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Dear Esteemed Readers, Authors, and Colleagues,

I hope this letter finds you in good health and high spirits. It is my distinct pleasure to address you as the Editor-in-Chief of Integrative Omics and Applied Biotechnology (IIOAB) Journal, a multidisciplinary scientific journal that has always placed a profound emphasis on nurturing the involvement of young scientists and championing the significance of an interdisciplinary approach.

At Integrative Omics and Applied Biotechnology (IIOAB) Journal, we firmly believe in the transformative power of science and innovation, and we recognize that it is the vigor and enthusiasm of young minds that often drive the most groundbreaking discoveries. We actively encourage students, early-career researchers, and scientists to submit their work and engage in meaningful discourse within the pages of our journal. We take pride in providing a platform for these emerging researchers to share their novel ideas and findings with the broader scientific community.

In today's rapidly evolving scientific landscape, it is increasingly evident that the challenges we face require a collaborative and interdisciplinary approach. The most complex problems demand a diverse set of perspectives and expertise. Integrative Omics and Applied Biotechnology (IIOAB) Journal has consistently promoted and celebrated this multidisciplinary ethos. We believe that by crossing traditional disciplinary boundaries, we can unlock new avenues for discovery, innovation, and progress. This philosophy has been at the heart of our journal's mission, and we remain dedicated to publishing research that exemplifies the power of interdisciplinary collaboration.

Our journal continues to serve as a hub for knowledge exchange, providing a platform for researchers from various fields to come together and share their insights, experiences, and research outcomes. The collaborative spirit within our community is truly inspiring, and I am immensely proud of the role that IIOAB journal plays in fostering such partnerships.

As we move forward, I encourage each and every one of you to continue supporting our mission. Whether you are a seasoned researcher, a young scientist embarking on your career, or a reader with a thirst for knowledge, your involvement in our journal is invaluable. By working together and embracing interdisciplinary perspectives, we can address the most pressing challenges facing humanity, from climate change and public health to technological advancements and social issues.

I would like to extend my gratitude to our authors, reviewers, editorial board members, and readers for their unwavering support. Your dedication is what makes IIOAB Journal the thriving scientific community it is today. Together, we will continue to explore the frontiers of knowledge and pioneer new approaches to solving the world's most complex problems.

Thank you for being a part of our journey, and for your commitment to advancing science through the pages of IIOAB Journal.



Yours sincerely,

Vasco Azevedo

Vasco Azevedo, Editor-in-Chief
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ARTICLE

EMPIRICAL STUDY ON INTENTION TO USE BIKE-SHARING IN VIETNAM

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ABSTRACT

Background: The aim of this research is to investigate the subject is focused on identifying the factors influencing the intention to use and analyzing the influence of those factors on the use of grabbike services in Hochiminh City in Vietnam and their level of purchasing. **Methods:** Survey data was collected from 153 consumers in HCM City. The research model is proposed from the study of intention to use of some authors in abroad. The reliability and validity of the scale are tested by Cronbach's Alpha, Average Variance Extracted (Pvc) and Composite Reliability (Pc). **Results:** The analysis results of structural equation model (SEM) shows that the intention to use and some factors have a relationship with each other. **Conclusions:** The finding of this study provides valuable insights for the management of bike-sharing understanding the factors effecting.

INTRODUCTION

With the rapid development of Ho Chi Minh City and the trend of migration from rural to urban areas, the population of Ho Chi Minh City is forecasted to reach 13.2 million people in 2025 formed a large metropolitan. The main means of transportation is motorbikes, which are also needed by the people due to many factors such as economic conditions, traffic, etc. However, "Hacking" often occurs seriously affect the interests of customers. Understanding these concerns, a technology application "ride thanks" has come into operation in Vietnam. With the development and change in technology, Grabbike has brought a new wave and extremely useful for the user. With the ability to connect directly and as quickly as possible through an application between the customer and the driver. The most important thing is the price is cheap, Grab bike has approached customers quickly.

However, technology applications are not always suitable for everyone and everyone wants to use them. Therefore, for customers to have easy access and choice of service, Grab bike need to have policies to improve the quality of service and customer requirements. Researching customer intentions helps businesses understand the factors that affect the customer's intentions in choosing which services to use, so that they can assess their competitiveness and business performance. At the same time, implement policies to overcome and improve the use of customers for their services. The research on the factors affecting the intention to use Grab bike services of HCMC University of Industry students comes from these needs and needs.

This study was conducted with the main purpose of modeling the factors influencing the intention to use Grab bike services of students of Ho Chi Minh City Industrial University and the impact of This factor is intended to be used. It provides solutions to help people using Grab bike services with greater frequency and frequency.

According to Ajzen [1], the birth of the Theory of Planned Behavior (TPB) derives from the limits of behavior that humans have little control over. The third factor that Ajzen considers to affect human intent is the Perceived Behavioral Control. Cognitive behavioral control reflects the ease or difficulty of performing the behavior and whether the behavior is controlled or restricted.

Appearance of Grabbike application in HCM City can be considered as a new technology service. One of the tools useful in explaining the intention to adopt a new product is the TAM acceptance model [2]. According to Legris et al [3], the TAM model has successfully predicted about 40% of the use of a new system.

Grabbike is a new product in the city. HCM should study the proposed combination of TPB and TAM is appropriate to explain the factors affecting the intention to use Grab bike. This model has been empirically proven in the study by Chen, C.F. and Chao, W.H. (2010) on the intent to use the KMRT system in Kaohsiung City, Taiwan [4].

Chen and Lu's model investigated the attitudes of users of a bike-sharing system with the aim of identifying their priorities in [Fig. 1], thus allowing local governments to focus their efforts most effectively on enhancing users' intentions to use such systems. The relationships among green perceived usefulness user attitude and perceived ease of use with green intentions, and the mediation effect of user attitude towards bike-sharing are explored. The focus of their study was on how to enhance green intentions via perceived usefulness, perceived ease of use and user attitude of the green technology acceptance model. However, user attitude has the highest mediation effect on green intentions, and perceived ease of use does not have a significant effect on intentions for either users or non-users. Therefore, governmental institutions could strive to improve the attitudes of bike-sharing users and non-users, their green perceived usefulness, and perceived ease of use to strengthen their intentions to use this mode of sustainable transportation [5].

KEY WORDS

Vietnam, grabbikes, Pc, Pvc, SEM, Smartpls 3.0

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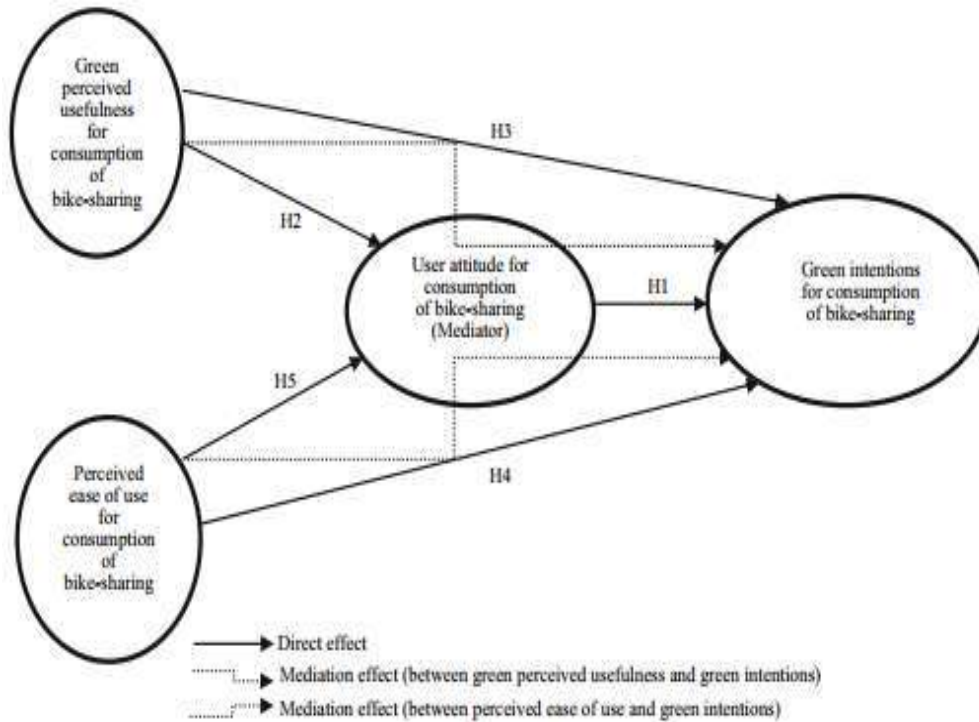


Fig. 1: A Model of Green Acceptance and Intentions to Use Bike-Sharing [5].

Commercial bike-sharing system was growing rapidly as a critical form of the sharing economy. Although past research had discussed the design and operation of commercial bike-sharing systems, there had been few studies examining the factors motivating the use of such systems. This study integrated the technology acceptance model (TAM) and the theory of planned behavior (TPB) to develop a holistic model to explain the intention to use commercial bike-sharing systems in [Fig. 2]. They found that attitude toward the bike-sharing was positively affected by perceived usefulness and perceived ease of use of the system. Beyond our expectation, subjective norm has no significant effect on the intention to use.

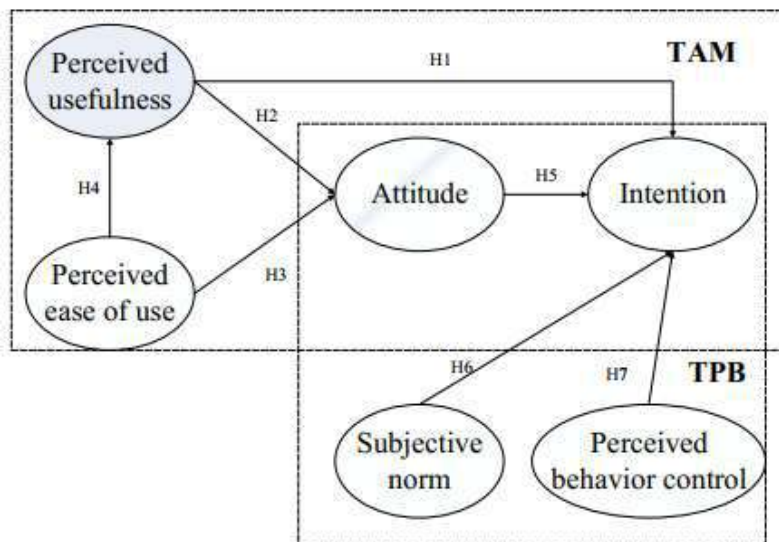


Fig. 2: Model to explain individual's intention to use bike-sharing systems. [6]

Based on the two theoretical foundations of explaining the intentions of each individual, along with the impact factors, this section presents the proposed theoretical model applied to the study, The intention is to use Grabbike applications and independent variables affect this intention. Finally, all hypotheses, factors and observations are modified as [Fig. 3].

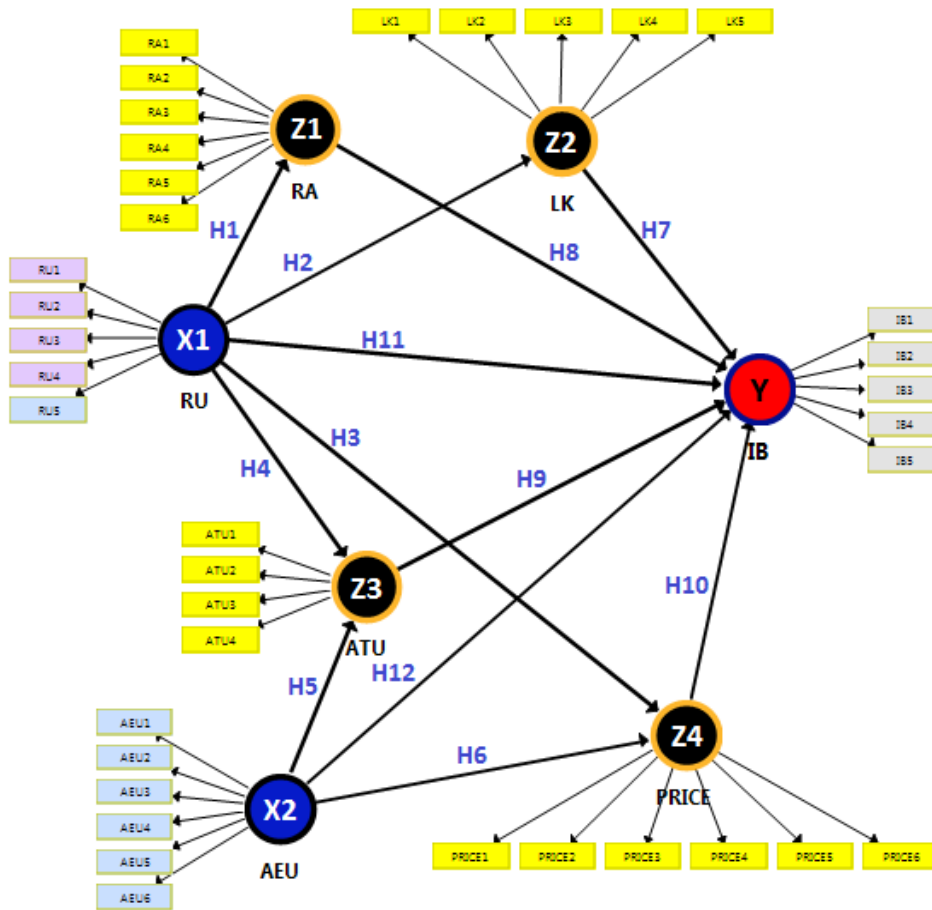


Fig. 3: Research model. **RU(X1):** recognize usefulness, **AEU(X2):** awareness of ease of use, **RA(Z1):** recognize attitude, **LK(Z2):** Legal knowledge, **ATU(Z3):** attitude to use, **PRICE(Z4):** price, **IB(Y):** behavior intension, **Source:** Designed by author.

MATERIALS AND METHODS

We followed the methods of Ly H. Anh, Le Si Dong, Vladik Kreinovich, and Nguyen Ngoc Thach (2018) [7]. Research methodology is implemented through two steps: qualitative research and quantitative research. Qualitative research was conducted with a sample of 10 people. Quantitative research is implemented two periods. First period 1 is tested on a small sample to discover the flaws of the questionnaire. Second period of the official research was carried out as soon as the question was edited from the test results with a sample of 153 people. Respondents were selected by convenient methods with a sample size of 153 students used Grab bike in Hochiminh City in Vietnam. There were 48 (31.4%) males and 105 (68.6%) females in this survey. [Table 1] was sample's income in this survey in Vietnam.

Table 1: Income

INCOME	Amount	Percent (%)
Less than 2 million VND	65	42.5
More than 5 million VND	14	9.2
From 2 million to 3 million VND	54	35.3
From 4 million to 5 million VND	20	13.1
Total	153	100.0

Source: Calculated by author.

The questionnaire written by Vietnamese and answered by respondents is the main tool to collect data. The questionnaire contained questions about the position of the intension to use and factors and their personal information. All data collected from the questionnaire are coded in Excel file with 1: Strongly Disagree, 2: Disagree, 3: Neither agree nor disagree, 4: Agree and 5: Strongly Agree, processed by SPSS and Smartpls. A 5-point Likert-scale type questionnaire was used to detect intension to use.

The survey was conducted in June 2018 in Hochiminh City, Vietnam. Data processing and statistical analysis software is used by Smartpls 3.0 developed by SmartPLS GmbH Company in Germany. The reliability and validity of the scale were tested by Cronbach's Alpha, Average Variance Extracted (Pvc) and Composite Reliability (Pc). Cronbach's alpha coefficient greater than 0.6 would ensure the scale reliability [8]. Composite Reliability (Pc) is better than 0.6 and Average Variance Extracted must be greater than 0.5 [9, 10]. Followed by a linear structural model SEM was used to test the research hypotheses [7, 11].

Datasets

We validate our model on three standard datasets for intension to use in Vietnam: SPSS.sav, Excel.csv and Smartpls.splsm. Dataset has seven variables: two independent variables, intermediate variables and one variable. There are 153 observations and 37 factors in dataset. SPSS.sav and Excel.csv were used for descriptive statistics and Smartpls.splsm for advanced analysis. Data Availability can access by email to authors.

RESULTS

Structural Equation Modeling (SEM) is used on the theoretical framework. Partial Least Square method can handle many independent variables, even when multicollinearity exists. PLS can be implemented as a regression model, predicting one or more dependent variables from a set of one or more independent variables or it can be implemented as a path model. Partial Least Square (PLS) method can associate with the set of independent variables to multiple dependent variables [7, 11].

Consistency and Reliability

In this reflective model convergent validity is tested through composite reliability or Cronbach's alpha. Composite reliability is the measure of reliability since Cronbach's alpha sometimes underestimates the scale reliability [7, 11-13]. [Table 2] shows that composite reliability varies from 0.793 to 0.887 which is above preferred value of 0.5. This proves that model is internally consistent. To check whether the indicators for variables display convergent validity.

Cronbach's alpha is used. From [Table 2], it can be observed that all the factors are reliable (Cronbach's alpha > 0.60) and Pvc > 0.5. The RA has Pvc = 0.365 (<0.5) but Cronbach's alpha = 0.715 (>0.6) and Pc = 0.769 (>0.5) so it is supported.

Table 2: Cronbach's alpha, composite reliability (Pc) and AVE values (Pvc)

Factor	Cronbach's Alpha	Average Variance Extracted (Pvc)	Composite Reliability (Pc)
AEU	0.921	0.717	0.938
ATU	0.861	0.706	0.905
IB	0.829	0.601	0.881
LK	0.784	0.539	0.852
PRICE	0.863	0.606	0.900
RA	0.715	0.365	0.769
RU	0.880	0.676	0.913

$$\alpha = \frac{k}{k-1} \left[1 - \frac{\sum \sigma^2(x_i)}{\sigma_x^2} \right] \quad \rho_c = \frac{\left(\sum_{i=1}^p \lambda_i \right)^2}{\left(\sum_{i=1}^p \lambda_i \right)^2 + \sum_{i=1}^p (1 - \lambda_i^2)} \quad \rho_{rc} = \frac{\sum_{i=1}^p \lambda_i^2}{\sum_{i=1}^p \lambda_i^2 + \sum_{i=1}^p (1 - \lambda_i^2)}$$

k: factor, xi: observations, λ_i is a normalized weight of observation variable, σ²: Square of Variance, i; 1-λ² – the variance of the observed variable i. **Source:** Calculated by authors.

Structural Equation Modeling (SEM)

SEM results in the [Fig. 4] showed that the model is compatible with data research. The behavior intension (IB) is affected by some factors is 57.8%. Some standards in SEM are suitable in [Fig. 2]. The other hypotheses are unsupported as: AEU -> IB, AEU -> PRICE, ATU -> IB, LK -> IB, RA -> IB and RU -> IB because their p-value is greater than 0.05 as [Table 3].

Table 3: Structural equation modeling (SEM)

Relation	Beta	SE	T Value	p Value	Findings
AEU -> ATU	0.273	0.078	3.506	0.000	Accepted
AEU -> IB(H12)	-0.050	0.092	0.552	0.581	Rejected
AEU -> PRICE(H6)	0.200	0.112	1.784	0.075	Rejected
ATU -> IB(H9)	0.018	0.107	0.165	0.869	Rejected
LK -> IBH(H7)	0.145	0.086	1.680	0.094	Rejected
PRICE -> IB	0.612	0.094	6.543	0.000	Accepted

RA -> IB(H8)	0.008	0.085	0.095	0.925	Rejected
RU -> ATU	0.508	0.080	6.329	0.000	Accepted
RU -> IB(H11)	0.119	0.096	1.246	0.213	Rejected
RU -> LK	0.571	0.069	8.285	0.000	Accepted
RU -> PRICE	0.442	0.101	4.400	0.000	Accepted
RU -> RA	0.557	0.063	8.876	0.000	Accepted
AEU -> ATU	0.273	0.078	3.506	0.000	Accepted

Beta (r): SE = $\sqrt{1-r^2}/(n-2)$; CR = $(1-r)/SE$; P-value = TDIST(CR, n-2, 2). Source: Calculated by authors.

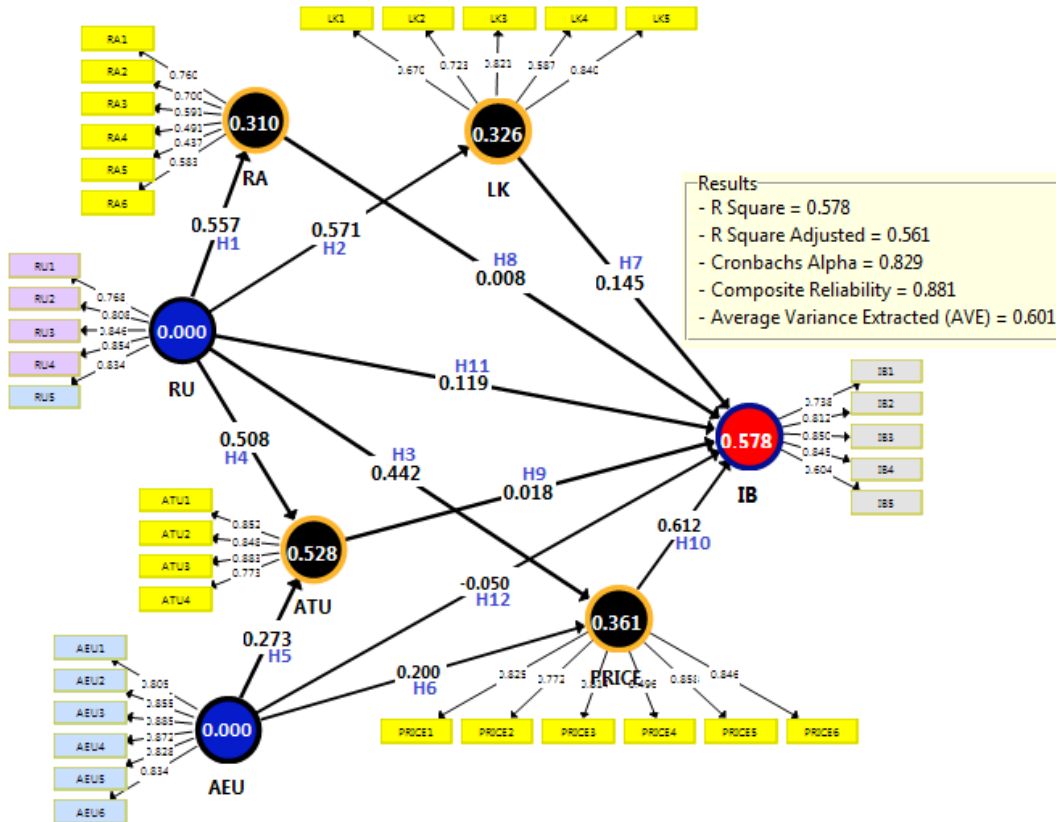


Fig. 4: Structural Equation Modeling (SEM). Source: Calculated by authors.

SEM results in table 4 showed that the model is compatible with data research: SRMR has p -value ≤ 0.007 (<0.05) [13, 14] in [Table 4].

Hypotheses H6, H7, H8, H9, H11 and H12 were unsupported. The results indicated H1, H2, H3, H4, H5 and H10 supported in [Table 3].

Table 4: Standard of model SEM

Standard	Beta	SE	T-Value	p	Findings
SRMR	0.007	17.723	0.000	0.007	Accepted

Source: Calculated by authors.

In bootstrapping, resampling methods are used to compute the significance of PLS coefficients. Output of significance levels can be retrieved from bootstrapping option. [Table 4] shows the results of hypotheses testing; all the t values above 1.96 are significant at the 0.05 level [7, 11].

CONCLUSION

The results show that the scale of independent variables; Grabbike acceptance; And the use of Grabbike guarantees reliability The results show that the scale of independent variables; Grabbike acceptance; And the use of Grabbike guarantees reliability. All scales have differentiated convergence values. Analysis of linear structural models demonstrates that legal knowledge, ease of use, subjective standards, and price value an impact on grabbike acceptance; Legal knowledge and acceptance of Grabbikes have an impact on the use of Grabbikes. Customer's evaluation of intention to use quite well however not very high. GRABBIKE needs to make every effort to improve its use. In the "intention to use", the most widely observed variable is the "legal knowledge" "price" "easy to use", which means that the customer has a considerable amount of

trust in the substance. GRABBIKE product range. GRABBIKE needs to actively maintain and improve customer ratings on this variable. The lowest rated "driver's service" means that GRABBIKE's communication service with customers needs improvement. The remaining observation variables are quite good.

CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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None

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ARTICLE

FEATURES OF INFOGRAPHICS IN THE RUSSIAN MASS MEDIA

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ABSTRACT

The study is devoted to determining the characteristics of info graphics in the Russian media. An increased presence of materials of this type in journalistic practice has been noted, and attention is drawn to the typological features and modern trends in this segment of the media. The analysis of infographics materials presented in such largest Russian editions as newspapers "Arguments and Facts" and "Kommersant" is carried out. A substantive analysis revealed the presence of infographics in almost all thematic blocks, especially in the sections of the economy, finance, real estate, and the automotive industry. It has been established that, from the structural point of view, infographics is presented in the form of maps, graphs, pie charts, diagrams, timelines, visualized tables, structured lists, tree diagrams, and bar charts. The results for the studies of electronic versions of these publications suggest that there is a steady increase in the volume of infographics in the media; newspaper practice uses template elements; interactive elements are used, feedback becomes more and more significant (comments, likes); in addition, user activity itself is increasing.

INTRODUCTION

If to define the concept of infographics and trace its evolution, we should note that it came from the reduction of the phrase "information graphics" and its active distribution began in Europe and the United States at the turn of 1980-1990 [1, 2]. We note that in Russia this happened later, in the early 2000s. Impulse to this was given by applied and theoretical studies, as well as the activities of professionals in the public communications systems (the use of similar materials in media practice, research in this direction) [3]. It should be emphasized that at present the term under investigation is revealed as a visual representation of the mass media; however, researchers focus their attention on narrower values. So, Western researchers see the decisive importance in data structuring ("functional art") [4]. Russian scientists reveal the essence of infographics as a verbal-graphic element while seeing its main purpose in the effective transfer of information to the audience. Speaking about the media component of research in the field of infographics, one should pay attention to the developments of scientists in the field of definition and formation of the concept of the proper media infographics. There is no single definition of this term, but more often it means a synthetic element containing verbal and non-verbal elements that performs various functions: visualization, strengthening of argumentation, data visualization, increasing availability of information impact on the audience [5,6]. The proliferation of infographics, and its active use in the mass media is promoted by the rapid development of technologies, digitalization and convergence processes, multimedia technologies, changes in the psychology of the audience, the transition to visual and non-linear data formats [7,8].

MATERIALS AND METHODS

The materials of this study were the publication of Internet representations of print publications and the actual Internet media. The following publications were investigated: "Kommersant" and "Arguments and Facts". The history of the "Kommersant" newspaper dates back to 1988, when the "Fact" information cooperative was registered. Already in 1989, in cooperation with the Union of Cooperators, the cooperative "Fact" began to publish the weekly newspaper "Kommersant" which at that time was the first Russian commercial business newspaper. Since September 1992 it became to be published daily [9]. "Arguments and Facts" is the leading Russian weekly magazine now, which occupies a leading position in the media market. It is published in Russian, has regional supplements, an extensive correspondent network, and representative offices in various countries.

The methods of research used by the authors: system analysis, content analysis, and comparative analysis, which allowed identification of the essential features in the development of the studied periodicals [10].

RESULTS AND DISCUSSION

The results of the study are as follows. On the pages of the site kommersant.ru [9], there are high-quality infographic materials that attract readers' attention due to their brightness and areas of interest of topics. The presence of infographics is established in almost all thematic blocks, but most of them are contained in the sections on the economy, finance, real estate, and the automotive industry. Infographics is also an integral part of the "Special Projects" section, both in own and in partner materials. We note that the entire infographics in the periodical is structured, it has a certain system for presenting information, and there is also a clear sequence of visualization of information in the form of pictures or diagrams. A good example of this is the material: "How the European Union works: 12 points about the most important thing". It

KEY WORDS

infographics, the newspaper "Arguments and Facts", the newspaper "Kommersant".

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discusses the history, structure of the European Union, its funding and priorities for action. The material is accompanied by the following infographics: tables which show the interaction between EU institutions with each other; maps showing countries that have performed transfer to the euro and countries that have not done so; pictures with countries that have applied "Schengen" in full or partially. The data on the maps are easily understandable and convenient for perception, all zones are highlighted with various colors, and these maps and the table do not repeat the information of the main text, which makes the material more complete. We believe that infographics fit into the text, complements it and creates a certain structure for the presentation of information. As for the consistency and conciseness of information, we can say that a logical narration is observed in the infographics of the periodical, and the information is presented briefly, clearly, but at the same time does not create a feeling of incompleteness or understatement. An example would be the material "Penalty to the bottom" which is fully implemented in the form of infographics; the article deals with innovations in the system of punishing drivers for violations. All information is presented on one platform using several text sentences, pictures, maps, charts, numerical indicators and icons. All this together creates an interesting, logically built, and understandable material.

Infographics is also an important element of the website "Arguments and Facts" [10]. A special department was formed in the editor office to work with infographic materials. Exploring infographic content, it is worth to note its multiplicity. Thus, according to our calculations, from 30 to 50 infographic materials have been placed on average per month (reference point is March 2018) on the web-site covering a wide range of topics. The analysis shows that the infographics on the site is poly thematic and contains journalistic materials on economics, politics, military affairs, medicine, lawmaking, sports, etc. In addition to thematic diversity, a wide range of different types of infographics are represented to readers. It is revealed that the most common are maps, graphs, pie charts, diagrams, timelines, visualized tables, structured lists, tree diagrams, bar charts. Moreover, infographics can be presented in a journalistic text only by a map or a scheme and be single-component that is, illustrating a specific fragment of media material ("Areal collapse. As the fall in prices has improved the post-war economy of the USSR" (04/07/2018), or it can be multi-component, including a variety of infographic segments. Such infographics plays the role of the semantic core in the material ("What are the types of petroleum products?"(04/10/2018) where the short text that precedes the infographic contains analysis and background information on how to get fuel, while the bright infographic describes the typology of oil products. It should be noted that the newspaper "Arguments and Facts" applies templates in the creation of news infographics to increase the speed and convenience for designers and journalists.

Aesthetic appeal and imagery of info graphics is at a high level. In graphs, tables, figures, diagrams, diagrams, many colors are used, the text is highlighted in color for convenience of perception, all colors are bright and pleasant to read. In terms of size and structure, infographics is also quite convenient and good; it also attracts the use of various icons, pointers and other small graphic elements. If these are drawings, they are also always interesting, original and related to the topic of publication. There are not observed typical publications of infographics in periodicals: all the drawings, diagrams, icons, and graphs are different and created in different formats depending on the subject matter. Color design is also different. There are no circulations of infographics, it does not even repeat the already written text, because it contains some additional information on the topic. But in the infographics of the newspaper "Kommersant", there is a certain pattern in the use of maps and statistics. In many materials there is a cartographic visualization of the text built on the same principle, and the same is observed in the use of statistics.

After conducting a study of infographics in the Russian mass media, it can be noted that all schemes, drawings, diagrams and statistics are presented in an accessible form, are concise, aesthetically correct and attractive. Infographics is well structured, and the information in it is systematized. The range of topics is wide, but most often it is politics, economics, finance, and special projects. Infographics differs with bold combination of colors and shapes, which makes it bright and attractive. Sometimes authors use ready-made map templates and statistics, changing only the words and colors in them, but this does not spoil the external perception of the material. It is even impossible to say which colors are most used in the preparation of graphs or diagrams, because their range is very wide; the authors use all colors. It is also worth noting that the sites have materials consisting of only infographics, which is filled with diagrams, drawings, icons, several sentences, measurements, and all this constitutes solid material that is practically not necessary to read. Infographics is widely represented in materials on various topics, logically built and correctly embedded in the general text of publications.

SUMMARY

The key features and trends in the modern development of media infographics are as follows. First of all, it should be noted that there is a steady increase in the volume of infographics in the media. We see that template elements are actively used in creating information of this type. Interactive elements are activated in the infographics system: availability of feedback (comments, likes) is becoming increasingly important. Moreover, user activity also rises. Summing up the results on research of infographics in the studied publications, we have revealed: 1) moderate presence of infographics in the texts; 2) a variety of infographics available: the presentation of information in the form of quantitative visualization, and in the qualitative form: tables, charts, diagrams, etc.; 3) lack of a ready-made template and, as a result, all infographics are different from each other; 4) consistency and a certain color range; 5) a variety of

infographics in certain sections of the publication, such as "Country", "World", "Finance", "Special Project", "Hi-Tech"; 6) the information content and usefulness of the infographics presented in the materials of the studied publications.

CONCLUSION

Further understanding of the issues under study may occur in the following areas: a comparative analysis of Russian and foreign experience, and the study of thematically determined infographics materials. It is interesting to consider the experience of Russian regional, urban, specialized and corporate publications; it remains poorly studied in the scientific media environment.

CONFLICT OF INTEREST

The authors confirm that the presented data do not contain a conflict of interest.

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FINANCIAL DISCLOSURE

None

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ARTICLE

SIMULATION MODELING OF INVESTMENT ACTIVITIES RESULTS OF THE OIL PRODUCING COMPANY

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ABSTRACT

The study is devoted to the development of the author's methodology for assessing the results of the investment activities of the oil producing company using the simulation modeling. The investment project for the well construction for oil production using the Steam Assisted Gravity Drainage (SAGD) para-gravitational effect technology lies at the heart of the developed model. A meaningful interpretation of the author's approach to the construction of an algorithm for economic and mathematical modeling and an explanation of its key specific features is the basis for justifying the prerequisites for applying the simulation model as part of the methodological tool for assessing the production investments of oil producing organizations. The composition of the indicators with variable and fixed values forming the array of initial model data characterizes the preparation period for the field development, including well construction and arrangement of adjacent territories, as well as the oil production stage. The statistical analysis of the experimental values of the net cash flow, based on the variation of the OIBDA and CAPEX indicators, allows quickly assessing the current efficiency of the project and revise it in a timely manner, taking into account the adjustment of the range of values of the initial variables as a result of changes in the technical and economic conditions of the project, explained by a significant volatility level of the modern economic conjuncture.

INTRODUCTION

The presence of a wide range of financial instruments and methods provides an opportunity for analysts and managers to manage the financial and economic activities of the organizations in various ways. The management methods are regularly improved, which contributes to the emergence of newer quality approaches to solving the issues posed.

The main attention in this paper is drawn to the simulation method, which has such features as universality and multitasking. The usage of the chosen method allows modeling the states of the economic system by specifying certain parameters and requirements, and obtaining various options for developing such systems with a further choice of the most suitable one.

METHODS

Recently, the use of economic-mathematical, including simulation models, has become widespread in the process of managing the economic activities of a commercial organization. Thus, the theory of constructing virtual models, business simulations in the economy is the fundamental basis of this study [1]. The use of simulation modeling is popular in the creation of socio-economic process models at all levels: global, national, regional, sectoral and enterprise level [2, 3, 4, 5, 6]. The scientific work reflected the econometric aspects of the implementation of the Monte Carlo model, implying the simulation of random processes using a random number generator [7]. The author's judgments are also based on the analysis of sources devoted to applied issues of the use of econometric algorithm of simulation modeling in solving specific managerial and financial problems [8, 10, 11].

RESULTS

Within the framework of this scientific paper, we have developed an authorial approach to the simulation process using the example of evaluating the results of investment activities of an oil producing company. In [Fig. 1], the proposed set of instructions allows making a comprehensive assessment of the financial results of the planned investment project. The analysis of the simulation results provides an opportunity to identify key factors that have a significant impact on the financial results, develop recommendations for practitioners to improve the management of real economic processes, and decide on the choice of the project with the most optimal risk-return ratio. The developed algorithm includes several stages, each of which will be discussed in more detail later.

The investment project, which is analyzed in the framework of the scientific article, involves well construction for the production of super viscous oil using the Steam Assisted Gravity Drainage (SAGD) para-gravitational effect technology. It involves drilling two horizontal wells designed for steam injection into the formation and creation of a high-temperature steam chamber (upper well) and for oil production (bottom well). The oil production process is quite labor-intensive. It requires the project compilers to more comprehensively form the presentation of the full cycle of field development, from its discovery to decommissioning.

KEY WORDS

imitation modeling, oil producing company, investment activity, SAGD para-gravitational effect technology, VAR technique.

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Two periods were reflected in the model: preparation for the field development, including the well construction and development of adjacent areas, and the oil production stage. The planning horizon according to the investment project was adopted in one year. The resulting indicator, which characterizes the project effectiveness, was a net cash flow based on such indicators as OIBDA and CAPEX. The final indicator was chosen based on the widespread opinion of specialists that the operating profit is an objective indicator of an increase in value from the project. Taking into account the influence of the degree of execution of the capital expenditure budget, the model becomes objectively indicative.

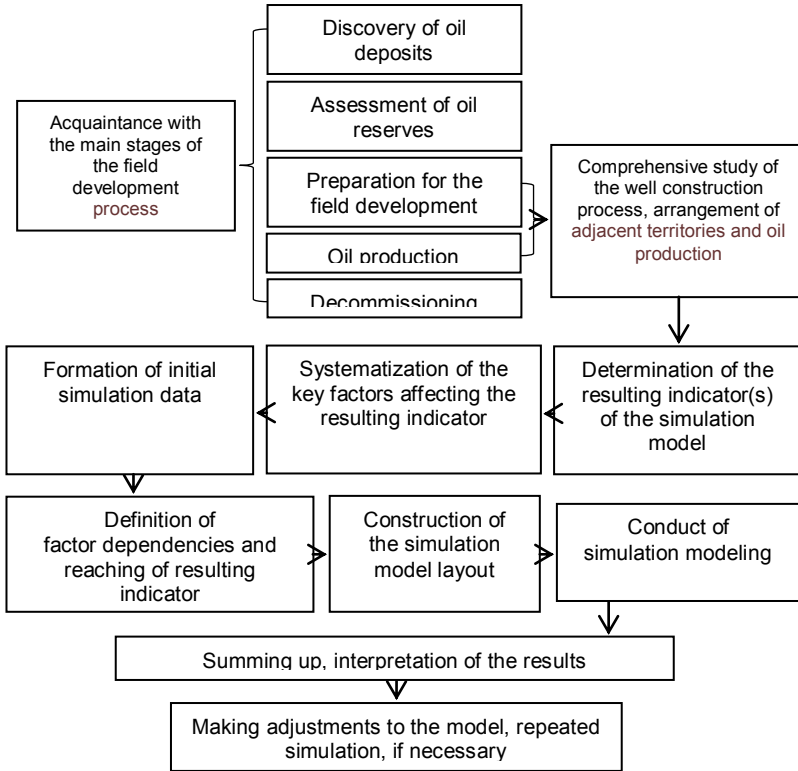


Fig. 1: Stages of the developed economic and mathematical modeling algorithm

At the next stage, it is necessary to determine the factors that influence the final indicator, and to form a data system that will form the basis for the model calculations. [Fig. 2] shows the groups of indicators used in the simulation modeling process.

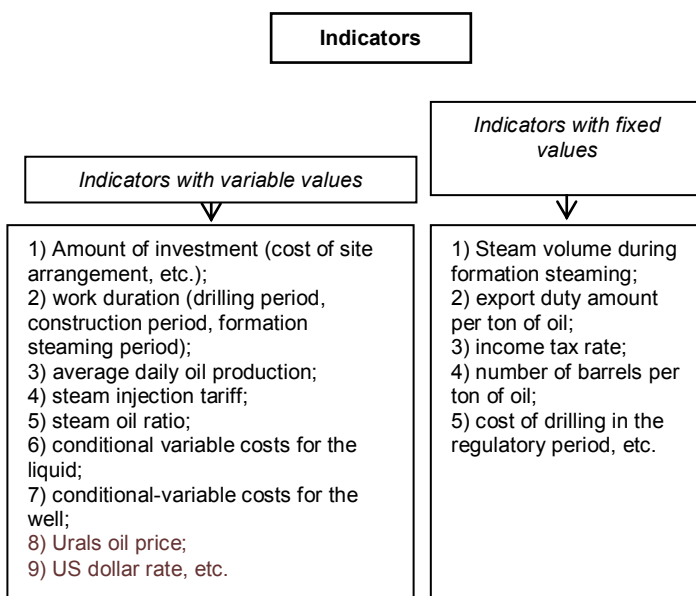


Fig. 2: Initial data for the simulation model construction.

The main classification criterion for the separation of indicators into separate groups was their variability. The first block included indicators that change their values in each experiment (for the indicators of this

group, the lower and upper boundaries of the change ranges are defined), the second block contains indicators that do not change throughout the simulation modeling phase.

The analyst who develops the model project independently makes a decision regarding the division of indicators into groups, which depends on the specific nature of the investment project, the complexity of functional dependencies and the amount of data used. We propose to formulate all the initial data based on four model components: investment amount, work period, production technology and operating costs. All four elements are in close relationship with each other, the dependencies of which in the model are described mathematically.

We use the example of such an indicator as the operating costs for the liquid. [Fig. 3] shows the process of constructing dependencies. Thus, the operating costs for the liquid depend on the expenditure per 1 ton of liquid and the volume of liquid production in the natural measurement, which in turn depends on the volume of liquid production per day (this factor is affected by the water cut ratio), the average daily production rate of the produced oil and the production duration.

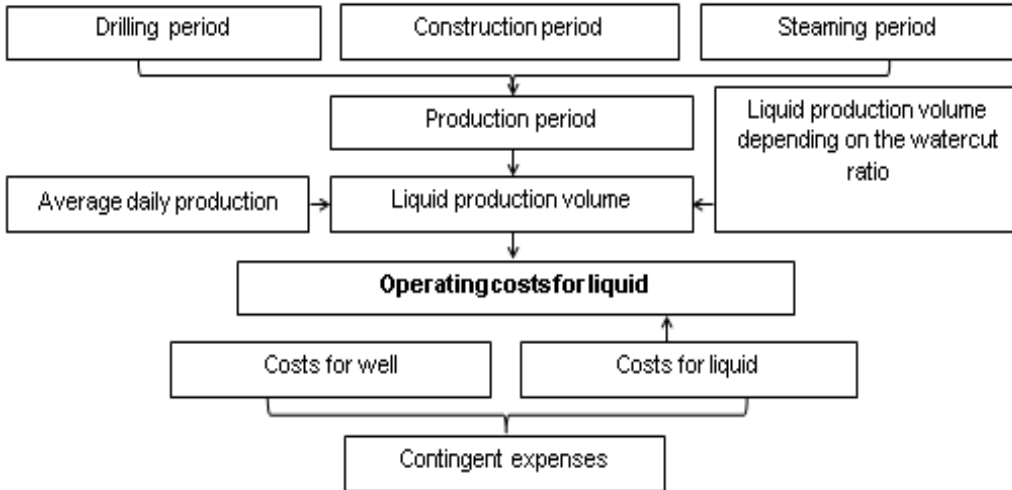


Fig. 3: Dependencies construction on the example of the operating costs for liquid indicator.

The calculation of intermediate indicators is the basis for determining the resulting indicators. In most cases, one such indicator is a net cash flow, defined as the difference between cash inflows and outflows from the project. [Fig. 4] systematically presents the factors that influence the indicator under study in the framework of the analyzed investment project. Any investment project has specific factors influencing the financial results of the company, which also need to be taken into account when building the simulation models. One of such factors, for example, can be the currency exchange rate in which the materials and/or equipment are purchased.

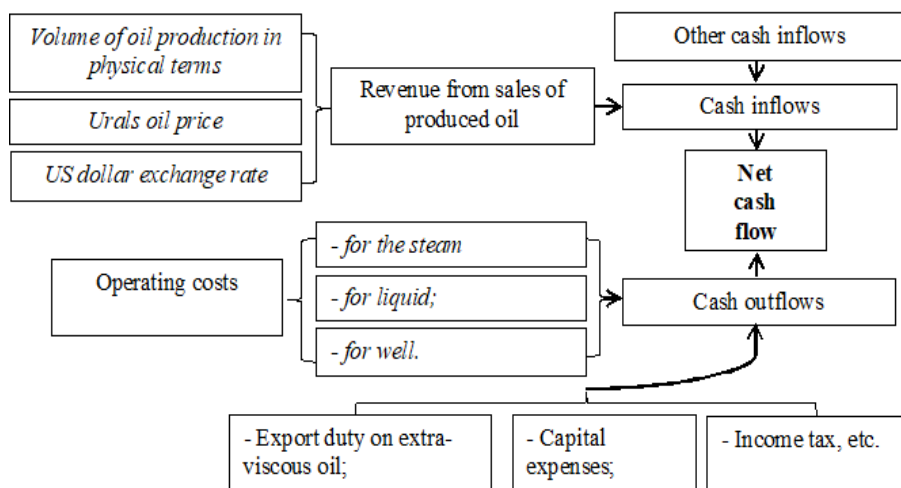


Fig. 4: Formation of resulting indicator using net cash flow as an example.

At this stage, we would like to pay special attention to the methodology for calculating the export duty and revenue from the sales of produced oil. The model assumes that all produced oil is sold. Thus, the period of oil production (sales) (PP) will be calculated using the following formula:

PP = 365 - PD - PC - PS,

where: PD - the period of drilling parallel horizontal wells; PC - the period of facilities construction; PP - the period of primary steaming. Thus, the volume of produced (sold) oil directly depends on the duration of drilling, construction and steaming works, as well as the average daily production rate. Such indicators as sales volume in physical terms, US dollar exchange rate, oil price and export duty were forecasted for each month of the analyzed period separately. The predicted values of the US dollar exchange rate and oil prices were determined using a widely used VAR technique, which involves calculating left and right quantiles based on the probability accepted at 95%. To calculate the mean and standard deviation for these two indicators, we took historical data for the period from April 2006 to April 2018.

When calculating the export duty, we took into account the allowances for the difficult-to-recover minerals, which included extra-viscous oil. In addition to the export duty exemption, the extra-viscous oil is subject to zero rates for the mineral extraction tax and property tax, which is also taken into account in the model construction.

Having determined the initial data and revealing the dependencies between the factors under consideration, the analyst proceeds to construct a model layout for carrying out the simulation modeling. Such a layout is recommended to be presented in a graphic form, using various block diagrams, histograms, graphs, maps, tables, matrices, etc. Graphic images of the model will allow increasing the degree of visualization that provides an opportunity to systematize all the elements of the system, reflect the degree of their influence on each other, identify the internal and external links, and determine the sequence of actions, etc.

In the process of simulation modeling, we conducted 1000 experiments with randomly assigned values. As mentioned earlier, we set fixed values for some indicators and defined the ranges of value changes for others. The array of primary and calculated digital data is quite significant, therefore, [Table 1] includes some fragmentary data on the experiments performed, which allow tracing the algorithm of economic and mathematical modeling, the sequence of calculating intermediate indicators, and the methods for determining the resulting indicators.

