHY OF OLEG DROBNICKI. This article presents the main points of Oleg Drobnicki's moral philosophy, including the view how the philosophy of dialectical materialism can be supplemented by Kantian views. The question of the relationship of elimination of private property, while the "true emancipation" - that is, maintains one's moral duty and morality in complex. Article determines what was particularly specific for Soviet ethics and how it was born amid heavy pressure of the Leninist-Stalinist mechanical determinism. What *als ob* (sort of) was missed in the Soviet form of Marxism in its quest for the liberation of man, and why was the categorical imperative again to enter the arena of philosophical discourse in soviet philosophy? Why, in the end, Marx sought by his philosophical doctrines? His life's work can be summed up in the expression: "Human Emancipation". Philosophical, political and economic development of Marx's thought is moving under the sign of the difference between the actual (but not sufficient) bourgeois liberation and true human liberation, which has yet to be realized. The next move of the official Soviet philosophy or dialectical materialism was "planting" the morality, or rather its introduction to the masses, especially to those masses who "misunderstood", or they suffered from some aberration (deviation) of the "correct" behaviour, which was destined *als ob* historically. The individual did not understand his "benefits" and "good" when it is not acting on the basis of the principles of social and economic relations of the proletariat class. In our view it would be desirable to raise the question: is it possible to replace the philosophical ethics by historical materialism? "Dialectical materialism did not take into account a more accurate interpretation of Marxism that the emancipation of man can not be fully realized only with the abolition of class distinctions, but only through the complex as a complete destruction of private property, as well as moral and spiritual liberation, in which there is a place for spiritual renewal. Even those based on the experience of the Soviet Union, we can say that the abolition of private property does not guarantee freedom to a person and human alienation from the products of its production. Unfortunately, Communist Parties dictate of "proper moral instruction" has led to enslavement of man, and there existed kind of moral code of rules. The same thing could be said about "Liberal" and "Democratic" Western society, which always has double standards and in fact proclaimed democracy, that can only be camouflaged doctrine of consumer society.

Our philosopher tried to solve the problem and proper things in the perspective of Marxist philosophy, he tried to construct the bridge between what "is" and what "ought to be", that was usual in soviet philosophy. According to Hume's tradition: from the descriptive expressions can not necessarily lead to prescriptive provisions – in morals, our soviet philosopher solves the problem by usage of the concept of morality, emanating from some of the genesis of the history of philosophy. In summarizing Drobnicki's thoughts, we can say that an understanding of the relationship of history and creation of prerequisites for the development in accordance with them is the highest duty.

Key words: truth emancipation, morality, dialectical materialism, "is" and "ought to be".

#### ARCHIVE

P. 206. *Ogleznev V. V., Surovtsev V.A.* BRIAN BIX AND ANALYTICAL LEGAL PHILOSOPHY IN USA. The article is an introduction and comments to the translation into Russian of Brian Bix's, contemporary American legal philosopher, article "On Philosophy in American law: Analytical Legal Philosophy", published in this journal. This article summarizes the content of the translated work, the history of the American legal realism, Bix's academic career, and development of analytic legal philosophy in USA.

Key words: analytical legal philosophy, legal realism, history of legal ideas.

P. 211. *Bix B.* ON PHILOSOPHY IN AMERICAN LAW: ANALYTICAL LEGAL PHILOSOPHY. The article was written for a collection, *On Philosophy in American Law*, edited by Francis J. Mootz, III, and published by Cambridge University Press in 2009. The idea for the collection was to commemorate the 75<sup>th</sup> anniversary of an article by the important American legal theorist, Karl Llewellyn, "On Philosophy in American Law." A group of three dozen or so legal theorists provided short essays on the role that philosophy does or should play in American legal thought. The article focused on analytical legal theory – the approach of theorists like John Austin, H.L.A. Hart, Hans Kelsen, and Joseph Raz. As author explains in the article, analytical legal philosophy has been consistently undervalued and misunderstood in American legal scholarship, because the United States has always had a bias towards theories that focus on judicial reasoning (as a common law country, and one with constitution-based judicial review, judicial decision-making is important, highly-valued, and deeply studied) and theories offer legal criticism and proposals for legal reform. In the article, author sets out a brief history of English-language analytical legal philosophy, and defends its value and usefulness.

Key words: analytical legal philosophy, legal theory, legal positivism.

### MONOLOGS, DIALOGS, DISCUSSION

P. 219. *Borisov E.V.* ON SEMANTICS OF COMPARATIVE PREDICATES. Two ways of interpreting comparative predicates, the numeral and the object interpretation, are analyzed. The author argues that the latter is preferable in many cases of everyday use of comparative predicates. The joke about yacht in Russell's article "On Denoting" is analyzed as example.

Key words: comparative predicate, object-numeral function, numeral interpretation, object interpretation, Russell, Kripke, yacht.

P. 226. *Surovtsev V.A.* THE JOKE ABOUT SIZE OF YACHT BY B. RUSSELL AND SOME REMARKS ON SEMANTICS OF COMPARATIVE PREDICATES. Two ways of interpreting comparative predicates, the numeral and the object interpretation, are analyzed. The contexts are considered in which problems with such interpretations aroused. The joke about yacht in Russell's article "On Denoting" is analyzed as example. The author proposes mentalist explication the joke.

Key words: comparative predicate, numeral interpretation, object interpretation, Russell, Kripke, mentalist explication.