Table 1: Generalized algorithm for the form of presentation of initial data and results of simulation modeling

Indicators		Measure ment unit	Range of changes		Experiment number						
			from	to	1	2	3	4	5	...	1000
Work period	Drilling	day	13	20	15	13	13	14	18	...	15
	Construction	day	25	36	34	35	33	31	36	...	27
	Formation steaming	day	20	30	24	26	24	28	25	...	21
Average daily production rate		t/day	20	30	30	26	23	26	24	...	28
Cost of site arrangement		US dollars	14925 4	298 507	178612	192866	235701	149567	214552	...	291045
Steam injection tariff		US dollars/t	6.72	8.21	6.78	7.54	7.15	7.07	7.81	...	7.97
Conditional variable costs for liquid		US dollars/t	0.67	0.89	0.69	0.75	0.69	0.72	0.69	...	0.88
Conditional constant costs for well per year		US dollars	119,40 3	134,32 8	130552	126493	124701	122507	129552	...	122254
Oil and gas ratio during production		unit	3	6	6	3	3	3	3	...	6
Liquid production volume for the entire period		t	x	x	19564	18915	16225	20732	17732	...	21442
Production period		day	x	x	292	291	295	292	286	...	302
Drilling cost		US dollars	x	x	746269	746269	746269	746269	835821	...	746269
Investments		US dollars	x	x	924881	939134	981970	895836	1050373	...	103731 3
Initial steam volume at formation steaming		t	x	x	120	130	120	140	125	...	105
Oil production volume per year		t	x	x	8760	7566	6785	7592	6864	...	8456
Steam injection volume during oil production		t	x	x	52560	22698	20355	22776	20592	...	50736
Operating costs	For the steam production	US dollars	x	x	356970	172060	146388	162119	161716	...	405209
	Conditional variable costs for liquid	US dollars	x	x	13433	14119	11134	14851	12179	...	18881
	Conditional constant costs	US dollars	x	x	130552	126493	124701	122507	129552	...	122254

	for well										
	Depreciation	US dollars	x	x	69373	70433	73642	67194	78776	...	86448
Revenue		US dollars	x	x	3879 209	3398 209	3088 955	4124 493	3274 925	...	3448 030
Export duty		US dollars	x	x	95388	79791	77687	95791	82597	...	95851
OIBDA		US dollars	x	x	3282 866	3005 746	2729 045	3729 224	2888 881	...	2805 836
CAPEX		US dollars	x	x	924881	939134	981970	895836	1050 373	...	1037 313
OIBDA – CAPEX		US dollars	x	x	2357 985	2066 612	1747 075	2833 388	1838 507	...	1768 522
Earnings before tax		US dollars	x	x	3213 507	2935 313	2655 338	3662 045	2810 104	...	2719 388
Income tax		US dollars	x	x	642701	587060	531075	732403	562015	...	543881
Net profit		US dollars	x	x	2570 806	2348 254	2124 313	2929 627	2248 090	...	2175 507
Inflows		US dollars	x	x	3879 209	3398 209	3088 955	4124 493	3274 925	...	3448 030
Outflows		US dollars	x	x	2163 925	1918 657	1872 955	2023 507	1998 433	...	2223 388
Net cash flow		US dollars	x	x	1715 284	1479 552	1216 000	2100 985	1276 493	...	1224 642

CONCLUSION

The final stage is the stage of summing up and interpreting the results. The important results of the analysis of key indicators of descriptive statistics, obtained during the simulation, are summarized in [Table 2].

Table 2: Results of the analysis of key indicators of simulation modeling

Indicators	Net flow	OIBDA	OIBDA – CAPEX
Mean value, US dollars	1 605 060	3 271 940	2,243 851
Standard deviation, US dollar	453 478	552 716	563 194
Variation ratio, %	28.25	16.89	25.10
Minimum, US dollars	535,627	2,014 522	937,045
Maximum, US dollars	3,362 642	5,343 955	4,415 970
Number of unprofitable experiments, units	0	0	0
Percentage of unprofitable experiments, %	0	0	0

Analyzing the simulation results obtained, it is obvious that the amount of unprofitable experiments was 0% of the total number of positions in the sample. This shows that the investment project is quite attractive, and it is expected to receive positive financial results even in the most pessimistic cases. The minimum values for three main resulting indicators showed positive values in all the experiments. The average values of the main indicators are as follows: for the net cash flow - 1,605,060 US dollars, for OIBDA - 3,271,940 US dollars, for the difference between the OIBDA and CAPEX indicators - 2,243,851 US dollars. The obtained values of modal intervals in these indicators are located in the positive area and not so close to the zero mark, which once again confirms the overall positive potential of the investment project.

The simulation model describing the oil company's investment project for the construction of two horizontal wells for the production of extra-viscous oil made it possible to conduct a large number of experiments with a wide variety of project factors, determine the upper and lower boundaries of the valuation indicators, calculate financial indicators for the case of the most pessimistic scenario. Thus, the results of simulation modeling form the basis of the economic justification for the budget performance of the oil company.

In conclusion, it should be noted that the model developed by us has a dynamic nature due to the possibility of a regular reassessment of the efficiency of production investments, taking into account the adjustment of the range of values of the initial variables as a result of changes in the technical and economic conditions of the project, explained by the significant volatility of the current economic situation.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

ACADEMIC MOBILITY IN THE EU: USING EXPERIENCE FOR THE EAEU

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ABSTRACT

We trace the history of forming the legal framework for the regulation of academic mobility within the European Union in the paper. We also consider the documents that are the legal basis for popular academic programs implemented by the European Union. We analyze the main regional agreements regulating the implementation of academic migration within European States. We study the legal mechanisms and social aspects of the implementation of academic mobility programs within the EU and the European Higher Education Area, assess the perception of academic mobility programs by Russian students passing temporary training in the territories of European countries through a special sociological method. Based on the analysis carried out, we make a conclusion on the possibilities and advantages of using the experience of legal regulation of the academic mobility of the EU within the framework of the Eurasian Economic Union.

INTRODUCTION

KEY WORDS

Academic mobility, the European Higher Education Area, educational migration, the European Union, the Eurasian Economic Union, and legal regulation.

It is well known that the EU countries are striving to create common European spaces in various fields, therefore the field of higher education has not become an exception. Since the end of the last century, the countries of the European Union are paying closer attention to the development of this auxiliary integration field. The first attempts to create a common educational area were made within the European Community, where two programs were adopted in 1987: Commett, aimed at stimulating contacts and exchanges between the universities and industry and Erasmus, aimed at encouraging inter-university contacts and cooperation, including student mobility. In 1990, the Tempus program was adopted to encourage educational exchanges and cooperation between European universities and universities of the former USSR countries.

Significant efforts in the field of mutual recognition of education and qualifications have been made within the Council of Europe since the 1950s. of the XX century. [1] The Annex to the 1995 Recommendation of the Committee of Ministers of the Council of Europe No. R (95)8 formulated the notion of "academic mobility" - a period of study, teaching and/or research in a country other than the country of residence of a student or an academic staff member (hereinafter referred to as the "home country"). This period should have a limited duration, while it is stipulated that the student or employee returns to his/her home country after the specified period [2].

After several attempts to streamline the approaches to European education through the adoption of the 1997 Lisbon Convention on the Recognition of Qualifications in Higher Education in the European Region and the 1998 Sorbonne Declaration, the Bologna Declaration that initiated the process of standardizing higher education systems for the countries of the European Union, as well as other member states of the Council of Europe, was adopted in 1999.

The measures taken within the framework of the Bologna Process were largely based on the results obtained by the European Union in implementing the Erasmus and Tempus programs. In particular, during the 2015 Yerevan Meeting, the Ministers of Education adopted the revised ECTS User Guide as an official document of the European Higher Education Area and an annex to the Yerevan Communiqué of the Ministers of Education. As noted by V.N. Chistohvalov and V.M. Filippov, this ECTS system "was introduced in 1989 under the ERASMUS/SOCRATES program..." and served initially to recognize the courses and terms of study abroad when returning students to their home institution [3].

Formation of the EU policy in higher education, as well as of the European Higher Education Area, and the results obtained in the field of regional legal regulation can be borrowed in order to develop the legal model of academic mobility of the EAEU, given that the EAEU is in the process of building economic integration, which includes the elements of educational cooperation, and almost all the countries of the EAEU (excluding Kyrgyzstan), like the members of the European Union, are the participants in the Bologna Process.

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MATERIALS AND METHODS

The general theoretical methods include analysis (study of materials on academic mobility), synthesis (bringing together the social and legal aspects of academic mobility), generalization (establishing a general understanding of this phenomenon) and systematic approach (consideration of academic mobility as a set of interrelated elements) [4]. As special methods, we used the social method of qualitative semi-formalized interviews (personal communication of the researcher with the respondents, where the wording and order of the interviewer's questions may be subject to change during the conversation) and such special-legal methods as historical and legal (study of the genesis and development of academic mobility in Europe), formal and legal method (direct study of legal documents), comparative approach (comparison of legal documents on academic mobility among themselves) and legal forecasting method (identifying relevant trends in the development of this phenomenon).

For the research group it seemed important to learn about the features of the implementation of the academic mobility program on the basis of its perception by Russian students in the EU. Data collection was a set of different methods, among which the main was the method of qualitative semi-formalized interviews with Russian students who had taken part in the academic mobility programs. The questions included the blocks of motivation for traveling abroad, problems in the implementation of the academic mobility program in the EU, training standards, and the difficulties associated with adaptation (living, learning, communication, culture).

We conducted 15 interviews with Russian students from different cities (St. Petersburg, Moscow, Kazan, Perm, Ufa) studying at the social and humanitarian faculties. The sample structure can be represented as follows: Russian students who took part in the academic mobility program in Europe. Interviews were conducted in Russian. The toolkit was developed taking into account the breadth of coverage of individual experience of living and training of a Russian student in the new conditions.

The theoretical and methodological basis of this study is the provisions of the main legal acts (including hard and soft law), tutorials and scientific articles of some Russian and foreign scientists dealing with the problems of educational migration.

RESULTS AND DISCUSSION

Migration for education is one of the main directions for regulating the legal migration in Europe. Since the middle of the 20th century, the main issues concerning the academic mobility of students have been regulated through the European conventions developed within the framework of the Council of Europe and UNESCO (the Convention on the Recognition of Studies, Diplomas and Degrees in Higher Education in the European Region (1979), the Convention on the Recognition of Qualifications relating to Higher Education in the European Region (1997), etc.).

On June 19, 1999 29, the Ministers of Education of European States signed the famous Bologna Declaration, which stipulated the formation of a pan-European area for higher education.

The Russian Federation joined the Bologna Process in 2003, Armenia became a process member in 2005, Kazakhstan - in 2010, Belarus - in 2015. The European Higher Education Area was officially created at the 2010 Meeting.

The Bologna Process calls for a convergence of the higher education systems of European States with a view to the functioning of a single European Higher Education Area. The documents of the European Union in the field of integrating higher education and ensuring academic mobility have a significant impact on the Bologna Process.

In the EU, the academic mobility policy was officially enshrined in Art. 126 of the Maastricht Treaty; previous measures taken within the EU were implemented in the so-called "gray zone of law". It can be argued that the very strong emphasis of the Community's policy and actions on the transnational mobility was chosen due to *faute de mieux* [5, 6]. The first academic mobility programs, such as the Education Action Programme (1976-1984), as well as the Erasmus program launched in 1987, were introduced on the basis of the Community's competence in vocational training (Art. 128 of the European Community Treaty), which was confirmed by the position of the EU Court in case 293/83 Gravier v. City of Liège, in which the Court gave a broad definition of vocational training as any form of education that prepares qualifications for a particular profession, trade or employment (para. 30) [6, 7]. In fact, the decision on the Gravier case introduced legal grounds for the free movement of students to the EU [7].

To date, the academic mobility belongs to the field of auxiliary competence - Art. 165 of the EU Functioning Treaty indicates the objectives of EU actions, which include the development of European dimension in education, as well as stimulation of the mobility of students and teachers, encouraging, among other things,

academic recognition of diplomas and length of studying. Para.3 of Art. 165 emphasizes the need to deepen cooperation with third countries and competent international organizations, especially the Council of Europe [8].

The main achievements of the EU in the field of academic mobility have become the so-called European mobility and quality assurance instruments, which include: ECTS (European Credit Transfer and Accumulation System), the Diploma Supplement as one of the five documents of the Europass project, the European Quality Assurance Register and the European Qualifications Framework [9].

The important practical issues of academic mobility of students from third countries are reflected in the Directive (EC) 2016/801 of the European Parliament and Council dated May 11, 2016 on the conditions for entry and residence of third-country nationals for research, education, internships, volunteerism, exchange programs or educational projects and tutorship under the Au pair program [10]. According to the Directive, the academic exchange is characterized by:

- temporary stay (despite the fact that, as a rule, it exceeds 90 days;
- the fact that the main migration purpose is learning;
- the fact that employment cannot be the main reason for migration.

This directive facilitated the mobility of students and other groups of students within the EU: thus, a third country citizen with a study permit or research work obtained in the first Member State has the right to enter, stay, take part of his/her studies, or carry out part of his/her research in one or more other Member States of the EU.

The Eurasian Economic Union Treaty lacks a special area of cooperation in the field of education. Section XXVI devoted to labour migration, in the context of facilitating labour mobility, includes only the provision on recognizing the educational documents without the implementation of internal recognition procedures, and the documents on academic degrees and academic titles are recognized in accordance with the internal procedures of Member States (para. 3, Art. 97).

The somewhat broader scope of cooperation in the education field, including academic mobility, is established by the 2009 Agreement on Cooperation of the EurAsEC Member States in the Education Field [11], whose main tasks include the cooperation between educational institutions, promotion of academic mobility and mutual exchange of students, pedagogical and scientific-pedagogical staff. This agreement formally continues to operate, since para. 2 of Art. 3 of the EurAsEC Termination Agreement dated 10.10.2014 is included in the list of treaties that continue to operate between the participants, however its institutional mechanism in the form of the Education Council under the EurAsEC Integration Committee has been abolished [12].

The main obstacle for interstate cooperation in the field of academic mobility in the EAEU area is the differences in national reform strategies, the fears of Kazakhstan and Belarus regarding the outflow of local students to Russian universities, and the priority to integrate into the global English-speaking educational space for the Republic of Kazakhstan [13].

It is likely that the scant regulatory framework may relate in this issue to the different legal policies of the Member States of the EAEU, as well as to certain sociological factors, which will be discussed below.

The research question, which the authors sought to answer: what is the functional peculiarity of implementing academic mobility programs in the EU through the eyes of Russian students? What problems can students encounter and what are the mechanisms for resolving them? Is it possible to borrow the experience of academic mobility in the EU for the academic programs of the EAEU? [14].

The research results showed that the implementation of academic mobility programs on the EU territory is characterized by a high level of students' satisfaction with the educational process, adaptation programs, teaching staff training for admission and training of foreign students.

The main condition for taking part in the academic mobility programs is to meet the high requirements for a foreign student at the primary stage, to prevent language and cultural barriers: high level of language knowledge, general academic and educational level, scientific activity. As noted by the respondents, each foreign student is attached to the curator-tutor, who acts as an intermediary between the host institution and the foreign student, which reduces the conflict and adaptation barriers of academic migrants. For the same purposes, there are language courses and preparatory classes at the European universities before the semester starts.

The implementation of the academic mobility programs is characterized by a high level of teachers' training to work with foreign students [15]. The universities organize familiarization seminars for the newly recruited teachers, some of whom are dedicated to working with foreign students. As noted by the surveyed Russian students, the European system of education and maintenance of academic mobility is characterized by the

existence of a well-functioning system, the existence of academic cities in which all departments and associations function to maintain an academic international environment and increase the international ties.

CONCLUSION

The implementation of the academic mobility programs in the EU has a positive dynamic, and is characterized by the expansion of international relations, partnership programs and exchange between the institutions around the world. The effectiveness of the legislatively fixed system for implementing epy academic mobility programs in the EU is confirmed by the results of a series of interviews conducted with Russian students, who have taken took part in the academic mobility programs in Europe. The results of the conducted socio-legal research confirm the successful implementation of the EU law and the possibility to use the inherent standards and principles in the functioning of the academic mobility system in the EAEU.

Large-scale cooperation between the universities leads to a constant growth of opportunities for the academic exchange. The academic mobility can serve as an effective tool for attracting qualified workers and people with high intellectual potential, in which every modern state is interested. Due to serious funding and other forms of support in the education field, academic mobility in Europe is one of the most effective, and therefore it is rightfully considered one of the most successful examples for other regional integrations [16]. Due to the large number of similarities in the regulation of higher education issues, the authors believe that the academic mobility system in the EU may be projected onto the EAEU integration in general, taking into account the specifics of Eurasian integration.

The EU documents that promote student mobility solve most of the practical problems that are faced by the students. The authors believe that the tendencies towards convergence of laws of the EU member states in this area, as well as the improvement of legal regulation with regard to the changing situation in the education field and the needs of labor markets, can be taken into account when developing new educational documents within the framework of the EAEU, which can become the basis for the development of its own academic mobility system. Since the EAEU countries are directly related to the Bologna Process, the development direction of their educational fields is gradually adapting to those already used within the EU framework.

To stimulate the development of a full academic space within the framework of the EAEU, what the participants are striving for, it is necessary to expand the legal framework that would contain the procedural rules that implement the material norms of the agreement "On Cooperation of the Member States of the Eurasian Economic Community in the Education Field". The authors believe that the EU experience in the field of academic migration can be an example for creating an effective educational migration model within the EAEU.

CONFLICT OF INTEREST

There is no conflict of interest.

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FINANCIAL DISCLOSURE

None

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ARTICLE

BANKS' HEDGING OPERATIONS WITH CURRENCY AS A METHOD OF ECONOMICAL PROTECTION

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ABSTRACT

This paper includes consideration of the commercial banks' hedging operations, as well as instruments aimed at the performance of these operations. The purpose of this paper is to review the hedging instruments in Russia and abroad and to identify the effectiveness of their use. In addition, attention is paid to the comparison of the applied financial instruments for hedging currency risks in Russia and in countries that are the world financial centers. We also revealed some differences in the management and use of methods aimed at monitoring the economic condition of credit institutions. Presumably, they are related to the specifics of economic activity in the country, financial literacy on a mass scale and historical prerequisites, expressed in the still fragile and relatively young banking and economic system as a whole. After the comparison and analysis of possible options for implementing the financial management levers, we have presented a theoretical hedging model, which is designed to help reducing the risks of currency losses in the conditions of macroeconomic instability. In addition, we analyzed the activity of the largest Russian bank Sberbank PJSC in the context of derivative financial instruments and revealed some patterns. At the end of the paper, we made a conclusion on the study.

INTRODUCTION

KEY WORDS
hedging; currency risk;
commercial banks;
derivatives; Sberbank of
Russia PJSC.

In the context of globalization of world economic processes, the issue of making management decisions in the conditions of uncertainty caused by the supply and demand volatility in the real and financial sectors of the economy remains topical. The main component that characterizes the uncertainty is risk. It determines the likelihood of adverse events for different subjects. [1]

As we know, commercial banks are the key players in the world economic relations. They are exposed to the risk of currency losses while carrying out any type of operations. Typically, losses can occur for various reasons, but the most common one is as follows: due to changes in the currency exchange rate to the payment currency between the contract signing and the contract settlements. Hence it appears the relevance of this topic at the present stage.

To increase the competitiveness of the national economy, it is necessary to properly assess the risks that the banking system carries out and then minimize them. Proceeding from the above, we will determine the purpose of this paper. It consists in reviewing the hedging instruments in Russia and abroad and identifying the effectiveness of their use.

The study object is the commercial banks' hedging transactions, and the study subject, in turn, is the study of the instruments required for these operations.

The research methods used in the paper are as follows: comparison, modeling, analytical methods, analysis, synthesis, deduction. [2,3,4,5]

MATERIALS AND METHODS

Thus, having designated the relevance of the topic of hedging currency risks and the purpose of this paper, we turn to the immediate problem of this issue.

To begin with, many economists have considered the essence of hedging and its place in managing currency risks.

Galanov V.A. gives the following definition of hedging - it is the insurance of the risk of asset value, interest rate or exchange rate using derivative instruments.

The Economist A. Strogalev understands hedging as "the elimination of uncertainty of future cash flows, which makes it possible to have a firm knowledge of future revenues as a result of commercial activity". [5]

In turn, Kolosov I.M. understands hedging as the use of one instrument to reduce the risk associated with the adverse effect of market factors on the price of another one associated with the first instrument or on the cash flows generated by it in his article on innovations in the field of currency hedging at the industrial enterprises. [6]

The objective of this article is to identify the reasons for the low efficiency of currency risk hedging operations in Russia compared to the commercial banks abroad.

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As we know, the banks carry out hedging of currency risks through the operations with currency derivatives (derivative financial instruments). In this case, the currency derivative is a contract whereby the bank takes an obligation or is given the right to perform certain actions after a period of time with respect to the underlying asset. The asset is the foreign exchange rate at the contract date.

The risks, in turn, arise in any currency operations: with currency, with securities denominated in foreign currency, they, in turn, are hedged by the commercial banks.

Speaking of risk, we note that the currency risk, unlike other types of risk, has a specific feature. Since the currency fluctuations may have different directions, both favorable and unfavorable, the deviations are possible. That is, the currency risk brings both a negative and a positive financial result. This feature allows us to call risk two-sided or speculative. Thus, the bank can both earn additional money due to changes in the money value, and incur losses.

The currency risk is a balance sheet risk as a whole, since the exposure of commercial banks to this risk depends on the degree of discrepancy between the size of assets and liabilities in foreign currencies and is called a net foreign exchange position (NFEP).

So, let us move on to the direct consideration of the dynamics of such currency pairs as euro/rouble and US dollar/rouble.



Fig. 1: Volatility dynamics of EUR/RUB currency pair in the period from 10.06.2017 to 14.03.2018.

[Fig. 1] shows the dynamics of the euro exchange rate from June 2017 to March 2018. Its rate was the highest in February 2018, currently its rate is on a gradual increase from the minimum point (67.7440 roubles per 1 euro) and it was 71.3700 roubles per 1 euro on March 19, 2018. In turn, [Fig. 2] shows the euro and US dollar volatility against the rouble. We note that their changes are approximately the same with respect to the rouble, from which we can conclude that they are directly correlated with each other.



Fig. 2: Volatility dynamics of EUR/RUB and USD/ RUB currency pairs in the period from 23.03.2017 to 14.03.2018.

We can conclude that, given high volatility of the national currency during a crisis period, a commercial bank should increase the volume of currency options (relative to other currency derivatives). This is due to the fact that the currency option gives the right to refuse its execution and thereby minimize losses in case of an unfavorable change in the exchange rate of the national currency.

So, the derivatives act as a multifunctional instrument of hedging currency risk, provided the correctly chosen strategy. Since the use of hedging is risky enough, the commercial banks treat derivatives not as

the universal hedging instruments for currency risk, but as a long-term hedging strategy that can adapt itself to the changing economic conditions.

The economists Lukyanova E.S. and Poltava T.V. place special emphasis on the toolkit for both currency risks and interest rates. In this article, we will discuss in more detail the currency risk hedging instruments. It should be noted that, in addition to instruments, hedging can also be ranked according to other criteria.

RESULTS AND DISCUSSIONS

Based on the state of the banking system, we will analyze the activities of such a mastodon as Sber bank in terms of hedging currency risks and assess the efficiency of operations and the currency risk in relation to the financial assets and liabilities using the consolidated statements provided by them during the periods of high volatility of currency pairs.

Let us start with the fact that Sber bank PJSC annually evaluates the risks using the VaR (Value at Risk) method and supplements them with the stress testing and scenario analysis. Below are the tables with the analysis results. As we can see from [Fig. 3, 4], the risk dynamics has changed slightly at the beginning of 2016 and 2017.

(in billions of Russian roubles)	Value as of December 31, 2015	Effect on own funds	Effect on net profit
Debt security portfolio risk	85,0	3,2%	36,0%
Fund risk	0,3	0,0%	0,1%
Currency risk	11,7	0,4%	4,9%
Commodity risk	0,2	0,0%	0,1%
Market risk (taking into account diversification)	96,4	3,6%	40,8%
Diversification effect	0,6	0,0%	0,2%

Fig. 3: Settlements by risk types as of 01.01.2016.

At the beginning of 2016, the currency risk amounted to 11.7 bln roubles, and the effect on the amount of own funds was 0.4%, which, if we consider this indicator from the point of view of liquidity standards, states that the effect on stability of a credit institution is weak, but the impact on net profit of 4.9% cannot be left without attention. It happened for several reasons. First, at the beginning of 2016, the interest rate risk was part of the debt security portfolio risk. Secondly, the key positions were also taken by the market and interest risks. However, at the present stage, the currency risk is becoming more relevant, and its influence on the own funds is growing.

(in billions of Russian roubles)	Value as of December 31, 2016	Effect on own funds	Effect on profit
Interest risk	37,5	1,3%	6,9%
Fund risk	0,1	0,0%	0,0%
Currency risk	3,3	0,1%	0,6%
Commodity risk	0,1	0,0%	0,0%
Market risk (taking into account diversification)	40,1	1,4%	7,4%
Diversification effect	0,9	0,0%	0,2%

Fig. 4: Settlements by risk types as of 01.01.2017.

As can be seen from [Fig. 4], at the beginning of 2017, the market risk decreased almost twice as compared to the same period in 2017.

Currency risk, in turn, amounted to 3.3 bln roubles, which was 8.4 bln less than in the previous period, and the impact on both own funds and net profit was 0.1% and 0.6 % respectively.

Presumably, this decrease is due to a significant decrease in the currency position and the repayment of a significant share of bonds in foreign currencies in the bank book portfolio. Further, we will analyze the activities of Sberbank PJSC under the foreign currency operations and will use the consolidated statements in this regard. [Fig. 5].

[Fig. 5] shows the grouping of financial assets and liabilities under the foreign exchange risk. It should be noted that the financial assets exceed the liabilities according to the final data. Basically, the operations are made in the national currency, which is quite logical.

[Table 1] reflects the calculation of the net foreign exchange position of Sberbank PJSC on January 1, 2016. As we can see, the majority of operations were made in the national currency, 14,726.7 bln roubles or about 80% of the total volume of currency operations. The second and third places were divided by Turkish lira and US dollars. There were few operations with lira, because there was high currency volatility in this period.

(in billions of Russian roubles)	Roubles	US dollars	Euro	Turkish lira	Other currencies	Total
Assets						
Cash and cash equivalents	1 161,1	709,6	265,3	49,3	148,3	2 333,6
Mandatory cash balances with central banks	118,5	141,4	53,4	11,6	63,0	387,9
Financial assets revalued at fair value through profit or loss (excluding the fair value of derivative financial instruments)	274,4	53,6	1,4	0,6	2,0	332,0
Cash due from banks	200,8	404,5	32,1	0,1	113,1	750,6
Loans and advance payments to the customers	11 326,7	4 787,4	1 131,3	1 016,4	466,0	18 727,8
Securities pledged under repurchase agreements	56,9	2,5	—	160,7	1,9	222,0
Investment securities available for sale	922,0	696,5	147,5	63,1	45,2	1 874,3
Investment securities held to maturity	248,6	184,7	12,0	32,1	0,3	477,7
Other financial assets	417,7	121,6	93,1	13,6	18,5	664,5
Total financial assets	14 726,7	7 101,8	1 736,1	1 347,5	858,3	25 770,4
Liabilities						
Amounts due to banks	590,9	120,9	206,5	79,4	48,2	1 045,9
Amounts due to individuals	7 634,0	2 216,8	1 497,0	411,2	284,7	12 043,7
Amounts due to corporate clients	2 898,7	3 471,1	688,8	344,1	351,9	7 754,6
Debt securities issued	649,5	496,0	138,2	52,5	42,3	1 378,5
Other borrowed funds	—	262,9	88,0	46,5	0,6	398,0
Financial liabilities revalued at fair value through profit or loss, except for debt securities issued, except for the debt securities issued (excluding the fair value of derivative financial instruments)	13,2	15,9	0,3	—	—	29,4
Other financial liabilities	542,3	100,5	20,1	48,8	6,7	718,4
Subordinated loans	506,4	285,9	7,8	—	6,4	806,5
Total financial liabilities	12 835,0	6 970,0	2 646,7	982,5	740,8	24 175,0
Net financial assets/(liabilities)	1 891,7	131,8	(910,6)	365,0	117,5	1 595,4
Net financial derivatives	(484,2)	(117,8)	879,6	(164,3)	24,3	137,6
Credit related liabilities before provision against security (Note 35)	2 837,3	1 176,8	423,3	814,0	103,8	5 355,2

Fig. 5: Analysis of the currency risk of Sberbank PJSC as of 01.01.2016.

Table 1: Calculation of the net foreign exchange position of Sberbank PJSC as of 01.01.2016

Foreign currency	Letter code	Net positions in rouble equivalent, bln roubles		NFEP, % to the capital
		long open currency position	short open currency position	
US dollar	S	131.8		5.5
Euro	EUR		910.6	38.3
Roubles	RUR	1,891.7		79.6
Turkish lira	YTL	365.0		15.3
Other currencies		117.5		4.9
Total:		2,506.0	910.6	
Position opened in Russian roubles (balancing item)				
Total amount of open currency positions		1,595.4		67.2
Capital, ths. roubles	2,375.0			
Currency risk, ths. roubles	11.7			

Analyzing the data from [Fig. 6], it can be argued that at the beginning of 2016, Sberbank PJSC was able to reduce the difference between the assets and liabilities to acceptable values and to reduce the total volume of open currency positions to 1,595.4 bln roubles. It is also perfectly clear that the largest volume in the structure of currency derivatives was occupied by the over-the-counter options, 71.6 bln roubles in assets and 52.1 bln roubles in liabilities. Over-the-counter swaps and forward transactions in assets are in the relatively equal shares and occupy 18 and 19.6% respectively.

Composition of the currency derivatives of Sberbank PJSC, expressed in its assets and liabilities as of December 31, 2015, bln roubles.

	Assets	Liabilities
Market swaps	3,3	0,6
Over-the-counter options	71,6	52,1
Over-the-counter swaps	21,5	53,1
Forward transactions	23,7	14,7
Futures	1,2	1,1
Total	121,3	121,6

Fig. 6: Composition of the currency derivatives of Sberbank PJSC, expressed in its assets and liabilities as of 01.01.2016, bln roubles.

Thus, we can conclude that the following picture is the basis for these indicators:

- 1) There was a planned reduction in the currency position of Sberbank PJSC throughout the year
- 2) There was a significant increase in the share of currency options to 71.6 bln roubles
- 3) The bank adhered to the position of maintaining an optimal balance between its assets and liabilities with respect to currency derivatives.

Next, we will analyze the statements for the next year, and identify the main trends by 01.01.2017. [Fig. 7]

[Fig. 7] presents a similar analysis of the Group's currency risk in respect of financial assets and liabilities as of January 1, 2017.

(in billions of Russian roubles)	Roubles	US dollars	Euro	Turkish lira	Other currencies	Total
Assets						
Cash and cash equivalents	1 639,0	472,6	264,4	67,0	117,8	2 560,8
Mandatory cash balances with central banks	154,9	113,9	57,9	24,2	51,1	402,0
Financial assets revalued at fair value through profit or loss (excluding the fair value of derivative financial instruments)	346,6	46,5	0,4	1,8	3,6	398,9
Cash due from banks	620,7	227,0	46,8	0,1	70,8	965,4
Loans and advance payments to the customers ¹¹	1 082,3	3 957,0	1 160,4	791,1	370,5	17 361,3
Securities pledged under repurchase agreements	16,1	0,3	0,5	96,8	0,2	113,9
Investment securities available for sale	1 032,1	380,1	144,4	27,7	74,6	1 658,9
Investment securities held to maturity	300,5	200,3	13,1	26,5	5,4	545,8
Other financial assets	204,2	52,8	42,9	10,6	4,0	314,5
Total financial assets	15 396,4	5 450,5	1 730,8	1 045,8	698,0	24 321,5
Liabilities						
Amounts due to banks	230,0	108,8	165,6	25,5	32,0	561,9
Amounts due to individuals	8 672,0	1 924,5	1 231,0	359,9	262,2	12 449,6
Amounts due to corporate clients	2 676,6	2 488,1	535,0	312,4	223,1	6 235,2
Debt securities issued	572,3	414,5	97,8	45,4	31,0	1 161,0
Other borrowed funds	—	151,9	70,6	25,9	13,0	261,4
Financial liabilities revalued at fair value through profit or loss, except for debt securities issued, except for the debt securities issued (excluding the fair value of derivative financial instruments)	13,7	16,5	0,8	—	0,2	31,2
Other financial liabilities	224,8	28,7	13,0	39,3	6,8	312,6
Subordinated loans	506,3	227,6	0,6	—	5,4	739,9
Total financial liabilities	12 895,7	5 360,6	2 114,4	808,4	573,7	21 752,8
Net financial assets/(liabilities)	2 500,7	89,9	(383,6)	237,4	124,3	2 568,7
Net financial derivatives	(84,1)	(147,5)	397,4	(68,4)	(72,5)	24,9
Credit related liabilities and performance guarantees before provision against security (Note 35)	2 704,2	908,1	397,7	651,1	97,5	4 758,6

Fig. 7: Analysis of the currency risk of Sberbank PJSC as of 01.01.2017.

[Table 2], similar to [Table 1], reflects the calculation of the net foreign exchange position of Sber bank PJSC on January 1, 2017. As we see, the majority of operations are made in roubles (90%), as well as in Turkish lira (8%). There were little operations with the euro in common with 2015.

On the basis of this [Table 2] and [Table 3] following it, it can be assumed that Sber bank increased the gap between its liabilities and assets expressed in foreign currency derivatives and increased the net foreign exchange position as of 01.01.2017.

The expected increase in the currency position may be due to the rouble strengthening in the period from 01.01.2016 to 01.01.2017. At the same time, the largest share in the structure of currency derivatives was occupied by the over-the-counter swaps - 78.1%, where the over-the-counter swap liabilities amounted to 143.8 bln roubles, which was 90.7 bln roubles more than in 2016, and the over-the-counter options in the portfolio structure decreased both in the part of assets and liabilities by 42.8 bln roubles and 26.7 bln roubles, respectively. The reason for these changes can be found in adjustments to the general course of Sberbank PJSC in the field of working with derivatives, as well as in changes in the behavior of economic entities that are increasingly hedging the currency risk under the contract using the banking sector, and the credit institution, in turn, earns with the risk to its liquidity.

Thus, we can conclude that the main reason for such results was:

- 1) an increase in the bank's net foreign exchange position throughout the year;
- 2) an increase in the share of over-the-counter options relative to other currency derivatives;
- 3) deterioration of the optimal balance between the assets and liabilities for currency derivatives.

Table 2: Calculation of the net foreign exchange position of Sberbank PJSC as of 01.01.2016

Foreign currency	Letter code	Net positions in rouble equivalent, bln roubles		NFEP, % to the capital
		long open currency position	short open currency position	
US dollar	S	89.9		3.2
Euro	EUR		383.6	13.6
Roubles	RUR	2,550.7		90.4
Turkish lira	YTL	237.4		8.4
Other currencies		124.3		4.4
Total:		3,002.3	383.6	
Position opened in Russian roubles (balancing item)				
Total amount of open currency positions		2,568.7		91.0
Capital, ths. roubles	2,821.6			
Currency risk, ths. roubles	3.3			

Table 3: Composition of the currency derivatives of Sberbank PJSC, expressed in its assets and liabilities as of 01.01.2017, bln roubles

	Assets	Liabilities
Market swaps	0.2	0.2
Over-the-counter options	28.8	25.4
Over-the-counter swaps	44.9	143.8
Market options	7.6	3.7
Forward transactions	15.5	7
Futures	2.3	3.4
Total:	134.3	183.5

CONCLUSION

Based on the unstable geopolitical situation, the introduction of new sanctions, Kremlin lists, the currency is fluctuating, which may adversely affect the activities of economic entities of our country. Thus, we have identified a model that is able to hedge the risks. We name this model "X" on a conditional basis. It can be used by the banks regardless of the business scale, since it is universal. [7]

The basic postulates of this model state that to effectively hedge the currency risk during the rouble instability, the credit institution shall:

1. Monitor all changes in the currency derivatives balance, which include both derivatives purchased by the bank for the purpose of hedging its own currency risk (Asset), expressed in the volume of the net foreign exchange position, and purchased by the enterprises from a commercial bank with the goal of hedging their own risks (Liability).
2. If the national currency exchange rate decreases in the future, the bank, according to the model, shall reduce the volume of currency position by transferring funds from the foreign currency assets to liabilities.
3. If the national currency exchange rate has low volatility, the credit institution shall try to increase the asset volumes expressed in the foreign exchange derivatives with respect to the mandatory part. An increase should be optimal and commensurate with the bank's net foreign exchange position. The following formula should be used for the calculation: [8,9]

$$OV_{nfep} = A_{cd} - L_{cd}$$

Where, OV_{nfep} is the optimal value of the net foreign exchange position of a commercial bank, A_{cd} is the asset volume of a commercial bank expressed in foreign currency derivatives, L_{cd} is the volume of the bank's mandatory part expressed in foreign currency derivatives.

4. If the market has high currency volatility, then the credit institution should increase the volume of currency options, relative to other financial instruments. It is so, since in case of an adverse change in the exchange rate, the option gives the right to refuse performance and hedge the loss risk. It is assumed that the bank narrows the currency position, and thereby confirms the correctness of the first paragraph.

So, the "X" model is an option of the organization's behavior in the conditions close to the theoretical one, because often banks cannot unconditionally comply with all postulates. This set of rules can be considered as one of the most effective options for managing the currency risks when the currency is volatile. Also, the "X" model can be considered as one of the possible benchmarks for a commercial bank in order to hedge the foreign exchange risks [10,11].

Thus, it should be noted that the issue of hedging currency risks is one of the most acute. Currency volatility is always present, especially in relation to the national currency of the Russian Federation, and requires monitoring. The "X" model is designed to help solving this problem.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

THEORETICAL FOUNDATIONS FOR THE FORMATION AND DEVELOPMENT OF THE ECONOMIC THEORY OF WELFARE

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ABSTRACT

At each stage of its development, society faces the problem of inconsistency in the distribution of a limited number of resources and the existing system of their production. At the end of the twentieth century, the problem of the limited nature of natural resources became acute as never before. The development of an individual as a person has determined the presence of such his needs as, for example, environmental safety. There is a rethinking of the foundations of economic growth and, as a result, the goals of the development of society. In modern conditions, a special role is played by the fact that the main feature of the development of society is its social orientation, the improvement of the quality of life and, in this regard, the importance of the development of economic theory of welfare of the individual and society increases. The economic theory of welfare distinguishes three directions, characterized by a diversity of views on understanding the essence of welfare, the sources and conditions for its growth, and the role of the state in these processes: socialist, liberal, and the "welfare state" theory. The paradigm of welfare is one of the most multilevel and not concretized categories in the economic theory. In the domestic literature, the terms ("standard of living", "cost of living", "quality of life"), used to characterize the living conditions and the satisfaction degree of a person himself, the person's opportunities for development and active life, were widely used. The term "welfare level" in the most general sense reflects the living standard of the population of the country, while the concepts of "standard of living" and "quality of life" reflect its quantitative and qualitative characteristics.

INTRODUCTION

If we talk about a human, then he is a constantly consuming creature, therefore during his life he sets a goal - to increase consumption volumes in order to more fully satisfy his vital needs. To achieve this goal, he needs an economic growth. When the economic growth is achieved, the consumption structure changes. At the same time, there is a process of accumulation of consumer goods, which determines the appearance of wealth, is an indicator of the welfare of society and the individual.

The domestic scientific literature reflects the concepts included in the welfare system: life support conditions; quality and way of life; standard of living and system of its indicators, interdependence between production, consumption, needs; identification of regularities in the formation and development of the social needs; forecasting and planning of living standards; indicator analysis methods; theoretical and statistical patterns in the dynamics of the income level and structure; territorial and social differentiation, etc. [1].

The very welfare of a person basically depends on how well and qualitatively he feels in the circumstances. Here we have in mind the necessary level of satisfaction of the needs of the individual, even such needs as self-consciousness and self-realization. At the same time, the level of satisfaction of the highest needs depends in the literal sense on how fully the lower needs in food, shelter and security will be met. However, this would not be possible, if the elements of the economic system are unbalanced.

It is believed that the formation of a new economic system, which has been based on the principle of rationality, has contributed to the beginning of economic reforms in Russia. [2]

METHODS

The theory of welfare has emerged as a kind of subsector of the neoclassical direction. The basis for its appearance was the papers of A. Smith, D. Ricardo, A. Marshall, L. Walras, V. Pareto and others, devoted to the problems of the value of goods, wealth formation, its distribution and conditions for the emergence of market equilibrium. [9,10]

The terms "standard of living" and "welfare" are often used as synonyms for each other or ignore (deny) the value of one of them as an indicator of the standard of living of the population. This can be explained to some extent by the difference in existing approaches to the welfare category at macro and micro levels.

The scientific interpretations, found in the literature of the end of the Soviet period, proceed from the microeconomic concept of welfare. For example, V.F. Mayer represents the categories of "welfare" and "standard of living" as an opportunity for the population to obtain the material and spiritual goods that they need, the volumes of their consumption and the satisfaction level of the people's needs in such goods. When studying the economic literature, one comes across a variety of interpretations of the concepts of "standard of living" and "welfare":

- a safety measure of people who are provided with the material and spiritual goods;
- achievement of a certain level of development of the physical, material and intellectual needs of a human;

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-the degree of achievement of physical, spiritual and social needs, the quality and level of their satisfaction, as well as the social environment for the development and satisfaction of all these needs. [3]

We also find in the literature the concept of "standard of living", included in the modern economic dictionary: "The standard of living of the population is the welfare level of the population, consumption of goods and services, a set of conditions and indicators that characterize the measure of satisfaction of the basic vital needs of people" [4]. In other words, the standard of living is the degree of development and satisfaction of the person's needs living in the society.

The above terms have an equal feature, that is, their authors identify the concept of "standard of living" with the development and satisfaction of the people's needs. However, some authors allow some deviations. For example, V.F. Mayer says that the concept of "standard of living" characterizes only the individual needs of people, so it is necessary to identify the indicators that characterize the standard of living itself and the factors changing it" [3,5].

So, we have found out that the standard of living expresses the level of development and satisfaction of the person's needs living in a civilized society. In accordance with Article 25 of ILO Convention No. 117 "On the Main Goals and Norms of Social Policy", a person has the right to a standard of living that provides the individual with food, clothing, housing, medical care and social services, all this is necessary for life and health, welfare of a person and the members of his family, including the right to security in the event of unemployment, disability or any other loss of livelihood for reasons beyond his control.

N.M. Rimashevskaya gives her description of the concepts of "social welfare" and "standard of living." She represents the standard of living as a set of conditions and possibilities for the functioning of a person in the consumption field. These conditions, in her opinion, are implemented on the scale of people's needs and the quality of their satisfaction; at the same time, the main feature is those people's needs that are implemented in the consumption field. At the same time, she represents welfare as a field of people's life, associated with the satisfaction of their material and spiritual needs on the basis of social production [6].

The author's interpretation of the categories "welfare" and "standard of living" is offered in the scientific papers of by Baranov L.Ya. and Levin A.I. In their view, the welfare of the population depends on the provision of the population with the necessary goods and services that serve material and spiritual needs, as well as is characterized by the level of development of goods and their use by individuals and society. In turn, the standard of living is interpreted by them as a socioeconomic category, reflecting the living conditions of people, as well as labor and life that have been achieved in this society. [7]

Analyzing these interpretations, we come to the conclusion that the authors consider these concepts as related, characterizing the different states of development of society from different points of view. However, these categories are not synonymous.

The essence of the terms "welfare" and "standard of living" is embodied in many modern domestic economists in the welfare perception as a kind of abstract category, which is a formal habitat for an individual or a group of individuals. Here the welfare criterion will be the standard of living, and the role of the main indicators will be given to the incomes received by the population, and as a consequence, the degree of providing the population with vital goods and the level of satisfaction of people's needs in such goods; the proportion between consumption and saving of the population; the individual and general utility received by the subjects as a result of the production and consumption process; and the welfare achievement by the individuals.

In the Soviet science, the concept of a "way of life" as a vital activity of people, which is a unity with the conditions that determine it, is firmly established. Analysis of the content of the "way of life" concept implies the establishment of its connection with such widely used terms as "standard of living", "quality of life" and "way of life". In the scientific literature these terms have different meanings. They are used both as synonyms, and as the incompatible concepts in one system. At the same time, the standard of living is seen as one of the sides (sections) of a more general concept of a way of life. This definition takes into account the fact that the way of life is formed under the influence of certain socio-economic, political and cultural conditions determined by a particular social order and personal features of the individual [8].

RESULTS AND DISCUSSION

The lack of quantitative assessments of living conditions led to interest in such a category as "quality of life". In general, the "quality of life" can be defined as a set of estimates that should be used to reveal the depth of satisfaction of material and spiritual needs that cannot be directly identified in the structure of the standard of living. This includes assessing the content of work and leisure, the quality of food, clothing, home comfort, the quality of medical care, education, services, the environment.

Also, the "welfare" category was studied in the paper of another prominent English economist, representative of the Cambridge School A. Pigou (1877-1959), whose book "The Economic Theory of Welfare" was published in 1924. The purpose of his research was to develop a practical welfare tool based

on the neoclassical theory: theory of diminishing marginal utility, subject-psychological approach to the valuation of goods and the principle of utilitarianism. We can rightfully say that Pigou completed the creation of a neoclassical theory of welfare. [9]

Pride of place goes to the concept of a national dividend or a national income, considered a pure product of the society, as a lot of material goods and services bought for money. And Pigou considers this indicator not only as the measure of production efficiency, but also as an indicator of social welfare. As we see, Pigou's approach to the problem of welfare presupposes a view from the whole society, and not from the individual. But, this approach is especially interesting applied with the use of such concepts as the individual function of satisfying needs, private profit from production, etc.

The main Pigou's argument in this matter is as follows. He recognizes that the individual's welfare reflects a sense of satisfaction with life, the satiation of his needs. And if a person has the right to decide how to spend money from his budget, then his willingness to pay a certain amount for this reward reflects the degree of his desire. That is why Pigou defines national income as everything that is bought for money. And then the creation of a product or service, if more money is offered for it than is spent for its creation, is an increase in the national income. Within the framework of these arguments, production growth, of course, means an increase in welfare [9].

As part of his concept, Pigou drew attention to the fact that the concept of individual welfare is broader than its purely economic aspects. In addition to the maximum utility of consumption, he also includes such components as the nature of work, environmental conditions, relationships with others, social situation, housing conditions, public order and security. A person can feel himself satisfied in each of these aspects. To date, these features are combined in such a category as "quality of life". However, the definition of the quality of life faces significant difficulties associated with the inability to measure utility. Pigou repeatedly emphasizes that the size of the national dividend does not accurately reflect the level of general welfare, since many elements of the quality of life that do not have a monetary estimate are, nevertheless, real welfare factors. Thus, there may be the situations of growth in the level of general welfare with an unchanged level of economic welfare. Nevertheless, in general, Pigou concludes that "...qualitative conclusions about the impact of economic factors on the economic welfare are also valid with respect to the total welfare".

But Pigou's general welfare level is affected not only by the size of the national dividend, but also by the principles of its distribution. Based on the law of diminishing marginal utility, he puts forward the thesis that the transfer of the income portion from the rich to the poor increases the sum of total welfare [9].

The state influencing its macroeconomic policy, on the employment level of resources and national income, thereby determines the level of welfare. In a sense, Keynesianism returned to the analysis of welfare from a public point of view, which was inherent in A. Smith. This raised the problem of correlation between the individual and social welfare, which was developed by prominent Western economists. [10].

As a result, the economic theory of welfare gradually turned into a theory of public choice, within the framework of which a positive analysis of how different public preferences have been formed and implemented was formed and implemented. This section of economic science is closely connected with the study of political process: theory of the state, voting rules, behavior of voters [11].

In our time, one of the most prominent representatives of the welfare economy is the 1998 Nobel Prize winner A. Sung. His contribution to this field of research is related to the linkage of welfare problems with ethical principles. From his point of view, the further development of the theory of welfare is more rich, in comparison with utilitarianism (utilitarianism is the direction in ethics (ethical theory), according to which the moral value of behavior or action is determined by its usefulness). [12]

CONCLUSION

Thus, we conclude that there is a need for such a welfare level that everyone can have sufficient income for their life support. Incomes play a big role in human life and are necessary to meet different needs. The income sources are different for different social groups, and, consequently, the welfare of these groups is not the same. In order to achieve an acceptable standard of living for citizens, in our opinion, the following measures are necessary:

1. Annual increase in the income of the population, taking into account the growth of their productivity. Higher incomes allow people choosing more full-fledged conditions for leisure, work, acquaintance with culture and art;
2. Providing the population with comfortable and qualitatively new information living conditions, leading to the possibility of obtaining a better education, which will lead to an increase in the social literacy;
3. Development and modernization of health care, which leads to an increase in life expectancy, which is possible only through the use of innovative technologies in medicine [13].

Summarizing the results of our study, we believe that an increase in the welfare of the population includes, first of all, an increase in the standard of living of citizens [14], since it covers almost all fields of people's livelihoods. This element has a huge number of dependent and interrelated factors that lead to an increase not only in the level of citizens' welfare, but also in the expansion of available opportunities in the state.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

ALGORITHM OF ORGANIZATIONAL DESIGN OF THE COMPANY

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ABSTRACT

The article describes the algorithm of organizational design of the company. The terms "organizational design", "organizational management structure", "organizational design" are considered as identical. The methods and modern tendencies of organizational structure are also being studied. The emphasis on modern trends in the organizational design is important, since they determine the nature of organizational management structure of the company: whether the hierarchy will prevail in it, or whether modern reality will require transition to more flexible structures ("teal" organizations, project management, etc.). The algorithm of organizational design is considered both from a theoretical point of view and from a practical one. The theoretical part is aimed at studying the approaches of various authors who offer their methods and tools of organizational design. This part includes not only enumeration of the sequence, but also all the actions to be performed at each stage. The process of organizational design is also considered in an applied aspect, which makes it possible to verify the reality of the application of the theoretical knowledge in practice and their effectiveness. The proposed tool can be applied in any company, which proves its universality.

INTRODUCTION

Organizational design is a rather complex process. It includes the formulation of goals, objectives, the definition of composition, the location of units, the provision of resources, the formation of necessary documents, regulations, etc.

According to A.P. Agarkov, today it is possible to allocate following four basic methods at organizational construction [1]: analogy method; expert-analytical method; goal structuring method; method of organizational modeling.

The analogy method includes the use of organizational forms and management mechanisms in relation to the designed company. This method includes the formation of typical organizational structures of production and economic companies, the definition of boundaries and conditions for their application.

The expert-analytical method includes examination and analytical study of the company by the highly qualified specialists in a team with the head and employees of the organization. The method involves interviewing managers and employees of the organization with the purpose of identifying and analyzing the specifics of the structure and functioning of the management apparatus.

The goal structuring method includes the development of the company's goal system, which includes their formulation in the quantitative and qualitative forms. When using this method, the following steps are passed through [2]:

- development of the goal tree: the structural basis for linking all activities of the organization, based on the final results.
- expert analysis of options proposed for the organizational design.
- formation of maps of rights and responsibilities for the achieved goals for individual units; results for which achievement the responsibility is determined.

The method of organizational modeling includes the development of mathematical, graphic, machine and other types of mapping the distribution of responsibility and authority in the company.

The design of the organizational management structure should be conducted on the joint use of the methods described above: separate application of a particular method does not bring the desired result. The choice of methods directly depends on the company's features, the qualifications of the developers, etc.

MATERIALS AND METHODS

The main stages of designing the organizational structure of the company include: diagnosis, composition, structuring, regulation [Fig. 1].

KEY WORDS

organizational design,
organizational
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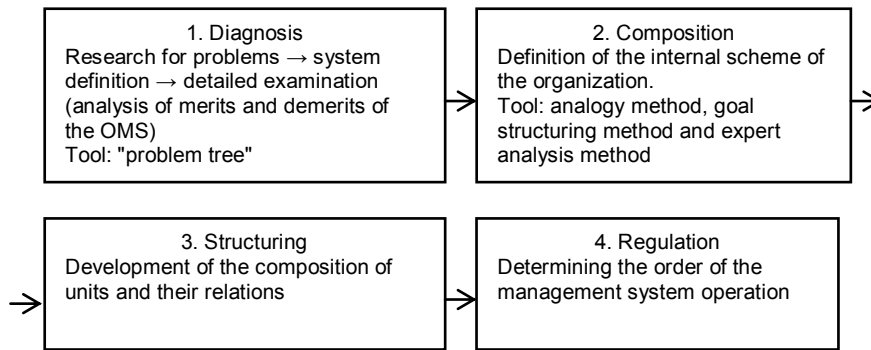


Fig. 1: Stages of organizational construction of the company (systematized by the author)

1) Organizational design begins with the diagnosis. To do this, it is necessary to conduct a study for the problem of the company's reorganization. The next step is to define the system. At this stage, the problem is decomposed into clearly formulated problems (the construction of the "problem tree"), then it is formed the research object, its boundaries, elements, subsystems and super systems into which the firm enters and it is determined their main features. Further, it is analyzed the advantages and disadvantages of the operating organization and its management system. Then it is outlined the main directions of the future development of the company.

2) The next stage is composition. At this stage, it is recommended:

- a) to determine the company's mission, the system of goals and objectives of the organization, management apparatus and units;
 - b) to determine the number of levels in the management structure;
 - c) to determine the type of organizational structure;
 - d) to establish economic, legal, administrative and managerial factors and boundaries of the activities;
 - e) to select the main functions and interrelationships of the units;
 - f) to determine the main directions, ways and methods of interaction of the company with other organizations;
 - g) to establish the forms of the company's relationship with the external environment;
 - h) to complete the documentation (unit composition, subordination, degree of centralization and decentralization of functions, evaluation of the activity effectiveness).
- The last action at the composition stage is the development of requirements for financial, material and technical, personnel and information support.

3) The composition stage is followed by the structuring stage. Here it is formed the organizational structures of different units, management apparatus, organization as a whole, as well as the regulations and schemes about them, the interaction schemes with other companies. In addition, this stage includes the analysis of trends in changes in the external environment and the organization's development, the identification of the company's needs in the resources for today and in the future, the formulation of the proposals for improving the organizational structure, management mechanisms, the development of ways to motivate the employees and of performance indicators of their activities.

4) The regulation stage is characterized by the following works:

- clarification of the features and procedures of the company's activities, the composition of units, the management apparatus; distribution of tasks, duties, rights and responsibilities between the performers;
- determination of labor intensity of the main types of work, qualification of the staff, their number from each unit;
- development of staff schedules;
- determination of the interaction order between units and specific positions in the performance of interrelated works;
- development of procedures for performing the main types of work;
- design of the documentation processes and information flows;
- formation of a favorable socio-psychological climate in the management bodies and divisions;
- clarification of the organization provision;
- development of regulations on structural divisions, job descriptions;
- calculation of the effectiveness of the designed organizational structure.

As a result of these works, it is made the design decisions on the main directions for improving the organizational structure and documents that regulate the processes of the company's operation and management.

G.Yu. Tikhomirova distinguishes only three stages in the construction of the organizational structure: analysis of the current organizational management structure, design, performance evaluation [3]. Unlike the previous author, she pays more attention to the evaluation stage, suggesting the introduction of quantitative criteria for evaluating the effectiveness of organizational design.

Over time, the company's management comes to a decision on restructuring the OMS. This statement requires the definition of a system of factors affecting the organizational structure of the company and causing a need for its change. Let us consider these factors, identified by E.N. Kabkova [4].

- 1) Unsatisfactory functioning of the company: an unsuccessful attempt to reduce costs growth, increase productivity, search for new markets, attract new financial resources.
- 2) Lack of perspective orientation. Many of the leaders prioritize operational issues. The result is a simple extrapolation of current trends in the future.
- 3) Overload of senior management.
- 4) Growth of activity scale.
- 5) Disagreements on organizational issues.
- 6) Association of economic entities. The merger requires changes in the organizational structure.
- 7) Changing management technology.
- 8) External economic situation.

The above circumstances lead to improvement of the organizational structure.

The next stage is directly the OMS improvement process itself. Let us pass to studying the current trends of the OMS [5].

Firstly, it is the desire to form a horizontal structure. The main features of this structure are as follows: fewer hierarchical steps; availability of an information system that automates current management tasks and provides an opportunity for managers to focus on the main tasks.

Secondly, the tendency of the desire for a more flexible management structure. It manifests itself in: the latest information and communication technologies; maximum adaptation to changes in the external environment and timely response to them; maximum flexibility of the structure; ability to self-reorganization; flexibility of the competition forms, where the cooperation prevails.

But there are features inherent in all organizational structures that characterize this stage of economic development [6]. They are presented in [Table 2].

Table 2: Trends in improving organizational structure

Trends	Feature
1. Transition from formal management systems to informal organic ones	1. Production automation 2. The employee's desire to implement his skills and abilities
2. Development of economic independence and responsibility of the company	1. Creation of business centers 2. Full satisfaction of the market needs
3. Strong personnel policy	1. Guarantee of employment 2. Respect for the person 3. Provision of the uniform status of all employees
4. Employee orientation	Provision of an opportunity to show: 1. creativity 2. initiative, independence, entrepreneurial spirit
5. Formation of effective ties within the firm	1. Development of information technologies 2. Improvement of intra-company horizontal links

It is significant that the development of new information technologies changes the perception of the management structure as a clear system of division of labor, authority, responsibility, formal control procedures and power.

Not only the development of information technology is the reason for changing the management structure, but there are a number of other reasons: an increasing importance of the output of science-intensive, high-tech products changes the decision-making processes. Now the employees are better educated, more qualified and as a result there are new organizational principles: now the employees are able to perform not one but several functions. They are formed into professional teams, thus creating a method for group problem solving.

RESULTS AND DISCUSSION

Let us consider the examples from the practice of organizational design and the experience of companies following the current trends in the OMS construction.

For this purpose, we briefly describe the stages of organizational design discussed in the previous sections: diagnosis, composition, structuring, regulation. Under this algorithm, we will analyze an example of the OMS reorganization of Santa Rosa Systems Division (SRSD) of the company Hewlett Packard [Table 3].

Table 3: Stages of organizational design by the example of Hewlett Packard [7]

Stages	Actions
1. Diagnosis	<ul style="list-style-type: none"> - regular struggle between departments for the resources; - weak top management, which pays insufficient attention to strategic tasks; - mutual distrust of employees within the organization; - insufficient provision of growth and profitability.
2. Composition	<ol style="list-style-type: none"> 1. Development of a unified vision of the company's development strategy formed a unified approach to understanding the status and functions of each unit. 2. When using the cross-polls (which were conducted from top management to ordinary employees), it was demonstrated significant organizational failures, which were announced to the management. The results of these polls strongly influenced the management's opinion, and they realized the need for an immediate correction of the situation.
3. Structuring	<p>Top management developed the reorganization plan that included the following activities:</p> <ol style="list-style-type: none"> 1. unification of rival departments into one; 2. creation of the OMS matrix of business processes headed by a manager responsible for profitability; 3. revaluation of the role of top management; 4. establishment of new rules for responding to conflicts and making managerial decisions.
4. Regulation	<p>The reorganization plan was presented to the previously asked target groups of the lower levels. The staff made certain adjustments to the company's OMS as part of the developed plan. Then the leadership took on the official design of the transformations (development of necessary documents, etc.)</p>

As a result of the reorganization, the staff once again felt the belief in their team and company, the level of mutual trust increased. A year later, the unit doubled its sales, the yield increased fourfold. Within five years, the lagging behind unit has emerged into the forefront and has become an example for imitation.

Now let us consider the companies that change their OMS in line with current trends. In recent years, the term "teal organizations" has often been used. The bottom line is that they are "living organizations", which include coaches instead of managers, as well as goals and values instead of KPI [6]. Concerning the organizational structure of teal organizations, it should be noted that there are no job titles there, and accordingly, job descriptions, the duties are redistributed within the group in the working order. The leader is a mentor, he trains and gives recommendations, but does not control the work. Instead of planning and budgeting, they practice internal counseling, where the whole team participates. [7]

To date, the practice of teal organizations has been tested and is applied by the leadership of Sber bank of Russia PJSC. The experience of organizations of a new type was applied to the Territorial Banks and more than 100 pilot departments. This helped to increase the level of employee involvement in the work [8].

Concerning the OMS, Sber bank constantly optimizes the structure of the Territorial Banks, introduces new operational office formats and an intelligent management system (IMS), due to which about 300,000 assignments a week are broadcast to all management levels in any region of Russia. This made it possible to synchronize the goals and work of the teams from different territories, respond more quickly to changes and reduce the number of operational errors by 7 times. [9]

The next step in optimizing the OMS of Sber bank is the transition to the Agile team organizational forms. The essence of this approach is that the project is not divided into successive phases, but into small subprojects, which are then "assembled" into a finished product. This allows transferring the results of these mini-projects faster, and by starting a new subproject, we can make changes to it without high costs and impact on the rest of the project [10].

The transition from managing individual structural elements to project management is becoming increasingly popular. According to forecasts of the Project Management Institute, 15.7 million project roles will emerge by 2020, which will create 7 major project-oriented industries [9].

CONCLUSION

In conclusion, it should be noted that many factors influence the organizational structure. They include: industry affiliation of the enterprise, production scale, features of the technological process that are applied in production, level of specialization and co-operation of the firm.

So, having studied the modern trends of the organizational structure, we can formulate a conclusion that, firstly, the role of information technologies in management is increasing. Secondly, increasing attention is paid to the abilities of employees and their desire to participate in making managerial decisions. Personnel development, its self-organization and initiative are considered as the main factor in the growth of the company's efficiency. Thirdly, there is a transition from the management of individual structural elements to project management. All these factors lead to a reduction in hierarchy and a transition to organic structures with fewer management levels.

The algorithm of organizational design was studied from a theoretical point of view: we analyzed the approaches of various authors. Further, this sequence was used to illustrate the process of organizational design on the example of the company Hewlett Packard.

So, we reviewed the methods, stages and current trends in the organizational structure of the company. The methods of organizational design should be applied in a set. Each of them is used at different stages of the OMS design, which consists of the problem statement, organizational design, regulation, and calculation of the economic efficiency of the introduced organizational design.

Now many companies are moving from the formal structures to more flexible or project management. Domestic companies are still operating according to the "old scheme". But the organizations that follow current trends in the organizational design show positive results in a relatively short time.

Thus, the optimally constructed organizational structure of the company creates prerequisites for high efficiency of management and coordinated work of all structural units.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

NETWORK MEDIA IN THE PROCESS OF HARMONIZATION OF INTERETHNIC RELATIONS: COMMUNICATION STRATEGIES

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ABSTRACT

The acceleration of cognitive processes, changes in the field of information consumption and processing, rapid development of cultural industries with cultural commodification processes affect the current state of the information space in which the interethnic interaction processes take place. The main communicating subject of this space is network media, which develop and implement the communication strategies. The communication strategies are based on the idea of the national cultural code, which is a kind of model that includes the systems of channels for the transmission of mentally relevant information based on value-regulatory strategic and tactical interaction with the installation for adaptation of the representatives of ethnoses in the new life space. When the journalists of a network publication reflect certain events, in accordance with the theory of cultural code, these events necessarily have an interethnic meaning, since they represent a particular culture. The national and cultural ideals of the peoples living in the region are reflected in the regional agenda, where the preservation and development of the national language, the representation of interethnic relations as harmonious-developing relations at the federal, regional and local levels, the translation of national and cultural ideals through representation of the expert point of view, promotion of national forms of cultural existence, public control of the atmosphere of interethnic interaction, effective representation of national and cultural integration and consolidation are the dominant informational occasions. The implementation of the facilitation function contributes to the formation of a non-conflict agenda due to broad propaganda of interethnic relations and ethnic reflection. The promotion of interethnic harmony is based on the paradigm of a participation culture based on the right to be included in the social and cultural processes and to promote the development, while doing so voluntarily, actively and with full understanding of what is happening. The format of communication interaction is a media project in which the journalists create a peculiar intercode based on respect for another's culture and another's value system; knowledge of the current state of the host culture, understanding of the historically developed nature of cultural interaction. This intercode becomes the main marker of journalistic professionalism in covering issues of interethnic interaction, especially in the context of multi-nationality and multi-ethnicity of Russia and Russian regions (the Republic of Tatarstan), which is perceived as a historical and cultural phenomenon.

INTRODUCTION

The speed of the information flows is steadily growing. Today we should talk about the exponential development of technologies affecting the changes in the field of information transfer. This is due to such features of modern media space as: acceleration of cognitive processes, changes in the field of information consumption and processing, rapid development of cultural industries with the processes of cultural commodification [1].

According to M. McLuhan, technological progress has a direct impact on the socio-cultural field by transforming it [2]. This influence is not always progressive and constructive. The Giddens paradox is widely known: an increase in the information flows lead to a distortion of the reality perception in the perceiving subject and the person ceases to understand and adequately assess his position and events in the space-time continuum [3; 4]. To overcome this dissonance, it is used the theory of reference points, which allows a person, - the information consumer, - to gain guidance in the sociocultural space. They can be the values, broadcast media, cultural practices, events, which, according to V.V. Vitvinchuk, getting into the sphere of press attention, is actualized in the mind of the consumer as socially significant [5].

For the majority of consumers, the main information source is the mass media and, according to I.M. Dzyaloshynsky, the network consumption of information becomes predominant [6]. Therefore, the research attention to media practices of the network media is so closely scrutinized.

This thesis also directly relates to such an industry of journalism as ethno journalism, which is determined by I. N. Blokhin as a media discourse devoted to the problems of national relations, telling about other national cultures [7]. The researcher emphasizes that the main media function in this context is the function of intercultural dialogue, which the society urgently needs with the growing conflict force in the field of interethnic communication in the modern Russian polyethnic region. According to N.S. Tsvetova, conflict is complicated by such factors as ineffectiveness of targeted state programs and the activities of national-cultural associations; unpopularity of budgetary media for emigrants; steady expansion of the list of sites of interethnic conflicts, which increasingly includes general education institutions; increasing rates of migration processes; intensification of conflicting diaspora behavior and openly declared attitudes of some communities to isolation from the indigenous ethnoses [8].

In these circumstances, the media are capable of organizing problem discussion and making decisions based on the use of special communications strategies in the interethnic space of the Russian region.

KEY WORDS

ethnojournalism, ethnic reflection, facilitation, communication strategies, harmonization of ethno-interaction, network media.

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METHODS

Study of three network publications of the Republic of Tatarstan: the business Internet newspaper Biznes Online, the online newspapers Realnoe Vremya and Kazanfirst was based on the method of content analysis with the use of such codifiers as events that are updated as socially significant with the inter-ethnic themes; ways of submitting material, techniques by which media form the images of ethnos and ethnic culture; ethnic reflection; cultural code of the nation and ways of its representation.

RESULTS

The network media, in order to get a successful interethnic interaction, develop the communication strategies based on the idea of the national cultural code, which is a kind of model that includes the systems of channels for the transmission of mentally relevant information based on value-regulatory strategic and tactical interaction with the installation for adaptation of the representatives of ethnos in the new life space.

Cloyter Rapay defines the cultural code as subconscious meanings put by people in any object and formed under the influence of the national culture in which these people were socialized [9]. Representing the cultural code as a set of basic concepts, attitudes, values and norms that contain information about the signs and symbols of culture and necessary for reading its texts [10] after N.G. Merkulova, we can assume that the cultural code is part of the mentality structure of a specific human community, which allows moving from the meaning (a generally recognized designation of an object or phenomenon) to the sense (a language element of a particular culture). [10] Therefore, when the journalists of a network publication reflect certain events, in accordance with the theory of cultural code, these events necessarily have an interethnic meaning, since they represent a particular culture. This solves the problem of self-knowledge of the nation and knowledge of other cultures, singled out by researchers as the main task of ethnojournalism [7]. The regional agenda, analyzed by us, gives an idea of the national and cultural ideals of the peoples living in the region:

- concern for the preservation and development of the national language: up to 31% of all information reasons (IRs) were devoted to these problems, but with an emphasis on preserving the Tatar language, which makes it possible to define this problem as dominant, one of the directions of which were the issues of coordination of language learning in the schools, formed in the media texts at the interface of psychological and mental national preferences and as a result of this, having become multivalued, contributed to the creation of psychological tension (Realnoe Vremya dated 17.03.2018 "Once Upon a Time, the Holocaust was Legal": The RT State Council Issued a "Language Rebuke");
- Representation of interethnic relations as harmonious-developing relations at the federal, regional and local levels: 37.9% of IRs;
- translation of national and cultural ideals through the presentation of expert points of view of public figures, writers, poets, journalists, cultural and art workers, linguists, etc.: 13.1% of IRs;
- propaganda of national forms of cultural existence, public control of the atmosphere of interethnic interaction: 10.6% of IRs;
- representation of effective national and cultural integration and consolidation: 3.1% of IRs (Biznes Online: dated 20.02.2018 "According to the Survey, the Number of People who Believe that the Situation in Tatarstan is Calm and Stable, has Grown", dated 26.04.2018 "81% of Tatarstanans Consider the Situation in the Field of Interethnic Relations in Tatarstan to be Calm and Stable").

It should be emphasized that the overwhelming number of materials - 95.9% - were non-conflict, only 4.1% of all presented information reasons actualized the interethnic differences and disputes. This allows talking about the availability of the facilitation function in the network media, which we define as a function of stimulating, initiating and facilitating the media development of interethnic relations through the actualization of the mechanisms of intercultural and ethnic interaction based on the creation of tolerant communication systems and the consideration of socio-psychological and mental features. The ways are widely spread propaganda of interethnic relations and agitation agenda on the basis of ethnic reflection - periodic transmission of the national expert assessment of interethnic interactions with the predominance of the form of ethnic expert interviews (up to 77.9% of IRs).

The communication strategy of interethnic interaction includes the promotion of interethnic harmony in the paradigm of a culture of participation or participatory activities, joint, common activities based on the right to be included in the social and cultural processes and to promote development on a voluntary, active basis, with full understanding of what is happening. One of the most important formats in this context is the format of the media project (the sections "Special Projects" in Realnoe Vremya, "Projects" in Biznes Online).

A comparison of eventual causes made it possible to single out the essential in strategic interaction in the harmonization of interethnic space: creation of information databases on interethnic interaction and navigation on this information. The solution of this problem becomes an important link in the implementation of communication interaction.

DISCUSSION

Network media actively participate in the harmonization of inter-ethnic relations at the regional level. This is manifested in the development of strategies for the effective interethnic cultural communications, largely due to the nature of the textual representation of national (cultural) codes of communicating entities. Proceeding from the fact that the cultural code of a nation is a key to its understanding, the journalists create a peculiar inter code that meets the following criteria: respect for another's culture and another's value system; knowledge of the current state of the host culture, understanding of the historically developed nature of cultural interaction. This inter code becomes the main marker of journalistic professionalism in covering issues of interethnic interaction in the context of multi-ethnicity of Russia and Russian regions (the Republic of Tatarstan), which is perceived as a historical and cultural phenomenon.

According to D. Pollit, cultural code is a key concept of semiotics, since it defines the pictures of the world of different peoples. Misunderstanding, impossibility of deciphering cultural code leads to communicative failures - to misunderstanding between the individuals and entire peoples [11].

The main translator of the cultural code of a nation is the media text, containing mentally relevant information, without which it is impossible to ensure a balanced, harmonious coexistence of nations. Such a conclusion correlates with the opinion of N. V. Khudoley about the introduction of some fragments of the picture of the world, fixed by language in the consciousness of a language person, into the text by means of language units. The researcher believes that the text is generated in the outer plan by the development of culture of this period and reflects its ideas, the text represents culture itself [12].

The modern digital media environment is characterized by a number of communicative trends that influence the development of media communication strategies. According to T.L. Kaminskaya, the medialization of personal life, when the Internet becomes an area of self-expression, a recreation area, an area for obtaining information and a way of making money, is the leading one [13]. In this regard, it is necessary to expand the communicative practices in the process of harmonizing the inter-ethnic relations: there are no practices such as stream in the publications studied, that is, streaming the computer game live, which will expand the audience of such materials and attract young people. According to A.B. Bushev, the acceleration and network culture create a new image of the "infantile gamer" [14], and the social networks and online platforms are becoming an arena for the acquisition and implementation of social roles by young people. A promising strategy can be the creation of stories and cultural-national public relations in the social networks as the reconstruction of media content, with its translation into a shorter illustrative form with the meme addition (there is a lack of ethnomemes).

The network media communication strategy is gaining momentum in the culture of participation paradigm. As the researchers emphasize, we are moving from the consumption culture to the participation culture [15]. This is evidenced by the development of the Internet technologies, the creation of a wide range of resources (including social networks) that are developed at the expense of users investing their time, attention, knowledge, skills and feelings in them. The more the users are, the better these resources are. According to H. Jenkins, a new paradigm of relations leads to an understanding of the totality of the cultural modern shift, which is based on the participation mechanisms [16]. Following these new communicative strategies, using modern technologies and multimedia capabilities, the media can implement projects of varying complexity and the most diverse participation format - partner media projects. Their effectiveness can raise the processes of harmonization of interethnic interactions to a higher level.

CONCLUSION

The study conducted allowed us making the following conclusions.

1. On the basis of the exponential development of information technologies, network media are gaining wide access, whose potential is used in the system of interethnic communications with an aim of increasing their effectiveness, and influencing them through the sociocultural field in general, subjecting it to transformation, implementing the function of intercultural dialogue.
2. The network media develop and implement the communicative strategies by designing and disseminating ethnic information in the mass consciousness, based on ethnic reflection and representation of the cultural code of a nation.
3. The regional agenda in the context of ethnic reflection is built on the basis of the national and cultural ideals of the peoples living in the region, which include: preservation and development of the national language, harmonious development of interethnic relations, national values and meanings, forms of cultural existence, atmosphere of the interethnic interaction, national cultural integration and consolidation.
4. The harmonization of interethnic interactions is achieved in the network media by implementing the facilitation function, which is defined as a function of stimulating, initiating and facilitating media development of interethnic relations through broad propaganda of interethnic relations and agitation agenda based on ethnic reflection.
5. One of the main communication strategies for inter-ethnic interaction in the network media is the promotion of inter-ethnic harmony in the paradigm of the participation culture based on the multimedia project format.

6. The essential features of strategic interaction in the harmonization of interethnic space include: creation of information databases on interethnic interaction and navigation on this information, creation of an inter code based on respect for another's culture and another's value system; knowledge of the current state of the host culture, understanding of the historically developed nature of cultural interaction, the translator of which is the media text.

Based on the study, it was revealed that the region's network media regularly address the topic of interethnic interactions, which helps to ease tensions in the multi-ethnic Republic of Tatarstan, which is one of the most multi-ethnic constituent entities of the Russian Federation. According to the official data, the representatives of more than 170 nationalities live here, which causes increased interest and close attention on the part of all state and public structures and the media. The network media use such communicative strategies that form an overall picture of tolerance and emotional stability, the materials are educational in nature and are perceived positively. The network media pay a particular attention to covering the processes of ethno-cultural development of peoples and regions, constructing tolerant images of ethnic groups and dissemination of integration values and symbols in the region. All this is the basis of the media's communication strategies for optimizing the inter-ethnic relations in the priority of this issue.

CONFLICT OF INTEREST

There is no conflict of interest.

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None

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ARTICLE

COGNITIVE POTENTIAL OF CORPOREALITY IN THE DISCOURSE OF INACTIVATED COGNITION

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ABSTRACT

The modern philosophy of mind describes the end of the Cartesian dichotomy of mind and body as a new idea of the physical nature of consciousness. In the context of this paper, attention is focused on the bodily determination of cognitive functions of consciousness. The opposition body – consciousness seems today to be unrightful and even erroneous: it is impossible to find the body by having lost consciousness, the spirit. The body and the mind are two sides of the same coin: the body mind and the knowing body. This paper attempts to explicate the cognitive potential of embodiment in the conditions of subject-environment interaction. Non-classical epistemology claims that the observer is placed in the environment he observes, and that the process of co-evolution determines his ability to perceive and cognize. The individual, in view of the fact that he has certain cognitive, social attitudes, constructs his own world: knowledge is not viewed as a process of reflection but as a creative, constructive activity. This approach enables to create a holistic dynamic scheme, a synergistic combination of the process of cognition, including the brain as a part of the body, the body as a cognitive tool, the embodied mind and the environment. Instead of the objective reality, there is a reality that constantly comes to fruition, created by self-referential auto poietic systems.

INTRODUCTION

KEY WORDS
body-oriented
cognition, inactivated
approach,
consciousness,
embodiment

The formulation and attempts to solve the problem of the relationship between body and mind are characteristic of philosophical thought from ancient times and are connected with a specific historical landscape: from close interrelationship of body and soul in Eastern philosophy to their sharp polarization in the works by Rene Descartes, the prominent representative of the Western European tradition. Today, the Cartesian dualism in relation to the body provokes a great number of discussions. So neurophysiological bestseller by Antonio Damasio “Descartes’ Error. Emotions, Mind and Human Brain” [1] calls for a review of the influence of emotions on the process of making rational decisions. Based on the studies of different historical eras, the author points to variability and inaccuracy of the ideas about brain, mind, body. The opposition of mind and brain, of mind and body is, according to A. Damasio, not only untenable, but even mythical and fictional. The mind is embodied in the body – the brain, the emotions and the body are a single closed chain of interactions. In order to approach the understanding of the mind, it is necessary to take the principle of a comprehensive study of the organism as a basis, and this entails not only the understanding that the body has both the body and the brain, but also the fact that it is immersed in some physical and social environment.

Another prominent figure in contemporary American cognitive science, George Lakoff, expresses similar ideas. In work coauthored with Mark Johnson “Philosophy in the Flesh: The Embodied Mind and its Challenge to Western Thought” [2], he develops the idea that the meaning of what is happening for a person is not an objective category defined exclusively by the external world. The reason for this is that in the process of cognizing a person always relies on the experience of his body. Thus, they conclude that the classical theory of truth is false. Truth is formed through the prism of embodied understanding, as well as through imagination

METHODS

Embodied cognition is a new concept for Russian epistemology. This approach was first proposed and substantiated in the book by F. Varela, E. Thompson and E. Rosch “The Embodied Mind: Cognitive Science and Human Experience” [3]. The motivation for writing this monograph is a concern about the fact that science has become divorced from human everyday life. According to the authors, cognitive science and life experience are intended to enrich each other. Referring to the ideas of M. Merleau-Ponty, they argue that only a fusion of embodied cognition and phenomenal experience can give impetus to the further development of cognitive science.

Since the concept of “embodied cognition” gradually acquires new meanings and interpretations, it is necessary to single out its basic characteristics. For example, American psychologist M. Wilson highlights the following [4]:

- 1) Cognition is immersed in a certain environment. Of course, one can argue that such categories as mental images gained from another one, or phenomena that are separated from us by time and space, contradict this position, but the supporters of the theory insist that the rooted cognition is a fundamental cognitive architecture, even if it does not always find reflection in artificial situations characteristic of the modern world.

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- 2) The cognition functions in a compressed time frame. It is assumed that the process of cognition is in a constrained current situation, real-time.
- 3) Cognitive work is “shifted off” to the environment. For example, based on the characteristics of the working memory, we can leave some of the information in the environment (calendars, reference books). Or another example – a person pointing the road can indicate it and turn round the lost, thereby setting the right direction for him. Thanks to such actions, the charge on the cognitive system of a person is markedly reduced.
- 4) The cognitive system comprises the environment. Cognition, as we have already understood, is not the result of mental activity, but it also includes the body and its environment.
- 5) Cognition is meant for action. For example, some types of visual information trigger motor activity, even in the absence of any specific task.
- 6) Autonomous cognition is also based on bodily experience. This position is easily proved using the thought experiment “The Counting on the Fingers”. The counting on the fingers can be clearly expressed by ticking off points on fingers, mildly expressed by the twitching of the fingers barely noticeable to the observer, or not expressed at all when using imagination. This is the so-called sensorimotor modeling of external situations. The examples can be mental images, episodic memory, problem solving, etc.

This list was proposed by M. Wilson more than 15 years ago and, of course, has not been already complete and it meets no longer modern challenges, but it is useful for identifying key points of the concept.

Currently, the concept of “embodied cognition” is relevantly interfaced with such directions as rooted cognition, enactivism, phenomenological and neo ecological approaches, and the theory of dynamic systems. Within the framework of this article, we will discuss enactivism in detail, since this concept is based on the worldview and methodological ideas about the body determination of the cognitive process, about the synergetic connection between subject and object, as well as about the autonomy and cyclical nature of cognition and life.

To understand the concept of enactivism, we give an example of the simplest unit of cognitive activity described in the book “The Tree of Knowledge” by H. Maturana and F. Varela [5]. Such unit is a bacterium that moves in the direction to the maximum content of sugar in the medium. The key conclusion of the experiment is that the bacterium, giving the meaning to one segment, a fragment of space, moves in this direction.

Enactivist approach is based on the idea of the active nature of the process of cognition - the activity of the subject is the main form of cognitive processes, in the framework of this activity a phenomenal experience is formed. The representatives of the enactive approach argue that the content of cognitive processes and phenomenal experience is formed directly by perception and motor skills.

Enactivism, emphasizing the decisive role of the activity of the subject, criticizes the idea that regardless of the structure and qualities of the physical system, provided that it is in a certain functional state, it will have a certain mental state a priori. In turn, he argues that it is necessary to consider each individual system as a system that is: 1) embodied in a particular organism, 2) built into its environment via its activities. According to the pioneers of the enacted approach (F. Varela, E. Thompson, E. Rosch), there exists a direct relationship between the flow of cognitive processes and the specific life experience of an individual person built into the environment. Action and perception are in relation to mutual determination, the interaction between them forms a recursive loop. Enactivism shows that it is impossible to remove a particular embodiment from the process of studying cognitive processes.[3]

RESULTS

The conception of enactivism undoubtedly has a heuristic potential, it facilitates the understanding of the multidimensional world and the place of man in it. This concept, in our opinion, convincingly proves the physical embodiment of thinking in the body, and, consequently, the conditioning of the mind by body experience. The scientific literature [6] identifies the following basic ideas of the conception of enactivism, that facilitate the understanding of the bodily mediated nature of human existence:

first, the natural world and the life world of a concrete cognizing individual are not identical. This is a part of the world, a fragment, the cognition of which is accessible to the body due to the presence of a certain bodily, psychic, mental organization. Theoretically, we have an idea of what it means to exist in the world, using echolocation, like bats, or what the world of a butterfly looks like, perceiving colors with the help of 15 types of different color receptors, but we will never know what it is to be a bat or a butterfly.

Second, the world subjected to cognition is always associated with action. Enactivation is an enactment of a person into the world. Varela argued the cognition to be a process of active participation, the co-determination of external and internal. The idea of the passive acquisition of knowledge through the senses or means of communication is replaced by the idea of their active formation by a knowing agent. For example, it is generally recognized that there is a dependency between motor activity (muscular sensations) and the development of intelligence. It can also be stated that the upright movement of a person is an important condition for the development of his consciousness: having acquired a new level, a

new angle of view, a person finds himself in the position of a critical observer in relation to his environment.

Third, the bodily determination of cognition defines the world. Even imagination or dreams as a form of cognition diverted from the environment is still based on sensorimotor activity. In A. Noe's judgement, the enactivist approach is that "our ability to perceive is not only dependent, but also constituted by our mastery of a certain kind of sensory-motor knowledge" [7]. Thus, this "knowledge-how", knowledge of the relationship between movement and the change of sensory impulses, is a kind of bodily skill. Perception in such system is active, dependent on the activity of a living organism.

Fourth, the constructivist foundations of the conception of enactivism. The life world is created, formed, constructed by a knowing subject. At the same time, knowledge within the framework of constructivism is not true, but viable. Cogitation aims not to achieve the objectivity, but the possibility of adjustment, adaptation. The key is the concept of vitality that replaces the concept of truth and prioritizes the ability to perform certain functions. Cognitive maps that are recognized as viable facilitate developing, entering into the life world and increasing the chances of survival in it.

The results of the experiments prove that during the first 8,2 thousand milliseconds of the observation of a certain object by the respondents, its unconscious perception takes place. At the same time, a part of the obtained information, which cannot be adapted to the already formed ideas about the world, is simply ignored, or even changed. Thus, the idea of an object may not coincide with its real form. J. Lakoff calls this process "a perfectly adaptable system" [8].

And, fifth, as any living organism has its own ecological niche, so by analogy the cognizing subject develops, creates his own cognitive niche. The world is not given to the subject in a finished form, he builds it through his experience on the basis of the specific characteristics of his physical, psychic, mental organization. Thus, the life world (cognitive niche) is created and constructed by the cognizing subject. The question "what can I know?" is replaced by the questions "what should I know?" And "where are the limits of my knowledge?"

DISCUSSION

Today, the philosophy of mind is aimed at including into the research field the patterns and properties of "my experience in the world" and constructing a first-person methodology. The world how it is lived and experienced by me here and now is my experience in its spatial and temporal definiteness, in its situational nature, in its physical conditioning. In the process of cognizing, the body is a "differentiated unity", through which the spontaneously perceived sensual "panasage" (French "pachage" - "jumble") represents unity and integrity.

The inactivated approach is based on the idea of the active nature of the process of cognition - the activity of the subject is the main form of cognitive processes, in the framework of this activity a phenomenal experience is formed. Enactivism, focusing on the decisive role of the activity of the subject, tries to distance itself from the attitudes of representationalism, which insist on taking into account internal processes in describing behavior. Inactivated mind structures, organizes itself through the prism of interaction with the outside world. The cognition becomes possible due to the action: the intellect and cognitive abilities of a living organism in ontogenetic and phylogenetic terms are formed via the motor activity.

The concept of inactivated cognition, introduced by F. Varela, contains a constructivist meaning. Life, knowledge, experience, active action is in synergy. The interaction of the cognizing subject and the surrounding world, their dialogue, dynamic co-emergence form the phenomenal world, the world of experience, my world. [3]

Consciousness as a complex system is operationally closed - it is simultaneously divorced from the world, and connected with it by many direct and inverse connections. With the help of the demarcation line (membrane), the body extracts the necessary information from the environment and at the same time remains isolated from the world, by transforming, it remains holistic, maintaining its identity [6]. The body, in order to maintain its identity, cannot allow its rejection by the environment and therefore, with necessity, it establishes recursive interaction with it. The interaction and co-evolution result in structural adaptation, structural conjugation of the system and the environment, subject and object, while both agents in the process of fitting acquire new qualities.

The cognizing subject and the surrounding world are cyclically determined - on the one hand, we create our life world, and, on the other hand, we are the fruit, the result of creation. Every act of activity takes us beyond our own body, expands our life-world, establishing non-linear return links between the cognizing body and the environment of its activity. [9]

CONCLUSION

The process of studying mind is inseparable and cannot be fruitful without a logical connection with physicality at all. Consciousness and physicality seem to be a single entity, where its constituent parts are

interdependent and mutually complementary. Physicality in relation to consciousness defines itself as the context in which it must be immersed. In this context, there are various aspects of corporeality – corporeality as the physical form of the personality, corporeality as the experience of entering and interacting with the world, corporeality as the visible part of mind.

- The bodily experience extends beyond the immediate frontiers of the human body into the surrounding world (according to J. von Uexkull, Umwelt), which shapes the body-consciousness, being in it and equipping it according to its own understanding [9]. Thus, the study of the relationship of mental and physical in the framework of the phenomenological tradition is based on the idea of the body as about “current intentionality” [10]. The human body plays the role of the “first violin” in the process of perception, it forms values and meanings through the experience of primary sensory perception. Consciousness, body and the surrounding world in this context constitute a single integral closed structure, and bodily experience is a way of a person’s attitude to the world.

- the concepts of embodied mind and enactivism convincingly prove the physical embodiment of thinking in the body, and, consequently, the conditioning of the mind by body experience. The body is a prerequisite for the process of cognition and thinking, it is a kind of interface that connects a person and his environment. Given that, the emergence of the world is due to their interaction, the cognitive agent and the environment are always in a situation of mutual inactivation and mutual determination. Thus, these concepts expand the field of cognitive research due to the introduction of innovations into the subject of study itself, rather than the changes of explanatory models, which we hope will further contribute to the birth of new meanings and the identification of previously unknown possibilities of the human body.

We note finally that the value of the inactivated approach today lies in the accumulation of new heuristic ideas in place of the computer metaphor that has become obsolete. We hope that enactivism will find its future in empirical tests of abstract theoretical models. Of course, there are a lot of controversial, “loose” moments in this concept, but it is likely that a new impetus to the development of cognitive research, a new growth point will appear here.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

ATTRIBUTIVE PROPERTIES OF A MEDIA USER IN THE CONTEXT OF NETWORK COMMUNICATIONS

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ABSTRACT

In this article, the authors identified the foundations of the digital space, which structure the new type of subject. We reconstruct the foundations of the philosophical conceptualization of the subject reflecting the main features of nonlinear digital interactions. In this regard, the authors substantiate the importance of their research task by the fact that following the postclassical ideas in the process of studying the status of digital space subject is insufficient. According to the authors, the specific nature of nonlinear digital interactions is primarily due to the emergence of a new type of hyper textuality, where each user has the opportunity to join the "dotted discussion", engage in the network trolling, navigate through the files and publications using hashtags and build himself/herself up with the media prostheses - mobile gadgets. Despite the fact that social practices undergo some changes under the influence of the digital environment, today these changes are evaluated one-sidedly in the scientific and philosophical studies - the researchers focus their attention only on their negative manifestations.

INTRODUCTION

KEY WORDS

media user, digital space, network communication, Internet, trolling, hashtag, digital nomad.

A common place in all the variety of modern ways of communication is the postulation of the need to establish qualitatively new requirements for interaction with the text, which, drawing an analogy with the concept of American media magnate T. O'Reilly "Web 2.0" [1], may be conditionally designated as "text 2.0", i.e. literally "open source" text, a text that can be endlessly added and thus communicated.

Thus, the narrative of open text flows determines the specific nature of communicative practices in the Web space. In addition, it should be noted that the absolute majority of the publications posted by the users are anonymous, respectively, the authors of the text material are presented as anonymous users, and the general authorship belongs to the collective Anonymous.

The next distinctive feature of digital communication is a dotted discussion. This is the format of comments that the users leave under all sorts of text, video and photo posts on the social networks. Unlike messages in the chat rooms, comments are posted under a stationary post remain in the editing area of their authors. This causes the situations where the rest of the discussion participants in the comments refer to the author of the message, but the statement itself is already absent.

Those who join the discussion find themselves outside its semantic center, not being able to know the full content of the polylogue or the individual dialogues inside it. It should be noted that the users have the opportunity to take screenshots of the correspondence, however, since it is impossible to predict when an opponent deletes his/her comment - other participants do not record the correspondence. However, there are exceptions when the comments and content of the posts are actively monitored. This is the content of pages of prominent political figures, popular bloggers and show business representatives. Commenting is a competitive act for those who were offline at the time of material was posted; it becomes almost impossible to clarify the subject of discussion and become a full participant in the discussion. [2]

If the article is located on the platform of one of the social networks, then it may contain hashtags in addition to the hyperlinks, which are a reference to the selection of materials marked with the same name. This feature gives the user a sense of structured information, the presence of communication within a single, but fragmented hypertext. However, the hashtag phenomenon contains the potential for arbitrary labeling when the user does not comply with the principles of matching visual hashtags with the text content that he/she marks.

The user is faced with the need to make a choice between placing popular hashtags under his/her publications and making his/her own personal markers. In the first case, he/she will have the opportunity to attract a new audience, find like-minded people, in the second case - his/her profile will be free from spam, but the content will not be available to those who are not subscribed to updates to his/her page, which will contradict the logic of interaction in the social networks.

Hyper textuality acts as the foundation of network communication. The emergence of a new type of hypertext has changed the matrix perception - now the "text 2.0", which is open for the users to make changes, acts as the matrix text. Each of the participants of the network interaction independently determines the nature of his/her presence on the Web - guaranteed anonymity is able to accumulate the creative manifestations of users in a single space. This situation is interpreted as a lack of responsibility and absolute creative freedom, which may lead to the "birth of a dancing star", while at the same time any

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anonymous manifestation of the user can be assigned to other anonymous authors. Anonymity is extremely vulnerable to the legal protection of the intellectual property items. [1]

METHODS

The methodological basis of this work is a combination of the following methods:

- 1) hermeneutic, used in the analysis of the papers of foreign and Russian media researchers for the reconstruction of the socio-philosophical foundations of this phenomenon and the formation of their own research understanding;
- 2) dialectical, used to criticize the identification of an anonymous user and a digital nomad in modern research and to verify the research intuition about the constitution of a new type of subject;
- 3) abstract-to-concrete method, used in the description of changes in the social dimensions of the subject in the digital space.

RESULTS

Hyper textuality, represented by hyperlinks and hashtags, eliminated the asymmetry of orientation in the information flows, but at the same time led to the fact that the user has faced with a regular change of principles for marking publications, when it became impossible to understand their context without knowing the content of the previous posts of a particular author.

Hyper textuality is immanent to electronic communication, ensures its dynamism, openness and non-linearity, which allows the modern subject-user of the Network having a multi discourse world view. Hyper textuality, due to its potential for uniting a large number of semantic links, being an invisible tool for reality, is able to determine the user's activity and his/her sense of self beyond the limits of the "text 2.0". The subject is trying to transfer his/her status as an actor, which activates hypertext beyond the limits of network interaction, since this seems to him/her to be the most optimal positioning for the offline area, since the modern type of communication is inseparably linked with the text production process itself.

The wider use of mobile media devices in the public places has disrupted social "flow", as well as dramatically changed behavior, rituals, and communication patterns. With the development of mobile media, there is a blurring of the workspace boundaries. Public places are beginning to be used by digital nomads as technology spaces for mobile multimedia work. This threatens the sacred space of the "third place" - a society, which is separate from work and home. This can be illustrated by the example of the growing requirements for modern cafes, not only for a comfortable place for communicating when eating delicious food, but also for the space that has a Wi-Fi access point and provides the opportunity to work. This suggests that digital media form a new type of identity when the employment schedule is regulated by the employees themselves. In the social structure, digital nomads occupy a new niche of workers who are free from a certain place or route and therefore are able to travel in the course of their work. In the modern digital economy, a re-evaluation of the potential of free interaction begins when large corporations introduce the principle of open space to create an atmosphere of free interaction. More and more co-working spaces appear on the market that are able to optimize the costs for the offices for negotiations and other things for the free employees.

The digital nomad is essentially a postmodern subject seeking to break free from an authentic, fixed, ingrained identity. The nomad is called upon to overcome a fixed being. For a nomad, the house is always mobile, it is accessible everywhere. His/her home is everywhere, but it doesn't have any determined locality.

The specific nature of nonlinear digital interactions is primarily due to the emergence of a new type of hyper textuality, where each user has the opportunity to join the "dotted discussion", engage in the network trolling, navigate through the files and publications using hashtags and build himself/herself up with the media prostheses - mobile gadgets. Despite the fact that social practices undergo some changes under the influence of the digital environment, today these changes are evaluated one-sidedly in the scientific and philosophical studies - the researchers focus their attention only on their negative manifestations.

The subject of the new-media reality is a digital nomad, the actor who implements the principle of new hyper textuality and mobility as his own individual strategy. The activity of the digital nomad is destructive in a philosophical perspective only in the sense that it rejects the off-network model of the world and creates its own world.

DISCUSSION

The new media space leads to a number of social redefinitions, including a change in the communication rituals. Researchers declare that the electronic technologies only appear neutral at the first glance [2,3]. There were "built habits, beliefs and procedures, which became part of the cultural communication codes" [4]. A digital nomad comes out of traditional national, sectoral, geographical, cultural, political, economic boundaries; it ceases to find it necessary to follow etiquette that does not correspond to his/her vision of interaction. The subject of digital space announces his/her gadget as a carrier of his/her memory, where

all photos, videos, recordings are organized by means of tags, and therefore he/she cannot forget anything. It can be assumed that the new media space provides the subject with the possibility of an open, and therefore a multi-discursive way of interacting with the world, choosing which the subject also assumes the requirement to conform with the digital environment.

The German philosopher L. Nuare puts forward the provision that "we will come closer to the truth, if we turn the usual common notion inside out and, reversing a causal link, say: it was not the tendency of the hand that formed the instrument, but once this instrument, used for a well-defined and natural goal, modified the arm itself, accustomed it to this particular tendency, and thus gradually, due to a change of function, this tendency was transferred to other functions until , - as an immeasurably long product, occurring in constant transitions of evolution, - there appeared chopping tools that had an omnipotent effect on the physiological structure of human and on the expansion of his power" [5].

Thus, the concept of a digital gadget is organically incorporated into the logic of "completing" human corporeality, which allows understanding it as a special prosthesis that does not compensate for physical disability, but raises the level of human capabilities.

Digital gadgets as a new form of dynamic communication caused a reassessment of the field of private and public, as well as the intimacy of interpersonal relations [6]. These transformations laid the foundations for the concept of "absent presence". The gadget allows feeling the social demand at the moments of presence in any public places, which gives rise to the effect of a real social closure of the subject - the users create a media fence around their social presence using headphones, digital clocks, mobile phones. Researchers claim that the use of gadgets in the public places has adverse social consequences through the appropriation of physical presence by the technological means [7].

Widespread network access, as noted by L. Fortunati, forms "nomadic intimacy" - a situation where people use their gadgets in public situations to interact with those they know ("chosen sociality") instead of interacting with the strangers who are physically present ("random sociality") at the place [7].

However, M. Castells notes that it is still too early to draw conclusions: "Physical movements, while maintaining a network connection to everything we do, is a new area of human eventuality, which we know little about" [8]. Simultaneously with the digitalization of public spaces and the complication of the possibility of starting spontaneous communication without an online prologue, it appears the phenomenon of digital nomadism.

The Canadian philosopher and media-theoretician M. McLuhan, in the context of electronic media reflection, notes that "Thousands of years ago man, the nomadic food-gatherer, had been taken up positional, or relatively sedentary, tasks. He began to specialize. The development of writing and printing were major stages of that process. They were supremely specialist in separating the roles of knowledge from the roles of action, even though at times it could appear that «the pen is mightier than the sword». But with electricity and automation, the technology of fragmented processes suddenly fused with the human dialogue and the need for over-all consideration of human unity. Men are suddenly nomadic gatherers of knowledge, nomadic as never before, informed as never before, free from fragmentary specialism as never before – but also involved in the total social process as never before; since with electricity we extend our central nervous system globally, instantly interrelating every human experience». [9].

The Canadian media-theoretician J. Meyrovits gave a similar definition, noting that modern people were the "hunters-gatherers of the information age" [10].

The American researcher D. Meyrovits notes the blurring of boundaries between social roles and social situations in the modern world: "The key feature of the electronic era is that most physical, social, cultural, political, economic borders have become more porous, and sometimes even functionally disappeared" [11]. According to D. Meyrovits, the digital nomad organizes social relations in the non-stratified and non-segregative ways.

In this regard, the concept of radical digital citizenship is becoming relevant, which opposes the instrumental concepts of digital literacy, which reduce digital citizenship to the mere acquisition of skills to navigate the digital world. Such British researchers as A. Emegulu and K. McGregor define "radical digital citizenship" as a process by which the individuals and groups committed to social justice critically analyze the social, political and economic implications of digital technologies in everyday life and collectively deliberately take steps to create alternative and emancipation technologies and technological practices" [12].

Since the social processes have become extremely dynamic, the understanding of the world has become nomadic [13]. On the one hand, nomadism means some kind of romantic liberation from geographic and temporal lack of freedom, on the other hand, nomadism is preserved as a symptom of a risk society.

CONCLUSION

This article did not set the task of comparing theoretical approaches to understanding a media subject in a media tutorial and the approach that remains in the corpus of modern social and humanitarian studies, the key concept of which is a decentralized subject. However, this concept presupposes predominantly negative connotations in assessing the destructive digital experience of the dividend subject, which is a manifestation of the one-sidedness of the research position, and therefore, to study a new type of digital subject, it is necessary to supplement it.

The authors showed that such phenomena as hashtag, trolling, digital hypertext, gadget determine the perception of digital space. These phenomena accumulate the attention of media theorists on themselves, which allows stating that there is currently no complete idea about their complex meaning for the formation of a new type of subject. Thus, the selection of these phenomena in this situation is insufficient, it is necessary to problematize changes in the system of socio-cultural life of the modern subject.

Despite the high potential for destructiveness of anonymous communications, trolling, hyperlinked manipulation of attention, the inferiority of a person as a modern citizen without prosthetics with gadgets, changing the boundaries of private and public fields, as well as transformation of public spaces that would satisfy the request of permanent connection to the Network, it is shown that it appears the understanding of media space as an environment of active social interaction, work and leisure. At the same time, the media user is freed from the framework of geographic, cultural, and political assignment. Having actualized the problems of spatial transformations of a subject's stay, one can imagine a modern digital environment as a space open to a multi-discursive way of interaction between subjects.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

COGNITIVE REQUEST OF A NEW-MEDIA SUBJECT IN THE DIGITAL LEARNING ENVIRONMENT

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ABSTRACT

The modern level of development of the digital space allows talking about the expansion of not only the communicative capabilities, but also the cognitive demands of the subject. At the same time, the priority in the educational practice of knowledge accumulation and formation of skills for their reproduction is replaced by the main arrays of the necessary information for a particular person in the digital gadget. The development of social networks, the possibility of free network access cannot but affect the paradigm of university education. In this regard, the authors show the type of identity inherent in a modern university and answer the question about the relevance of university education for a new-language subject. We carry out the exposition of media education prospects of a modern university in the context of the use of digital technologies. We consider the transformations that are a consequence of the integration of digital technologies into the educational space of a modern university. The authors try to substantiate their understanding of a number of simultaneously existing cognitive positions in this regard, therefore they turn to the concepts of American media theorist M. Prensky [4] about the division of modern subjects into "digital natives" and "digital immigrants", as well as his concept of "digital wisdom". We make an attempt to show that the only possible full-fledged understanding of the goal of media education at its present stage is connected with its potential for the humanistic development of the subject.

INTRODUCTION

KEY WORDS

new-media subject, digital user, cognitive request, digital natives, digital immigrants, digital wisdom, Marc Prensky.

The development of digital technologies in recent decades has determined the emergence of other (new) types of primary and secondary socialization, when the images reproduced by new media have the greatest impact on people. That is, digital technologies caused changes not only in everyday life, but also had an impact on all spheres of society and act today as an integral part of the interaction of most people and their access to knowledge and information. One cannot but agree that digitalization is transforming the existing format of higher education and communications. That is why it is necessary to deepen our understanding of the implications of the digitalization process for higher education.

According to the economic and social needs of modern society, today it is necessary to have a higher level of professional skills and cognitive flexibility, which requires continuing education throughout working career. At the same time, the expectations from a format of higher education, its quality and availability are changing in a society.

In the long run, this situation raises some issues for the universities on the possibility of not only maintaining the quality of higher education, but also improving it in the horizon of constant growth in student demand. There are natural questions about how the university will respond to such evolutionary challenges, how it will modify higher education programs and look for the sources of additional funding. The knowledge sharing process is influenced by expanding technical capabilities. The need to compete with other universities in the context of rapid global changes leads to the emergence of a new understanding of the education process, when distance education moves from the category of additional to the main, and the use of digital technologies becomes the main teaching method.

The digitalization process, understood as a way of restructuring many areas of social life through digital communication and creating a media infrastructure [1], is a megatrend striking all fields of our life.

The university, as the main agent of higher education, faces with the need to act as an active driving force of the digitalization process, and not to prevent the presence of modern technologies in it. The development of digital space over the past ten years has made it possible to change the ways in which education can be provided to the network users. For example, the Starbucks coffee shop network began to collaborate with Arizona State University, so that its employees could receive a subsidized education outside the general competition in the online program Global Freshman Academy in the USA [2].

The online mode of education creates more flexible opportunities for students and guarantees the principles of equality and inclusiveness of all students in the learning process. Digital learning materials are reproduced at the extremely low economic costs and the copyright need becomes more flexible. However, digital technologies themselves do not necessarily contribute to raising the level of education quality in the educational process, therefore the quality of educational content is of paramount importance here. Teachers have the opportunity to focus on the role of mentors, developing the students' skills in the selection of information and its critical assessment. That is, digital media can contribute to more immersed and problematic learning, for example, the digitization of the grading process allows quickly adjusting the students' performance and optimize a learning strategy.

There are qualitative changes in the way of interaction with information in the modern world. This allows speaking of a new formation, when the need for theoretical knowledge begins to dominate. It should be

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noted that the need for theoretical knowledge is dictated not by the desire to establish the truth, but by the possibility of its technological applicability, in other words, the goal of science is to obtain commercial profits from the applied application of scientific products. It is formed a techno-scientific approach, where the main goal of science is the production of innovations that can be commercialized. The specialization of knowledge today ceases to act as a priority. Modern inventions and discoveries are not made on the basis of finding a solution to a specific problem, but are the results of theoretical hypotheses and research. In other words, in a post-industrial society, where the greatest value belongs to information and new knowledge, the theory is rehabilitated as a necessary stage for various kinds of practical innovations.

Recognition of the theory importance, according to some researchers, determines the emergence of a new fundamental principle of social life. Thus, the British sociologist F. Webster believes that an increase in the demand for higher education is connected precisely with the need for theoretical knowledge as a guarantee of successful integration into the information society [3]. However, speaking of the need for a theory, it is not the theory of any subject area, such as physics, that is meant, but the emerging new understanding of the theory as critical reflexivity.

An acceptance of the importance of free exchange of information and theoretical knowledge shall be actualized by the problem of the presence of a condition that is necessary for the purposeful intellectual search of the subject in a situation where the main emphasis is placed on the technological effectiveness of the knowledge obtained, and on its theoretical significance. In our opinion, this condition is the digital format of interaction with information.

METHODS

The methodological basis of this study is the focus on the concept of separating users into "digital natives" and "digital immigrants" by the American researcher M. Prensky [4]. "Digital natives" are people who have been born in the digital era, that is, a generation that is commonly described as born with "digital DNA" [5]. "Digital immigrants" are those people who have been born and raised in pre-digital reality. Accordingly, digital natives are those who have grown up using the technologies as prostheses for building their body and taking the network culture as a natural environment, unlike digital immigrants, for whom the digital environment is alien, and to which they need to adapt.

We also applied hermeneutic and abstract-to-concrete methods inherent in the humanitarian studies.

RESULTS

For digital space, it is common to be open for the implementation of the subjective activity of continuous improvement, which ensures its perception as constantly updated and therefore relevant. At the same time, this leads to the emergence of intellectual intuition about the progress and denial of any cognitive limitations. A person finds himself/herself in a situation where it is impossible to describe the world in stable ways, which act as the basis of scientific evidence, since it becomes multiple [6].

For the education sector, this influence of the new media space can contribute to the motivation of students to make independent discoveries, because it requires interactions and active participation, and not the passivity that the traditional paradigm of the educational process implies. However, at the same time, the new-media practices can contribute to communicative disconnection, since the digital environment can provide a personified experience in perceiving information that will help a particular student in implementing his/her cognitive request, expanding his/her intellectual tools. And this experience cannot be obtained in any other way than through interaction with the media, and not with other students.

The emergence of macrosocial digital interactions and the increasing interdependence of subjects necessitate an understanding of media education as a phenomenon based on both the positive and negative effects of digital progress. The ability to level negative effects and actualize positive ones can be implemented through the introduction of a humanistic component into the media educational context.

This need is dictated by a number of current trends:

- 1) the understanding of modernity as a media-centered epoch entails the emergence of such an ideological installation as technological determinism. It is not the critical that is generally accepted, but the confidential perception of the media environment;
- 2) the emerging dichotomy of the "real" and "virtual" or "technical" and "ideal" in the understanding of new media space blurs the notion of the duties and rights of the modern subject, because there is the primacy of the subjective assessment of any media-phenomenon, and, as a result, social gaps appear when interacting with other users;
- 3) the discrepancy between how new media are created (on the basis of a rational theory) and used (extreme emotional involvement) creates a situation of semantic gap, when the majority of participants in the interaction are not able to see the mediation of their actions by the matrix of its creators.

DISCUSSION

The concept of digital environment is inseparable from the idea of a distance, virtual or digital way of learning [7]. For a complete picture of the modern perception of digitalization in the education sector, we summarize a number of ideas of the American researcher K. Davis and her colleagues [8]. A common approach to understanding the digitalization of the education system is its understanding as a system that defines a new type of interaction between teachers and students, and does not depend on the geographical location of each of the participants, but also complicates the teaching staff. In this article, the authors note that there are about 200,000 students [9] in Canada and 700,000 students in the United States who study in different virtual environments [10]. The authors refer to the studies in which it has been found that digital students have a higher level of motivation to learn [11] and have more productive learning skills [12] that will allow them to interact with other students and teachers located in remote geographic areas [13]. The limitations and negative effects of new-media education include technical problems and a high potential for students' destruction [14]. In other words, a number of paradoxical effects are found in the digitalization of the education process; on the one hand, some studies show that the students are more satisfied with their learning experience, others that there is no difference in satisfaction from the traditional form and the digitalized environment [15]. The concept of digital education is a new phenomenon in the field of education. Today, this type of distance education has a number of advantages, which consist in the possibility of self-selection of subjects, time, sources, interaction channels, etc., which allow talking about increasing productivity. At the same time, the problem of the presence of students' motivation remains relevant, since the educational content of distance education is perceived by students passively, that is, the quality of knowledge gained in this way remains the same as with traditional education formats.

In 2009, M. Prensky departs from the concept of division into digital natives and immigrants, despite the fact that these concepts have become very popular and are regularly reproduced in the scientific articles and suggests a new concept, - "digital wisdom".[4]

Unlike a strict separation of digital immigrants and natives, according to which digital immigrants could not become natives, according to Prensky, all subjects are able to acquire digital wisdom through the interaction with technologies. M. Prensky understands "digital wisdom" "[...] as the ability to find practical, creative, context-sensitive and emotional satisfying solutions to complex human problems" [16]. The author claims that new technologies can make us not only smarter, but also wiser. Prensky stresses that "in an unimaginably difficult future, an incapable digital person, no matter how wise, cannot access the tools of wisdom that will be available even to the least wise people with digital improvement" [16]. In our opinion, this concept of Prensky is very interesting, since it treats all subjects as those able to come to digital excellence. That is, he perceives digital improvement as an essential element of human existence. Indeed, one cannot but agree that the social nature of new media has a fundamental impact on the development of mankind. There is an opportunity to create new global communities that can unite people with common interests. But at the same time, there are such effects that in the socio-cultural horizon will obviously become the cause of changes in the behavior of digital subjects.

Today, when new digital media has become a "new normal" [17], they have created a special social digital environment [18]. The emergence and development of mass open educational platforms and online courses is seen as a natural stage in digitalization and, therefore, democratization of higher education. It is assumed that this will improve the quality of education. However, in our opinion, such an aspect of online education is beyond reflection as its ability to become a cause that aggravates the isolation of subjects, and, accordingly, the attendant effect, when the digital form of access to education practically removes the humanistic component of the education process.

The Canadian researcher D. Tapscott views the current generation as those who are accustomed to the fast pace and unlimited freedom and rejects the existing culture, replacing it with a culture of harmony [19]. The author's position on changing the new generation of intellectual activity, the presence of a different set of social skills has caused, in our opinion, a change in the perception of everyday life. For example, when setting a rating for a taxi driver, a tutor on an educational platform, there is axiological confusion, when a low assessment of the satisfaction degree of needs is aimed not at improving the quality of the service provided, but at placing its supplier at low rating levels, which determines the impossibility of using these services by other people. This is a consequence of the lack of humanistic responsibility. Responsibility, in this context, implies the presence of an internal guideline to limit one's own freedom to respect other people's values. Therefore, media education shall include an axiological component.

CONCLUSION

The concept of digital wisdom of M. Prensky can be supplemented with a humanistic imperative and the need to include a humanistic element in media education. [4] Otherwise, digital wisdom turns out to be another speculative concept, which means specific skills of using technical digital gadgets.

Digital wisdom implies not only expanding our physical abilities through the existing technologies, but also constantly expanding the field of ethical and social responsibility.

This component seems to be a necessary condition for successful socialization in the new media space of a new type of cognitive subject with digital wisdom. As a result, media literacy, which presupposes a humanistic component, is capable of harmonizing digital social interactions.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

THE ROLE OF MEDIA IN THE FORMATION OF ECOLOGICAL CULTURE OF STUDENTS

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ABSTRACT

The ecological crisis, which so suddenly attacked the human habitat, made significant adjustments in the relationship between nature and man. It forced to reconsider all the significant developments of human civilization, and made actual the social and environmental problems at all levels: regional, national, and global [1,2,3]. In this regard, the problems of ecology, as a result of human's consumer attitude towards the entire natural system, are today among the most discussed topics in research papers, in the media space, and in scientific discourse. And there is a reason for that. The thoughtless, unlimited satisfaction of the growing needs of population has led to an irreversible change in the properties of landscapes, the depletion and loss of minerals, the disappearance of many species of animals and plants. At the moment, unsolved problems in the field of ecology reflect the reality of the twenty-first century. The resolution of the environmental issues depends not only from the level of development of production, science and technology, but on the ecological culture of population, on understanding the sources, the essence and the ways out of the current crisis situation, on everyone's participation in preserving natural resources, minimizing waste products. Based on the research of the state of students' environmental consciousness, the role of environmental education is considered in the article as a factor in the formation of culture, moral standards with regard to nature, and overcoming the environmental crisis. The data obtained allowed to substantiate the conclusions about the need for fundamental changes in educational programs, toughening of legislative provisions in the field of environmental management, as a mechanism of counteraction to the extinction and death of civilization.

INTRODUCTION

KEY WORDS
environmental policy,
social and
environmental problems,
environmental culture,
student youth.

Since the 20th century, environmental problems became pervasive and avalanche-like, putting humanity on the verge of ecological catastrophe, threatening the existence of civilization. It is no coincidence that during the last 30 years not only the recognition and active discussion of the problems, associated with environmental degradation, has been observed in the international community, but many national states became more active in the field of environmental safety, joining their efforts to eliminate the damage, caused to nature. [1]

The key position, determining the survival of the planet, is in immediately solving the existing problems in the environment. In this regard, it is significant to use all possible channels for the formation of a civilized human approach to the environment, personal responsibility for the preservation of the habitat and the available natural resources, by conscious limiting of material needs. [2,3]

Modern environmental problems are closely related to the problems in the social sphere, which continuously arise in the social environment. For example, progressively growing human diseases are largely associated with worsening changes in the ecological space of the planet. Thus, over the past two decades, the greenhouse gas emissions in the world have almost doubled, and carbon dioxide to the greatest extent contributes to a widening of ozone holes. This has led to an increase in the temperature of the earth's surface and an increase in sea level. In this regard, each country must significantly reduce greenhouse gas emissions. In recent years, government and non-profit organizations have been actively developing programs to decrease energy efficiency, and to reduce carbon emissions [4]. The problem of food, soil pollution, land damage, reduction of fresh water, pollution of the World Ocean, epidemics, environmental disasters and the emergence of areas of environmental disasters, and many other problems are associated with the degradation of the natural environment.

One of the ways to overcome the ecological crisis is associated with the ecological culture, as the perception and attitude of the individual to the world. In this regard, the sustainable and safe development of any state to a significant extent is determined by the effectiveness of environmental education of all groups of the population and, first of all, the younger generation [5-11].

MATERIALS AND METHODS

The study was conducted at the Kazan Federal University in 2018. Its purpose was to determine the information needs of students for environmental information. The questionnaire method was used in the study. The respondents of Kazan (Volga region) Federal University were the experimental base of the research. The survey was conducted in March 2018. The total sample size was 240 people for the quota sample. It represented various categories of young people, depending on age, demographic characteristics and the kind of vocational training. The major part of respondents consisted of the second-year and fourth-year students of humanitarian and socio-economic direction, of which: 31% are boys, 69% are girls. The age structure of the respondents is presented in [Table 1]:

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Table 1: The age structure of the respondents

No	Age	Number of respondents	%
1.	Second-year students (18-20)	120	50
2.	Fourth-year students (21-23)	120	50
	Total	240	100

Processing of the results was carried out using the software package Microsoft Office Excel.

The methodological base consists of monographic and complex sociological studies, which allow to have a full picture of the formation of the current type of ecological culture among students.

RESULTS

An important task of the study was to determine the level of interest of students in environmental issues. According to the results, only 6% of respondents are not interested in environmental issues. Young people's concern about the situation in the environment is mainly connected with the state of health. Every second respondent (52%) note that he is interested in the impact of ecology on human health. Apparently, these data are largely due to the environmental situation in the Republic of Tatarstan. The significance of health in the youth consciousness of the region is confirmed by another result: 41% of respondents noted, that they are interested in the problem of covering a healthy lifestyle in the media.

One of the objectives of the study was to identify the level of environmental literacy of students. It was determined using the following questions: "State your sources of information, which cover environmental problems", "Do you have enough information about the ecology, published in social and political media?" and "Would you like to know more about the state of the environment in the region?". According to the data obtained, the largest number of students surveyed - more than two thirds (68%) - receive information from electronic versions of newspapers and magazines, 18% of respondents noted such source as television and 8% - radio [Table 2].

Satisfaction with obtained information was revealed by the question "Do you receive enough information on ecology from the media?" The results show that there are problems in the awareness of students about the current environmental situation. Almost two thirds of respondents (64%) noted that only sometimes they are satisfied with the published information on the environment; 25% of students answered that "there is no necessary information", and only 11% expressed their satisfaction, underlining the variant of answer "often".

Table 2: Distribution of answers to the question "State your sources of information, which cover environmental problems"

No	Variants of answers	Number of answers	%
1.	TV	44	18
2.	Radio	19	8
3.	Electronic versions of newspapers and magazines	163	68
4.	I am not interested in environmental issues	14	6
	Total	240	100

The level of environmental culture and literacy of students was also controlled by the question: "What publications, covering the environmental problems, do students read?" The data obtained allow to suggest that students do not often read the publications of environmental content. The magazines "GEO" and "National Geographic" attract the greatest interest of the respondents (29% and 22%, respectively).

Thus, the results of survey show that the majority of students are not interested in using specialized publications on environmental issues, but are content with publicistic information. However, according to the results obtained, the students are not indifferent to the situation in the environmental field. Answering the question: "Who should deal with environmental problems?", half of the respondents (49%) answered "every person"; 39% of students had the answer "government"; and 12% - "specialists in the field of environmental protection".

DISCUSSION

The majority of students find it difficult to define the term "ecology". This indicates a low level of environmental literacy of students. In part, it is caused by the unsatisfactory awareness of young people about the environmental situation in the region. These studies confirm the conclusion that students are satisfied with the quantity and quality of information, already available on environmental issues and problems.

However, according to the results obtained, the students are not indifferent to the current environmental situation. They are worried about the problems, arising in human environment, and that was noted by an absolute majority of respondents. Young people concern about the impact of ecology on health, on the conditions, necessary for a healthy lifestyle. Recognizing the importance of awareness by young people of the problems in the development of environment, it is necessary to form the students' attitudes for their own participation in the preservation of natural resources, and in solving environmental problems.

CONCLUSION

The study shows that the majority of students are concerned about the changes, occurring on the planet, but not many people are ready to take action and participate in restoring the ecological balance, recovering of damage, caused to nature. Many studies have focused on identifying the factors, which can effectively stimulate environmentally balanced attitude of people to nature, in order to promote pro-ecological behavior, and the formation of appropriate models of human activity. The results show that ecological beliefs, values, attitudes of a person are the factor, which effectively influences the ecological behavior of people.

Effective use of media can play a crucial role in the adoption and implementation of measures, aimed at solving environmental problems. Most people receive information about climate changes through the media. Survey data show the pattern, that people primarily rely on the media to obtain information about global environmental problems. [11]

Media has a very significant influence to the audience. This is important to apply in solving the environmental problems, and in recovering of damage, caused to nature. At the same time, the practice of mass media using confirms an indirect influence on the behavior of the environment through social norms, since it can have the form of social pressure and increase the intentions of population. Television news about state affairs and documentaries about the ecological state of the environment have a significant impact. Latest achievements in environmental knowledge predict policy support, aimed at reduction of pollution through the perceived risk of a global crisis.

The impact of environmental messages from traditional media and the Internet have a positive impact on society's attitude to the environment through the mechanisms of ecological values, orientations and intentions of people. The effective use of various types of media can positively influence the adoption of timely environmental measures.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

PROBLEMS OF RESIDENTIAL REAL ESTATE BONA FIDE ACQUIRER PROTECTION

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ABSTRACT

The article analyzed current legislation and judicial practice on the disputes of a bona fide purchaser right protection when he buys real estate objects, in particular, the practice of RF Constitutional Court, the Supreme Court of Russian Federation and the European Court of Human Rights on the application of vindication laws due the fact that the domestic practice of the relevant standard application does not protect the rights of the bona fide purchaser of residential real estate object adequately. The study revealed the following problems of business participant right protection: 1) the interpretation problem of real estate bona fide purchaser concept by the courts; 2) the application problem of the clause 1, Article 302 of Russian Federation Civil Code [1] (hereinafter - RF CC) during the consideration of vindication cases on state and municipal authority claims; 3) the problems of the currently valid Federal Law article 31.1 "On State Registration of Real Estate Rights and Real Estate Transactions" application by the courts [2] and the Article 68 of the Federal Law "On Real Estate State Registration" [3], which will enter into force on January 1, 2020; 4) the problem of compensation payment to bona fide purchasers whose property was taken under the claims of public law entities and who have not received an appropriate compensation from the state yet.

INTRODUCTION

KEY WORDS

ownership right, bona fide purchaser, real estate objects, the protection of rights, judicial practice.

The ownership right is a constitutional right and is included in the number of fundamental rights and freedoms of a person and a citizen (the Article 35 of Russian Federation Constitution [4]). The inviolability of property is one of the fundamental principles of civil law (Article 1 of RF CC). The Basic Law of the State provides the right to housing: no one can be deprived of a dwelling arbitrarily (the Article 40 of RF Constitution).

In order to protect property rights, the legislator provides for a special method - vindication (article 301 of RF CC), limiting its operation BY the interests of a bona fide purchaser (p. 1, article 302 of RF CC). [4]

Traditionally, a bona fide purchaser is a person who purchased some property from a person who did not have the right to alienate it, and the acquirer did not know and could not know about it. This concept is evaluative, the explanations regarding the legal status of such a business participant are given in various acts of the Supreme Court of Russia [5].

With the entry of Russian Federation into the Council of Europe, international legal documents such as the Convention on the Protection of Human Rights and Fundamental Freedoms [6] (hereinafter the Convention) and the subsequent protocols to it have become mandatory for Russia.

Bona fide purchasers from whom apartments were requested by state and municipal body claims under the pretext of privatization rule violation (such claims have been considered by general jurisdiction courts since 2007 and the victims were denied compensation payment or other housing provision), they had to apply for protection to the European Court of Human Rights (hereinafter - ECHR).

METHODS

In the process of research, we used comparative legal method, legal socio-logical method, the methods of legal modeling and forecasting, and legal interpretation method.

RESULTS AND DISCUSSION

Considering the case on the complaint of one of such victims, S.M. Gladysheva, ECHR recognized that Russian Federation by the decisions of the judicial authorities on the vindication of the apartment acquired by S.M. Gladysheva violated the rights of the applicant the under Art. 1 of Protocol No. 1 to the European Convention for the Protection of Human Rights and Fundamental Freedoms, the art. 8 of this Convention". According to the legal position of ECHR, "an oversight of the authorities cannot be an excuse for the subsequent punishment of a bona fide property acquirer by the authority. Such errors should not be eliminated at the expense of a person concerned" [7]. Moreover, if there is an interference with private property on the part of municipal or state bodies, then it should be justified and lawful [8], and there should be a special procedure by which not only public interests, but also private ones will be taken into account [9].

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The result of such ECHR decision influence on the practice of courts in Russia can be seen from the numerous acts of RF Supreme Court [10]. There is also the Resolution of RF Constitutional Court No. 16-P "On the case of the pro-*vision* legality from the paragraph 1, the article 302 of RF CC in relation with the complaint by the citizen A.N. Doobovets" [11], according to which the paragraph 1, Art. 302 of RF CC is recognized as partly contrary to the RF Constitution. As was noted in the Resolution, this approach is consistent "with the position of the European Court of Human Rights, according to which, when it comes to the general interest, the public authorities should act in a timely manner, properly and as consistently as possible; the errors or the miscalculations of state bodies should serve as the benefit for interested parties, especially in the absence of other conflicting interests; the risk of any mistake made by a state authority must be borne by the state, and mistakes should not be eliminated at the expense of a person concerned [7; 12]. This position formed the basis for the solution of ECHR cases involving the reclamation of residential premises from citizens by public-law entities as an *escheat* property [13].

Thus, due to the activities of RF Constitutional Court, which uses the legal positions of ECHR during the consideration of cases, there is some convergence of Russian law with the law of European states on the issues of right protection for a *bona fide* real estate acquirer. Domestic and foreign legal scholars note rightly that the abovementioned and similar judicial practice demonstrates the horizontal effect of constitutional rights, that is, constitutional law may interfere with the essence of private law and impose certain restrictions on private law relations [14].

As Resolution No. 16-P emphasizes in connection with the complaint by A.N. Dubovets, a *bona fide* purchaser of real estate in the context of the para-graph 1, Art. 302 of RF CC, is the acquirer of real estate, the right to which is subject to state registration in accordance with the procedure established by law, unless it clearly follows from the circumstances of the case established by the court that this person knew about the absence of the alienator right to dispose of the property, or proceeding from the specific circumstances of the case, did not show a proper reasonable care and prudence in which it can be found out that the alienator does not have such a right. [11]

Fixing the right of everyone to housing, the Constitution of Russian Federation imposes an obligation on public authorities to create the necessary conditions for this. The legal status of residential premises differs from the legal regime of non-residential real estate and is established, in addition to RF CC, by the Housing Code of Russian Federation [15] and other regulatory acts.

Thus, a penalty under an executive document cannot be applied to a dwelling (its part), if it is the only dwelling suitable for permanent living for a citizen - a debtor and the members of his family, with the exception of the mentioned property, if it is the mortgage subject (thus, the article 446 of RF CPC [16] establishes "property immunity" [17]).

According to the Article 68 of the Federal Law "On State Registration of Real Estate" [3], an individual is the owner of a dwelling who is not entitled to demand it from a *bona fide* purchaser, and also a *bona fide* purchaser from whom a premise was demanded has the right for one-time compensation at the expense of Russian Federation treasury. But the right to one-time compensation arises in case of a dwelling loss, which is only suitable for permanent residence (the law will come into force on January 1, 2020).

A *bona fide* purchaser of real estate, including a residential premise that does not have property immunity, if it is claimed by the owner, will not receive compensation from the state. The problem is complicated by the fact that minors with the right of ownership or right of use as family members of residential real estate owner may live in a dwelling requested by a vindicating claim [18]. The courts evicted parents along with the children from illegally privatized apartments under the claims of state bodies (for example, in the case analyzed above, Gladysheva was also evicted from the apartment with his son by the court resolution).

The provisions of the current standard of the Article 31.1 from the Federal Law "On State Registration of Real Estate Rights and Transactions" [2] are deemed as not corresponding to RF Constitution within the extent in which these provisions do not allow the payment of one-time compensation to a *bona fide* purchaser, from whom residential premises was claimed when, for the reasons beyond his control, in accordance with the court decision that had come into legal effect on compensation for damage caused as the result of such property loss, the litigation document was not carried out for one year, because of the lack of grounds for making a state body accountable for illegal actions (inaction) allowed during registration." [19] In fact, "RF Constitutional Court confirmed the in effectiveness of the compensation measure, the uncertainty of its role in legal regulation cost reduction concerning transactions and the lack of a clear correlation between this measure and the provisions on liability during the registration of rights" [20].

CONCLUSIONS

The analysis of existing regulations and judicial practice shows that the system of state registration of rights to immovable property in Russia does not fully protect the rights of such object *bona fide* purchasers.

Considering the practice of compensation funds creation in Russia (Compensation Fund to Protect the Rights of Participants in Share Construction [21], the Banking Sector Consolidation Fund to Protect the

Rights of Creditors from Credit and Insurance Organizations [22]), it seems appropriate to consider the possibility of a compensation fund creation to protect the rights of victims during the transactions with real estate in Russia. For example, the experience of Australia is interesting, where financial guarantees are provided by registration fee payment at the amount of 0.1 pro-cent from the transaction price, which, in fact, is not burdensome either for the transaction participants or for the state” [23]. Since the issue of privatized dwelling vindication prohibition does not help to secure all bona fide purchasers of real estate (the bill on amendments in the Article 302 of RF CC was submitted to the State Duma by the Government of Russia in 2017” [24]) one can discuss the proposal to amend the law on real estate state registration.

At the same time, it is necessary to remember about the need for a legislative solution of compensation issue to bona fide purchasers, who have already lost their property under the claims of public legal bodies and have not received such compensation from the state so far.

This article presents the analysis of Russian Federation legislation, the works of domestic and foreign authors. They provided the practice of the European Court of Human Rights and RF Constitutional Court in the field of bona fide homeowner right protection. They described the problems of public and private interest correlation during the vindication of residential premises by public authorities with bona fide purchasers. The options are offered to solve the problem in the form of creation of various compensation funds that are formed at the expense of small deductions during the making of transactions alienating residential premises.

CONFLICT OF INTEREST

There is no conflict of interest.

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None

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ARTICLE

NATIONAL IDEA AND HISTORICAL MEMORY

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ABSTRACT

The national idea can be interpreted as a set of values in their spiritual and symbolic expression, as a system of goals guiding the activities of the people, and so the national idea plays an important role in the history of the people, being one of the foundations for its self-identification, providing consolidation of different social groups, especially in critical periods of history. The national idea is always determined from social and cultural aspect, it is formed by the historical conditions of the people's existence, its mentality, traditions, values. In the formation of a national idea, the most important factors are objective processes, the subject of which is an ethnos. The national idea is aimed at overcoming the most important contradictions, difficulties, unresolved problems that restrain the development of the nation, creating guidelines that become a program for the development of the ethnos for the future. At the same time, being oriented to the future, the national idea cannot be formed and maintain its viability if it's not based on the historical experience of a particular ethnos, the experience that is reflected, first of all, in the historical memory of this people. The connection between the national idea and historical memory is of a complex nature. Historical memory is a complex phenomenon that has both objective and subjective levels of its existence and reflection. In recent decades, historical memory has been regarded as one of the most important scientific problems, which can be explained by a number of reasons, among which we can single out a "linguistic turn" in philosophy, the development of narratology and, above all, the aggravation of national contradictions in the world, which led to the growth of national self-awareness.

INTRODUCTION

KEY WORDS
national, national idea,
historical memory,
narratology, historical
experience, illusory.

As we know, the problem of the national idea turned out to be the focus of attention among Russian scholars and publicists in the 90-ies, when with the collapse of the communist ideology and the awareness of the country disintegration real threat, they created the need to develop a new ideology capable of society consolidation. National idea has to be the core of this ideology. And now, there has been an active discussion on the following issues for almost 30 years: can a national idea exist and does it exist or is it a mythologeme? Can Russia have a national idea, and does the country need it? Are the concepts "Russian idea", "the national idea of Russia" synonymous and what is their correlation if they are not synonymous? Answering these questions, the scholars are in different, sometimes polar positions. E.A. Batalov in the monograph "The Russian Idea and the American Dream" calls them "mass social myths", "great myths" [1]. According to V. Kozhinov, it is difficult to detect a national idea in the history of our country, and Russia does not need a national idea, because we are above such an idea (our emphasis) [2]. I.B. Orlov adheres to the same view: "Russia almost never had a clearly formulated national idea, although all of its components separately have been existed in the popular consciousness for a long time" [3]. Most researchers note that the very concept of a "national idea" is rather vague and its various interpretations are possible. The national idea can be interpreted as a set of values in their spiritual and symbolic expression (Orlov), as a system of goals, as a spiritual attitude, guiding people activities, etc. At the same time, social scientists agree that the national idea plays a big role in the history of people, being one of the foundations of its self-identification, contributing to the unification of all layers of society, especially during critical periods of history.

METHODS

In this article, social and philosophical methods were implemented, including the methodological tools of hermeneutics. Besides, they applied a comparative historical method during the consideration of the national idea transformation.

RESULTS AND DISCUSSION

The site of the project "New Philosophy" demonstrates an interesting discussion, which is directly related to the topic of this article. The authors of the project chose the definition of a national idea as the subject of analysis and critics, which they found in the philosophical dictionary edited by V.Ye. Kemerov. At the same time, the authors of the site emphasize that this definition is almost the only one they could detect in modern social and philosophical literature. The definition is formulated as follows: "A national idea is a systematized generalization of national self-consciousness in its supra-temporal being, most often represented in the form of socio-philosophical or sociopolitical texts and artistic works. Accordingly, a national idea can have both a rationalized and an image-typing mode of its expression. The essence of the National idea is the problem of existence meaning for a given nation-ethnos" [4]. Omitting the part of the project author critical argumentation, we give their (underlined by us - G.G., O.I., A.S.) definition of a

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national idea, which, as they emphasize, is completely different from the previous one. And it is true indeed. According to the developers of the “New Philosophy”, the national idea is a certain universal idea, the implementation of which will improve the quality of life dramatically for the total number of the country citizens and the whole country in general. This idea should go beyond the framework of the nation, people, country and should be applicable not only for Russia, but also for the whole world, i.e. can be replicated on the entire planet. On the one hand, this idea should be very capacious, i.e. it can be expressed in several phrases, but on the other hand, this idea should cover all areas of human activity [Read 4]. Giving credit to the desire of the authors for the universal interpretation of the national idea, we would like to note the obvious abstractness and the utopian nature of such an approach. Of course, the national idea is a universal idea as the authors emphasize. One cannot but agree with this. But it's quite obvious that a national idea cannot be any other than a universal one, in the sense that any national idea always expresses certain principles and values that were developed as the result of the socio-historical development of humanity as a whole. At the same time, the consideration of the national idea as a universal one clearly reduces the heuristic possibilities of such phenomenon study as national consciousness, national self-consciousness, national identity, national memory, etc. It should be noted that the concept of "universal" is not a scientific category. As V.V. Shnyukov points out rightly, it is quite likely that the "universal" is a theoretical construct, or an ideological fiction. Besides, the author emphasizes that the difficulty for research is also that foreign philosophy has no single term corresponding to “universal” in Russian, although one can distinguish the concepts that correlate with “universal” by content. The use of the terms "absolute", "universal", "generic", inherent in "human nature", etc. testifies both to the significance of this concept, and to the incompleteness of its development not only in the domestic, but also in Western philosophy. So, there is a single theme of "universal" both in science and beyond its framework, but the development of a single concept is a project rather than reality [5].

The national idea is always determined socially and culturally, it is shaped by the historical conditions of people existence, its mentality, traditions, and values. So, I.A. Ilyin, speaking of Russian national idea, emphasized that “it must express the Russian historical originality and the Russian historical vocation at the same time” [6].

Even more serious objections are raised by the abovementioned definition of a national idea as a national one when they refer to real phenomena of formed and emerging national ideas. So, J. Adams, who used the term “American dream” first, interpreted it as a dream “of a land where a person's life could become better, richer and fuller depending on his abilities and achievements” [7]. The American political historian, the professor of Columbia University Alan Brinkley formulates the American national idea as follows: nothing is such a central factor for America image as the idea of individual freedom ... And this was, in his opinion, the defining characteristic of American democracy for more than two centuries [Read 8].

A completely different approach to the national idea understanding, as well as a fundamentally different tone in the formulation of a national idea, is revealed on the website of the national party of Ireland.

Our guiding principle is the National Idea. The idea that everything depends primarily on the existence of the Irish nation and that all economic, cultural and social considerations must be subordinate to this. In other words, before we consider the social policy of the Irish people, there must be the Irish people ... The creation of the link with the people past creates a sense of collective testing and guides people to the future. The identification with past and future generations gives society the basic ideals as the community members. People who see themselves as a whole are more likely to sacrifice for this whole, for its benefit. And it is less likely that they will sacrifice themselves for a society in which they feel themselves as mere tourists [See: 9]. Considering the national idea as the most important factor of people preservation, the authors present an alternative to the national idea. And the alternative they outlined is a real modern society, which is characterized as follows. The relations that unite society are weakening. Clumsy government mechanisms appear instead. We all become state clients. There are no more compatriots or even just citizens. And the state, in its current form, is just the franchise of globalized capitalism. We have no politicians. We do not have government employees. We have no journalists. We have brand representatives instead [8]. Returning to our thesis that a national idea cannot be defined as universal and identified with a universal idea, we would like to emphasize even on the basis of the provided examples that any general patterns are refracted through specific and, above all, national-cultural characteristics. Therefore, to talk about the possibility of the same national idea application, to make it “applicable ... for the whole world, i.e. so that it can be replicated throughout the entire planet,” in our opinion, means the complete ignoring of the historical development peculiarities and contradictions of an ethnos, complex socio-political and spiritual-moral processes, traditions and mentality, specific for a specific ethnos only. [9]

In our opinion, the most important factors of a national idea development are the objective processes, the subject of which is one or another ethnos. The national idea is aimed to overcome the most important contradictions, difficulties, unresolved problems that hold back the development of the nation, creating the guidelines that become the program for the development of an ethnic group for the future. At the same time, being oriented towards the future, a national idea cannot be formed and maintain its viability if it does not rely on the historical experience of a particular ethnic group, an experience that is reflected, above all, in the historical memory of a given people. Thus, in accordance with the “neo-primordialist” understanding of all modern nations as the products of the ancient ethnic “building material”, the

followers of E. Smith strongly emphasized the cultural, symbolic (ethnic) and mythological aspects of nation-building [10].

The connection of the national idea and historical memory has a complex nature. Naturally, the roots of any national idea go deep into the history of a people, and one cannot but agree with Kozhinov when he says that “no popular idea exists without the historical memory of the people” [2]. At the same time, the “mummification” of the national idea as a historical past prevents an adequate assessment of society state at a specific historical moment and thus the definition of goals and objectives for the future, which is one of the main functions of the national idea. According to A.A. Kutsenkov, “the national idea exists not to fix the achieved state of society, but to call forward” [11]. In the above-mentioned monograph, E. Batalov notes that the formation of the American national myth (American Dream) was less influenced by the country historical past, since the immigrants who arrived in the United States did not have a common national history, and it is more oriented to futurological nature, the striving for future [1].

CONCLUSIONS

Historical memory is a complex phenomenon that has both objective and subjective levels of its existence and reflection. In recent decades, historical memory is considered as one of the most important scientific problems, which is explained by a number of reasons, among which are the “linguistic turn” in philosophy, the development of narratology and, above all, the aggravation of national contradictions in the world, which caused the growth of national identity. Historical memory is the basis of national-ethnic identity, has a great influence on a national idea development. But the following point of view seems to be quite legitimate: the historical memory reflects not so much historical reality but a subjective reflection of this reality. Hence, historical memory can potentially act as a tool for deliberate history distortion or falsification [12].

A fundamentally different approach is possible to understand the national idea as a special form of collective self-deception, as an idealized view of the nation about itself, which is always separated from reality and the real state of affairs. Proceeding from this, it can be assumed that the national idea is a certain idealized model and to explain the existing gap between it and reality precisely by this. However, modeling assumes that the model contains all the essential characteristics, both positive and negative ones, while the national idea includes selectively only the positive properties of the nation. When they say that the national idea is “the thought of God about the nation in eternity” (Berdyayev), they hardly assume that this thought may be the thought of contempt. Besides, a particular concern with the problem of a national idea articulation is inherent to the nations with the claim to Messiah role, so it is doubtful that will reproach or condemn themselves.

Based on this, we can say that the national idea is the essence of the nation self-determination through self-deception. However, we believe that the value of a national idea is its recognition as a lie. If the illusion is hidden or simply not noticed, then the national idea turns into an escape from reality. In contrast, if a national idea is recognized as an illusion, then it can serve as reality change model. There are two ways before a nation: to reconcile with oneself in the sweet deception of the fact that it is better than it actually is, or try to change its real state of affairs with a national idea as a goal. By confronting a national idea with reality, the national idea either replaces the real and the imaginary is presented as real, or this collision becomes the way of reality change. The comparison of a false national idea with the true essence of a nation is a way of a holistic acceptance of reality. It is the way to notice flaws in oneself, and not to conceal them under the cover of unwarranted self-importance. The same goes for historical memory. With only a phantom of a national idea concerning the nation desires, its history ceases to be the way of self-exaltation or self-justification for it. The history in this case is accepted as a whole, along with errors, since it is the correction of the mistakes from the past and the present that is the path to the national idea implementation.

A national idea has a negative meaning when it is intended to answer the question “who are we?”, although in a positive and productive sense, the national idea answers the question “who should we become?”. At the same time, it is impossible to identify the national idea with the concept of fate, since fate implies the inevitability of the national idea embodiment. It is required to understand that the national idea is not guaranteed in any way, that this illusion can be actual only through everyday efforts. If you do not hold in your head the thought that a national idea is such a productive illusion, then this illusion can take the place of reality and then the nation will find itself in the situation that Nietzsche describes with the words “poverty and filth, and a miserable self-satisfaction.” Thus, there is a relevance of the national idea comprehensive analysis. This is possible only on the basis of its relationship statement with the national self-consciousness, which includes the historical memory of the people, which may contain both idealized ideas of the ethnos about itself and the people illusions.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

TRUST TO TESTIMONY IN EMIRICAL RESEARCH FOCUS

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ABSTRACT

The article considers main approaches to assessment of testimony in modern social epistemology. The reductive approach implies that the knowledge acquired in the communication with others should have independent verification. Non-reductive approach defends the principle of trust to the testimony of others in the absence of defeaters. Recently in the literature in social psychology a series of experiments were conducted which put to doubt the non-reductive approach to testimony in philosophy. The experiments showed that the trust to the testifier is determined by irrelevant factors and also the fact that the tested subjects had problems identifying the reliable witness. As is shown in the article these arguments do not refute the non-reductive approach. To justify non-reductive approach a theory of relevant alternatives is used (Dretske). According to this theory, in order to know something, we should exclude all relevant (and only relevant) alternatives. The role of context for demonstration of trust is underlined. If the situation demands it, we should show more suspiciousness, and on the contrary, in communication with authoritative person we will likely manifest more trust than doubt.

INTRODUCTION

KEY WORDS
epistemology, social
epistemology,
communication,
testimony, trust.

In modern social epistemology, one can speak of two main approaches to the evaluation of communicative knowledge, or the knowledge gained through testimony. According to the first approach, the initial attitude in relation to the testimony should be doubt - I do not trust the testimony of another, until I can be convinced of the testimony truth on my own experience. D. Hume is considered as the founder of this approach [1]. This approach can be called a reductive approach to the assessment of evidence, as it reduces the epistemic value of evidence to the cognitive efforts of the learning subject.

Another approach is that we have the right to trust evidence as an independent source of knowledge in the absence of opposing arguments. This position was defended by T. Reid [2]. In other words, if there is no reason to doubt, then trust should be the initial attitude towards the evidence. The second approach can be called non-reductive, since the epistemic value of evidence as a source of knowledge is not reduced to the subject's own cognitive efforts. In modern literature, J. Hardwig occupies a non-reductive position in the interpretation of evidence. Hardwig substantiates the idea of the subject's "epistemic dependence" on the communicative community and on the need of trust to the testimony of another one in these conditions [3, 4].

A number of purely philosophical arguments were put forward against this position. In particular, I.T. Kasavin substantiates the synthetic theory that incorporates reductionism and non-reductionism. He asks: "Should epistemological exclusiveness be prescribed to any source of knowledge, for example, experience or communication?" This is probably the wrong question. In fact, experience inevitably involves communication, and communication is a kind of experience" [5]. In this article, we will not consider philosophical argumentation, but would like to turn to other kinds of arguments, that modern empirical science provides against the self-worth of evidence as a source of knowledge, and critically examine them. Let's formulate a non-reductive position in relation to communicative knowledge. If the subject S perceives from another the evidence that p, and this evidence (if the arguments in favor of the opposite are absent) evokes the conviction of S that p, then S is reasonably convinced that p. An important component of the non-reductive approach is that the one who accepts the testimony relies on the sincerity and the competence of the witness. In this case, the reliability is required from the recipient to determine how trustworthy the other is.

METHODS

The following methods were used in the study: social (sociological) observation; questioning; interview; socio metric survey; testing; social (sociological) experiment.

RESULTS AND DISCUSSION

In the article "Against trustfulness" J. Schrieber shows that, according to modern research in the field of social psychology, most subjects cannot reliably monitor their interlocutors to see if they lie or are trustworthy [6]. In particular, it is argued, that the factors which are absolutely irrelevant to the trust in some subject, influence people trust. From this point of view, any epistemological concept, that accepts as a condition that a subject must have the ability to determine somehow the reliability of the witness, is vulnerable to an empirical objection.

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In particular, Schrieber cites an empirical study in which it was proved that people with attractive looks are more successful in convincing others than unattractive ones. Also, people are statistically more often unable to recognize lies by purely external signs, for example, facial expressions, gestures, etc. Moreover, fraudsters often use "body language" in order to appear more convincing. In particular, it was required to determine whether an absolutely unfamiliar person tells the truth or lies from a tested person. The average accuracy of lies determination did not exceed 60%. Moreover, those who are professionally required to be suspicious, for example, customs officers, police officers, were tested separately, and approximately the same results were obtained [7, 8].

People are more likely to respond to external signs of competence than to its actual presence. An experiment was conducted, consisting in the fact that the hospital nurses received a call from an unknown person, who appeared to be a doctor and asked to prescribe certain obviously unsuitable drugs in obviously inappropriate doses to a specific patient. Researchers checked which of the following factors might arouse suspicion among nurses: 1) the transfer of a prescription by telephone is prohibited by hospital rules; 2) the prescribed drug was not approved for use by this hospital; 3) the prescribed dose of the drug significantly exceeded the recommended one; 4) The recipe was obtained from a person who the nurses had never met before. 22 nurses took part in the experiment. The results were shocking. During the test, 95% of the nurses were prepared to give medications prescribed by telephone and the organizers of the experiment stopped them in time [6].

Another study shows that the interviewee was more convincing if he was dressed in the form of a guard. In particular, the subjects trusted the interlocutor in a uniform in 92% percent of cases, and only in 42% of cases to the people without a uniform [6].

In another case, in the course of a fake trial, the subjects were invited as "jurors", where they had to determine the reliability of the witness. It was found that the witness who acted as an "expert" was twice as convincing if he used complex and incomprehensible expressions than during the use of the speech understandable for "jury". Consequently, the witness was recognized as more convincing if the jury did not understand what he was saying in fact [7].

Based on all of these empirical data, Schrieber concludes that we must recognize the unreliability of our ability to recognize a reliable witness. This casts doubt on any non-reductive interpretation of evidence. Of course, the philosopher has no right to ignore these results. However, they can be interpreted in different ways. In these examples, the recipients were asked to determine whether the witness was sincere or a liar. But it is not necessary that the recipient should be able to determine whether the witness is a liar and a fraud, or whether he is trustworthy as a person. In our opinion, this requirement is too strict. In fact, you can know a person for several decades and not be completely sure whether he deserves confidence. It is enough if the recipient responds to certain situation or context markers in which he accepts the evidence. The context is important for individual cognition and for the communicative knowledge. Why is the context considered as irrelevant in the latter case?

Let's consider the example of the nurse respond to the phone call. At first glance it seems that the nurses showed gullibility. However, if we refer to the context, their reaction is quite explicable. Analyzing this case, A. Green notes that 1) in 99% of cases, people who appear to be doctors at the hospital are the doctors indeed; 2) doctors, as a rule, are qualified experts who are educated up to 10 years; 3) in addition, hospital as a health care institution, has very strict rules and regulations for patient treatment, which is conditioned, on the one hand, by the strict adherence to medical ethics, and, on the other hand, to legal consequences in the case of some medical error; 4) finally, the non-fulfillment of a doctor's prescription by a nurse is a serious violation and, as a rule, is harmful for a patient [9]. Given all these circumstances, the reaction of the nurses is justified on the whole. Indeed, the situation when someone in the hospital pretends to be a doctor is not normal in modern society. Therefore, when in this, usually epistemically friendly, context, the experimenter places someone who pretends to have authority, it is quite natural that a person makes a wrong decision to trust such a person. But is this decision intellectually non-virtuous? In our opinion, it is not. In this context, the epistemic behavior of nurses seems justified. If such a situation with false doctors in hospitals was more common, then the nurses would be more suspicious most likely.

In this sense, you can refer to the theory of relevant alternatives by F. Dretske [10]. According to this theory, it is necessary to exclude all significant (and only significant) alternatives to know something. To know that p, it is necessary to exclude not all possible alternatives to p, but only relevant alternatives. Only those alternatives are relevant for which I have any grounds. The more compelling the reasons, the more relevant the alternative. "If I see a zebra in front of me at the zoo, then I cannot exclude the alternative that I see a striped horse in front of me (assuming that I am not a zebra expert). But if I have no particular reason to think so, this is why this alternative is not significant, therefore, I know what I see a zebra in front of me. This alternative can be meaningful if I find out about the facts that zoos lack zebras and they often use painted horses to fool a gullible public. In this case, I will not be able to exclude this alternative, and then it will be true that I do not know if there is a zebra in front of me" [11].

The fact that we give meaning to the epistemic assessment of evidence is not irrelevant, on the contrary. In a situation when the context requires it, we can express more suspicion, for example, if we communicate with a sales manager. Conversely, when we communicate with a librarian, we will tend to

trust him more than a sales manager. This does not mean that sales managers cannot be honest, and librarians cannot be liars. But the consideration of the context is an important component of any cognition, including communicative. Besides, this objection is irrelevant to a non-reductive position also because it does not require the ability to recognize a reliable witness from a recipient, as she claims that the default attitude is to trust the witness in the absence of grounds for the opposite. And in this sense, it is not important whether he is attractive or not, whether he is dressed in a uniform or not, etc.

CONCLUSIONS

Thus, it was shown that these empirical arguments are not fatal for a non-reductive approach to the assessment of evidence. These arguments can be interpreted differently. As has been shown, it is important to consider the context in which the evidence of the other one is assessed. In a certain context, the trust in testimony will be justified epistemically, but in some context it won't be justified. The context in this case is the epistemic environment, i.e. the level the subject is able to acquire true beliefs in this environment.

Traditionally, in philosophy, the trust in the testimony of another was discredited in favor of doubt. It is believed that we must question the knowledge that we receive in the course of communication with other people by default. But such a position is counterproductive in the current situation, when communicative knowledge is total, i.e. we gain most of our knowledge through communication with others. Therefore, it is necessary to assess the degree of confidence to the evidence. The conducted research allows to relate trust to some testimony with the epistemic context and rehabilitate trust to the extent allowed by the context. In this context, it will be more intellectually virtuous to show confidence rather than doubt in relation to the testimony.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

ONTOLOGY OF POLITICAL IN PHILOSOPHICAL CONCEPT BY CARL SCHMITT: PREDICTIVE POTENTIAL OF EXPLANATORY MODEL

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ABSTRACT

The forgotten figure of the German political philosopher, the lawyer Karl Schmitt [2], whose philosophical ideas, due to the circumstances of involvement in the political institutions of Nazi Germany, have not been the subject of extensive and comprehensive study for many years, is mentioned more and more often by the modern academic space. However, the concept of "political", disclosed and supplemented by Schmitt in all his works, is distinguished by the integrity and rationality of reasoning, the assumptions and judgments of the thinker regarding the essence of politics are universal. In this regard, in our opinion, the philosophical-political concept by Schmitt is extremely interesting and undoubtedly has an explanatory and predictive potential. The urgency of referring to Schmitt's works is also caused by the tendency of return to the institutional constructs of the classical period at the moment of disappointment with the post-structural discourse incapable of creating effective theoretical models.

INTRODUCTION

The rapid development of modern socio-political reality sets new tasks for national states, the conditions for the successful implementation of which are not only in the practical implementation of the developed action programs, but also in the determination of the fundamental theoretical and methodological matrix for political course implementation. Two decades after the collapse of the Soviet Union, the names that mark certain intellectual traditions of the past are mentioned more and more often in the discursive space of modern Russia. In particular, the academic community demonstrates a genuine interest in the "reanimation" of the works by the classics of conservative thought [1]. The primary goal of return to such theories is to analyze the events that took place in Russia and the world, as well as an attempt to explain them from one or another theoretical position. The need to create effective tools to manage socio-political processes at various levels of power is no less important.

One striking example of such a methodological search is the revival of interest in the legacy of a German jurist, an outstanding conservative thinker - Karl Schmitt (1888-1985). Nowadays, Schmitt's previously unpublished works are being actively translated into Russian, and the well-known "Dictatorship" [2], "The Concept of Political" [3] and "The State and Political Form" [4] are released in a new edition.

Karl Schmitt is rightly called the "Machiavelli of the 20th Century". Most of his works were written in an ambiguous period for the world history: from the 1920-ies to 1940-ies, and they are characterized by the absence of sentimental rhetoric and political moralism. The very figure of Schmitt remains multifaceted and ambiguous, Schmitt is defined as "jurist", "political philosopher", "the critic of culture", "theologian" and "catholic intellectual". A number of Russian authors, like most Karl Schmitt contemporaries, label the philosopher as the chief lawyer of the Third Reich who justified the Nazi regime ruthlessly, others try to veil the political ideas of Schmitt, focusing on the religious component of his work. Nevertheless, the political component is the main determinant of all thinker's research. Schmitt writes the following: "The primacy of political principles over all criteria of social existence must be the basis."

The interpretation of political power origins, as well as the system of its implementation, the mechanisms of the state apparatus operation and the peculiarities of national state foreign policy activities - these are the few questions that are answered by Karl Schmitt "political" concept. Evaluating the theory as rational and logical in development, as well as effective in the context of practical application, it is necessary to confirm its high heuristic potential. Analyzing the postulates of Schmitt theoretical concept, the authors attempted to use the model as a research matrix to study the most ambitious foreign policy crises of the 10th and early 11th centuries. [5,6]

METHODS

The study of K. Schmitt heritage is carried out in accordance with the classical methodological postulates, based on the criteria of formal logic, rationalistic attitudes of evidence and the need to determine cause-and-effect relationship between the established facts. Besides, in order to identify the dynamic aspects of "political" concept the authors apply the laws of dialectical logic. In our opinion, the study of K. Schmitt political philosophy provisions is impossible in the context of poststructuralist provisions. It seems logical to study formalized textual arrays, as well as the recorded facts of Schmitt's public activity in the rationalistic aspect only.

KEY WORDS

Karl Schmitt, political, political philosophy, sovereign, state policy, socio-political course.

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The methodological basis of the research is general scientific, as well as special and interdisciplinary methods. Throughout the study, the authors used the inductive method of information search. The methods of analysis and synthesis, as well as the systematic method and the method of abstraction can be attributed to the most common methodological settings.

Among the most important private science methods it is necessary to distinguish the method of content analysis, modeling and hermeneutics, which is especially important during the work with document texts and historical sources.

RESULTS AND DISCUSSION

Karl Schmitt introduced the term "political" as the definition of a certain independent social origin, similar and equal to such areas as law, economics, culture, etc. In contrast to Marxism, which regards politics as a "superstructure", derived from the economic basis, and therefore not an independent area of the social, Schmitt implied the presence of a specific ontological origin of "political", and hence the independence of politics as a phenomenon in general [3]. The political origin, from the point of view of Schmitt, lies in a person himself, in relations between people, inside the social. Thus the German thinker does not share the views of the "statesmen" on the emergence of "political" as a different form of social communication between people within the developed state exclusively [6]. Schmitt writes the following: "the concept of the state presupposes the concept of the political," which means that the state already has some essential idea of politics, which allows us not to reduce the "political" to the art of state management." Schmitt also denies other conservative views, in particular, criticizes the narrowly focused positivistic approach to the definition of "political", considers that legal interpretation only is impossible and also believes that the psychological theory of power and "political" origin as its result is rather simple. [7]

Since the "political", from Schmitt's point of view, has its own ontological basis [8], the German philosopher rightly introduces the criteria that distinguish the "political" from the "non-political", from a different kind of social being. According to Schmitt, the political is defined in the friend-foe dichotomy. Globally, the division of humanity into "enemies" and "friends" is the very demarcation line reflecting the entire existential meaning of the political: the readiness to destroy the "enemy" of its political group physically and the readiness to die for its political group. Moreover, it should be noted that "the enemy", as understood by Schmitt, is not an abstract image, and not a specific personal enemy in the person of an individual or a social group, an "enemy" is a public opponent, first of all, an opponent of a state and a civil nation. "Enemies" are two states with opposing, incompatible interests. Contemporaries have often criticized Schmitt for the prominence of the concept of "war" in his political philosophy, suggesting that the antagonistic interests described above lead to an armed conflict invariably. However, the understanding of war as the manifestation of the political seems to be completely wrong to the authors. The war implies "the already existing decision about enemy" and the war "is not the lot of politicians, but of military." The war, according to Schmitt, is not the goal and not the content of politics, however, its real possibility creates a "stress field" for natural, exceptional political behavior in the space of international and interstate relations, the relations not always resolved within the framework of international law, often directly violating them since political interest and the conflict derived from it cannot be resolved in the context of legal field. Let's add that, ultimately, we are talking primarily about the states with the capitalist mode of production, where political interest can often be read as an economic interest. In this context K. Schmitt underestimates the Marxist interpretation of dialectics - the mode of production and secondary phenomena, that is, politics, its institutions, law, and other instruments of a sovereign supremacy, both individual and poly subject.

The issue of contradiction existence within the state itself is interesting, because opposing interests also arise between social groups, ethnic groups and individuals. Very often, during civil wars, ethnic and religious conflicts, the citizens of one state become "sworn enemies", their interests are diametrically opposed, and the only goal in the short term is to destroy the antagonistic group [7]. Schmitt resolves this issue as follows. He does not deny the existence of contradictions within the state, and even emphasizes the necessary heterogeneity of a developed society, however, intra-state clashes can always be resolved by a higher authority using force methods depending on conflict escalation level, as well as by the force of law, although it is at the moment one can question the conditions of power institution prevalence [5]. When internal contradictions reach a crisis mark, a sovereign can intervene in a conflict, the arbitrary decision of which will resolve all contradictions simultaneously. The figure of a sovereign is necessary for a complete understanding of political concept by K. Schmitt, however, this issue is a separate research space, the study of which is not possible within this article.

One of the most striking examples reflecting the concept of political by K. Schmitt is the eventful period from 1946 to 1991, namely the Cold War era - the confrontation between the USSR and the USA, which is flawlessly explained with friend-enemy confrontation concept by K. Schmitt. The antagonism of two states, caused by a significant discrepancy between domestic and foreign policy interests, has passed into the phase of the impossibility of each of the parties to accept the very method and form of being prevailing in the social space of the enemy state over time and, thus, the confrontation manifested by ideological and armed conflicts though indirectly expressed, in particular, the conflicts like the Caribbean crisis of 1962 could threaten the world with a nuclear war, and the collision of the USSR and the United States interests "on the fields" of other states, such as the CEE countries, the states of the Balkans, Afghanistan, as the apogee of an irrational foreign policy, led to the loss of economic and human resources. It should be noted

that, explaining the development of international relations at the end of the 20th century from the standpoint of K. Schmitt concept, we can say that the United States, guided by the principle of "enemy" destruction, took all measures to destroy the Soviet Union in one way or another. After the collapse of the USSR, the political component of the social space of new independent states took shape due to the establishment of independent sovereign states, with their independence, institutionalization of governance mechanisms and the development of a civic nation, and, therefore, at the turn of the 20th and 21st centuries, and during the modern period the international community witnesses a series of conflicts between the new republics of the former USSR countries and the active phases of political crises in the CIS.

CONCLUSION

The epoch of the 20th century confirmed the correctness and the relevance of the political concept put forward by Schmitt. The collapse of the Soviet Union clearly demonstrated the validity of international relations and global political cataclysm perception as a zero-sum game, in which there are winners and losers invariably, and thus the friend-enemy dichotomy still seems to be extremely relevant.

The beginning of the 11th century, the map of modern geopolitical conflicts also allows to confirm the correctness and deep explanatory potential of this concept. As Schmitt argued, "there are no eternal friends and eternal enemies." In this regard new centers of political conflicts and dichotomous confrontations between sovereign states appear in a new dynamic international space. Former friends become enemies with the change of domestic political or foreign policy interests and form hatred to an antagonist, using the techniques of information and sometimes armed struggle. Thus, the real policy and the analysis of the international political situation provides us with a rich empirical material to test the theoretical concept by Karl Schmitt and, undoubtedly, the heuristic and the prognostic potential of Schmitt ideas can be uncovered during further study [8].

Besides, modern socio-philosophical, as well as political science studies turn to the problem of political ontological base determination, and through the study of large informational arrays they come to the conclusion that the thesis about the policy derivation from other fields and conditions of society and a man life is not true. Therefore, the authors consider it is necessary to study the works of the classic political philosopher Karl Schmitt more thoroughly [9].

The modern political world, as Schmitt predicted, is the plurimum full of conflicts and interstate confrontations in contrast to the universe. The number of political conflicts at the beginning of the 21st century has doubled in comparison with the 20th century. The confrontation between two largest conglomerates has been replaced by numerous regional conflicts, armed clashes of established sovereign states, pursuing exclusively independent interests and searching for their own "enemies", new challenges and threats faced by the humanity of the new era. One way or another, the political lies at the basis of all these conflicts and confrontations, the level of conflict potential and tension on the international arena directly depends on the degree of political development in sovereign states. [10]

They transform the forms of the social element manifestation, and hence the forms of political manifestation, they change the role of law and the degree of institutionalization of formal and informal relations between the citizens of one state, the ontological roots of the political are more difficult to describe and analyze, as they are hidden behind a series of different information flows, a unified identity - the fruits of globalization, they mimic the specific features of social being and the legal field more and more. Nevertheless, the appeal to the ontology of the "political" in general and politics, as a set of management technologies, in particular, in our opinion, seems to be the key to the successful implementation of both internal and foreign policy interests by the state, and, therefore, to the successful development.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

ONTOLOGICAL CHARACTERISTICS OF "ANARCHISM": ETYMOLOGY AND GENESIS IN ANARCHY-COMMUNISM DOCTRINE BY P.A. KROPOTKIN

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ABSTRACT

Petr A. Kropotkin is one of the eminent scholars, thinkers and political figures of the late XIXth - early XXth century. Kropotkin is known to the whole world as the creator of anarcho-communism theory, the author of such works as: "Bread and Will" [1], "Notes of a Revolutionary" [2], "Mutual Aid as the Factor of Evolution" [3]. Besides, Petr Alekseevich became famous as a geographer, historian, publicist, and most importantly - an irreconcilable revolutionary and the fighter for the freedom and the welfare of an individual in Russia and around the world. The crisis of the capitalist economic system, the transformation of relations between society and nature, the impossibility to implement outdated methods of power management and implementation, the stagnation of political development – all these problems are faced by the modern social formation. In this regard, the socio-philosophical experience of a social system development built on the standards different from the logic of capitalism – Kropotkin's anarcho-communism, as an idea of a self-organizing political system, a reasonable use of human and natural resources, is extremely relevant in modern conditions. This research is devoted to the analysis of anarchism phenomenon emergence and development and its anarcho-communist version.

INTRODUCTION

KEY WORDS
anarchism, anarcho-
communism, P.A.
Kropotkin, Russian
philosophy, political
thought, revolutionary
doctrine.

The term "anarchy" has an ancient Greek origin and is translated as power vacuum, flouting of authority and domination absence. The etymological roots of the word anarchy are of considerable interest to study the development of anarchist thought. The word "anarchy" consists of two elements - the particle "an" and the term "arche". The ancient Greek word "arche" was synonymous with the word "power", and the power in this case is not synonymous with the word "state", it means domination, the power of management. The ancient Greek texts that have survived mention the Athenian power, the Athenian domination. Accordingly, "anarch", containing a negative prefix, meant the absence of a power, i.e. the lack of domination and control. Thus, the etymological meaning of the word "anarchy" fully reflects the natural content of socio-political doctrine - the absence of not a state as such, and its institutions, which are the product of social inequality and oppression, but the absence of domination, as the phenomenon of human society, manifested in all areas of human life. [4]

Originating during the time of the ancient Greeks, the word "anarchy" had an extremely negative connotation used by the representatives of the propertied strata. It meant, first of all, the overthrow of the existing power, the violation of the authority and private property right foundations enshrined in society. The representatives of the ruling circles meant by the term anarchy the state of chaos, lawlessness, the situation in which the old political and economic foundations were destroyed and the system of moral values was reexamined. The ruling class sought to give the word anarchy some negative characteristics and accuse all those who disagree with the existing system in anarchism due to banal fear and mistrust, from the desire to make the image of the insurgent revolutionaries terrible and frightening. In fact, all the "anarchic" periods of world history are associated with such historical events as revolutions, social upheavals and socio-political uprisings. The time of so-called anarchy is the time of the "old, rotten system" institution overthrow, the struggle of the poor, destitute, oppressed society for their rights and freedoms. As a rule, the result of such "anarchic situations" is the development of a new system of socio-economic relations, a new system of social order in which "freed slaves lived a little better than before" [5]. Thus, the "anarchic" social movements, or the movements with anarchic primordia, are already encountered in the times of Antiquity and thereafter throughout the history of human society. As was noted above, "anarchy" is a collective term that refers to any sociopolitical outrage against the existing system, however, as Kropotkin writes in "Modern science and anarchy", not every movement called anarchic was really such.

METHODS

The basic theoretical and methodological matrix of the research is the historical-philosophical analysis subordinated to the principles of dialectical logic, and the modern methodology of an interdisciplinary character is used as an addition. The author uses the dialectical analysis of historical and philosophical thought, in particular, the birth and the development of anarcho-communist theory, taking into account the context and the features of Russia and the world historical development, while not losing the connection between the historical and logical in the process of learning. All test and information sources are studied in accordance with the principles of consistency, validity and logical connectivity.

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The hermeneutic method is fundamental in the study of the concept of "anarchy" etymology and genesis, highlighted positive and negative connotations correlate with the socio-historical situation that determined the development of the term. The work also uses the comparative method, the implementation of which was performed in comparison with the meanings of the term "anarchy" during different periods of time, as well as in comparison with the positions of various forms of anarchist movements.

RESULTS AND DISCUSSION

Since the birth of primitive social relations, the emergence of a state and the establishment of the first social rules, there have been two socio-transforming thought and activity trends: popular, creative, expressed in the creation of independent forms of social organization, such as communities, guilds, self-governed cities, etc., from which genuine anarchist revolutionary movements appeared, aimed for the destruction of the dominant power and the return of natural rights and freedoms, the possibility of self-organization of one's own life on the principles of justice and equality, as well as the movement of revolutionary statesmen, whose idea of a social and political struggle was to seize power not for its destruction, but only for its replacement. Such people came to power as people henchmen, with the original goal to bring power closer to people, however, later they became the oppressors who suppressed people freedom. The second type of revolutionaries is named "Jacobins" by Kropotkin, like the most prominent representatives of this type, the first type is named as "anarchists". Thus, in the concept of anarcho-communism, the insurgents and the revolutionaries of the first type are truly anarchic.

The history of the revolutionary statesmen, the "Jacobins," is rich and interesting. Very often the anarchic ideas were the basis of their actions and undertakings. "The power of Caesars in Ancient Rome, the church power in the first centuries of Christianity, the dictator power in the era of medieval city decline in Europe was created in this way. The same movement formed the royal power in Europe at the end of the feudal period and the belief in the emperor - populist, Caesar - is not faded away even in our days" [1].

As was noted by P.A. Kropotkin, even since the birth of the Christian movement in ancient Judea, which began during the reign of Emperor Augustus and was directed against Roman law, there was an anarchist principle, however, it gradually turned into the doctrine built on the model of the ancient Jewish church and the imperial Rome itself, and that killed all the anarchic beginnings, turning Christianity into a pillar of power and the state, into the institution that tramples freedom and subordinates the will of a man. The same thing happened with the Anabaptist movement during the reformation period, the origins of which also had the anarchist ideas of centralized power abandoning, the return of self-organization and freedom right. In the case of the Protestant movements, their anarchist principles were betrayed by the revolutionary leaders, who, led by Martin Luther, united with the dynastic princes and the authorities, betrayed the ideals of a new society development, and thus popular demonstrations were suppressed in a bloody way.

The examples of popular, creative, truly anarchic movements and society forms, are the uprisings and the forms of medieval self-governing cities, as well as, for example, the ancient Russian veche Pskov, the organization of life in which was built on the principles of meetings, election, interaction, mutual support and the rallying of all city inhabitants. If we turn to the history of the old Russian state, we can also cite as an example the republican structure of Novgorod, which, despite being called the "boyar republic," answered the interests and the needs of population, and also embodied the traditions of self-government and self-organization. Thus, describing the origins of anarchist movements and the development of anarchist theory, it is necessary to point out the fact that anarchism has deep historical roots, in one form or another, the movements against the state and authorities are found already at the early stages of human society development. Speaking about theoretical understanding, the application and the use of the term anarchy - unfortunately, at different stages of historical development, the term anarchy was used by various political forces in diametrically opposite terms.

The conceptualization of the concept "anarchy" occurred, naturally, much later, at the turn of the 18th and 19th centuries, and the final formulation of the doctrine took place only by the middle and the end of the 19th century. Speaking about the concept of anarchy, Kropotkin writes: "Anarchy is the doctrine that seeks for the complete liberation of a man from the yoke of Capital and the State. The liberation from the yoke of Capital is the main goal of socialism, and therefore it is already clear from this definition that anarchism is one of the socialist teachings" [6]. The main enemy of human society is the anarcho-communists and the founder of the movement P.A. Kropotkin considers the state and the authorities are the main oppressors, generating total alienation, the degeneration of independence, humanity, reason and will. Any strengthening of statehood in the anarchist doctrine is perceived very negatively, as threatening human society, from which comes the basic attitude of anarchists, as the adherents of anarchy theory, the nonparticipation in the administration of power in any way, the nonparticipation in exploitation, oppression and bourgeois wars. "The ultimate goal of anarchists is to develop a social order via life experience in which has no supreme state power, and the country is a voluntary union of voluntary communities and voluntary production groups or artels, arising on the basis of mutual agreement, and resolving possible disputes among themselves not by violence and weapons, but by the arbitration court" [6]. This is a brief informative content of "anarchy" concept, described by P.A. Kropotkin. Historical and hermeneutic analysis of terminology showed, as was noted above, initially the words "anarchy" and "anarchism" had a common negative character and were applied to all those who rebelled against the current socio-political and economic situation without the analysis of their ideas and goals. This tradition persisted until the XIXth

century, in which the theoretical development of the doctrine took place. It is worth noting that during the period of the Great French Revolution, when in 1792 the revolutionary commune of Paris gained the upper hand and seized power, the anarchy and anarchist designations were used with hatred and hostility to all participants of the revolutionary movement. Although most of them were anarchists they were not considered to be such.

The first "heralds" of anarchism, as a conceptually developed theoretical theory, appeared in Europe at the end of the XVIIIth - the beginning of the XIXth century. The Englishman W. Godwin in his book "The Study of Political Justice and Its Impact on Universal Virtue and Happiness" [7] and the German M. Stirner in "The Only One and His Property" [8] tried to outline the features of the anarchic worldview, and to formulate theses on the need to abolish the state and all state institutions, to avoid private property, exploitation, the centralization of power and resources and to return human freedom. Opposing society and state in their works, Godwin and Stirner were far from similar views on the problems of an individual liberation and the mechanisms of an anarchic society development. A number of anarchic branches emerged from these disagreements, which will be discussed a little bit further. Different directions of anarchist movements were distinguished, first of all, on the basis of differences in the goals, stages and the forms of a new society development, while preserving the common basic values of an individual importance, the self-organization and the self-government of citizens.

The 19th century was marked by the "rehabilitation" of the term anarchy and the acquisition of its own specific theoretical content. The metamorphosis occurred with the term anarchy, which took place with many socio-political names and designations. For example, sans-culottes, or "poor people", - initially this term was used by the authorities to humiliate and insult the movement, after some time, the offensive nickname became the proud name of the party, which is respected. The same changes occurred with the term "anarchy", when in the middle of the XIXth century P.Zh. Proudhon, who became the first theorist and openly called himself an anarchist and designated his social doctrine with the term "anarchy", raised this nickname "anarchist" and showed anarchy as a revolutionary, liberation movement, as the doctrine that has a future, as in theoretical research, and as practice actions.

The term "anarchists" was adopted in such a formalized and positive context and they stated the position of the anarchist movement adherents in the international partnership of workers – the First International (1864), and then key foundations and principles of stateless free government and anarchist communism were developed. [8]

CONCLUSION

Speaking about the modern forms of anarchist movements that emerged in the late XXth - early XXIst century, it can be noted that in most cases they have practically no common features with the classical ideas about anarchy, embedded in the anarchic theory of the late XIXth century. Anarchic capitalism appears to be a mockery over anarchist doctrine at the time when its ideologist R. Murray proclaims the following: "Capitalism is the most complete expression of anarchism, and anarchism is the most complete expression of capitalism" [9], articulating the concept of freedom in the context of the need to realize the freedom of private property and the establishment of a market free from state intervention, with the aim of the most complete satisfaction of the whole society needs and demands. "Post-anarchism" also includes anarcho-feminism [10], which relates the functioning of the repressive state apparatus and the development of the capitalist formation with the rooting of social control patriarchal form and the oppression of women as a socially dependent class, and green anarchism, the supporters of which call for the overthrow of all state institutions, because they believe that the institutional structure of society is responsible for the rapid deterioration of the environmental situation in the world. Further development of state and market mechanisms, the arms race and the ongoing technical competition will lead our planet to death, and therefore, green anarchists see a way out of this situation in the state abolition. The ideas of modern green anarchists are partly close to P.A. Kropotkin's teachings in the aspect of attention to ecology. The founder of anarcho-communism predicted modern ecological catastrophe on the pages of his works and called for ecological primitivism, which did not rule out the development of high technologies that allow to preserve and restore the planet natural resources.

The result of main forms and trends of anarchist movement review, as well as their correlation, provide a number of conclusions regarding the development and the branching of anarchist ideas over the past centuries. With the historical development of society, the acceleration of social processes, the basic ideas of anarchism as a social doctrine underwent a transformation. The classical tenets of anarchist theory, recorded by the First International, were significantly deformed by the beginning of the XXIst century. The emergence of a multitude of anarchist organizations and the trends of social thought that call themselves anarchist is conditioned in some extent by the desire to stand out and draw attention to their movement, and thus, there is a conscious or unconscious substitution of concepts and the postulation of the social and political goals of a certain group in modern forms of anarchism as the ideas of anarchism, which methodologically could call into question the attitude of such trends and organizations to the theory of anarchism. However, there are exceptions, for example, the ideas of ecological anarchism [11], or green anarchism, collectivist anarchism - to a certain extent they correspond to the ideals of classical anarchism, their only and global problem is the absolutization of only one aspect of social life reorganization, and, accordingly, the absence of system social theory and an own model of modern society reorganization on anarchical principles.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

PROSPECTS FOR REGULATION OF RELATIONS IN THE SPHERE OF SAFE-DEPOSIT BOXES SECURITY

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ABSTRACT

This article is devoted to the problem of insufficient level of security and reliability of material values storage in safe-deposit boxes. The sphere of banking services develops quite dynamically. At the same time, the popularity of safe deposit boxes as an instrument for storage of luxury goods, money, and also when making the deals, related to the sale or purchase of both immovable and movable property, increases every year. Despite the significant degree of regulation, there are a wide range of problems, in the framework of rendering of these services. The main factors here are the vulnerability of security systems, and the methods of personnel selection. This study focuses on the prospects for the state or other independent organizations to introduce the method of banks ranking, depending on the quality of services, offered in this segment. Based on the results of the study, the methodology for assessment of services for the provision of safe-deposit boxes was developed. It is assumed, that the developed system of evaluation and assignment of a particular rating will help to increase the level of financial literacy of population, and will allow, to a certain extent, to increase competition among the banks, that will entail an improvement in the quality of services provided.

INTRODUCTION

Today, banks offer a wide range of services and banking products. One of the traditional banking services, provided to individuals, is the assignment for use of individual safe-deposit boxes, under various conditions. According to statistics from credit organizations, over the past five years, the demand for such services has been growing annually by about 20%, while the occupancy of safe-deposit boxes is on average above 70%, indicating their high demand [1].

In general, safe-deposit boxes, as a product, have a number of features, which need to be taken into account, both when choosing a bank or a safe company, and when analyzing the alternative storage methods, in case of monetary savings. The insufficient amount of offered information on such services causes undesirable consequences for both clients and organizations, providing services. In this regard, the relevance of the study and the search for optimal solutions to existing problems can't be doubted.

METHODS

The mathematical method was used in this study, as the main tool for data analysis, in order to make a ranked list of the results obtained. Also the survey method was applied in the process of finding the necessary information about the services, provided by the banks.

Influence of the state

To begin with, it is necessary to understand how this area of legal relations is regulated by the state, and what aspects should be taken into account in further research. We should also note that the mechanism for providing of such services is governed by the following regulatory legal acts:

- Constitution of the Russian Federation;
- Federal Law "On Banks and Banking Activities" No. 395;
- Civil Code of the Russian Federation;
- Law of the Russian Federation "On Protection of Consumer Rights".

In recent years, the state has actively grappled with the issues of money-laundering [9]. And one of the first laws, which the bank is guided when receiving funds (both in cash and non-cash), is the federal law "On the Prevention of Money-Laundering and Financing of Terrorism" of 07.08.2011 № 115-FZ [2]. However, the duality of this law is observed with regard to safe-deposit boxes, since the attractiveness of these boxes for customers lies precisely in the fact, that the banks are not interested in the sources of cash or valuables, placed in them. [2]

At the same time, it is worth to consider the possibility of introduction not only restrictions on concluding a lease agreement for the use of safe-deposit boxes without an inventory list, but also without documents, confirming the sources of funds. After all, when having dealings with safe-deposit boxes, this will help to minimize the theft from these boxes, and will reduce the number of places, available for concealment of proceeds of crime [3].

As for the storage of jewellery, it is possible to use chipping for its accounting. The Ministry of Finance is already going to introduce chips for jewellery. However, the main task of their implementation is to protect

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the consumer in terms of the quality of products, purchased in jewellery networks, and to obtain a market, where all the participants pay taxes. A similar experience, conducted voluntarily in April 2016 with fur products, led to the fact that since December of the same year all manufacturers were obliged to put electronic tags.

However, speaking about jewellery, these chips can be further improved, due to the addition of information about the purchaser. This information would be confidential. The rights to jewellery would be registered in special bodies, on the basis of checks with the original seals of the stores, and they would be transferred (secondary resale) through the purchase and sale agreement [4]. First of all, this method would protect the owners of jewellery from thefts, since the jewels would be personalized and it would not be possible to resell them. Secondly, it would give the state some control over the secondary market of jewellery sale, which is completely absent at the moment.

The additional measures to prevent the thefts from safe-deposit boxes are the following:

1. The prospect of introduction of special permits from the executive authorities to the banks, providing this kind of services, in order to check the security system of the safe-deposit boxes, providing the safety of clients' values in these boxes.
2. The introduction of minimum requirements to ensure the protection of safe-deposit boxes at the legislative level, as well as a system of security monitoring by law enforcement agencies or established commissions [5].

The methodology for analysis of banks rating, in accordance with the quality of services for the provision of safe-deposit boxes

The methodology, developed by us, contains in its structure 4 blocks, which consist of both quantitative and qualitative indicators, presented in [Table 1].

Table 1: The structure of indicators of the methodology for analysis of banks rating, in accordance with the quality of services for the provision of safe-deposit boxes

Blocks	Indicators	Weight of the block
"Security"	Quantity of vaults	0.35
	The number of video cameras in the vault	
	The number of safe-deposit boxes in the vault	
	The number of employees, having access to the safe-deposit boxes	
"Cost indicators"	Rent price	0.2
	Additional expenses for maintenance	
	Bank expenses for security (billion)	
	The amount of penalties to the client	
	Loyalty program	
"Image of the Bank"	Rating from international agencies (Moody's, Forbes, Fitch)	0.2
	Rating, according to asset values	
"Qualitative indicators"	Customer reviews	0.2
	Number of customers "returned to the Bank"	

As the objects of analysis, three banks were selected: Sberbank, VTB Bank, Ak Bars Bank [1] [2] [3]. After collection of statistical data, all obtained values were adjusted inside the block, with respect to the maximum and minimum (in case when the indicator was negative), using formulas 1 and 2, respectively:

$$I_v = \frac{v - v_{min}}{v_{max} - v_{min}} \quad (1)$$

$$I_v = \frac{v_{max} - v}{v_{max} - v_{min}} \quad (2)$$

Further, using the product of indicators' arithmetic average and the weight, assigned to the block, the indices of blocks for each Bank were calculated (3).

$$I_B = \frac{\sum I_v \cdot W}{n} \quad (3)$$

The final rating was found using the sum of block indices, according to the formula (4).

$$R = \sum I_B \quad (4)$$

Thus, after making all the necessary calculations, we obtained the following results, shown in [Fig. 1].

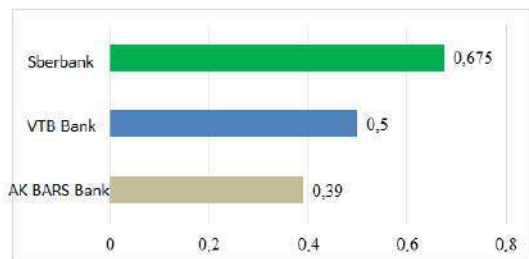


Fig. 1: The final ratings of banks, according to the quality of services for the provision of safe-deposit boxes, calculated by the author's method.

As can be seen, after the analysis of banks rating, according to the author's methodology, the most reliable for this kind of services is PAO Sber bank with a rating of 0.675. At the second place is VTB Bank (PAO), whose rating is 0.5. And PAO AK BARS Bank is at the last position - 0.39.

CONCLUSION

Taking into account the fact, that several dozens of crimes, related to the theft of material values, were committed during the last years, the developed methodology will allow to protect the population from erroneous decisions in the process of choosing a bank or other organization, providing these services. Based on the above, it can be concluded that these services are characterized by insufficient regulation. This leads to numerous disputes between banks and their customers. In addition, there are a number of other problems, such as money laundering and the anonymity of suspicious transactions, which need to be solved by banks together with the state. [6,7,8]

In fact, storage in safe-deposit boxes is a trustworthy institution of banking services. Losses from safe-deposit boxes occur quite rarely, and banks constantly modernize their storage conditions. At the same time, if the loss from a safe-deposit box happens, the bank is liable only for the violation of conditions of safe's security and integrity. And the client should prove the facts of actual presence of valuables in the safe-deposit box. Nevertheless, the proposed method of building the hierarchy in terms of quality of provided services will allow to solve a number of problems. However, it is worth noting that problems and tasks, which need to be resolved, remain both at the legislative and corporate levels, namely:

- the state needs to introduce uniform standards, applicable to banks, with regard to the safe-deposit boxes, as well as the restrictions on values placed there, imposing on the bank the obligation to list the values in the safe-deposit box, as well as the sources of their receipt; chipping of values will help to decrease the number of thefts, in general, and from the safe-deposit boxes, in particular;
- the introduction of special permits from the authorities to the banks, providing this kind of services, in order to check the security system of safe-deposit boxes, as well as the introduction of minimum requirements to ensure the protection of safe-deposit boxes at the legislative level;
- financial institutions can also contribute to the development of this service, paying attention to foreign experience in insurance of valuables, placed in bank safes [9];
- the increase of financial literacy of population will help to reduce this kind of problems. [10]

Thus, there are a number of mechanisms, the development of which can protect banks, their clients and the state from the occurrence of disputable situations.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

PROBLEMS OF FORMATION OF YOUTH PATRIOTIC EDUCATION DISCOURSE IN RUSSIA

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ABSTRACT

The problems of educating patriotic sentiments and civic positions of youth are increasingly becoming the subject of discussion in science and society. The evolution of the value consciousness of youth in a modernizing Russian society, changes in traditional stereotypes of youth consciousness require careful study, identification of assessments and attitudes of the younger generation to the changes taking place in Russian society to regulate the youth environment and optimize the reform processes management in the country. The article discusses the features of formation of youth patriotic education discourse in Russia in the format of the civil and political components of patriotic concept, i.e. filling patriotism, as a state identity, with civil and political values. It includes the study results of the well-being of students related to identifying the dependence of patriotism understanding by youth with attitudes to civil and political participation.

INTRODUCTION

Modernization processes launched in the conditions of a systemic crisis of Russian society, dismantling of the administrative-command system, reforms in the education system [1], propaganda of new norms and standards of culture, carried out by the mass media, not only determined the low degree of implementation of the transformation policy and its low efficiency, but also largely determined the mass consciousness of the Russians. The youth as the most socio-culturally unprotected part of the society has undergone a particularly strong impact.

In this regard, today, the promising direction of youth socialization discourse is seen by the researchers in the formation of a new civic identity stipulated by the values of a general democratic nature associated with new interests and needs brought about by the modern social processes in Russia. However, such a combination may be difficult, since many of the inherited features of Soviet identity, such as the notion of one's own exclusiveness, state-paternalistic orientation, contradict with the democratic values. At the same time, patriotism is undoubtedly the basic component in the formation of a new civic identity.

Patriotism is often presented as a social value, a result of civic identification, a moral attitude, and a vector of practical behavior in literature and public consciousness. As a rule, the Fatherland, the Motherland are called the object of patriotism. The nature of patriotism is quite complex. This is due to the fact that the complex of patriotic experiences includes different aspects of human nature - personal and social, sensual and rational, etc. It can be assumed that there are at least two types of perceptions of the patriotic concept in Russian society: one is primarily intimate and personal, the other is based on the ideological and regulatory attitudes of a person. The second kind of patriotism understanding, unlike the first, is more susceptible to rethinking or even a crisis reassessment. So, if a person comes to the conclusion that mutual responsibility between him/her and society is not respected, then it appears indifference in relation to the prescribed regulatory part of patriotic attitudes. Nonetheless, it is the practice of incorporating the interests into the policies pursued, as a reflection of the youth participation principle, which is the basis of youth policy throughout the world, including Russia, could become, in our opinion, one of the main criteria for the effectiveness of state policy on the formation of citizenship and patriotism.

Each country has different capabilities for developing and implementing a youth policy mechanism. According to V. Smirnov, all other dimensions of this policy depend on the dominant discourse in society, shifting the activity aspect to a particular side [2]. Hence, the youth policy differs significantly both in concept and in practical methods of its implementation. The discursive model includes such elements as goals of youth policy, principles, strategies, as well as forms and methods for its implementation. In this regard, it should be said that there are a number of major federal projects and programs that fully or partially affect youth policy issues today. They include, first of all, the "Concept of Long-Term Socio-Economic Development of the Russian Federation until 2020". As one of three main AND most urgent tasks, this concept highlights "civic education and patriotic education of youth, promoting the formation of legal, cultural and moral values among it" [3].

The ideas stated in the "Strategies for 2020" have been specified in the "Federal Target Program "Youth of Russia" for 2011-2015", which defines the main activities of the state, including "youth engagement in social practice", "shaping Russian identity" [4]. Thus, the definitions of the state youth policy and regulatory documents emphasize the orientation on the education of creative intentions and active political culture in youth.

However, the researchers note that, despite the enormous technological potential for changing the livelihoods of the younger generation, the project-program approach has acquired the features of quasi-

KEY WORDS

Patriotism, education, youth, students, civic positions, political values.

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design and quasi-programming in modern conditions. It is primarily concerned with such issues as phantom goal-setting, discreteness of the activity description, deformedness of the activity evaluation criteria [5]. According to Val. Lukov, the positive features inherent in such programs include the fact that the regulatory documents put forward the instrumental tasks of creating the conditions for the social development of youth at the state's disposal and there is no indication of what personality traits, attitudes to political and other values, etc., are recognized as regulatory. However, there are those who criticize the established model of government policy, because it lacks the axiological content. From the point of view of supporters of this position, this is a kind of legal barrier, a brake on further national development, and in particular, the implementation of the institutionalization mechanism of a single basic system of value orientations of modern Russian youth [6].

MATERIALS AND METHODS

In October-December 2017, we conducted a study at the Kazan Federal University to determine the features of social well-being of students during the next election cycle, one of whose tasks was to determine the degree of students' activity in the political life of the country.

In the course of this study, a mass questionnaire was selected as the method of collecting primary sociological information. During the study, we used a non-continuous quota sample. As of December 19, 2017, the total population was 40,000 students.

The sample was calculated according to the formula:

$$SS = Z^2 \cdot (p) \cdot (1-p) / C^2$$

where:

Z = Z factor (95% of confidence interval)

p = percentage of targeted respondents or answers, in decimal form (0.5 by default)

c = confidence interval, in decimal form (for example, 0.05 = ± 5%)

Thus, the sample consisted of 382 respondents (with a sampling error of 5%), taking into account the territorial and settlement features, areas of study and socio-demographic features, and was divided into the following age groups: 18-19 years old, 20-24 years old. The ratio between men and women in all age categories is 1:4; 3-4 women of the same age account for one man interviewed.

A statistical processing was carried out using the Microsoft Office Excel application packages. The experimental base of the study was the respondents of the Kazan Federal University. The bulk of respondents was represented by students of the 2nd and 4th courses, of which: 27% - boys, 73% - girls. The methodological base consists of monographic and complex sociological studies.

RESULTS

According to our data, almost half of the respondents (46.6%) are aware of themselves as patriots, and every seventh (14.9%) does not consider himself/herself as such among youth interviewed. If we compare the obtained results with the data from three years ago, then we can state certain positive dynamics in the formation of patriotic sentiments of student youth, expressed in the growth of the number of patriotic youth - 46.6% versus 33.6% (2014), while there are still some students who do not consider themselves patriots of Russia (14.9% and 14.2%). In part, this conclusion is confirmed by the results obtained from the content side of the patriotic concept. According to the data obtained from the respondents, a rather pronounced feeling of patriotism correlates with all the proposed interpretations.

At the same time, there are different ideas about the patriotic components, but at the same time, three dominant convictions are clearly visible in its understanding. Every second who participated in the study (55.4%) noted that patriotism means for him/her "striving for the development of his/her country"; for 44.9% of respondents, patriotism is associated with attachment to his/her native land, language, traditions, and 41.3% of respondents noted a sense of pride in belonging to the state. When comparing with the results of the 2014 survey, there is an uptrend in the population of the main components of patriotism in the youth consciousness. An increase was 2.5 times in terms of the "desire to develop their country" (55.4% versus 22.2%), 2.1 times - in terms of attachment to the native land, language and traditions (44.9% versus 21.3%), and 2.8 times - in the feeling of "pride in belonging to the state" (41.3% against 14.8%). At the same time, the feeling of patriotism declared by the students is not directly related to practical actions in accordance with the patriotic sentiments. So, to the question "What does it mean to you to be a patriot?" only a small part - 24.5% of respondents indicated the option "a sense of duty, civic responsibility", and even less than 8% indicated the answer "a willingness to sacrifice personal interests". Consequently, even in the patriotic part of student youth, patriotism is more speculative, emotionally pronounced than practically oriented. It is no coincidence that to the question: "In which country would you like to live?" only a third of respondents (33.3%) answered "in Russia", almost as many (30.9%) - "in another country" and 28.1% - "I don't know yet".

For a considerable part of students (26.4%), patriotism is not an unconditional feeling, but a value that is actualized and determined in a specific situation. This means that patriotism is largely associated with the life plans in the student consciousness, and the patriotic potential is reduced with the threat to the implementation of strategic goals and attitudes. Thus, we can conclude that there is a certain shortage in filling the notion of patriotism by the symbols of the nation and the state, civil identification with them, among youth. This, in turn, creates uncertainty of practical behavior in civil and political life. A strong sense of patriotism depends on the willingness to sacrifice personal interests for the good of the country. Among those who feel that they are the patriots of Russia, 20.4% are ready to sacrifice their personal interests unconditionally, 7.8% are not ready; among those who do not feel themselves to be the patriots of Russia, 1.2% are ready to sacrifice their interests, 63.4% are not ready. Thus, among those who consider themselves the citizens of the Russian Federation, 24.9% are not ready to sacrifice their personal interests, if it is necessary for the good of the country. There are also 29.1% of those who feel that they are the "citizens of their republic" and 38.4% - citizens of the "world".

It should be noted that most young people are concerned that the state and society are not engaged in raising this quality. 16.4% answered negatively about the presence of patriotic education, 34.7% did not personally feel it, 19.7% found it difficult to answer, which also indirectly confirmed this opinion. More than half of respondents (58.8%) feel the need for an appropriate education. According to students, to educate the patriotic sentiments, it is necessary to activate it at all levels of national education (34.7%). The civil positions and patriotic sentiments should be formed, above all, by the state, which was emphasized by 27.8% of those participating in the study.

However, about the same number of respondents (27.5%) found it difficult to answer to the question: "What do you think is necessary for the education of patriotic sentiments in Russian society?". In our opinion, patriotism turns out to be poorly compatible with the nature of the adaptation requirements put forward by life in the current system of value and regulatory priorities. Therefore, patriotic feelings still find a natural refuge only in the private field of people's lives. Thus, there are few opportunities for young people to assimilate the "socialized" component from the set of patriotic feelings associated with civil and political values today.

DISCUSSION

The state politics, by virtue of the possession of ample opportunities, is indeed the central element in the social regulation of the youth socialization processes. Nevertheless, the multi-party system should, in practice, significantly reduce the ability of the state to establish certain ideal images of youth as a rule of law. Some researchers note that the features of the approach, which indicate the expected behavior and way of thinking of youth, are repeatedly revealed in the new formulations of such a policy. The expectations from youth are still fixed in the most general form, but they should be viewed in the context of various standardization measures and the introduction of a competence approach in various areas where the social formation and development of youth takes place [7].

In Russia, the introduction of public associations to the formation of mechanisms and technologies of youth policy is associated with a number of unresolved problems of a theoretical, methodological and practical nature. The immaturity of civil society in modern Russia, as well as the dependence of public associations from state power, lead to defects in the planning and implementation of youth policy. This leads to the transfer of public functions in the development of value orientations to other institutions, mainly the mass media. Therefore, the problem of searching the determination of the priorities of improving state-civil cooperation in this area is acute today, more than ever.

The peculiarities of the patriotism education discourse emerging in Russia can be traced by analyzing attitudes in the mass public consciousness. According to the FOM, the awareness of the greater role of education increases and the proportion of those who believe that patriotism arises for some other reason decreases with an increase in the age of respondents. According to the Levada Center, the absolute majority (63%) of Russian citizens believe that today it is necessary to adopt a state program devoted to patriotic education [8]. The respondents believe that necessity arises from the "external and internal threats", and accordingly, "the state should educate patriots who are ready to protect the interests of the country". Nevertheless, 17% of them are aware that such a program "can become a "feeder" for the bureaucracy, without yielding real results". 14% adhere to the opposite opinion. They agree that "patriotism is a personal matter of everyone, and the state should not interfere in spite of everything". In this regard, it is worth paying attention to some contradiction. It lies in the fact that considering the substantive patriotism side, the majority (83%) adhere to the view that "patriotism is a deeply personal feeling, the person himself/herself determines what is patriotic and what is not". Only 10% agree that "it is up to the state to determine what is patriotic and what is not". 66% answered the question about the need for state control over the problems of education and family relations and answered negatively. Thus, the connection between the state program adoption and patriotism is poorly traced by the citizens themselves, that is, apparently, it is not fully taken into account that, if it is /adopted, the state will set the standards and norms for such education.

According to the study results of public opinion, it is clear that the highest lines in the ranking list of the most important school subjects are occupied by history, native language and literature today. In our opinion, this indicates the awareness of the connection of the above objects with the preservation and

stable transmission of the cultural heritage, with the fostering of patriotic feelings in the society. This is confirmed by the FOM data, according to which the ignorance of country's history does not allow a person being considered a patriot. The majority of respondents (61%) have such a meaning [9]. If we rely on the experts' assessments regarding the quality of history knowledge by modern youth, then the actualization of this problem in the public consciousness looks quite justified. The head of the political analysis practice at the VTsIOM Mikhail Mamonov states that the young people's knowledge of the history of their country is increasingly fragmented, which leads to the lack of political guidelines [10]. The experts pay attention to the lack of a link between the academic science and the mass audience, that is, the popularization institute.

CONCLUSIONS

So far, there has not been formed a single dominant concept regarding patriotism and measures for its education in the public consciousness. The central element of the public regulation of the youth socialization processes is the state youth policy due to the possession of all the necessary resources, wide competences and powers. Public discourse includes a point of view, according to which the new formulations of the content of state youth policy include again the features of the approach containing the expected behavior patterns and ways of thinking of the youth today. An important vector of domestic discourse remains the need to combine civic education in the depths of society itself, within the framework of state and public youth policy. The immaturity of the civil society of modern Russia, the dependence of public associations from the state power led to many unresolved problems of the younger generation, which requires the development of priorities in the strategy of state-civil cooperation in implementing the social development policy of the younger generation.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

THE CENTRE-REGION RELATIONS MODELS IN DECENTRALIZED EUROPEAN STATES: THE ROLE OF ETHNO-REGIONALIST PARTIES

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ABSTRACT

The regionalization, decentralization and the growth of national identity created favorable conditions for strengthening the influence of ethno regional parties on the political process in many European states. The constant support of the regional electorate allows these parties, leading regional authorities, having a direct impact on the formation and development of relations between the central and regional authorities. This article describes the model of "center-region" relations, which can take shape in the conditions of the ethno regional party's rule. The authors suggest a relationship between the position of ethno regional parties on issues of the state-territorial structure and relations between the center and the region.

INTRODUCTION

KEY WORDS
Ethno regional party,
"center-region" relations,

There is a strengthening of parties that defend their national identity, culture and economic well-being of the region at the present stage of development of European states. It is precisely ethno regional parties that are becoming active political actors seeking to exert a significant influence on governmental decision-making, both at the regional and national levels.

The rise of ethno regional parties in the 70s-80s of the 20th century [1] caused a special interest among the scientific community to study such parties. The variety of participation forms in the national and supranational politics makes regional parties a particularly relevant and important object of study of political science. The study of the influence of ethno regional parties on the process of building and developing relations between the regional and central authorities in the European states is of particular importance. Consideration of ethno regional parties as a political actor influencing the above-mentioned interactions in modern scientific discourse is almost absent. One can speak only of individual studies in which the issues of parties' development are touched upon in the context of "center-region" relations. The influence exerted by the ethno regional parties on building a balanced "center-region" model remains unexplored. All this indicates a number of shortcomings and the need to clarify some aspects of this problem.

METHODS

The main research postulate of this paper is the thesis about the presence of a specific role of ethno regional parties in building a model of "center-region" relations. As a hypothesis, the authors suggest the influence of behavior, ideological orientations and political demands of ethno regional parties on the interaction between the central and regional authorities in the decentralized states. The methodological basis of the study implies reliance on the postulates of a neo institutional approach, which makes it possible to consider the parties' institution as an independent actor and participant in the political process, taking into account all forms of interaction the party enters during the course of its activities.

The authors also use the case study method as a key research tool. Using this method in line with the neo institutionalism, we can study in depth the various aspects of a particular case, reveal specific features inherent only in a particular political institution or phenomenon. The need to identify the similarities and differences between the established "center-region" models in various European decentralized states determines the use of a comparative research method as one of the leading methods in the context of this paper. The comparative method is used to identify the common and different in the aspects of the activities of the Western European ethno regional parties directly connected with the construction of "center-region" relations and, as a result, to study the formation of different types of relations between two above-mentioned authorities.

RESULTS AND DISCUSSION

The parties called ethno regional are focused on the geographically concentrated national minorities struggling to change the existing political structure of the state and its position in it [2]. Tursan believes that, unlike other parties, ethno regional parties seek to transform the existing order of relations between the region and the state, to build a new type of relationships, which will allow taking into account the interests of the groups represented by the party [3]. The program of ethno regional parties includes

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requirements for the reorganization of the state-territorial structure towards an increase in the level of autonomy of the regions and the redistribution of powers between the center and the regions in favor of the latter.

Among the typologies taking into account the goals and requirements of ethno regional parties, the most interesting for this study is the typology of L. De Vinter [5] augmented by R. Dandoy [4], which takes into account the parties positions on issues of state-territorial organization. Typology includes three groups of ethno regional parties: a) defenders of the status quo; b) supporters of decentralization c) supporters of secession.

The ethno regional parties - defenders of the status quo - identify the struggle for recognition of the cultural exclusivity of the ethnic group represented among their goals. These parties do not seek to change the state-territorial system or expand the political autonomy of the region, they care only about the recognition of the linguistic and cultural identity of national minorities.

The ethno regional parties demanding changes in the internal borders, strengthening regional institutions and redistributing powers in favor of regional authorities belong to the advocates of decentralization [6]. The empowerment requirements may relate to various policy areas, for example, powers in the field of culture, education, language, economics, budgeting, regional development, etc.

The secessionist party has the most radical demands among all the ethno regional parties. Secession can be defined as the process of separation and withdrawal from the state of any of its parts, which implies the creation of a new state entity with all sovereign paraphernalia within the disassociated territory [7].

We tend to assume that the nature of the demands has a significant impact on the status of relations between central and regional governments in the conditions when the ethno regional parties become ruling in the region.

We raise the question of the relationships between the radical demands of ethno regional parties in the field of state-territorial structure, the distribution of powers between regional and national institutions and the nature of relations developed between the center and the region.

The peculiarities of the region's development and relations with the central authorities are to a certain extent determined by the interests of the ruling political parties. Therefore, we will talk about building relations between the center and the regions, defining the regional and regional parties as the main political actors, influencing the formation of regional interest in the future.

The choice of case studies is due to the fact that Catalonia, the Basque Country, Schleswig-Holstein and Scotland always differed by their ethnic, cultural and linguistic diversity. The ethno regional forces have played and continue to play a serious role in the regional and national political arena of multinational European states. The number of cases includes all regions in which the ethno regional parties have won the regional elections in recent years, which have managed to join the coalition government or form an independent government. The "center - region" relations can emerge and develop within the framework of a federal and unitary state. Therefore, the cases include the regions of the states with a federal and unitary structure.

- Basque Nationalist Party - BNP (Basque Country, Spain);
- Catalan European Democratic Party- PDeCAT (Catalonia, Spain);
- Left Republican Party of Catalonia – ERC (Catalonia, Spain);
- Union of South-Schleswig Voters - SSW (Schleswig-Holstein, Germany);
- Scottish National Party - SNP (Scotland, UK);

To achieve the objectives, the parties were divided into groups based on the typology of R. Dandoy. [4]

The Union of South-Schleswig Voters Party supports the status quo; the Basque Nationalist Party is the pro-decentralization and autonomy party. In turn, secession supporters include the Scottish National Party, the Left Republican Party of Catalonia and the European Democratic Party of Catalonia, which are characterized by the provisions based on calls for the formation of an independent state.

We have identified a number of obligatory indicators that objectively reflect the party's position in relation to the interaction between central and regional authorities. These indicators primarily include: the parties' positions on the issues of national identity, language status, the goal and objectives set by the party, as well as the attitude to the interaction model that has developed between the center and the regions in each specific case. For a qualitative analysis of each indicator, we studied the program documents and party charters, as well as practical actions and slogans proclaimed by the party in relation to the above aspects.

We analyzed different periods that corresponded to the time in power of the ruling ethno regional party. We chose this term, since the parties, being part of the regional government, were able to implement their party programs during this period.

As a result, it was possible to identify three interaction models between the center and the regions, at the head of which are the ethno regional parties - a cooperation model, a conflict model and a center dominance model.

The cooperation model implies close interaction between the region and the center, the coordination of all actions undertaken by the region with the center's will, resolution of arising disputes and contradictions in the framework of amicable negotiation process. The region is able to protect the interests of the ethno regional group.

Such a model includes relations between the Spanish central authorities and the Basque Country, which is headed by the Basque Nationalist Party (BNP). The regional government, headed by the BNP, supports the consistent expansion of the powers of autonomy within the economic benefits received and promoting the prosperity of the region. In recent years, the regional authorities of the Basque Country managed to get rid of the image of the "main threat to the stability of the Spanish state" and become the main regional partner of the central authorities. Regional authorities do not allow the repetition of the Catalan scenario in the territory of the Basque Country, as this may jeopardize cooperation with the central authorities and the progress that has been made towards regional self-government, for example, preferences in the intergovernmental relations [8].

The conflict model is a confrontation between the region and the center representatives. In such a model, regional authorities reserve the right to freedom of political actions that are not coordinated with the center. In such a situation, the negotiation process is ineffective; the parties cannot come to a consensus, despite the center being able to legally and forcibly influence the actions of the regions.

This type of relationships can be attributed to the interaction of Spain with the Catalan authorities, led by the ERC and PDeCAT, and Scotland, whose government is headed by the SNP.

The refusal of the Spanish authorities to cooperate with the regional government on holding a referendum on the independence of Catalonia leads to an increase in the number of unilateral actions by the regional authorities, and the exclusion of the negotiation process as a tool to get rid of the accumulated contradictions. The response of the central authorities in the form of the application of legal norms to combat the separatist policies of the regional government (in particular, criminal and administrative prosecution of leaders of ethno regional parties [9] who have participated in the consultative survey on the separation of Catalonia) allows us characterizing the relations as a conflict interaction model between the center and the region.

Less tragic is the example of relations between Scotland and the British authorities. Despite the loss of separation supporters in the referendum in 2014, the change in the political situation associated with Brexit, may lead to a repeated referendum on independence [10]. The exclusion of Scotland from the European integration process can be a decisive argument for those residents of Scotland who have voted against independence at the referendum in 2014. This is due to the radically different position of the British and Scottish authorities on the issue of maintaining British membership in the European Union. SNP states that maintenance of EU membership would allow entering the Eurozone without serious consequences, as well as reducing the economic risks and secession costs [11].

The center domination model – the center has the strongest influence on the activities of regional authorities, ethnicity is not politicized and is not a tool in building relationships with other political forces in the region and with the central authorities. When a center dominance model is being formed, regional authorities do not have the capabilities and resources to change the socio-economic and political status of regional ethnic groups. Such relationships are developed in the FRG between the central authorities and the state of Schleswig-Holstein, where the Union of South-Schleswig Voters (SSW) Party represents the interests of the Danish and Frisian minorities in the federal state of Schleswig-Holstein. The protection of the culture and language of the Danes and the Frisians living in Germany are the main demands of the parties. In general, the small size of the electorate and weak positions in regional authorities do not allow the party playing a significant role in the region and having a significant impact on the change of the "center-region" relationship model in Germany. The party is not influential enough to independently change the existing status of the Danish and Frisian languages without the support of other political forces.

CONCLUSION

Of course, the relations between central and regional institutions are not static, many factors affect the productivity and effectiveness of relations between central and regional authorities. Such factors include the activities of the ruling regional party, determining the development trajectory of the region and choosing the most acceptable format of relations with the center.

These relations can be developed within the framework of three models - conflict, cooperation and center domination. Based on the study results, it is possible to make an assumption about the existence of a relationship between the position of the ethno regional party in the field of state-territorial structure and the nature of relationships formed between the center and the region during the time in power of the ethno regional party. The ethno regional parties, which are the supporters of the status quo, advocating recognition of the linguistic and cultural identity of the regional community, and fighting for the right of an

ethnic group to be represented in the state institutions contribute to the center domination in relations with regional authorities.

The ethno regional parties advocating the redistribution of powers in favor of regional authorities and demanding the strengthening of regional institutions are the decentralization supporters. Under the rule of such a party, the region seeks to establish partnerships with the central government and to achieve the greatest possible expansion of authority in exchange for the center's support, which leads to the development of the cooperation model.

The secessionist parties are fighting for the independence of their regions and want, by reorganizing the existing states, to create a new sovereign territorial entity. This type of party, being in the position of the ruling party, stands for self-determination of the region, without receiving support from the central authorities, preferring the unilateral actions instead of the negotiation process. Lack of consensus and discrepancy in the views of the region's future leads to the formation of a conflict model of "center-region" relations.

The models proposed in this article do not claim to be universal in the study, but can help in disclosing the role of regional parties, as well as in forming and developing complex relations between the central and regional institutions.

In conclusion, it should be noted that the ethno regional parties are active players not only in the regional, but also in the national political arena. The inclusion of such parties in the regional governments allows them striving for the implementation of their programs and changing the status and powers of the region.

The identification of the relationship between the type of ethno regional party and the model of "center-region" relations has a predictive value. If the elections are won by this kind of parties, it is possible, having revealed the basic requirements in the field of state-territorial structure, to determine the peculiarities of relations with the central government. The reduction or strengthening of the conflict potential and the change in the center's role in relations with the region can also be attributed to the inclusion of an ethno regional party in the political institutions of the region or the transformation of the party's course.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

DEVELOPMENT OF "CENTER-REGION" RELATIONS UNDER RULE OF AN ETHNO- REGIONALIST PARTY: THE CASE OF THE BASQUE COUNTRY

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ABSTRACT

Under the conditions of regionalization in Europe, there is an increase in support for ethno-regionalist parties. This type of parties gains the capacity to directly influence the implementation of the "center-region" relationship model in European decentralized states. The nature of relations between central and regional authorities is determined by the ruling ethno-regionalist party. Using the example of the Spanish autonomous region of the Basque Country, we can consider the role of the Basque Nationalist Party in the development of relations between the Spanish authorities and the Basque region. The authors analyze the transformation of the party's policy, which has led to a decrease in the level of conflict in the region and a rejection by the region of opposition with the central authorities in favor of establishing bilateral relations based on loyalty to the center.

INTRODUCTION

In modern European polytechnic states, the popularity and influence of ethno-regionalist forces which put forward demands to expand the autonomy of their regions, is growing. The accelerated process of regionalization has led to the strengthening of the positions of ethno-regionalist parties defending the national identity, culture and economic well-being of their regions. It is the ethno-regionalist parties that are becoming active political actors, and who are in favor of expanding the powers of the regions and securing the new institutional status. Strengthening the influence of ethno-regionalist parties is not just a result of the escalation of conflict between central and regional institutions or a protest of the region against the existing political system and state and territorial structure [1], but rather an indicator of accumulated problems in relations between a center and a region [2].

Ethno-regionalist parties, which having a majority in the regional parliament, succeeded to form regional governments, become active political actors seeking to exert a significant influence on government decision-making. The growth of national identity makes regional political associations an influential force capable of imposing its decisions on central authorities. The rise of ethnic and regional parties occurred in the 70-80s of XX century [3], but right now the fundamental changes having took place in the multinational European states have created a reliable basis for the development of ethno-regionalist parties.

Along with the acceleration of European regionalization and decentralization of public administrations, the interest of the scientific community in the study of ethno-regionalist parties, which are the most active actors in the regional political process, is growing. The variety of forms of participation in national and supranational politics makes regional parties particularly relevant and important subjects for the study of political science.

In political science there is no single, generally accepted definition of the notion "ethno-regionalist party". But all the offered versions contain two components - ethnic and territorial requirements [4], which define the ideology and goals of such a party.

By combining the approaches of H. Tursan [5] and F. Muller-Rommel [6] to understand this type of party, we can understand an ethno-regionalist party as a political institution representing interests of a territorially united ethnic group (ethnic minority) and striving to revise the existing state and territorial system in the interests of the region represented.

The inclusion of problems concerning decentralization of relations between a center and regions, the redistribution of powers in favor of regional institutions in the political program distinguishes ethno-regionalist parties from other types of regional and ethnic parties [7].

Despite overcoming the conceptual and terminological vagueness in studying ethno-regionalist parties, the problem concerning influence of parties of this type on the formation of relations between central and regional authorities, remains insufficiently developed. This is explained by the very specifics of the problem, which simultaneously affects two complex research questions - the role and place of ethno-regionalist parties in the European process and their influence on building a model of relations between a center and a region.

KEY WORDS

political party, Spain, Basque Country, ethno-

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METHODS

The methodological basis of this study implies reliance on the postulates of a neo-institutional approach which allows us to consider the institution of parties as an independent actor and participant in the political process, taking into account all forms of interaction that the party enters in the course of its activities.

Using the case study method in neo-institutionalism, we can carry out an in-depth study of various aspects of a particular case; we can also identify specific characteristics inherent only in a particular political institution or phenomenon. The case study is applied in this work in the context of a detailed consideration of the specific features inherent to the activities of ruling ethno-regionalist parties.

The Basque Nationalist Party (EAJ-PNV) which is one of the largest regional parties in Spain was chosen as the case study. This ethno-regionalist party has played and continues to play a serious role in the regional and national political arena. The party, having received 37,36% of the vote in the regional elections in 2016 and 28 seats in the parliament of the Basque Country, formed a coalition government together with the Basque socialists. Control over 9 ministerial portfolios of 12 suggests that the party has sufficient political resources to implement its programmatic provisions. Consequently, we can make the assumption that the line of policy of the regional government of the Basque Country is directed to the implementation of the EAJ-PNV party program. The party is also represented in the upper and lower chambers of the Spanish National Parliament and the European Parliament, what demonstrates the possibility of applying and advancing their political interests not only at the regional, but also at the international level.

The empirical base of the study is presented by the election program of the EAJ-PNV party in the elections to the regional parliament of the autonomous region of the Basque Country in 2016 [8] and the party's election program in the parliamentary elections in Spain in 2016 [9].

In order to reveal the position of the ruling party on building the relations with the center, the following topics are considered as basic: a) national identity and identity of the Basque people; b) the model of relations between the central and regional authorities, c) the state and territorial structure of Spain; d) autonomous status of the Basque Country.

These topics make it possible to identify the pre-election positions and views of the EAJ-PNV on the problems of political and economic relations between the center and the regions and the development of the state and territorial structure in Spain.

RESULTS AND DISCUSSION

Modern Spain is among the European states for which the ethno-regionalist forces are the main opponents of the center and have the strongest influence on public policy. The level of popularity of such movements among the population varies depending on the political and economic situation, but over recent years has remained consistently high.

Using the example of the Basque Nationalist Party (EAJ-PNV), we can reveal the relationship between a line of policy, a position of the regional party and a nature of the relationship between a center and a region. To do this, we consider the main elements of the EAJ-PNV programmer position affecting the problem of building the relationships between the region and the center.

The position of EAJ-PNV on the issue of state and territorial structure has always performed evolutions between national separatism and the readiness to develop within the framework of the Spanish state. The Basque national movement began to take shape at the end of the 19th century as a reaction to the intensification of the centralization process by the Spanish authorities. The first mentions of the special status of the Basques began to appear in the 15th century. This was due to the fact that the Basques had special rights and privileges, the so-called *fueros*, what established a special procedure for building relationships with the central authorities. This special status actually exempted the Basques from taxes [10]. The increased influence of Spain, the centralization of power and ceasing the *fueros* in the 19th century gave rise to protest sentiments.

The Basque national liberation movement soon became institutionalized, the Basque Nationalist Party was formed, the ideologist of which was Sabino Arano, the founder of Basque nationalism. Since the moment of foundation of the Basque Party, its special feature was the combination of political radicalism with moderate practice and the recognition of Spain's political institutions. During the period of its activity, the party entered into alliances with the right and left forces. Such dualism in the political platform of the party included various groups of the population among the party's electorate.

The duality of political ideas put forward, the constant change of images and political partners allow the EAJ-PNV to remain the largest political party in the Basque Country and have a direct influence on the policies of the central government due to its fraction in the Cortes Generales.

Since the 80s, changes in the line of policy of the Basque party EAJ-PNV can be compared with pendulum motion within the range of "moderatism - radicalism", which also applies to the choice of political partners.

“The party does not conclude permanent political pacts, changing allies from different, even opposing, ideological and political camps depending on specific circumstances. Cooperation with the Basque socialists and all democratic forces on the anti-terrorist struggle platform in 1986-1998 changed in the late 90s by blocking with a radical nationalist party of Erry Batasuna closely associated with ETA” [11]. The following stages can be distinguished in the transformation of the line of policy of the Basque nationalist party in the period of democratic Spain: 1) 1979-1998 - moderate line of policy within the framework of recognition of the Spanish Constitution and the autonomous statute of the Basque Country; 2) 1998-2009 - focus on the new model of relations of autonomy with Spain, meaning going beyond the legal field and at the same time combined with participation in the political institutions of the state [12]; 3) 2009-2012 - the period of being in opposition; 4) 2012 - till present time - waiver of the struggle for independence, focusing on cooperation with the central authorities.

For most of the Basques, separatism is associated with the activities of the terrorist group ETA. Declining in support for independence among Basque society has led to a transformation of the line of policy conducted by the ruling Basque Country EAJ-PNV. Wanting to maintain the status of the ruling party, EAJ-PNV could not continue to appeal to unpopular ideas about independence. In the late 2000s, the party ceased to support the ideas of the independence of the Basque Country. Since the cessation of the activities of the radical group ETA in the Basque Country and the disappearance of violence as a political tool, the issues of ethnicity and the struggle for self-determination of the Basques have been paled into significance in the programmer positions of the Basque nationalist party, with their replacement by requirements of further decentralization.

In recent years, the regional authorities of the Basque Country managed to get rid of the image of the “main threat to the stability of the Spanish state” and become the main regional partner of the central authorities of Spain. Changing the strategy of the main political actor in the regional arena lowered the conflict potential of the region. Reject from radical nationalist rhetoric allowed for to change the subject about the future of the region from the “struggle for independence” to the “maximum empowerment of the region” in terms of coordinating positions with the central authorities of Spain.

The position of the Basque party in relation to the existing model of interaction between the center and the autonomous region can be characterized from the traditional position of dualism. The party approves the established order of fiscal relations, without making any economic demands to the central authorities. The Basque country has special preferences in the sphere of intergovernmental relations, the percentage of taxes sent to the center is governed by bilateral agreements, the terms of which are very different from the Spanish system of intergovernmental fiscal equalization that extends to all remaining regions of the country [13]. At the same time, the level of independence of the Basque Country in the field of taxation is the highest among the Spanish autonomies.

The privileged position of the Basque Country contributes to stable growth of the region’s economy. From the point of view of EAJ-PNV, the model of bilateral relations established in the economic sphere should be extended to all spheres of interaction between the Spanish and Basque authorities.

The party demands recognition of the right of the Basque Country to be a subject of international law. The party’s program position emphasizes the need to grant the right of autonomy to open its representative offices on the territory of other states.

A special place in the political program of the party is given to the desire for close cooperation with the autonomous region of Navarre, where the Basques also live. The requirements for creating a common system of social, economic and cultural development can be interpreted from the point of view of a party plan as an association of the Basque Country and Navarre. The frequent mention of Navarre, as the region closest in cultural, historical and economic terms [13] (Navarre also has a special tax status, like the Basque Country) suggests that the Basque party did not abandon the idea of collecting Basque lands into a single state territorial formation, only reducing the degree of radicalism of their requirements in this matter.

Despite the softening of rhetoric, the party emphasizes in its political program the need to recognize the uniqueness of the Basque people, who have a special cultural and historical heritage. The theme of preserving the ethnic identity of the people is clearly traced in party discourse for later reunion. Appeals to the Spanish authorities to accept any decision of the Basque people with respect are declarative.

CONCLUSION

It can be noted that the dualism of the party attitudes in many ways makes it possible to strengthen the position of the party in relations with the center, enhancing its “negotiating potential”. All steps taken by the regional government are consistent with the central authorities.

The regional government led by the Basque Nationalist Party advocates consistent expanding of the powers of the autonomy within the limits of economic benefits and contributing to the prosperity of the region. The slogan of the Basque national party is “no confrontation”; all controversial issues are resolved by seeking consensus. The independence of the Basque Country is not an actual goal for the ruling party. This fact is repeatedly emphasized by regional authorities. The dualism characteristic of EAJ-PNV makes

impact on the line of policy supported by the party. The policy of the ruling ethno-regionalist party demonstrates the intricacies of the ethnic and regional interests of the Basque people. The party seeks to conclude the most advantageous agreements with the Spanish government within the existing institutional and legal framework in exchange for a guarantee of stability in the region. The model of relations developing between the region headed by the EAJ-PNV government and the Spanish government can be positioned as cooperation with elements of bargaining.

In the context of regionalization of European states, ethno-regionalist parties become the main political force influencing the formation of not only regional, but also national politics. The Basque Nationalist Party is a vivid example of a regional party, which, being at the head of the regional government of the Basque Country, manages to exert a direct influence on building profitable relations with the Spanish state. The transformation of the EAJ-PNV policy, the reduction of the radicalism of its requirements and the rejection of alliances with the supporters of the independence of the Basque Country turned the EAJ-PNV into one of the most reliable regional partners of the central authorities.

With the next transformation of the BNP position and the cessation of activity of such an influential regional organization as ETA, the model of conflict relations between the Spanish and Basque authorities is changing to a model of cooperation. This model of relations between the center and the region implies coordination of all actions taken with the will of the center, reforming of the whole state and territorial system and the problem of transfer of powers are solved within the framework of the negotiation process; the region's loyalty to the center is exchanged for additional preferences.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

CONSCIOUS CHOICE OF THE SCIENTIST PROFESSION AS A STRATEGY FOR THE BIOGRAPHICAL TRAJECTORY OF YOUNG GENERATION OF RUSSIANS

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ABSTRACT

The article considers the features of the formation of an informed choice of scientist and researcher profession. Based on the study results conducted by the in-depth interview method, we analyzed the biographical trajectories of research scientists living in the city of Naberezhnye Chelny (Russia). We identified the reasons that have the greatest impact on the degree of conscious choice of the scientist profession, such as the presence of a role model (standard scientist); dynastic principle; social environment; internal need for the extraction of new knowledge. We discovered the main trajectories of the choice of research directions of future scientists and researchers: straight; winding; cyclic; sinusoidal (wavy). According to the study results, it has been concluded that the biographical trajectories of scientists and researchers are a chain of informed decisions when the most optimal one is chosen from a variety of options. The uniqueness of the choice of such a profession as a scientist is in fact that this type of activity acts as a catalyst for new spirals of scientific and technological progress. Awareness of the choice of a particular activity field by a person indicates his/her inner maturity.

INTRODUCTION

An individual always faces the problem of a certain choice within the framework of a life path. The choice concerns both every day and vital tasks involved in the formation of a common collective image of a personality: social status, role, profession, place of residence, appearance, friends and much more. The modern world makes ever-changing and increasingly complex demands that should be met by the society members. However, there is a problem of awareness of the choice of certain actions, the process of which is constantly accelerating.

The choice is the adoption of one decision from many options available [1]. The causes of human choice are investigated in psychology, economics, sociology and many other sciences. Awareness is a relatively new concept in the modern social sciences; it is defined as continuous tracking of current experiences, that is, a state in which the subject focuses on the experience of the present moment, without being involved in the thoughts about past events or the future [2]. The study of awareness of choice in science among the scientists is of particular interest. Before we proceed to the direct description of the subject features, we should pay attention to the very interpretation of the term "scientist". A scientist is a person engaged in the systematic knowledge acquisition activities that describe and predict the natural world. In a more limited sense, a scientist may be considered a person who uses the scientific methods of reality cognition in various fields of knowledge. A person can be an expert in one or more areas of science. The term "scientist" was introduced into science by the theologian, philosopher, and historian of science, William Wivel in 1833 [Oxford English Dictionary, 1989]. The problems of science sociology were studied by such authors as R. Merton, [3], M. Mulkay [4] et al. In this article, we will consider the issues of awareness of the choice of scientist profession as a strategy for building the biographical trajectory of the young generation of Russians.

METHODS

The authors made a study in one of the mono-industrial cities of Russia - Naberezhnye Chelny, using the qualitative methodology - narrative biographical interviews (N = 15). The informants were the scientists and researchers of the city of Naberezhnye Chelny. The biographical interview was aimed at exploring the basic life and career strategies of the informants.

RESULTS AND DISCUSSION

An important condition for a young person to choose the scientist profession is the innovative potential of a particular region in which an individual life. According to Gordon, the innovation potential is a system of interrelated components, but, above all, it is the most important basis for economic growth [5]. The training of qualified personnel is an important part of the formation of innovation potential, an integral part of the city's economy, contributing to an increase in its competitiveness in the domestic and international arena. The main directions of work on the formation of the "ideological" potential should include stimulation of the creation of domestic innovations, since a fairly large percentage of innovations are of foreign origin, in particular, based on borrowing patents, which increases the outflow of funds abroad [6]. Hence, people who are able to create innovations and choose the life trajectory of a scientist are of particular value.

KEY WORDS

*informed choice,
scientist, researcher,
biographical trajectory,
awareness*

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An important condition for the development of the scientist's personality is the formation of a fundamentally new type of higher education institution - a third-generation university, which is a multi-disciplined, intensively developing educational, scientific and innovative complex that adapts to the requirements of the external environment, produces scientific and technical innovations, and is focused on meeting consumer demand at the specialized markets. Such a university, located at the intersection of research, education and innovation, largely holds the key to a knowledge-based economy and knowledge society, being the main institution providing interaction between the academic and economic worlds through such structures as science and technology parks, technology transfer centers [7].

The city of Naberezhnye Chelny, which has become the object of our research, has a pronounced industrial orientation (automobile industry) due to the fact that the largest enterprise of the city is KamAZ (city-forming enterprise), where more than 40 thousand people work. Therefore, the need for highly qualified specialists is growing steadily in the city to meet the needs of a developing industry. The needs are partially met by local specialists, and partially - by visiting specialists. The city is also actively developing high technologies, the process of which has been accelerated due to the creation of an IT park on the municipality territory.

In order to identify the specifics of intrapersonal attitudes that contribute to the choice of a scientist's life trajectory, we conducted narrative biographical interviews with the representatives of the scientific community of Naberezhnye Chelny. According to the results of these interviews, the following factors that determined the choice of such a strategy were identified:

1. The presence of a role model (standard scientist). Many informants indicated that, to a certain extent, they were influenced by some role model in the person of an authoritative scientist: "My scientific career started phenomenally, because Makhmutov Mirza Ismailovich was appointed my supervisor. One can say that he is one of the most outstanding teachers of our time. If in the XIX century it was Ushinsky, then there were several of them in the XX century, and Makhmutov was one of those people. Now, after two decades, I realize this and understand it even more. Firstly, my supervisor was one of the founders of the theory of problem-based learning in Russia. This theory was so qualitative that it was adopted both on a theoretical and applied level, it could be used in the schools. Secondly, it is relevant even now, as it allows going beyond the framework of ordinary education ... My supervisor has occupied the post of the Minister of Education of the Tatar ASSR for 18 years. This is a completely outstanding personality" (female, 45 years old, Candidate of Pedagogical Sciences).
2. For a number of scientists, these were their immediate supervisors, for others - one of the greatest scientists in their field, whose persona admired them: "For me, the key point in choosing the researcher profession was the moment when I read a book about Nikola Tesla. His dedication and devotion to science inspired me so much that I realized that I would connect my life with technology" (male, 36 years old, Candidate of Technical Sciences). Here, the mechanism of the unconscious copying of some life strategies of the scientists worked out. Then there was a sign of choice awareness, when the informants focused on their own feelings at that moment.
3. The dynastic principle was traced among those informants who had one of their direct or indirect relatives involved in the research or inventive activities: "I have four generations of my family who have a higher education. My father and grandfather were teachers. Both of my uncles were the rectors of the pedagogical institutes". (female, 45 years old, Candidate of Pedagogical Sciences). To some extent, the mechanism of social genetics worked out, when the informants repeated, to a certain extent, the career/life path of their own parents/relatives. There was a transition from an unconscious program (when consciousness absorbed information about a possible choice) into the process of conscious choice (such informants understood this already after a certain time, as a result of self-reflection).
4. Social environment. The environment of a potential scientist: friends, acquaintances. The environment in which his/her personality was formed. A lot of research has been devoted to the influence of the environment (in the field of psychology, sociology, philosophy), however, the studies were conducted in the field of neurobiology, where it was proved that the environment changes the human brain. (Including the formation of neural connections, different parts of the cerebral cortex). Eagleman argued that the human brain changes throughout life (the so-called plasticity of the brain is formed), which allowed making an informed choice. The brain changes under the influence of many factors: professional activity, hobby, environment. "The shape of bulges and pits in the human brain is the same for all people in general, but smaller details reflect individual differences indicating where you were and who you are now. Family, culture, friends, work, every film watched, every conversation with another person — all this left some imprints in your nervous system" [8]. The informants noted that their parents or teachers directed their interest in the right direction: "My school history teacher was ultimate teacher. Initially, I was interested in physics and mathematics and was even going to enter the Faculty of Physics and Mathematics, but her lessons, full of dynamics and life, and talking with her about various historical events inspired me to study history. Mathematics remained a hobby, and history became a matter of my life" (female, 51 years old, Doctor of Historical Sciences). Some scientists noted that their friends, who were interested in something, had an influence on them: "Before adolescence, I was not particularly fond of anything. I could not find myself. I had a friend who

passionately loved history. Later, this passion was passed on to me, I have no longer conceived my life without history" (male, 46 years old, Candidate of Historical Sciences).

5. Internal need for the extraction of new knowledge. Knowledge is the result of cognitive activity. The informants had some interest in the extraction of new knowledge from early childhood. Such people begin to read encyclopedias and special literature in the fields of their interest, try to do some small research or experiments, if possible, before the others. "As far as I can remember, I have loved reading math books since childhood. I liked to operate with different numbers and carry out calculations in my mind. I received my first education in thermal physics, I even studied a couple of years at the post-graduate school and worked in the laboratory, but something went sour, and I devoted my life to sociology. In my opinion, I was taken to the post-graduate school of the Russian Academy of Sciences precisely because I could count well" (male, 77 years old, Doctor of Sociological Sciences). Such features are dictated, to a greater degree, by such personality quality as curiosity, which can be traced in young children. The need for new knowledge and their independent extraction, with due attention, increases with age and leads to the conscious choice of the researcher and scientist career. [9]

The choice of the research path formation strategy also revealed several trajectories:

1. The direct trajectory is inherent in those respondents who consciously chose a certain direction either before entering a higher educational institution or this attempt has been made during the course of training (if a potential scientist has not previously been engaged in research activities). Such informants are characterized by the continuity of such activities, there is a tendency to deepen the study, to search for the deepest layers of scientific knowledge: "As a child I was very fond of mathematics and wanted to become a math teacher in the future, later I became very interested in computer science, therefore I got an education in economic cybernetics. Mathematics has always been with me, although my activity has not been associated with science for a long time. When I returned to science, my supervisor inspired me to this, I combined my experience, my interest in numbers and economics, and defended my thesis. Now my life is firmly connected with the economic calculations" (female, 50 years old, Doctor of Economic Sciences). (It can be combined with the "role model of a standard scientist" that has inspired the informant to research in a particular area). If an interest in a particular direction has manifested itself in childhood/adolescence, then there is some experience in conducting research, experimentation, and ability to analyze before entering the high educational university.
2. A tortuous trajectory is observed among those informants who have gone through branching: they faced some confusion when they realized that they did not like the chosen direction anymore. The so-called pendulum mechanism was launched, which contributed to the constant fluctuations in the selection process. A large amplitude of oscillations was characterized by radically opposite directions of research. "At first I was engaged in thermal physics and even worked with installations in the laboratory, but then I was brought to sociology. I studied language processes, studied scientists and many more different features. At one point, I became interested in economics. When I was 76 years old, I defended my doctoral thesis in sociology. I still want to defend my PhD thesis in economics" (male, 77 years old, Doctor of Sociological Sciences). As the pendulum was stirring up, the internal uncertainty of the informants grew: "My life is like a roller coaster. At first I received a technical education, then a psychological one. I have defended my PhD thesis in sociology, and I am writing a doctoral thesis in economics" (female, 46 years old, Candidate of Sociological Sciences). Some scientists and researchers observed from 4 to 10 oscillations. The amplitude was reduced in proportion to the scientist's understanding of what research direction he/she was consciously interested in.
3. Cyclical. To a certain extent, some informants observed a return to the old direction. There are two possible options: a full return to the original research after many years of scientific activity (when the first topic has completely exhausted itself, according to the informant); combining two directions into one (for example, economics and geography into economic geography): "In my youth I was very fond of geography, but I failed the entrance exams for geographic department. From hopelessness, I received an economic education. Around this time, I met a man who showed me the beauty of the economy and encouraged me to defend my Ph.D. thesis in economics. However, the interest in geography has not disappeared anywhere, it has been transformed into a passion for economic geography, whereon I am writing a doctorate thesis" (male, 51 years old, Candidate of Economic Sciences).
4. Sinusoidal (wavy). The oscillations between the two directions with the approximately equal intervals of time. The reasons for the oscillations include new perspectives of research in this area, a weakening of interest in one of the areas, a forced interruption of research in one of the areas due to certain factors. (In one way or another, this type of trajectory can be observed in most scientists). In the end, two directions may be transformed into one. [10]

During the study, it was noted that the scientists and researchers observed the transition of one trajectory to another in some cases. In some aspect, this is due to the personality-psychological factors of individuals, on the other hand, the influence of the external environment.

Thus, biographical trajectories of scientists and researchers are a chain of informed decisions, when the most optimal one is chosen from a variety of options. The uniqueness of the choice of such a profession as

a scientist is in fact that this type of activity acts as a catalyst for new spirals of scientific and technological progress. Awareness of the choice of a particular activity field by a person indicates his/her inner maturity.

CONCLUSION

Thus, the study showed that, in general, Russian society has the necessary potential for innovative development not only in major metropolitan centers, megacities, but also in mono-industrial cities. The analysis of materials of biographical interviews revealed the following factors in choosing the strategy for building a professional career of a scientist:

- presence of a role model (standard scientist);
- dynastic principle;
- social environment;
- internal need for the extraction of new knowledge.

The choice of the research path direction also revealed several trajectories:

- straight;
- winding;
- cyclic;
- sinusoidal (wavy).

The conscious choice of the scientist's life strategy, the development of such a trajectory can be implemented quite successfully in Russian society, in general, and in the region we analyzed, in particular. The respondents believe that it is necessary to support the science workers, creating the necessary conditions for their development. Practice shows that there can be no question of any development without the right conditions. In fact, not entirely favorable circumstances in the field of science encourage the so-called "brain drain", which is one of the reasons hindering the development of this industry.

At the present stage of development, Russian society is still under the influence of resource-extracting industries, since most of the revenues come from this field, but, as you know, such a "raw materials economy" cannot be effective in the long term, even though Russia takes the first place in the natural resource reserves. The resources are exhausted with time, moreover, the Russian Federation has very strong competitors in this field; there is a strong dependence on exchange reports on oil and other types of natural resources. In such circumstances, it is necessary to take steps to reanimate the Russian economy and make a transition from a mining to a producing economy. The development of the knowledge-intensive sector can increase the prestige of the Russian economy, wherefore, in our opinion, development in the following areas is necessary:

- financing and supporting projects of young scientists and inventors, a simplified system for obtaining patents;
- development of public-private partnership in the field of science and innovation;
- an increase in the number of scientists, an opportunity for their development in our country;
- access to the world market of innovative technologies;
- stimulation of the personal choice of the life trajectory of a scientist by the representatives of the younger generation, with the help of professional orientation mechanisms, development of an individual grant support system, formation of internal motivational mechanisms.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

THE ROLE OF SELF-HELP AND MUTUAL AID IN SOLVING SOCIAL PROBLEMS

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ABSTRACT

In article the concepts "self-help" and "mutual aid" are specified, arguments in favor of development of the movement from the centralized system of social support of the population in which the state, to the mixed forms where the state providing merges and complemented with private and public sources dominates are adduced. The possibility of creation and functioning of groups of the self-help and mutual aid is proved not only at public institutions, but also public formations. The efficiency and need of development of system of the self-help and mutual aid for the solution of many social problems and improvement of social well-being of the population in general is proved.

INTRODUCTION

The transition to a market economy has led to an increase in negative trends during the "shock reforms". One of the obvious results of the liberal shock reforms was the gradual elimination of the state from the social field (education, science, medicine, social guarantees, etc.) and its commercialization.

Social work paradigms are changing, while the social protection system itself shall include the elements that help the society do without it, such as taking preventive measures to prevent dependency, marginalization, decent wage policies, creating jobs for deprived population groups, developing self-help and mutual assistance, support the development of volunteering, etc.

METHODS

In this paper, the authors used such general scientific empirical methods as comparison, observation, analysis, as well as a specific method for studying the texts of mass media - content analysis. The concepts of "self-help" and "mutual aid" are used by the researchers to explain a wide range of phenomena of social reality.

RESULTS AND DISCUSSION

Civil society as a field of self-manifestation of free citizens and voluntarily formed associations and organizations more and more actively performs the most important function - the most complete satisfaction of the material, social and spiritual needs of its members, the full implementation by the individual of his/her interests, aspirations, goals - every day [1]. This allows successfully implementing the programs of socio-economic development and achieving harmonious social relations in the society. Today various public organizations of veterans, disabled people, large families and others, which do a great deal of social support for their members, function almost in every region of Russia. It has been formed a certain interaction system of state structures with public organizations, the basis for the construction of which was the signature of long-term agreements defining goals and objectives and delimiting powers between the governmental bodies and public organizations. In order to implement spiritual patronage over the residents of boarding schools, social rehabilitation centers, etc., the agreements are made with the Muslim Spiritual Administrations and the Dioceses of the Russian Orthodox Church. Joint activities within the framework of existing agreements are carried out in terms of the development and implementation of social programs, the exchange of methodological and analytical materials of mutual interest. In addition, public organizations are involved in the development of legal acts, in the explanatory work among the population related to the introduction of new legislation affecting the interests and problems of the population. A mechanism of public involvement in solving social problems through Public Councils and Chambers that have a "vertical" in each region is implemented almost universally, which allows making control at several levels. But the most important thing is that the public organizations form the self-help and mutual aid communities. Abroad it is called "time bank", when everyone helps another one to the extent practicable, receiving in return the service he/she needs [2]. In a number of Russian regions, similar communities have been called "Social Activity Schools", "Volunteer Clinics".

However, paying tribute to the scientific work of different periods, it should be noted that they have the ambiguity of the concepts of "self-help" and "mutual aid". In most works, these concepts are identified by the definition of "the people's efforts who are faced with similar problems aimed at helping each other" [3].

However, the author believes that the term "mutual aid" implies mutual, but not one-way assistance. Self-help can be aimed at a specific purpose: a person faces some problems and tries to solve them correctly on his/her own. Self-help groups are the associations of individual or collective members whose activities

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are aimed at helping themselves. Depending on the problem that caused people to gather in a place, self-help groups can be roughly divided into the following categories:

- groups to overcome the crisis or transition period;
- groups to combat addiction;
- groups suffering from chronic diseases;
- groups on training in self-defense techniques in case of an attack, actions in case of emergency.

Self-help groups are very diverse in their structural forms and by type of activity and are almost not amenable to classification [4]. However, there are several key elements that are common to all types of groups:

- people with common life experience (situation, problem) get together to change something;
- people are direct or indirect recipients of the benefits of their activities;
- activity is often caused by the need to resist the isolation, discrimination and other negative attitudes of society towards this group.

The main technologies used to solve the problems of participants in the self-help and mutual aid groups are the exchange of experience between individuals, conducting educational seminars, mutual evaluation-criticism and volunteering. The work in such groups can proceed in various directions. Some groups expand their activities. In addition to internal issues and ways to solve them, they can, for example, provide information and assistance to other people facing the same problem or life situation, or organize public campaigns in order to achieve the necessary changes. The specialists - doctors, lawyers, psychologists, social workers, etc. - take part in the mutual aid group very often.

Public organizations of self-help and mutual aid are one of the important components of social work, a manifestation of the social initiative of people who have fallen into a difficult life situation and who combine their own efforts to solve their problems. They protect the legal rights and interests of people in difficult life situations, organize mutual support and assistance, collect and accumulate funds to solve social problems [3].

Often, self-help and mutual aid groups work closely with the state social services, often work on their basis and receive organizational and methodological support [8]. However, as a rule, the organizations of self-help and mutual aid acquire the appropriate direction and specialization: provision of social services, training in first aid, self-defense in emergency situations.

Independent self-help and mutual aid organizations, according to the author, have significant advantages [4]:

- direct contact with the target group;
- horizontal connections;
- less bureaucracy;
- responsiveness and flexibility;
- highly qualified personnel;
- knowledge of the problem;
- pluralism in decision-making;
- development and implementation of innovative technologies and models;
- versatility.

The first self-help organizations appeared in European countries. Their activities and relations with the state are based on the subsidiarity principle, according to which social problems shall be solved at the level where they arise through the self-organization of citizens with the state's support. The state shall offer assistance to its citizens so that they can independently solve their problems on the basis of self-organization and self-control. Thus, public associations and private initiative of self-organizing citizens enjoy the priority right: governmental agencies shall not do what the local communities can successfully cope with [5]. This principle was first proclaimed in the laws of Germany in the times of the "Weimar Republic" in 1922-1924 and enshrined as a fundamental principle of social assistance in the encyclical of the Pope of 1931. Currently, it is enshrined in the European Charter of Local Self-Government (Article 4, clause 3), the national legislation of a number of European countries.

Unfortunately, this principle does not work in Russia. Public organizations of self-help and mutual aid are financed only by social grants, charitable foundations and private donations [1]. There is no mechanism for the separation of powers between public services and self-organizing citizens, as well as a mechanism for a state order for social services that would ensure equal access to budget funds of organizations regardless of their form of ownership [6].

Volunteers form the basis of the activities of self-help and mutual aid organizations. Volunteering is a unique social phenomenon when a person: voluntarily spends his/her time, talent, and energy to help others build a healthy, sustainable society; when a person works without remuneration [4]. Volunteering should be considered as a constituent element of social policy, participating in the achievement of certain

social goals and being the foundation of civil society. Volunteering is focused on: addressing issues of social support; development of social innovation programs; strengthening the responsibility of public authorities through monitoring carried out by the voluntary organizations; providing important social functions in the dissemination of new values (freedom of choice, sense of community, civic engagement and responsibility, selflessness and charity). Non-profit organizations that form its basis are more flexible. In most cases, they deal with the problems that the state is not yet aware of or have not yet taken decisions on. In addition, they have the opportunity to individually serve small groups of clients, they are more diverse in structure and types of their services, and can satisfy a much larger range of needs than the state institutions limited by law [7]. The number of citizens involved in volunteering is significant. The Prime-Minister M. Thatcher said at one time: "The volunteer movement is the heart of all our social services. The willingness of men and women to assist is one of the greatest guarantees of freedom". In 1996, Prince Charles reaffirmed his commitment to these principles and appealed to young people to devote time to volunteering. Currently, about 50% of the UK population (usually middle-aged women from the middle class) takes part in some form of volunteering, which is an average of 62 million hours per week. Volunteering is recognized at the highest international level [8]. The international volunteer movement consists of many major organizations, such as the Salvation Army, the Red Cross, the UN Volunteers and others. For example, IAVE (International Association for Volunteer Effort) - an international association of voluntary efforts includes more than 90 countries in Europe, Asia, Africa, Australia and both Americas. These large organizations have their representatives in most countries of the world, including Russia. Volunteering in Russia has a good history, present and future. We have a lot of "hidden volunteering" in our country, when people do volunteer work without thinking about the social importance of their work. Over 40% of the polled Russians expressed their willingness to help their neighbors for free [9]. Volunteer centers operate in the country, mass actions are held with the participation of volunteers with the active participation of tens of thousands of young people, hundreds of children's and youth organizations in partnership with government authorities, the business community and the mass media. There is a legal framework governing volunteering. At the moment, it includes the Federal Laws "On Charity and Charitable Organizations", "On Support of Non-Profit Organizations". Every year the public response, the economic effect and the recognition by the state of the important role of volunteering increase. The volunteers are involved both in work in the state social institutions and in the implementation of social projects of non-profit organizations. [9]

CONCLUSION

According to the author, the creation of prerequisites for the implementation of the principles of mutual support, as well as the development of volunteering, philanthropy, the active involvement of non-governmental organizations in the provision of social services, the unification and coordination of the efforts of state bodies, public, religious and charitable organizations, and other non-profit organizations, press, commercial structures should come to the fore in solving social problems. It is necessary to coordinate the work on testing various forms of participation of volunteers in the work of social services and public organizations [10]. These forms include: the creation of regional unions of volunteers and their training centers, the creation of a public labor exchange, the organization of the base and methodological support for the training of community leaders of mutual support groups based on the NGOs [11].

For the clients of social services, the mutual aid is:

- overcoming of isolation, loneliness feelings;
- mutual aid;
- information, supplementing state and public structures;
- return to society;
- practical help;
- exchange of experience in overcoming and preventing difficult life situations;
- strengthening self-confidence;
- specific results (employment, improvement of financial situation, development of new practical skills);
- prevention of "no demand drama".

For example, a self-help club may unite craftsmen of a micro district who are ready to provide retirees, disabled people and district residents with the services for a reasonable fee: repair of televisions and refrigerators; radio equipment and home appliances; carpenter, electrician, locksmith services, as well as shoe repair, clothing restoration; care for bed patients, children (to meet from school, to look after at a certain time); cleaning the apartment, washing the windows, cooking, etc.

Mutual aid is significant for society as a whole, as it is:

- increasing the level and quality of life of communities;
- increasing awareness of the problems of vulnerable categories of the population;
- base for research;
- positive changes in legislation;
- development of civil society;
- improvement of social well-being.

The self-help and mutual aid groups can arise on the basis of social organization or in cooperation with it. And then they act as informal groups, possessing all the qualities of the latter: spontaneity of appearance, voluntary nature of membership, freedom to leave the group, etc. Under certain conditions, non-social services provide timely targeted support to those in need, and the mutual aid groups, because they have a more flexible structure, are simpler and more accessible [12]. These groups bring together helpers and helpers. They may give rise to more advanced technologies of assistance and impact. Sometimes, a mutual aid group formalizes a program of its activities, adopts a charter, is registered as a public organization in the course of its development. Many groups have their own emergency hotlines.

The interest clubs and "third age" universities play an increasingly active role for successful social adaptation of elderly people and people with disabilities into society among social work technologies [13].

In Russia, "third age" universities often have the status of public initiatives. The first experience of a free school for adults' dates back to 1855 in Russia. Sunday schools were organized in Kiev by a public figure, teacher, and scholar N. I. Pirogov, remaining in the memory of the people mainly as a great surgeon. Regular attempts to create something similar began in the mid-19th century and were, as a rule, charitable projects in Russia.

The "third age" universities have the following main goals:

- stimulation of life and social activity;
- prevention of premature aging, prevention of loneliness;
- development of socially approved forms of activity, interests, needs.

The university can include faculties of computer science, legal literacy, psychological support, creative development, healthy lifestyles, etc., where people are helped to find and learn the favorite work they dreamed of when they were young, but did not have time for classes.

Thus, in whatever form the group is organized, its goal is to provide senior citizens and people with disabilities with the opportunity to live life to the fullest and feel some demand in the society.

Summarizing the above, regarding the mutual aid technology, the author considers it necessary to emphasize that it is an operational tool of social policy that allows simultaneously with the study of social reality in general assisting people in their self-realization, self-help and self-development, creating public associations, including on the basis of alternative social services [14].

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

SOCIAL AND ECONOMIC CONSEQUENCES OF YOUTH UNEMPLOYMENT

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ABSTRACT

This paper analyzes the social factors, which determine the effectiveness of the system (or its individual elements) of young people preparation for work. The problem of the formation of young personality as a full member of a developed modern society is researched in the article, using the example of modern Kazakhstan society. The topic of the research is at the intersection of a number of actual issues of modern society, such as the training of workers, the full development of the individual, the scientific management of society. Analyzing the general reasons of professional status of specialists, it is also necessary to single out the existing differences in the hierarchical job structure, which is characteristic of each profession.

INTRODUCTION

Preparing of young people for work becomes one of the most urgent problems of the theory and practice of modern society. At present, young people are the most important source of replenishment of the country's labor force.

This trend is quite stable, since today the youth under the age of 29 constitute a significant part of the country's population. The proportion of young people in various branches of the national economy, in the service sector, in science, etc., is quite significant. In any case, since the social problems of young people are not solved, they should be studied again and again, more deeply, more fully, in order to develop more effective recommendations for their elimination [1].

A special role in this process belongs to the issues of ideological, political, psychological and moral preparation of young people for work, their effective inclusion in the complex and diverse system of the modern labor market.

Being the basis of social future, the youth should receive every opportunity to build their future, with the help of constructive labor. They should actively participate in the formation of a developed, competitive and respected in the world community New Kazakhstan of the 11th century. The implementation of youth policy leads the country to innovations and intellectual competition. The first president of the Republic of Kazakhstan, N.A. Nazarbayev, said: "any country associates its future with the younger generation". Therefore, young people play a pivotal role, as an integral part of the state.

One of the main directions of the strategy of the President of the Republic of Kazakhstan "Kazakhstan-2050" is to increase the profitability and socio-economic sustainability of people. The basis of these advantages is the active use of national capital, i.e. microcredit, the increase of the levels of community works and public services.

The theoretical and methodological foundations of the study are comprised by the scientific researches of the labor relations of the founders of economic science and domestic economists, the Message of the President of the Republic of Kazakhstan to the people of Kazakhstan, and recommendations for the development of human resources, which are legally valid, legal acts and Resolutions of the Government of the Republic of Kazakhstan, relating to the above issues [2].

METHODS

In 2017, we conducted the research at Kyzylorda State University n. a. Korkyt Ata (1000 people) based on mass, representative surveys. Now it can be seen, that they were very relevant and modern. It is the comprehensiveness that determines the possibility of application of different approaches to its solution. The purpose of the research was to study the factors, contributing to the employment of universities graduates, and the reasons, impeding the work in their specialty. The survey was conducted with the participation of the employment centers of the Republic of Kazakhstan. 1000 respondents, aged from 22 to 29, who graduated from high school and received a diploma of higher education from one to five years ago, participated in the research. The average age is 23.4.

The participants were offered to answer the questions of the survey, including open and closed questions on the problem of employment.

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The authors of the article proposed the following questions. How relevant for Kazakhstan is the problem of employment of graduates? How did employment problems in Kazakhstan during the period of social and economic transformations affect the employment of university graduates? How do university graduates adapt to the modern labor market in Kazakhstan? What are the factors that promote or impede the employment of graduates in Kazakhstan?

The relevance of the work lies in the synthesis of theoretical basis of conflictological paradigm, structural functionalism and theories of employment for the analysis of research information.

Modern scientists say that they can be effectively studied only with the help of specific methods, which allow the most adequate representation of phenomena and processes, occurring in the public consciousness, psychology, activities of different social groups. Comprehensive development of the abilities of young people as the most important condition was pointed out by A. Smith, D. Ricardo, J. Mil, J. Keynes, P. Samuelson, F. Hayek, and other researchers [3]. T. Parsons and N. Smelser returned to the problem of youth employment in many important theoretical studies. The significance of unemployment of young specialists was more clearly defined by Ganskau E.Yu. et al. [4]. It was sociologists, who had attracted public attention to the choice of a profession as a social problem.

RESULTS

The problem of unemployment, especially the problem of youth unemployment in any country is considered as the most urgent problem, which needs to be solved. And in our country, this problem is relevant. The youth unemployment rate in Kazakhstan is very high. During the economic crisis, young people belong to the weak group of people. The youth unemployment rate is almost a half of the overall unemployment rate.

To get out of a difficult situation, we need to cultivate in the younger generation, patriotism towards our country, nations, customs and traditions, along with common human values. That is, one of the main guarantees of continuous progress of civilization is to carry out social work with the younger generation, to give them a start in life and to strengthen their true patriotic feelings.

Historical experience shows that true patriotism is the spiritual foundation of society, the basis of the social structure of the state.

The issues of employment of young people in the regions are currently considered as the most urgent problems and require research.

Young people, who are the strategic resource of society, appreciate and accept the truth of emerging life, they strive to participate in work with benefits for Kazakhstan, and therefore they must be fully supported to increase the proportion of young people among the able-bodied people of the state. It is necessary to include young potential in this service.

Dealing with the issues, related to the definition of social and economic efficiency of the system "person-profession-labor-production-society", it is necessary to analyze such social phenomena, which are characteristic for the modern stage of social development, such as "youth", "profession", "selection of a profession" [5].

A person in modern society should choose such a specialty, so that the place for his work will be free on the labor market. Otherwise no one can guarantee him a job. Unemployment has become such a serious problem for the specialists in the modern world, that many of them, under the fear of hunger, are forced to get any job even without a specialty. The data of our researches (2017) showed the goals of young people for studying at the university. 42.2% of respondents connected their goal of studying at the university with a profession [Table 1].

Table 1: The goals of young people for studying at the university

What is the purpose of your studying at the university?	
Intellectual education	19.7%
Realization of abilities	12.1%
Getting a profession	42.2%
Prestige of study at the university	8.1%
Expansion of employment opportunities after the graduation of university	9.1%
The way of temporary "rescue" from unemployment	4.0%

Also, the respondents noted that intellectual education (19.7%) is one of the important learning objectives. In this aspect, the quality of education is the long-term nature of the benefits of higher education. Many students are aimed primarily at the obtaining of short-term benefits from receiving a diploma, study for "wallpaper degree", prefer easy exams, free attendance, unproductive entertaining activities, without thinking about the prospects and the real quality of their education [6].

Table 2: The main thing in training of specialist

What do you think is the main thing in training of specialist?	
Theoretical knowledge in the specialty	23.5%
Practice in the specialty	31.6%
General vocational training	12.3%
Some subjects of the humanitarian cycle	3.4%
Ability to work independently	14.6%
Organization of educational process	4.0%
Qualification of teachers and their ability to work with students	3.3%
Personal qualities of the student (desire, diligence, etc.)	7.3%

The data in the [Table 2] indicates the problem of specialist training. The majority of university graduates (31.6%) answered that the most important for them is the practice in the specialty. Theoretical knowledge in the specialty is at the second place (23.5%). It should be said that the ability to work independently and general professional training of a specialist are also important.

The concept "prestige of profession" is also one of the key in this study. In the sociological study of professions, one can't use only information about the proportion of professional groups among the population [5]. It is also necessary to know, how the representatives of these groups assess various professional positions in a given society, how, in particular, they evaluate their place in the social structure and their profession in comparison with others, etc. [Fig. 1].

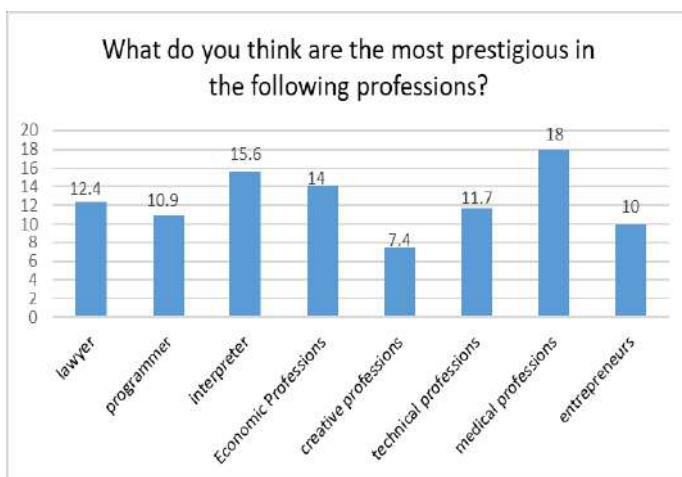


Fig. 1: The most prestigious in the following professions.

The appearing of new scientific and technical changes led to the rapid obsolescence of professional knowledge, the emergence of new, and the disappearance of traditional professions.

Analyzing the answers of the survey participants to the question "In your opinion, what are the obstacles for a young specialist in employment?" we obtained the following results. 24% of respondents indicate the absence of a regular place of work and difficulties in finding a job, 11% of respondents are afraid of losing their jobs, 23% say that prices for food and utilities are too high, 10% of respondents report a shortage of funds for quality treatment, 32% consider their earnings as low.

It also should be noted the high internal discomfort of young specialists during a probationary period in employment, lack of security and care, uncertainty about the future, housing problems, weakness of housing contracts, dissatisfaction with the housing stock.

DISCUSSION

Paid system of education and vocational training for the whole life binds a person to a once acquired specialty. The person is forced to work on it as much as possible, even if he does not like it, even if he does not give moral satisfaction. The impact of science development on the professional status of a specialist is characterized by an unprecedented reduction in the periods of "moral deterioration" of new discoveries and inventions, the terms of changing of new methods and forms of work. Each new discovery or invention has a definite influence on the profession, specialty, demanding from the owner of this specialty new knowledge and skills. Since very soon this discovery should give up its place to another, then the old knowledge of the owner of this specialty should be quickly replenished with new ones. Another direct influence on the professional status of a specialist is that the economic ramp-up provides for the

creation of new branches of science and technology, and accordingly new specialties. Also the conditions of the city and village have an impact on the professional status. For example, the graduate of the Faculty of Mathematics in a village can work in a specialty only in school. In the city he can work in his specialty at school, college, university, etc. [7].

Under these conditions, the system of training of specialists with higher education does not have time to meet the needs of a rapidly developing national economy for highly qualified specialists; especially in the newly emerging branches of science and technology [2]. In such cases, the technological necessity forces the owners of traditional, already existing professions to study the emerging areas of science and technology, and move to work in new specialties. For example, the development of science has led to the strengthening of human factor in all spheres of human activity, and this, in turn, to the prosperity of new trends in technology.

The opinion that the change of university specialty is definitely detrimental to the national economy is widely spread, since the funds, spent by the state on training a specialist, cannot be justified by the fact that he does not work in his specialty. If one third of university graduates do not work in their specialty, then one would think that one billion of three is spent annually for nothing. However, these data can't be taken as a basis. When a specialist gives another job in another specialty or profession, only the first part of the total costs, allocated for special training, is unjustified. Transfer of a specialist to work in another profession cannot be imagined in such a way, as if he refuses all accumulated knowledge and experience. In addition, it should be taken into account the fact that, firstly, the specialist in a new job can always find application for his knowledge, and secondly, it is not necessary to prepare another specialist for the place, occupied by the worker, who has changed his profession [8].

Moreover, the professions of specialists can't be assessed only from the point of view of economic benefits. The state is interested in the fact that each individual chooses a profession, which he likes, and it will be contribute to the development of his abilities.

CONCLUSION

Analyzing the general reasons of professional status of specialists, it is also necessary to single out the currently existing differences in the hierarchical job structure, which is characteristic of each profession. It means, firstly, that each profession has its own job structure at the level of the production team. Secondly, the existing differences in this hierarchical system provide not the same opportunities for the representatives of various professions for their job promotion.

Thus, sociological studies show that the characteristic feature of modern youth is the desire to improve their level of education and skills. It is important to use these aspirations of young people, so that each new generation rises to a higher level of education, professional qualifications, and actively participates in solving the fundamental problems of economic and social development, in managing state and public affairs.

The obtained results allowed to formulate the following conclusions:

1. University graduates are not adapted to work in market conditions, experiencing a lack of practical skills.
 2. The majority of university graduates find employment, having made efforts, with great difficulties.
 3. More than a half of the graduates of humanitarian and technical fields of training have a desire to work in their specialties.
 4. Young people highly appreciate their own knowledge and are confident in their labor abilities.
- The results of the study can be used in comparative scientific analysis, as well as in determining the personnel policy of universities, and during the planning of curricula in the system of higher education. The results obtained can have an impact on the employment mechanisms of university graduates [9].

Young specialists require significant knowledge in related branches, additional education, the ability to quickly adapt in rapidly changing circumstances. Consideration of the features of adjustment of young specialists to the modern labor market, when they are trained at the university and other educational institutions, will increase their adaptation potential and, in general, the level of psychological readiness for the modern labor market and professional activity in today's conditions [10].

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

CHILDFREE AS SOCIAL PROBLEM: REPRESENTATIONS OF RUSSIANS ABOUT VOLUNTARY CHILDLESSNESS

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ABSTRACT

The paper includes the constructivist approach to studying the childfree phenomenon. Childfree is a fairly new phenomenon, characterizing, from one point of view, the crisis of the traditional family relations, from another point of view, the evolution of the social institution. Within the framework of this paper, childfree is considered from the standpoint of the process of constructing a social problem within the framework of the concept of M. Spektor and J. Kitsyuz. [4] Despite the fact that voluntary childlessness is on the periphery of public arena, the social phenomenon is actively discussed by the inhabitants, including within the Internet sites, which allowed making a mass survey to reveal the image of the deliberately childless people that exists among citizens. We identified the most loyal group within the population, sympathizing with the world view of childfree people: single childless young girls. At the same time, it was noted that the neutral attitude of citizens, with a slight preponderance to the negative pole of the scale, to the deliberately childless people, somehow neighbors the respondents' high anxiety about the future development of the childfree problem and the degree of spread of this phenomenon. Thus, according to the results of the author's survey, it is possible to fix in the society some traces of the unfolded moral panic produced by the mass media regarding the childfree topic.

INTRODUCTION

In the 21st century, public institutions are constantly in the process of development and change. Some scientists consider such transformations as manifestations of the crisis of established social institutions, other researchers tend to see changes in the manifestation of new stages in the life activity of social organizations, their adaptation to the changing conditions of the society's life. To date, changes in family-marriage relations do not lose their relevance, since the family is one of the main social institutions. Among other things, new forms of family behavior, to which the childfree worldview can be attributed, receive broad public discussion and scientific study. Childfree means an outlook that involves voluntary social abandonment of the birth and adoption of children due to personal, non-medical reasons.

The study of childfree in sociologists most often involves studying the features of the value orientations of childfree, generalized notions of the childless people, as well as childfree, in the transformation processes of family relations. To date, there are no attempts to comprehensively study the social phenomenon of childfree, as well as attempts to study childfree people outside the crisis [1] and evolutionary paradigms [2]. In our opinion, the transfer of attention to a constructive reading of the phenomenon under investigation will be fruitful [3]. The construction of social problems is a complex and volatile process, conditioned by the variability of the most modern society and the inconsistency of public attention. The researchers-constructivists noted a certain tendency in relation to life cycles taking place in the situations that cause public concern. M. Spektor and J. Kitsyuz use the concept of "stages of a social problem" [4] and offer their own conception of the historical stages of the social problem in their paper. The main difference from earlier concepts is that they offer a description of the stages after the so-called "solution" of the problem, most often expressed in the authorities' response to the situation problematization.

Stage 1. The initiative group tries to indicate the existence of some condition, defines it as threatening and undesirable, and gives it publicity in society.

Stage 2. The power groups recognize the legitimate right of the initiative group and react to the proclaimed problem by the official actions.

Stage 3. Repeated provision of the requirements of the initiative group as part of the initial, or different from it. When making repeated provision, the group members express their dissatisfaction with the way of problem solution.

Stage 4. The refusal of the initiative group provoking repeated provision of the activities of official organizations and creation of an alternative force to resolve the claim-demand.

In modern Russian society, the childfree problem enters the periphery of public arenas [5], in particular the mass media (newspapers, magazines, online publications, etc.), political discussions, and it can be rather said at the moment that it is being discussed only at the initiation level of a certain group. However, we can say that childfree, as a life strategy, has only recently become widespread in Russia. At the moment, we can state unsystematic, single discussions within the scientific community, a small publicity in the media, a growing dissemination and discussion within the Internet sites. It can be assumed that deliberate childlessness is increasingly becoming a subject of discussion at the level of public rhetoric and acquires its definite reflection in the minds of citizens. Childfree can be seen in modern society as a social problem, as described in appropriate terms in the media. According to public opinion polls it can also be viewed as a threat to Russian society and traditional family values [6].

KEY WORDS

constructivism, social problem, construction of

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In this regard, the research question can be formulated as follows: What imaginative construct of a deliberately childless person is present in society and how is it reflected in the consciousness of citizens?

METHODS

The methodological basis of this paper is the paradigm of constructivism, which is based, in particular, on the papers of Berger et al. We used a contextual version of the constructive approach, which involved identifying the demands put forward on the public agenda for real or imaginary social problems on the basis of analysis of statistics, public and expert opinions on the situation, which are considered as the context of the problem. Particular attention was paid to the papers of foreign sociologists who are developing the concept of explaining the childfree phenomenon. The study of the peculiarities of the childfree formation [7], as well as the process of stereotyping the deliberate childless people [8] allowed developing some tools for conducting a mass survey.

The Internet survey conducted in 2017-2018 on the basis of the Kazan Federal University is an information base of the research. (N=475). The survey was conducted among the reproductively active citizens aged 16 years old and over. The selection of respondents was carried out using the "snowball" method. The researchers decided to turn to this selection method because the Internet survey had its own specifics, which included complexity of selecting units by random, nested, stratified methods. Also, in view of the specific nature of the Internet survey, there is a bias in the age-gender distribution of respondents from the side of the most active users of the Internet (20-29 years old), which, however, allows talking about the existing trends in public opinion. In addition, this age group is a priority in the study of the childfree topic, since it will soon become that part of the society that creates new families and individually addresses the issue of childbearing. The survey results were analyzed using frequency analysis and statistical chi-square test. [8]

RESULTS AND DISCUSSION

The study was aimed at revealing the prevalence of the childfree worldview among citizens, the prevailing attitude towards childfree, as well as the trends typical for the phenomenon in the views of ordinary citizens. The attention of researchers was focused on the general trends and relationships that can be distinguished from the data obtained during the survey.

One of the survey questions was aimed at determining the level of respondents' awareness about the existence of deliberately childless people. It was found that more than half of respondents were aware of the existence of childfree people, the third part found it difficult to answer the question, the rest were not familiar with this worldview. It was found that childfree awareness depends on gender ($\chi^2 = 27,929$ at $p < 0.0001$), age ($\chi^2 = 77.062$ at $p < 0.0001$) and parenthood status of the respondents ($\chi^2 = 37,144$ at $p < 0.0001$). It should be noted that women are more aware of the existence of childfree (61%) than men (42.3%); younger respondents are more likely to respond positively than older ones; and childless respondents are more likely to respond rather than the survey participants, having children.

Within the framework of the survey, we formulated an indicator reflecting the acceptance and rejection of the childfree outlook. According to the data received, the number of respondents whose opinion was focused on the negative pole of the scale (that is, disagreement with the view of the childfree) significantly outweighed those who took a neutral and likeable position on this issue. At the same time, consent and disagreement with the childfree philosophy do not depend on gender, age, or parenthood status, but depend on the marital status ($\chi^2 = 60,385$ at $p < 0.0001$). The most sympathetic childfree group is single people (38%).

In the course of the survey, we made an attempt to subjectively assess the prevalence of the childfree phenomenon among the familiar participants in the survey. 23.2% of the participants positively answered the question of whether there were some adherents of the childfree outlook among their acquaintances, and 32% found it difficult to answer. On the one hand, this may indicate a large number of childfree among the citizens of the country; on the other hand, any childless, regardless of the reasons for the children absence, could be attributed to childfree person by the respondents. This is confirmed by the fact that the correlation was found between the variable and the parenthood status ($\chi^2 = 20,458$ at $p < 0.0001$), marital status ($\chi^2 = 27.468$ at $p < 0.001$), gender ($\chi^2 = 11.725$ at $p < 0.003$) and age ($\chi^2 = 64,742$ at $p < 0.0001$) of the respondents. Among the respondents, the most sympathetic group are young girls who do not have children and are not in a relationship.

At the same time, the idea of which childfree portrait prevails among the respondents turns out to be depending on the gender of the survey participants ($\chi^2 = 55.095$ at $p < 0.0001$). Thus, according to the opinion of the survey participants, the status of childfree is most inherent in the young woman (up to 30 years old) living in the west. This point of view is prevalent both among men (22.1%) and among women (35.9%). The second place is taken by the answer according to which the status of childfree is inherent in a mature man (30 or more years old), living in the west among men, while the second most popular answer is a young man (up to 30 years old), living in the west among women. It is worth noting that in 11.6% of cases, participants offered their own answer and the most popular one was "anyone can be childfree".

One of the questions in the survey was aimed at assessing the respondents' subjective views on the prevalence of childfree in the west (Europe, the USA) and in Russia. It is interesting that the respondents' opinion regarding the prevalence of childfree in the west is in a reciprocal relationship with the age of the respondents ($\chi^2 = 42,162$ at $p < 0.003$). Thus, it is possible to fix a big concern ("5" at approximately 30%) among people over 50 years old than among young people up to 30 years old ("5" at approximately 10%). In this case, it is possible to record estimates of the childfree prevalence at the level of 3 and 4 points according to the proposed ten-point scale, where 0 indicates a complete absence of childfree representatives and 10 - that all citizens, residing on the territory, share the childfree view. With regard to estimating the prevalence of deliberately childless people, the majority of respondents concentrated on the level of 2 and 3 points, which was lower than the estimates in the West, which could be characterized as a low degree of spread in the minds of the respondents. In this case, the opinion on the childfree prevalence in Russia also depends on gender ($\chi^2 = 22.894$ at $p < 0.0001$) and on the respondents' age ($\chi^2 = 69.194$ at $p < 0.0001$). It is interesting that men are more concerned about the childfree prevalence in Russia than women. The trend revealed in relation to the degree of childfree prevalence in the West coincides with the estimates for Russia. [9]

One of the questions in the survey was devoted to the extent to which, according to respondents, the world view of childfree poses a threat to the modern family as a unit of society. So, we can note the tendency to shift the opinion of the participants of the mass poll to the positive pole of the scale ("yes" - 23.2%, "rather yes" - 33.9%). Having estimated the degree of interdependence of the signs, it was found that the perception of the degree of impact made by childfree on the family values depends only on gender ($\chi^2 = 18,534$ at $p < 0.001$), and does not depend on the age, marital status, and parenthood status of the respondents. Thus, women are more likely to see a threat (26.7%) compared to men (15.4%).

The survey participants noted that the likelihood of an increase in the number of followers of the childfree movement is estimated by them as a fairly likely event that depends on the social situation that will influence this process. Only 2.7% of respondents believe that the number of deliberately childless people will not increase. At the same time, the respondents' estimates depend on age ($\chi^2 = 45.638$ at $p < 0.0001$), and do not depend on other variables. Among young people, unequivocal agreement is voiced by 21.8% against 4.5% of the most senior participants in the survey. The answers of other age groups are located in the middle.

The data of the mass survey conducted within the framework of the empirical research fixes the level of people sharing the world view of the childfree at the level of 4.6%, while the All-Russian Public Opinion Research Center calls the figure 6% in 2018, which does not contradict the objective statistics data [9], however some metropolitan researchers refer to a higher percentage of the deliberate childless people in Moscow - 18% [10].

CONCLUSION

Thus, the following picture of the problem situation can be observed. The media recorded an increase in the number of publications devoted to the problem of deliberate childlessness. The media has grown six times for five years from 2013 to April 2018. ($N = 202$ (2013) against $N = 1158$ (2017)). But there is no objective data on the growth in the number of advocates of the childfree worldview, rather, on the contrary, there is a stabilization of the number of deliberately childless people in society [11].

Having carefully studied the data of the mass survey, we can say that the concern of citizens is growing. This is primarily manifested in an unambiguous and unanimous assessment of the trend toward a wider distribution of childfree in the future, with the undoubted threat of thinking that the deliberately childless people are a social unit. The most loyal to the childfree group among the surveyed citizens are young single childless girls, who presumably can adopt the worldview of childfree and replenish their ranks.

Summing up the conducted research it can be said that the society is at the initial stages of creating a social problem by the initiative group regarding voluntary renunciation of the birth of children. The mass media are actively involved in the discussion of this problem, whose activities are to some extent reflected in the minds of citizens. The society reveals the group, which is the most loyal to the deliberately childless people, although the general attitude of the respondents fluctuates between the negative and neutral pole of the scale. With a subjectively low assessment of the childfree distribution both in the Russian Federation and in the West, the findings of a mass survey show the state of high concern of citizens regarding the future development of the worldview of childfree in society. The state of threat perception among citizens most often destabilizes the society, and appropriate media support can lead to negative stereotyping of childfree in the society, further breaking the balance. Thus, the media and public opinion monitoring is relevant in the matter of further study of childfree.

CONFLICT OF INTEREST

There is no conflict of interest.

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None

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ARTICLE

MAGICAL REALISM IN MOY YAN'S "BIG BREASTS & WIDE HIPS"

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ABSTRACT

The article discusses the works of famous modern Chinese writer Mo Yan in the context of the literature movement of magical realism. The features of magic realism are manifested in a number of works of Mo Yan [10]. It is shown that the novel "Big Breasts & Wide Hips" has not previously been studied from this perspective. The work as a whole looks like a very realistic, but also a number of fantastic episodes can be found in it. Mo Yan borrows fantastic images from Chinese and Far Eastern folklore, as well as from the works of medieval Chinese literature classic Pu Songling, placing them in the atypical setting of the twentieth century. The representation of a number of images is based on the Buddhist tradition and doctrine of reincarnation. Using fiction, the author often uses the approach of deceived expectations when a traditional order of things is broken. In most cases miracles do not surprise or shock heroes due to the fact that the characters exist within the mythological consciousness where there are no boundaries between humans and other elements of the natural world and between the living and the dead. Episodes created in the tradition of magical realism serve as a signal to the reader. They show that the normal order of things is disrupted. Heroes do not notice this fact: existing in the circumstances where violent death has become the norm of life and basic human values are devalued they cease to notice and react to the death. Thus, the magical realism represents the disharmony of the world and creates a form which can interact modern reader rethinking the dramatic events of the world history of the twentieth century.

INTRODUCTION

The general presentation

For the first time magical realism was discussed as a phenomenon of Latin America literatures, specifically in the works of Miguel Angel Asturias, Jorge Luis Borges, Pat Garro, Juan Rulfo, Romulo Gallegos, Gabriel Garcia Marquez and Isabel Allende [1]. In this regard it is not surprising that in literature study magical realism was originally investigated in the case of Latin-American literature. In the 1980s the term began to be applied to the literatures of the countries of Europe, USA, India and South Africa. Czech researcher Eva Krupova writes: "magic realism as a postmodern device wants to erase the boundaries between privileged and marginalized East West. At the same time, it can also function as a sign of the otherness of non-Western society" [2]. Her words make it possible to assume that magic realism can clearly express itself in Oriental literature such as the Chinese but it was still little studied from this point of view. All the researchers basically agree on the presence of magical realism's traits in the novel "The Republic of Wine" by Mo Yan. However, in our opinion this literary trend is unlikely to be limited by the single text of this writer and we should look for signs of magical realism in other works by Mo Yan. In this study we want to refer to Mo Yan's novel "Big Breasts & Wide Hips" in order to find the traits of magical realism.

Purpose and the exact directions of the paper

Our hypothesis is the following: if the features of magical realism were discovered in one work by Mo Yan, the novel "The Republic of Wine", then most likely they can be found in other of his texts, although perhaps in a slightly different form. From this point of view, we examine the novel "Big Breasts & Wide Hips".

The research purposes are:

- to discover the sources that Mo Yan refers to creating the atmosphere of magical realism in his book.
- to identify the reasons why magical elements penetrate into real life in the novel.
- to examine the points of view of heroes and readers on the magical elements of the narrative.
- to determine the forms in which magical realism is presented in this text.

A Statement of Intent from the Writer

Fantastic elements get into the realistic text not accidentally. In the article we intend to show in what sort of episodes the reality is changed and what aims at the same time are achieved. The novel "Big Breasts & Wide Hips" can be called historical to some extent as the life in China during the whole XX century is described in it. In this regard functioning of magic images in it is especially interesting.

Mo Yan is called the author creating magic realism with the Chinese specifics. In this work we plan to define what exactly can be named Chinese specifics of magic realism in the novel "Big Breasts & Wide Hips", whether the author bases his work on images from national culture, literature, art or history.

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Also, in our opinion, it is important whether heroes or only the author and readers perceive magic surroundings. We will address the points of view of heroes on magic elements in order to define whether it differs from reader's attitude or not.

METHODS

The mytho-poetic, cultural-historical and comparative methods are applied in the research paper.

RESULTS AND DISCUSSION

1. The episodes in which the fantastic component of life shows itself aren't numerous in the novel. They form only small interspersing's in the general, rather equal to realistic material of the narration.
2. Magic lines are found in reality when normal vital regularities are roughly broken. So the woman is deprived of her femininity, beauty or happiness in love because of invasion of cruel and brute forces from the outside.
3. The borders between life and death disappear when destruction and death of people become daily routine. The reality itself becomes wild and cruel so that generates fantastic forms.
4. Strange episodes serve as some kind of signs that a normal order of things is broken. However, the people existing in such situation cease to see wildness of these forms. But Mo Yan gives the readers a chance to see it.

DISCUSSION

One of the peculiarities characterizing modern literary situation is a phenomenon of magical realism. It was firstly defined by Edmond Jaloux: "The aim of magical realism is in finding of strange, lyrical and even fantastical in reality – all the elements because of which everyday life becomes available for poetic, surreal and even symbolic transformations" [3]. Sometimes in magical realism even reality itself appears to be fantastic, obtains a form of phantasmagoria and looks grotesque. For a long time, the origin of this phenomenon was traditionally associated with Latin American novel of the mid-twentieth century [4]. The creative works of Gabriel García Márquez, Jorge Luis Borges and Julio Cortázar were considered remarkable. Gradually the borders of this phenomenon were considerably widened both in spatial and temporal sense [5]. Today researches think that variants of magical realism exist in many literatures of the world: in Balkan, German, American. Anatoly Kudryavitskiy in his article «Mere visibility, or Magical reality in the mirror of miniatures» names a sequence of Russian writers whose creative works developed within the borders of magical realism. He claims Russian writer N.V. Gogol to be the first [3].

Speaking about magical realism in Chinese literature Nobel laureate Mo Yan and his novel "The Republic of Wine" (酒国) are usually mentioned. [4] In this creative work alcoholic delirium and reality, folk legends and socialistic life of the time of Deng Xiaoping's reforms are fancifully bound together. "The Republic of Wine" [5] was discussed repeatedly in the context of magical realism (see the works of D. S. Tsyrenova "Magical realism in the works of Mo Yan" [6], Y. Nikitenko, "Relevance of the genre of the works of Mo Yan" [7]). We want to stress that a feature common to one creative word of concrete writer anyway manifests itself in his other texts. In our opinion an interesting variant of revealing the magical realism's traits can be discovered in another novel by Mo Yan "Big Breasts & Wide Hips" 《丰乳肥臀》. It was not discussed in this way before, at least in Russian literary criticism.

At first glance this creative work looks like realistic novel with some naturalistic elements. More concrete it's genre can be determined as family chronicle telling the story about the plight of Shangguan family living in village of Dalan in Gaomi county of Shandong province. This novel has a trait typical for many ancient classic Chinese novels – a large amount of characters, connected by family ties. Dutch sinologist Robert van Gulik wrote: "the Chinese have a prodigious memory for names and a sixth sense for family relationships. An educated Chinese can reel off without the slightest effort some seventy or eighty relatives, each with his name, surname and title, and the exact grade of relationship, for which, by the way, the Chinese language possesses an amazingly rich special vocabulary" [8]. Above all the characters of the book "Big Breasts & Wide Hips" two images are drawn most detailed. The first is Swedish-Chinese half-breed Shangguan Jintong characterized by weak character and a painful addiction to the female breasts. Periodically the narrative is told either in the third person or on behalf of this character. The second image is his mother – Shangguan Lushi who brought up nine her own children and a lot of grandchildren. However, Mo Yan rather in detail tells us about the fates of eight Shangguan Jintong's sisters, about their love stories and deaths. As a result, the backbone of the novel (the life of the main character) obtains "branches". These branches often frighteningly bright let Mo Yan show the catastrophic ordeals that endured by the Chinese people during the XX-th century. The members of Shangguan family become victims of the war with Japan, are caught between two forces during civil war and then obtain the label of "right wings elements".

Nevertheless, on the background of concrete features and events of definite historical periods the novel has a number of episodes which ruins usual idea of realistic novel. These fragments of the text have

fantastic of half-fantastic nature. Let us determine for what purpose the author introduces them to the work and what coloring the entire text obtains thanks to them.

In some of such fantastic episodes a starting point is a legend common to the people. Mo Yan himself is a native of Gaomi county and grew up in the environment that is largely similar to that which surrounded his characters. In the review "The Works of Mo Yan – magical realism with Chinese characteristics" can be read: "(...) traditional folk tales also contributed to the development of the boy's imagination. 150 kilometers from Gaomi is the birthplace of Pu Songling (1607-1715) – the author of the famous collection of short stories called "Strange Tales from Liaozhai". Needless to say that a boy, who was born and grew up in a region where universally prevail tales about turnskins and evil spirits, was influenced by "strange, wonderful and amazing". Subsequently in creative works of adult Mo Yan appeared ancient folk ideas of evil spirits as well as original images created by imagination of the writer himself" [9].

One of the images as a leitmotif running through both Pu Songling's and Mo Yan's texts is a fox spirit. In the novel "Big Breasts & Wide Hips" properties of this supernatural creature at some point are inherent in one-armed Long Qingping, a head of poultry farm where Jintong works. Firstly, female workers of the poultry farm started to gossip that this heroine of civil war is a fox. The main reason was that Long Qingping by no means could shoot a male fox, which every day stole chickens from the factory. These peasant women because of being grown up in the atmosphere of legends about turnskins imagine that male fox is actually Long Qingping's lover. According to Far-eastern folk tradition fox spirit has an enormous love force and is able to draw out men's life energy in order to achieve immortality. According to these conceptions in Mo Yan's novel Long Qingping begins to turn into fox spirit in the moment when she tries to seduce Jintong. "The head procrastinated all his body, but was unable to wrest him from the clutches of terror (...). By the fierce gleam in her eyes it was obvious that she fears neither God nor devil. (...) The face began sharpen again, a tail began to extend from behind to the floor as a thick broom" [10]."

Never the less this episode ends with blowing up of reader's expectations: Long Qingping couldn't achieve reciprocity of the main character and as a result committed suicide. Before this she said: "Eh, Long Qingping, Long Qingping, you are 39 already, but you are still a virgin. Everybody think you are a heroine and don't understand that you are only a woman. And life in lived vain" [10].

Thus for the first glance we see a failure fox spirit. Why did it happen so? Most likely, the answer lies in the fact that there is no more place for femininity which was originally represented by fox spirit in a world beset by famine and devastating wars. There is a place for heroic deeds, ability to lead, but this story shows that woman doesn't need it. The fact that this heroine lost her arm shows that she was forcibly deprived of attraction. The conflict between dream and real life is manifested in collapse of fox charms and leads to suicide.

Never the less Long Qingping's spirit chases Jintong even many years later and nearly brings him to death. It is important to recollect another moment which is connected with fox spirit. V.N. Toporov writes: "(...) in Chinese mythopoetic tradition the fox spirit was considered to embody a soul of a dead person and a special attention was paid to talismans form the fox spirit" [11]. In Mo Yan's novel just on the contrary: a spirit of a rejected woman gains fox's features and starts to chase a man who offended her when she was alive. Jintong whom Long Qingping in despair begged for love and sympathy was not able to see her woman's appeal of sexuality in time. Thus the image of a fox spirit is partially transformed in the novel, but remains its component as a source of danger to the person.

The motive of werewolf in Mo Yan's book moves beyond tradition which was developed thanks to folklore and Pu Songling. In this novel reader meets not only the fox spirit but also a bird spirit (Bird Fairy). The third Jintong's sister Lingdi declares herself a Bird fairy after her beloved one, Birdman Han, was taken for work to Japan. Mo Yan writes: "In the brief history of Northeast Gaomi Township, six women have been transformed into fox, hedgehog, weasel, white snake, badger, and bat fairies, all a result of love denied or a bad marriage; each lived a life of mystery, earning the fearful respect of others" [10]. We see that cases of transformation of a woman into a turnskin are shown as something strange here, but not so rare and unnatural. B. Nevsky in his article "Illusory camouflage. Magical realism" notes: "The main features of the Euro-American magic realism are: action, as a rule, happens in our world, strange fairyism doesn't yield to laws and logic, thus without being surprising to surrounding people who most often don't even pay attention to the occurring miracles" [7]. As we can see this statement is quite applicable to Mo Yan's creative works. Jintong's sister began to behave like a bird: her speech began to resemble bird's twitter, she started to eat bird's food. At some point people from the different ends of the country started visiting Lingdi, asking for healing of illnesses, however the author doesn't give us a definite answer to a question whether applicants received what they wanted. It would be possible to regard the third sister's behavior simply as madness, however before death Lingdi really turns into a bird: "But little of what made her "Third Sister" remained; when she uttered the strange, shrill noise that sent chills up our spines, she'd transformed almost completely into the Bird Fairy: her nose had hooked into a beak, her eyes had turned yellow, her neck had retreated into her torso, her hair had changed into feathers, and her arms were now wings, which she flapped up and down as she climbed the increasingly steep hillside, shrieking as if alone in the world and heading straight for the precipice" [10].

The turnskin here looks like a certain literal embodiment of the connection which exists between all the forms of life. As Dalan during Lingdi's lifetime was a rural area, people lived there in a unity with the world

of nature. There can be different embodiments of what is called "nature", but all of them have mutual source. Therefore, these forms can transform to each other. In the episode of Lingdi's death it is also possible to see the appeal to Buddhist idea of repeating cycle of birth, life and death. The sister as if even in this life gains the appearance of a being which she will become in her next life.

Besides the reason by which a woman becomes a turnskin is also important. It is unfortunate love. The person burdened with this feeling can wish to stop this torture by all means, up to suicide. In this case we see an attempt of transition to other embodiment of mutual world of nature. Hedgehog, fox, bird and badger have the same trait: they aren't capable to love in human sense of this word, thus cannot feel torture of unfortunate love. Thus, an appearance of an animal-turnskin is some kind of opportunity to stop the sufferings for the unfortunate women.

One more mystical appearance which woman can take in this Mo Yan's novel is an appearance of a revived dead woman. During the civil war the members of Shangguan family are forced to evacuate because the fighting line is situated in their native village. On the way to one of the villages they find an old woman who voluntarily laid down in a coffin waiting for death. Ten days later suffering from cold and famine the Shangguans decide to come back to Dalan and again appear in the house of the old woman who has already died. At night the dead woman rises from a coffin. Then we see the regeneration similar to what Russian writer N. V. Gogol described in the story "Viy": "The dead woman sat in a coffin, and her face glowed green. But it was not furrowed with wrinkles like a walnut a face of the old woman but a face of rather young woman (...)" [10]. In Gogol's story a young witch was able to take a shape of an old ugly woman. In this chapter the author gives Jintong a chance to describe his feelings himself. The character fears greatly but meanwhile makes curious remarks: "In the shine proceeding from her vestments I could make out that graceful shins all in scars – exactly as at the female ghosts rising from a coffin because all of them are skilled workers to run (allocated by us –), and without fine-molded, strong legs you won't be able to run much" [In the same place]. The irony of this description can be explained because the story-teller narrates about the event much later. More interesting is another fact: Jintong has already foreknown the features of the revived dead's behavior. He speaks about it as about the fact that is known to everybody. And he manages to whip the witch also thanks to earlier known reception: "And here I remembered a cunning by means of which the boy in a fairy tale whipped the dead man who rose from a coffin: he ran directly towards a tree and then abruptly turned. And dead men can't turn" [10]. Thus we feel that inhabitants of Dalan know about supernatural beings and also know how to win them. At the same time they don't ask a question what is the reason of emergence of these mystical substances. According to K.N. Kislitsyn, in magic realism "writer systematically replaces his point of view of educated person and possessor of high culture by a point of view of primitive person who accept primary and hidden reality plainly as a child" [12]. It goes without saying that it is impossible to name Jintong fully primitive person, nevertheless, he is flesh of flesh of the reality within which he has to act in this part of the novel. It is significant that Jintong, having told how he could deceive the dead woman, does not recall this situation ever more. This situation doesn't make any direct impact on further development of a plot and characters. However, the readers can think of a problem which characters don't pay attention to: why the revived dead woman appears under these exact circumstances? We will remind that in general there aren't enough episodes in the novel where the reality appears in magic surroundings. The matter is that the village where the old woman lived is shown by Mo Yan as a real hell: "The whole street was covered with pieces of human bodies. Twenty more or less whole corpses lay abreast as if connected by invisible thread" [10]. Everything looks so as if life itself is desecrated there. Just in this very situation a terrible image of the revived dead woman appears as if revenging for her own death and death of others.

The mystical scene connected with dead persons is not single in the novel. For example, Mo Yan tells about the person known as the Envoy of heavens who had an ability to bring the dead on foot from places where they died to their native settlements. "A practitioner of the strange occupation of escorting the dead back to their hometowns, he had the gift of getting them back on their feet to walk home. (...) How could anyone not venerate a man who had the ability of getting a corpse to walk over as many mountains and rivers as it took to get home?" [10]. Besides this character has not much influence on the plot, remaining episodic hero. The explanation for this can be found thanks to anthropology. There is no difference between the categories of dead and alive in archaic consciousness. The dead aren't perceived as those who left this world forever, also the hitherto well-known cult of honoring the ancestors emerges from here. The elements of this type of consciousness are preserved in the world of village. Therefore, Jintong doesn't try to understand the mysterious nature of gift of Envoy of heavens but simply states the fact.

CONCLUSION

As we have noticed the novel is not too saturated with fantastic episodes. In general, we can estimate the main events from the life of heroes as realistic or probable. The parts of the novel in which the reality subjects to magic changes don't make impact on a mentality of the characters. Through these impregnations the author talks directly to the reader, encourage him to see how the endless disaster in which people live for decades, are born and die, dulls their senses and changes consciousness.

People cease to appreciate concepts which are important in any normal civilized society: beauty, happiness of surrounding people and free will. The author creates fantastic images following the traditions of the Chinese folklore and the Buddhism which have deeply taken roots in the consciousness of each Chinese. Thanks to it the unique image of Chinese magic realism is born.

In conclusion we would like to say that the traits of magical realism in the novel “Big Breasts & Wide Hips” make the story about life of heroes more emotionally painted and hence more catastrophic. Not by chance from all the main characters only Jintong remains alive at the end of the novel, but he is incapable to achieve anything and absolutely loses courage.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

EXISTENTIAL AND PSYCHOANALYTICAL POTENTIAL OF THE CATEGORY OF ACTIVITY

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ABSTRACT

The author investigates the potential of the category of activity from the point of psychoanalysis and existentialism. The author states that activity is a crossroad of such directions of European philosophy as Marxism, psychoanalysis, and existentialism: a self-activity of man involved in being-in-the-world is rooted in natural drives that energize the primary existential concern (care) about the world. The author affirms that activity is the result of transfer of the initial natural impulses for enjoyment onto a new sublimated stage by means of the anthropomorphic arteries of existential care. The fundamental motive of activity is the intention to shield from the most unavoidable perspective of one's own death by means of concern about the world; the main need for activity is vital needs that push through in the variety of socially approved areas; the fundamental goal of human activity lies in involvement in the socio-historical world and meaningful goal-setting that changes man and the world around him.

INTRODUCTION

M. Foucault marked the decisive "semiotic" importance of F. Nietzsche, K. Marx and Z. Freud for all subsequent philosophy: "The nineteenth century – and particularly Marx, Nietzsche, and Freud – have put us back into the presence of a new possibility of interpretation; they have founded once again the possibility of a hermeneutic" [1]. Paraphrasing Foucault, in our opinion, Marxism, psychoanalysis and existentialism determined the anthropological atmosphere of the late XIX - first half of the XX century. At first glance the combination of these three trends in European philosophy appears eclectic: the difference in subject, methods of knowledge organization, and approaches is obvious although there have been various "interdisciplinary" researches aimed at discovering the potential of each of these three directions from the point of the other two. Thus, W. Reich and G. Marcuse developed Freudo-Marxism, L. Binswanger and M. Boss laid the foundations of existential psychology and dasein-analysis, E. Bloch and J. P. Sartre, inspired by existentialism, revealed the humanistic potential of dialectical and historical materialism. Accordingly, at least formally we can assume that there exists a common semantic field for all the three mighty traditions of European philosophy of the twentieth century, and the writings of, say, E. Fromm [4] exemplify it: his attention to psychoanalysis and his own interpretation of the Oedipus complex through the Marxist social consciousness that forms and transforms man striving to existentially be rather than have touches on the three philosophical directions this way or another.

In anthropology all the three lines do converge, and the Marxist theory of activity is the field that conceptually consubstantiates them. Activity as perceived by Marx and Engels, and in the Soviet Marxist philosophical and psychological tradition by S.L. Rubinshtein, E.G. Yudin, E.V. Ilyenkov, etc. is the basic attitude of man towards reality that practically transforms both reality and man.

In the work "Economic and Philosophical Manuscripts of 1844" Marx unequivocally points to the sphere of activity as a topos in which existential, psychoanalytic and dialectical-materialistic concepts of man are interlocked: "Man is directly a natural being. As a natural being and as a living natural being he is on the one hand endowed with natural powers, vital powers – he is an active natural being. These forces exist in him as tendencies and abilities – as instincts. On the other hand, as a natural, corporeal, sensuous objective being he is a suffering, conditioned and limited creature, like animals and plants. That is to say, the objects of his instincts exist outside him, as objects independent of him; yet these objects are objects that he needs – essential objects, indispensable to the manifestation and confirmation of his essential powers." [2]. This quote contains all the key concepts of Marx's understanding of man: instincts and natural needs as the basis of psychoanalysis; man's sufferings as a limited, natural and therefore mortal being facing the material world different and independent from him, which is the overarching theme of European existentialism and personalism; objective, transforming activity of man by means of which he satisfies his natural needs.

METHODS

In the research different theoretical and philosophical methods are used: analytic method, hermeneutic method, phenomenological and dialectical methods.

KEY WORDS
activity, concern,
instinct, creativity,
pleasure, enjoyment.

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RESULTS AND DISCUSSION

Post-Freudian psychoanalysis to a large extent overestimated the theory of instincts and shifted the focus of investigation towards the role of sexual needs in social consciousness. Since Freud we've observed a tendency for an extensive interpretation of instincts and the variety of sublimation forms. K.G. Jung tried to remove the dominance of sexuality from the theory of the unconscious, he associated instincts with the desires whose satisfaction is accompanied by different pleasures. Rank, Adler, Stekel, Blum and many others also followed this line of a broader interpretation of libido and generally treated it as psychic energy. To develop the line, it is possible to extensively interpret not only the psychosomatic needs of man, but also the forms of the libidinal outburst of psychic energy which does not have any prevalent and predominant channel of sublimation (i.e. in the form of art or any other separate sphere). It is also possible to extensively interpret the forms of social prohibition on satisfaction of the basic needs: it is not merely a moral or religious intention that dictates the "rules" of satisfaction of instinctual needs to consciousness, but the entire socio-historical world with the existing state of affairs opposing the consciousness, for the world initially forces the person coming to it to accept it as it is. And this status quo is maintained for a while. Accordingly, by the state of affairs we mean a certain state of social reality at a given stage of its development. It has developed independently of an individual and is taken as given. And this frustrating contradiction between the instincts and the possibilities of their satisfaction determines the initial sufferings of man forced to contend with the world, to compromise with it, for the world is undoubtedly stronger than an individual. P.N. Kondrashov considers suffering the central anthropological concept of Marx: "...the concept of suffering (leiden) is the fundamental category bearing the greatest existential meaning for Marx» [3].

The phenomenon of sublimation as a socially significant transformation of instincts fully fits into this view on activity. In the light of a broader interpretation of instincts, by sublimation we mean reorientation of psychic energy rooted in the drive for pleasure (its other side is the drive for aggression, for any instinct is uncompromising and as primal is primarily aggressive) blocked by the world and thus transformed and manifested in the socio-historical reality under a new "guise".

Since Freud the concept of pleasure has been interpreted primarily as vital, associated with natural human needs. So, the satisfaction man gets, being instinctive, does not affect the actual conscious, meaningful activities, and the pleasure obtained is temporary in nature. As it does not involve volitional or intellectual efforts, it affects the conscious activity externally and superficially. Fromm writes about it: "One has made the attempt to break through the boredom of unproductive activity and for a moment has unified all one's energies—except reason and love. One has attempted to become superhuman, without being human. One seems to have succeeded to the moment of triumph, but the triumph is followed by deep sadness: because nothing has changed within oneself "[4]. Such pleasure gives way to nothing, it can transform neither the world, nor the person himself.

And now we are approaching the sphere of everyday existence characteristic of existentialism. Psychoanalysis and existentialism explore the phenomenon of everyday life primarily as a defective way of existence. In consideration of psychopathology of everyday life, Freud analyzes the factors leading to neuroses of everyday life: blocked sexuality leads to obsessive ideas, forgetfulness, mechanicalism in behavior, slips of the tongue, etc. However, at the beginning of the twentieth century Freud regarded daily life as a sphere of manifestation of neuroses, whereas everyday life as a modus of being can itself be a provoking factor that gives rise to pathologies, and this aspect of everydayness was revealed in existentialism.

Man is a transcending being that strives to get beyond the finite existence, regardless of the way transcendence is understood - in religious, borderline, socio-historical or adventure sense. Accordingly, devoid of this aspiration, a human being degrades and vegetates in routine, impersonal, absurd existence typical of (according to the terminology of M. Heidegger) a falling being, and this approach to everyday life is shared by G. Simmel, A. Camus, and many others. Falling being is characterized by loss of man in publicity as well as by meaninglessness of existence: "Falling Being-in-the-world is not only tempting and tranquillizing; it is at the same time alienating. Dasein plunges out of itself into itself, into the groundlessness and nullity of inauthentic everydayness." [5]. Existentialism finds the escape from everyday life mainly in exposition of existence expressed through determination and courage of accepting one's own finiteness, for the latter is accompanied by a metaphysical horror that shocks man when he realizes the temporality of his own being, which in fact allows him to transgress into the infinite: "But, absolutizing the finiteness of Dasein, Heidegger unwillingly and simultaneously indicates the possibility of overcoming the finiteness, for what is voluntary acceptance of the unavoidable possibility of unbeing (being-to-death), if not the ancient principle of Amor Fati?" [6].

But in a defective, relatively safe mode of existence, man is shielded from his own abandonment and the prospect of inevitable death - he preoccupies himself with various and innumerable everyday "pursuits", he loses himself in use and consumption that give man the ersatz-joy of being. In everyday life there are no conditions for sublimation, for there is no ground for a switch of psychic energy wasted in the race for the fetishized "small" pleasures of everyday life generated by the "machine of desire" and following each other in an endless sequence. A member of the consumer society cannot bring something into the world or change himself.

The concept of pleasure is frequently interpreted rather ambiguously both in psychoanalysis and in philosophy ranging from the postmodern "unbearable" pleasure (jouissance), its excessive measure beyond the threshold of sensitivity which can be associated even with painful sensations (J. Lacan, S. Zizek) to mystical and religious pleasure arising from the contact with the true divine being (Gregory Palamas, M. Eckhart).

In our opinion, both extreme aspect is sublated in an activity combining vitality and transgression into the spiritual sphere: enjoyment is rooted in the drive for pleasure but is not limited to it, for it rises to a qualitatively new level of experience. Marx used the concept of enjoyment to denote the emotional experience of man during the actualization of his essence in an activity that gives man the highest pleasure - the pleasure from self-realization and demand for the results of his activity from other people. As we know, self-activity combines two processes - externalization (auserung) and appropriation (aneignung), i.e., productivity and consumption of the products of labor by society. The true writer is not the one who writes but has readers. Therefore, in this respect there is no place for any fetishization of pleasure in the Lacanian sense: in his view, pleasure is isolated, it loses a connection with the socio-historical plan of activity and is lost in phantoms for the man oriented and driven by consumption. The vector of Lacan's man to the Other and the satisfaction with the fact that the Other experiences positive emotions instead of you is justified in case of a real action that you can enjoy.

M.E. Litvak notes that the practice of using the word "enjoyment" suggests a conscious level of satisfaction different from pleasure. Like Marx, he points out that "The degree of pleasure depends on the degree of skills" [7]. And the proper domain for enjoyment is the professional activity of man developing his craftsmanship: the things in which man "invests himself" while transferring himself to the results of his labour can bring a full enjoyment. Such a creative activity can really change man and the world around him.

Thus the repressive pressure from the world is just an intermediate phase of the suppression of instincts. We believe that this stage is inevitable as well as necessary for the matter of liberation of man from the state of affairs imposed on him: alienation, limitedness (in the sense of dependence on the outer world) of man's activities is never fatal, for from a certain point of time he gets the opportunity to change it in accordance with his own interests. The contradiction between the needs and the possibilities of their satisfaction forces man to become more active in his being-in-the-world; psychic energy gets transformed into the energy of creation in relation to any activity that involves a constructive intervention in the current state of affairs. The forced and alienated activity of man becomes free and creative. As Marx says, man transfers himself to the products of his labor in the process of his externalization in objective reality. No wonder that in respect to this process Marx often speaks of self-activity (Selbstbetätigung) that should also be interpreted broadly: not only as material and instrumental (which no longer corresponds to modern forms of labour in Post-industrial society) but as a creative one, for it brings novelty to the world and changes the current state of affairs in it. T.V. Kuznetsova and Z.M. Orudzhev mark that the contemporary world is widely regarded as a manifestation of spirit in a variety of ways: "At the present time, man enters the last historical epoch, the characteristic feature of which is the development of the individual's creative abilities as a person" [8]. The abilities that allow humans to identify themselves with their activities and their inalienable results. However, such an appearance of spirit in history, although a distinctive feature of the modern era, is not the prerogative of the present time as the whole history of mankind bears witness of that: it would not simply have developed without the activities of passionate people who have made history real through their efforts.

Arguing about the needs of independent activity, Marx emphasizes sensuality, corporality of man, although, since psychoanalysis had not yet been developed, he merely mentioned the instincts alongside the abilities and inclinations, whereas it is the instincts that are the motor of self-activity. His analysis of needs does not reach the basic, primal needs. In view of that, M. Scheler wrote "... the spirit and will of a person are nothing but leadership and management. And it always implies that the spirit as such offers ideas to the vital forces..."[9].

CONCLUSION

Thus, in self-activity the existential, directless care about the world (initially characterizing Dasein in his daily life) is saturated with energy from the side of instincts: " This (the process of sublimation) enables excessively strong excitations arising from particular sources of sexuality to find an outlet and use in other fields, so that a not inconsiderable increase in psychical efficiency results from a disposition which in itself is perilous" [10]. And in these areas, the primary concern for the world is transformed into a meaningful, purposeful objective activity. In a way, the passionary derives the performance-enhancing drive for his activity from his own nature, which allows him to fill the existential concern with the internal energy and change the habitual, regular and predictable way of life. Therefore, activity is not the basic universal intention of man to reality, for it consists of two even "more" initial elements, namely instincts and existential care.

Accordingly, the fundamental motive for human activity in the world is the desire to hide (in Heidegger's terminology) from the most unavoidable possibility of being, or rather unbeing, which is being-to-death. Man tries to escape from it by means of care about the world and various preoccupations; the main needs

for activity are psychosomatic vital needs that find their way out in a sublimated form in various socially significant areas; we believe that the fundamental goal of human activity lies in involvement in the socio-historical world that leads to human and the world's transformation in accordance with the interests of society reflected in individual's subjective perception.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

CREATION OF THE EFFECTIVE ENTERPRISE IN THE TOURIST MARKET

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ABSTRACT

In this article authors describe creation of the effective enterprise in the sphere of tourism. For creation of the effective tourist enterprise it is necessary to understand the mechanism of the tourist market in general and a role of travel agencies and tour operators, in particular. Business in the sphere of tourism is quite good the fact that it is possible to open travel agency with the smallest investments and without experience of similar activity. This activity is not licensed in any way, for this reason there is no need for allowing documents. At the same time competition in travel business is rather high, and the need for service of travel agencies for circumstances of crisis naturally decreases. It is necessary to choose activity, being guided by own interests, skills of hired personnel or the general market tendencies. Then it is necessary to choose one of development models (independent travel agency, travel agency at home, a franchise or online travel agency). Already then to consider aspects of registration, the organization of office, the software, creation of the website, selection of workers and partner tour operators and also advertising. It is also necessary to choose activity, being guided by own interests, skills of hired personnel or the general market tendencies. It is necessary to attract buyers high-quality service, to cooperate only with reliable tour operators - to form an image which in the long term will begin to function on you.

INTRODUCTION

Only two types of players make the market of tourist services - it is travel agents and tour operators. The understanding of the mechanism of activity of these market institutes will allow functioning effectively in the tourist market.

Travel agents are engaged in realization of ready tours, development and pricing for which are carried out by the second. For young tour agency it is important to define the target audience with which it should work and also to decide on specialization of tours which it to them will sell. Experts consider that at an initial stage shipment outward of 500 tourists and overcoming the period of a low season becomes a main objective of firm. Already later, for the second year of work the base of clients of travel agency will grow by 3-4 times [1, 2].

Business in the sphere of tourism is quite good the fact that it is possible to open travel agency with the smallest investments and without experience of similar activity. This activity is not licensed in any way, for this reason there is no need for allowing documents. At the same time competition in travel business is rather high, and the need for service of travel agencies for circumstances of crisis naturally decreases.

According to data of the union of the tourism industry of Russia in 2015 requirement on numerous emigratory tendencies fell by 30-60%. It occurred as a result of reduction of a consumer possibility of residents of Russia. Because of the past incidents in society experts give not optimistical forecast for considerable decrease in demand for the following directions: Turkey, France and Egypt [3].

Unfortunately, forecasts of experts for 2016 came true. The same considerable recession in demand and the number of the going abroad Russian tourists is noticeable.

According to Rostourism change of number of trips of the citizens of the Russian Federation who left to foreign countries for the purpose of tourism in 6 months 2016 in comparison with a similar indicator of 2015 makes - 10% (about 1 million people).

RESULTS AND DISCUSSION

Monitoring of long formation of tourism by 2017 shows that the sector has the huge potential for the subsequent systematic increase in a stream in the next years. The newest tendencies of tourism and those which developed earlier will be able to use this tendency if appropriate conditions are created and good strategy for infrastructure, business and marketing will be drawn [4].

It is possible to choose one of four options of development:

1. Independent travel agency. For this purpose, it is required to rent an office, to employ personnel. It is the most expensive method of opening, however with the smallest dependence. We are responsible for everything; we study at own mistakes. The option resembles that who meets the following basic requirements: understands how business works, has skill of work as the manager on tourism, contacts of potential partners (tour operators) and individual interrelations.

KEY WORDS
tourism, tourism
development, travel
agent, travel agency,
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2. Travel agency at home. The easiest method to enter business without investments. So it is necessary that it to open? Only the computer, phone, the printer, Internet connection will be required. It is necessary to register SP, to create the page on social networks or to create the website and to promote also. Communication happens to clients by phone, the Internet or Skype, or appointment in cafe or houses are made.

This option - a touchy business. Russians trust business office environment more, than to a house sit-round gathering. The travel agency approaches at home and will be perspective only for the businessmen extroverts possessing a wide range of communication (ideally - have the client base), having professional skills and experience.

3. Online travel agency. Prosperity of Internet technologies transfers sales to network. Such way of the organization of travel business as opening of online travel agency, has big prospects. It is necessary to create, first of all, the website shop where the buyer can independently pick up and look at the options suitable him, reserve permits and tickets, to pay service, to form the necessary set of documents. The online agency can be, both an auxiliary sales channel, and the basic, and the only thing.

Pluses of this option: small operating costs, need for personnel it is minimized, the lack of feeling of conventionalism, realization of a tourist's product comes much quicker and at a minimum of resources, the management of travel agency from any the place, that is there is no binding to the place [5].

Shortcomings of this option: the dangers interfaced to breaking of the website, impracticability of realization of all necessary operations by means of the Internet (for example, the visas interfaced to registration: providing with photos, personal signature).

4. Travel agency on a franchise. This look is primary to beginners in the tourist sphere who are internally ready to creation of establishment; however, do not own important data. Own travel agency on a franchise is a chance to join in business with considerable extent of competition under the known brand and to achieve success. Relationship with the franchiser is regulated by the license agreement, commercial concession, etc.

Opening of travel agency on a franchise contains several positive sides.

The agreement considers that the franchisee finds:

- i) ready technological processes, including own website and special software, concepts booking online;
- ii) right of use of the well-known brand and corporate style;
- iii) the legal, marketing and advertising aid from the franchiser;
- iv) probability to delegate to the franchiser resolution of conflicts with tour operators.

Initial capital investments when opening travel company on a franchise make 150 000 - 450 000 rub, depend on the city size, and it is possible to pay back them for initial half a year of activity. The main minus - promotion by the franchiser of impossible sales plans, in particular for a starting stage. It is necessary or to select for this reason specially the partner who does not establish plans, or to change requirements of agreement [6].

To open tour agency, it is necessary:

1. Registration. The travel agency is capable to work both in the form of the legal entity, and in option of SP. It is easier for individual businessman to be made out, use the earned means in the individual purposes and to stop functioning. Such option is faultless for travel agencies at home. In other options it is better to open Ltd company - trust degree to such companies in the Russian Federation usually more, than to SP.

At selection of the concept of the taxation it is necessary to be guided by the simplified tax system with an object "income" (sum of 6%).

2. Organization of office. For travel agency there will be enough room (or rented) of 15-20 sq.m. The office is obliged to be light and convenient, to possess phone line and the Internet. It is required to make repair, to thematically issue the place, to buy furniture, office equipment, and stationery. On a construction facade the place for placement of outdoor advertising surely has to be found. An arrangement of travel agency - it is also important. The placement option - in shopping center, or business center, in a zone with considerable business activity is primary. It is good if close with an office kinder gartens, average educational institutions, beauty shops are placed - as a rule, directly girls stimulate a trip and collect all data on tours [7].

3. Software. Data on tours can be found in websites of tour operators, or in special search engines - on Internet resources, in bases of data which data on bigger number of tour operators

are consolidated. Similar concepts give to travel agencies more perfective aspect on essential services. Use is commercial, however allows saving time for business processes considerably.

The following search concepts are considered as the most popular: TOURINDEX (www.tourindex.ru) "to Go" (www.exat.ru) and "Tours.py" (www.tury.ru <<http://www.tury.ru>>).

4. Choice of activity. It is the main episode for start from which the subsequent policy when opening business is in dependence.

It is possible to choose the corresponding tourist tendencies:

- i) personally familiar and tested directions of travel;
- ii) the organizations coinciding with specialization of hired workers;
- iii) perspective and popular types of tourism (what tours, beach rest, extreme tourism, wedding tourism, etc.).

It is necessary to choose such niche where most it will be entertaining to function. All further organizational boundaries will be depending on the decision made in this step: selection of personnel, selection of tour operators for the purpose of partnership, selection of productive channels for the purpose of advertising.

5. Creation of the website. Before creation (order) of the website it is necessary to make a choice - what function it will carry out: representative (the ordinary website - the business card), informative with prospect of searching tours, or online store. A suitable conclusion on compliance between the cost and efficiency the second type is considered.

6. Selection of workers. It is one from the main difficulties when opening travel agency. To find the expert with own client base, capable to function with people, difficult. Similar experts are exclusive and expensive, however investments into them pay off, for this reason to save on remuneration it is not necessary. The salary to managers on realization of tours is counted usually: a salary share and percent from sales which depends on implementation of the plan.

Employees it is necessary to develop: thematic trainings, seminars, constant fact-finding tours on the picked-up states increase effectiveness of managers for the reporting period.

On the accountant, in particular at first activity, permissibly to save. At small sales volumes the businessman is capable to master accounting and formation of the reporting directly, applying special free online services.

7. Selection of partner tour operators. At the same time, it is possible to sign contracts with several tour operators. On any preferred orientation it is necessary to sign contracts with several operators to sate all admissible requirements of travelers for dates of arrival, level of hotels and food, etc.

At searching possible partners, it is possible to apply the federal state registry where all lawfully acting tour operators, and besides, professional ratings, reviews on special Internet resources, reference books by travelers and the other list of sources are brought. [8]

Main aspects of selection:

- i) the tour operator functions according to the main tourist tendencies;
- ii) popularity of tour operator, favorable image, reliability level;
- iii) terms offered to the travel agent from tour operator (volume of an agency fee, recurrence of its increase, price offers on rounds, etc.).

8. Advertising. It is necessary to use all readily available channels with considerable return.

Well work: business cards in pre-sale area of supermarkets, the qualified untwisting of the website, useful and attractive distributing information (calendars, subway maps, leaflets and books), data at forums and in social networks, announcements in information stand in elevators and entrances, the organization of the general broadcasts / publications with regional media (printing, broadcasting, TV channels).

Whatever declared year-round demand for tours, about substitution by ski resorts beach, however business unevenly - experts fix decline in the market from January to February. Besides decline which is experienced by macroeconomic influences also travel business.

It is necessary to study demand, to be reconstructed quickly at change of external conditions. It is necessary to begin with the interesting exit directions, for example, to the CIS countries on which growth on demand is noticed: Moldova, South Korea, Vietnam and Sri Lanka.

Besides, it is necessary to get accustomed to internal tourism which possibilities are big. Already now in certain areas of the Russian Federation competitive infrastructure is created: Black Sea to a beach area,

St. Petersburg, Golden Ring. The promising in respect of tourism and domestic exotic: Mountain Altai, Kamchatka, Baikal, Kola Peninsula, Khakassia, Karelia.

And, of course, a lot of things solve compliance of cost and quality. It is worth offering bonuses, to develop bonus the loyalty program. It is necessary to attract buyers high-quality service, to cooperate only with reliable tour operators - to form an image which in the long term will begin to function on you. [9]

CONCLUSION

Thus, for creation of the effective tourist enterprise it is necessary to understand the mechanism of the tourist market in general and a role of travel agencies and tour operators, in particular. It is also necessary to choose activity, being guided by own interests, skills of hired personnel or the general market tendencies.

Then it is necessary to choose one of development models (independent travel agency, travel agency at home, a franchise or online travel agency).

Already then to consider aspects of registration, the organization of office, the software, creation of the website, selection of workers and partner tour operators and also advertising.

Only having thought over these aspects, it is possible to approach a business model of the tourist enterprise in a complex and further, having calculated expenses, risks and profitability, to start the project of the new enterprise

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

DYNAMICS OF STUDENTS' ACTIVITY STATES IN THE PROCESS OF SOLVING MATHEMATICAL TASKS

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ABSTRACT

The mathematical task is a basic structural unit of teaching mathematics; moreover, the subject of teaching is developing students' ability to solve mathematical problems. It is important for teachers to understand what mental states accompany various types of students' activities in the learning process, including the solution of mathematical problems of various levels of difficulty. Mental states are triggered by external conditions and some person's attitude to the activity he is engaged in. We have conducted a study of the dynamics of mental states of 10th grade students in the process of solving problems based on both productive and reproductive activities. It showed different dynamics of positive and negative activity (practical) states. In the process of solving tasks of different levels of learning on the theme "Circles and polygons" there has been students' phased (after the analysis and after the solution of a task) self-analysis of their states. Students experiencing difficulties in solving problems based on productive activity showed the increased level of negative activity states, whereas after a task analysis on reproductive activity the level of positive activity states rose.

INTRODUCTION

In the context of the rapidly changing information society, many countries face the problem of lowering the quality of mathematical background of students. The ability to solve mathematical problems is a key and necessary component of mathematical training. Understanding the basics of the process of solving mathematical problems in the framework of psychological and pedagogical researches has become a new stage in the development of modern training technologies.

The process of solving mathematical problems

The process of solving a mathematical problem involves a set of human actions aimed at solving it: from the first acquaintance with the statement of the problem to the design of the answer [1]. Under the concept of "problem solving" we will understand one of the stages of the process of solving the problem. There are various approaches to the selection of stages of solving a mathematical problem. Poya [2] distinguishes four stages of solving the problem: understanding of the proposed problem; analysis of the problem; synthesis, implementation of the found solution idea; verification and critical evaluation of the obtained solution.

Classification of the difficulty level of mathematical problems

The concept of "the level of difficulty of a mathematical problem" is defined through a set of its objective and subjective components [3,4].

Understanding the level of difficulty of problems implies their different classifications [5,6]. V.P. Bepalko classifies problems by levels of achievement [Table 1] [7].

Table 1: The classification of tasks according to levels of achievement

N	Type of problems	Aim	Situation	Actions to solve the problem	Student's actions
1	«pupils'»	+	+	+	find out compliance
2	typical	+	+	±	apply a previously known algorithm
3	atypical	+	±	-	apply a previously unknown sequence of actions
4	creative	±	±	-	Carry out a research

Understanding the differences in dynamics and quality of mental states in the process of solving problems of different levels of difficulty will help to activate students' activity state in learning mathematics.

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Activity mental states in the process of solving mathematical problems

Many scientists studied problems of cognitive bases of mathematical preparation of students [8,9,10]. The theoretical basis of the psychological side of our research was the study of the interaction of mental states and cognitive processes in the context of general psychological mechanisms [11], as well as functional asymmetry of positive and negative mental states [12, 13]. A number of researches of cognitive bases of mathematical training of schoolchildren and students became interesting and important for us – they are researches of cognitive and metacognitive activity which are the basis of training in mathematics, also, studying of the leading processes of mathematical thinking [14,15] and induction by analogy as the main meta procedures of the solution of mathematical problems and development of instructions on its application in the learning process [16, 7].

Regularities of mutual transitions of cognitive states, temporal, gender-based and productive characteristics were studied by many researchers [17, 8]; private psychological concepts of cognition in mathematical education were developed and their empirical verification was carried out [18, 19].

One of the metacognitive states that accompany the process of solving the problem in mathematics is "the feeling of difficulty" of the solved problem and its impact on the productivity of the solution [2]. They showed the influence of negative mental states on academic progress in mathematics, for example, anxiety and the state of "hostility to mathematics" significantly worsen students' mathematical achievements [20].

Problem statement

The teacher's understanding of the reasons for the change of mental states of students in the process of solving mathematical problems of various levels of difficulty will make it possible to organize the educational activities of students more effectively; in particular, teachers will be able to use methodological and psychological techniques timely that promote the stimulation of positive activity states and levelling negative activity states.

Research questions

The study focuses on the analysis and synthesis of answers to the following methodological and psychological questions:

- Whether activity mental states are activated and what their dynamics is at the solution of the mathematical problems directed on reproductive or productive activity of pupils?
- Is there a link between students' success in solving mathematical problems that stimulate reproductive and productive activities?
- Do the dynamics and quality of mental states differ depending on the success in solving problems of different levels of difficulty?

Purpose of the Study

The research questions determine its purpose – on the basis of the dynamics of praxic states in the process of solving mathematical problems of various levels of difficulty it is necessary to assess the most favorable conditions for the construction of a system of mathematical problems aimed at improving the quality of activity states in the learning process.

Organization of experimental work with high school students to solve problems of different levels of difficulty with parallel psychological questioning

68 pupils of the 10th grades (16-17 years old) from one of the lyceums of Kazan (Russia) took part in the study. The sample presents students of various levels of training in mathematics (grade 10A, physical and mathematical profile; grade 10B, chemical and biological profile; grade 10C, humanitarian profile). In accordance with the educational program, for mathematical testing students were offered a system of problems on the complex topic of the course "Circles and polygons". The experimental work was organized in April 2017 in three stages: 1st day (56 students) – a conversation with a psychologist about the mental states of the person; 2nd and 3rd days (57 and 48 students, respectively) – the solution of 4 problems of different levels of difficulty.

METHODS

The purpose of mathematical testing of students was shifted, focused on the psychological side of the experiment to protect students from anxiety in solving mathematical problems. The study of students' praxic states was organized in isolation from the educational process and the teacher, who undoubtedly plays an

important role in activating the mental states associated with the relations of students and teachers. All this made it possible to organize an experimental work.

Methods of diagnostics of mental states in the process of solving mathematical problems

The experiment was based on the method of diagnosis of mental states by A. O. Prokhorov [11]. In the group of positive activity states the author includes activation, vivacity, fun, admiration, attention, interest, joy, peace, happiness, satisfaction, pleasure, patience, mood (good), thoughtfulness, meditation. In the group of negative activity states-apathy, fatigue, fear, excitement, sadness, anger, difficulty, laziness, boredom, drowsiness, mood (bad).

On the first day of the study, each student was offered a list of mental states. Previously, students had a conversation about mental states, the need to establish and regulate them, and focusing on the list, they were proposed to fix for training their state in everyday life.

On other days, students were given the following questionnaire sheets: at first they were offered to fix their mental state at the beginning of the survey, then – two times in the course of solving each of the proposed mathematical problems. Thus, in one day of the research students specified nine times one or a complex of states which they felt at different stages of the solution of a problem.

Methods of organizing the process of solving mathematical problems of various difficulty levels

In the test, the concepts of "circle", "inscribed and central angles", "secant and chord of the circle", "trapezoid", "inscribed trapezoid", "inscribed triangle", "the location of the circles relative to each other" were actualized. There were 3 problems for the reproductive activity and one problem for the productive one.

RESULTS AND DISCUSSION

The results of the work carried out to solve problems of various levels of difficulty

2% of the students coped with the problems on the geometry of the productive level of acquisition, 72% of the students showed a good reproductive level of acquisition. Qualitative analysis of the work showed that most of the students do not have positive experience in solving problems of atypical and creative levels of acquisition.

Quality and dynamics of activity mental states in the process of solving problems

Let's pay attention to how students reacted to psychological testing. If mathematical problems were solved due to interest or habit, the assessment of mental states caused various emotional reactions. According to their reaction, students can be divided into three groups.

Group 1 – students who ignored the psychological aspect of the study. This manifested itself in the fact that they constantly recorded absolutely the same state. On the first day of the study there were four of 55 (7%) students on the first day, 6 of 46 students (13%) on the second day.

Group 2 – students who did not show the dynamics on the tasks of the reproductive level of acquisition, but reflected it on the tasks of the productive level of acquisition. On the first day of the study the number of such students was 7 (13%), on the second day – 5 (11%).

Group 3 – students who recorded a more diverse list of states in solving problems.

We will analyse what students' mental states accompanied the solution of problems of various levels of difficulty. Among 945 possible references of states all students mentioned more often: calmness (150 times), apathy (120), drowsiness (100), reflection (93), difficulty (83), boredom (83), attention (80), thoughtfulness (78). Note that apathy, drowsiness and boredom were often mentioned at the same time (in pairs or all together). The state of "difficulty" reached its highest values after the stage of analysis of problems for productive activities (see [Fig. 1]). (Stages of fixing mental states in the process of solving problems: 1.0 and 2.0 – before mathematical questioning, 1.1 – after the analysis of the 1st problem, 1.2 – after the solution and registration of the answer, 2.1 – after the analysis of the 2nd problem, etc.).

On the first day before the solution of problems (stage 1.0) the ratio of states belonging to groups of positive activity states (PAS) and negative activity states (NAS) is approximately the same. In the course of solving the problems of reproductive level of acquisition (steps 1.1 – 3.2), most of the student's experience PAS, the lesser – NAS. Most of the children coped with the problems- they were satisfied with their work, and, indeed, 72% of the students successfully solved the problems of reproductive level. Small fluctuations of PAS and NAS began to change the direction of activity states in solving the third problem. In general, the problems are

familiar, similar problems were solved earlier by them, so there is no special dynamics of state changes. The situation changes as the students begin to analyze a problem that requires productive activity. If PAS increased after the analysis of the statements of the problems of the reproductive level of acquisition (stages 1.1, 2.1, 3.1), then after the analysis of the fourth problem there is an increase in NAS. After the solution, there is a further significant decrease in students' NAS.

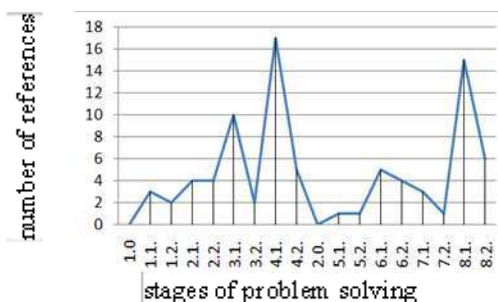


Fig. 1: Dynamics of change in the number of references of mental state "difficulty".

The mental state "calmness" reached its minimum exactly at the solution of problems of atypical and creative level of acquisition (see [Fig. 2]).

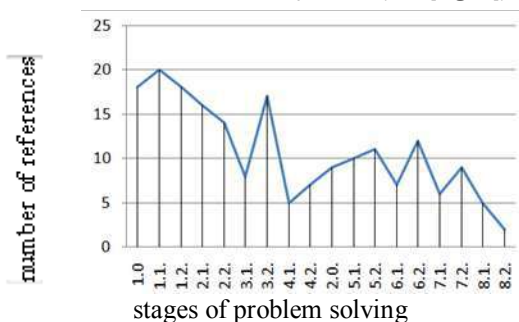


Fig. 2: Dynamics of changes in the number of references of mental state "calmness".

Mental states "apathy, drowsiness, boredom" reached the highest values at the beginning of the test, falling as the problems were solved.

We will arrange the states offered by students into groups and show the dynamics of changes in each group depending on the stage of solving problems (see [Fig. 3]).

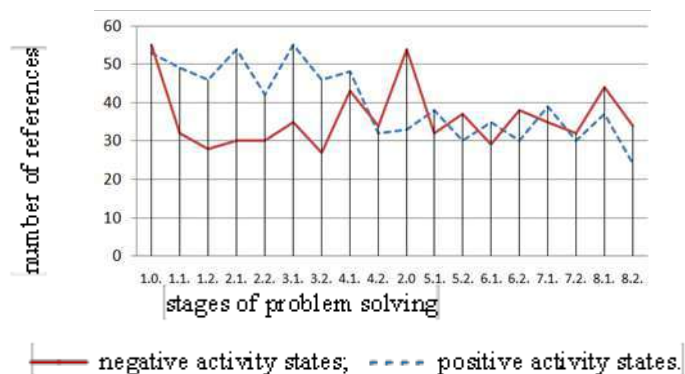


Fig. 3: Dynamics of positive and negative activity states in the process of solving mathematical problems.

CONCLUSION

During the mathematical testing, it is concluded that the vast majority of students are not familiar with the tasks on the topic of "Circles and polygons" aimed at productive activity. Lack of such positive experience results in increase in both PAS and, to a greater extent, NAS.

Problems on reproductive activity do not demonstrate a great dynamics of activity states: the easier the problem is, the less dynamics we have. Furthermore, the quality and nature of the change in students' states do not depend on students' mathematical background. Conclusion: if the problem is familiar to students, he had the experience of solving it, it does not activate his praxic state.

Thus, the system of problems at mathematics classes should be maximally filled with tasks on productive activity as they raise the quality of pupils' mathematical preparation and stimulate dynamics of activity states, in particular, cognitive and volitional states.

The greatest activation of PAS occurs at the stage of task analysis when the student is not sure of the success of the solution, the decrease occurs after a successful ("seeming" successful) solution of the problem. [21].

Therefore, the system of problems should consist of tasks combined by a subject matter that seem within their powers, but cause difficulty. The solution of these problems should, on the one hand, be feasible, but contain new ideas. One should find other special methodological and psychological techniques that contribute to increase in the positive activity states.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

STUDYING OVERSEAS AND FUTURE PROSPECTS OF VIETNAMESE STUDENTS

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ABSTRACT

Studying abroad has been regarded as an academic luxury; however, it has become more popular as the consequence of higher education globalization and internationalization in many countries across the globe, including Vietnam. Researchers have realized a variety of factors that significantly influence international students' decisions of study destinations in different countries, but there is still a lack of similar studies in Vietnam. This paper was conducted to explore prospective international Vietnamese students' perceptions of factors that they take into account when deciding a study destination. The study employed semi-structured interviews to draw qualitative data from 50 participants. The data were analyzed using the content analysis approach and double coding technique. The results indicated that the participants considered various factors - both in terms of pull and push factors - in making decisions of the study destination, which included both Western and Asian ones. In addition, the findings highlighted that the participants would like to study abroad because of extrinsic rather than intrinsic motivations and that they were not fully aware of challenges waiting them ahead in the study journey. Finally, the findings suggested a minor risk of brain drain among the participants.

INTRODUCTION

KEY WORDS

Pull and push Factors,
future, study overseas,
students

Education in general and higher education in particular play crucial roles in the existence and advancement of a country. Without education, our society would not develop and attain great achievements as what we have witnessed.

In the past, general education has received a lot of attention because of it was realized to bring benefits in a variety of fields. Most importantly, education has positively contributed to the economic growth of a nation [1]. In cultural dimension, general education has functioned in transmitting, perpetuating, modifying, and elevating the culture [2]. In social aspect, it has preserved the culture and the structure of the society [3]. Politically, education could contribute to the justice practice and sustain the stability of a country [4].

In the last few decades, higher education has emerged as a manufacturer of skilled labor to supply for the knowledge economy. The benefits of higher education have been recognized to surpass those of the general education. Economic and social benefits are among the most highlighted benefits of higher education. Higher education has increased individuals' awareness, knowledge, skills, and values that have helped them attain a sustainable future [5]. Higher education was also found to provide individuals with better careers, higher salaries, and a greater ability to consume and save. In a broader sense, higher education has promoted technological catch-up and improved a nation's ability to greatly increase its economic development [6].

Many authors have argued that we are moving toward a so-called 'knowledge economy', one in which the productivity no longer relies on physical or machinery strength, and natural resources but would depend on the power of human brains. The university where newest knowledge and insights, and skilled labor were produced has become significant in that economy [7]. The more skilled labor with higher education qualifications, the higher and more sustainable an economy would be.

LITERATURE REVIEW

Many studies into international students indicate that they gain many benefits during and after their studies including personal growth, academic attainment, second language improvement, intercultural development, and career prospect [8].

Personal growth. International students become more mature in their perception alongside with their overseas study. They can independently build up their own perception of values such as cultural norms, identity, prejudice, etc. The students can also become more confident, self-control of their behavior and future, tolerant of ambiguity, aware of political issues, and engaged in community [8].

Academic attainment. Dwyer (2004) reports that full-time students were able to participate in foreign university courses while studying in the overseas countries [8]. They also appear to have increased confidence in linguistic competence. Besides, full-time students were more tendentious to develop their present or new majors, heighten their interest in academic study, and even be influenced in their subsequent educational experiences. Furthermore, they reported that they were more twice likely to acquire graduate degree in comparison with shorter-term students.

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Second language improvement. Many studies have found that international students can improve their second language during the time they study abroad [9,10]. The students are found to better express themselves in both written and oral communication, although the researchers recognize that their proficiency in the language is dependent on various factors such as study length, exposure to the language, students' practice, and work opportunities [11].

Intercultural communication development. The culture mentioned here includes some components such as perception, behavior that one expects and is willing to accept, attitudes, values, the sense for one's identity, and belief system. Exposure to a new culture, international students are found to improve their intercultural communication with their study [8].

SOCIO-ECONOMIC GROWTH AND THE CONTEXT OF VIETNAMESE HIGHER EDUCATION

In Vietnam, the economy has changed dramatically since 1986. The 6th Party Congress with an economic renovation, known as Doi Moi, created more changes in agricultural and rural policies that lead to the market economy Vietnam has followed up to present. As a result, Vietnam has gradually overcome many severe obstacles and achieved more significant advancement, most obviously seen through GDP growth. From 1990 to 1995, the average rate growth of the Gross Domestic Product (GDP) in Vietnam reached almost 8 percent per year, especially the rate continued rising up to peak 9.5 percent in 1995 in comparison with the period 1986-1990 of 3.9 percent per year in average [12]. Although there was a sharp reduction in GDP growth rate from about 8 percent in 1997 to around 4 percent in 1999 because of the regional crisis, the country's GDP growth rate has gradually gone up since 2000 [9]. Reported by the General Statistics Office of Vietnam, Vietnam GDP growth rate was 6.2 percent in average from 2000 to 2013 and at the year of 2017, the growth went up to 6.81%.

THE INCREASING DEMAND OF INTERNATIONAL EDUCATION IN VIETNAM

In the circumstance that the home higher education is low in quality, the number of Vietnamese international students has been increasing in number. Such an increase is found due to the following reasons: increase in household income, increasing awareness of the benefits of international education, the encouraging policies of the government, and availability of financial aids from local and international organizations.

It can be seen that Vietnamese student population studying abroad has been increasing constantly year after year. In 2010-2011, there were 98,536 international Vietnamese students while the number rose to 106,104 in the 2011-2012 academic years. As reported by the MOET, in 2010-2011 Vietnamese students were studying in 49 countries and territories, with the largest number in Australia, United States, China, Singapore, United Kingdom, France, Russia, and Japan. There are 130,000 Vietnamese students studying abroad, which increased 15% compared to the year of 2016 at 110,000.

In general, although the number of Vietnamese students in Australia decreased by 4.4 percent in 2012 in comparison with the same period previous year, Australia remained as the top country with the highest percentage of Vietnamese students from 2006 to 2012 and was followed by the US with 4.6 percent of the increase and China.

METHOD

Formulation of the research problem

There have been many studies about international students, but there are just a few associated with Vietnamese students - among which virtually no study has focused on the motives and demands of Vietnamese international students to a host country and/ or institution. Thus, it is necessary to make an investigation to prospective Vietnamese international students to understand more about them so that higher education providers may assist them to achieve the best outcomes of their international study experience.

More specifically, regardless of many causes to the increase of Vietnamese international students year by year, it is interesting to note that the distribution of the students in foreign countries varies: some of which is dense, and others are few. For many years, some countries such as Australia, the US, China for instance, have remained increasing figures of Vietnamese students while other countries have not yet. Why is there such unequal distribution? Or what are the factors affecting Vietnamese international students' decision of host country? Among the factors, which is the most influential? If these questions are answered, new insights to predict the flow of Vietnamese students to foreign institutions will be gained.

Research aim and research question

The research aims at investigating Vietnamese students' opinions about their reasons for choosing a destination for their overseas study. From then on, the most influential factors would be highlighted. This research was carried out to seek answers for the following question: What factors do prospective international Vietnamese students take into account when making decisions of the study destination?

Data collection process

As planned, data were collected in Ho Chi Minh City within two weeks. Specifically, the interview process started on the 30th of August 2018 and ended on the 15th of September 2018. There were fifty interview participants including university students and employees.

All of twenty-five interviews were conducted within two days, from August 10th to 11th September in 2018. On the first day, thirty face-to-face interviews were conducted in Gifu Software Company. On the second day, twenty interviews were conducted in some universities using the same method. Most of the interviews were done inside the institution because of convenient reasons. The process of conducting interviews was not easy because many students hesitated to participate in the interview, however, employees working for Gifu Software Company felt confident in the interview. In addition, the researchers had to involve data collected in Ho Chi Minh city simultaneously with the in processing the interviews. The remaining ones were carried out via telephone from September 12th to 15th, 2018 both as requested by the participant for convenient reasons.

In each interview, only one participant was invited to discuss the research issue with the researcher. The participant was first asked for his or her permission of recording the interview. The interviews only occurred and were recorded when the researchers received participants' approval. At that time, the demographical information was first asked, then followed by prepared interview questions. The same tasks were repeated for other face-to-face interviews. However, in phone interviews, data were gathered by the researchers by the way of calling every participant and interacting with them directly. Again these interviews were recorded as well. All of the interviews need recording in order to ensure that qualitative information is ready for checking and repeatedly exploited for the research purpose only. Therefore, a well specialized tape-recorder was used to record the interviewing process. Besides, quiet places were prior to make the interviews in order to ensure the best quality for each interview. All data of recorded interviews were then saved in both memories of personal computer and memory cards to avoid data loss.

Information collected from the interviews has been stored in both personal computer memory and a portable drive in order to avoid data loss. In addition, the information from the interviews has been exploited by the researchers only for the research purpose.

Data analysis process

The analysis process strictly followed the steps for qualitative data analysis developed by Hancock (1998). Accordingly, recorded interviews were verbatim transcribed into total 1 standard A4 pages (about 500 words). This allowed researcher not only to approach the research issue conveniently but also not to leave other important information out when analyzing the data. The researcher read the data repeatedly until getting familiar with the information provided by the interviewees. After all interviews had been already transcribed and read through, the researcher marked important information with a highlighter and wrote notes where necessary. Next, the researcher listed types of information found and began to code them against the theme identified in the literature. Information irrelevant to theme in the literature was coded independently, which may produce new insights into factors impact prospective Vietnamese students' decisions of study destination. The process was repeated for all 50 transcripts.

When the factors were identified, the researcher categorized them into political factors, socio-economic factors, and cultural factors. Some differences were detected and discussed to reach final agreement after analyzing. For each of the three categories of influential factors, the researcher decided to rank the factors in order of frequency. Factors that reached the consensus of above 40% among the participants, opinion were investigated for further details. The others would be reported briefly.

RESULT AND DISCUSSION

Almost all of the respondents, most of them were studying in Vietnamese university or had completed the study in Vietnam, indicated that they would like to study abroad to gain more international experience. It implies that the local education did not provide them with enough international experience. Therefore, it is suggested that international collaborations in Vietnamese universities should be enhanced, and international elements of the curricula must be embedded. For example, there should be more exchange programs between Vietnamese universities and a foreign partner university. Likewise, where possible, international teaching staff should be invited to lectures to local students so that they can open their perspectives. In addition, there should be incentives to attract international students to Vietnamese

universities to increase diversity in cultural backgrounds, which lays the foundation for cultural understanding between the foreign and Vietnamese students.

Almost two-thirds of the participants wanted to study abroad because they perceived that foreign higher education is better than that of the home country. This is a shocking finding that the respondents, who have experienced Vietnamese university education, appeared to have experienced the poor quality education in the university they were attending. It may also signify that the respondents were craving for foreign-degrees and looking down local education, which would turn into victims of degree-mills if they are not consulted clearly.

Are we facing brain drain?

Besides the benefits the home country receives from the returns of the overseas students, brain drain is among the drawbacks that should be noted. In the study, the data indicated that 74 percent of the respondents had intention to upon their graduation. Meanwhile, 26 percent of them wanted to stay abroad after their graduation to find a job and the rest was still confused of where they would go.

The respondents elaborated a number of reasons why they decided to return home upon the graduation. First, they hope to apply for a job with their overseas competitive degree and contribute what they have learnt abroad to the development in their home country. Second, the availability of their family, relatives, and friends is also the reason that pushes them to return home after completing university in the overseas. Finally, patriotism among the respondents is so great that staying in the overseas after graduation is sometimes never in the respondents' thought when they are asked to identify their decision.

For those who chose to stay abroad, they explained the reasons for their decisions as follows. First, they would like to work to get overseas experiences in the country where they have studied abroad. Second, some of the respondents hope to remain their study at a higher level. Last, but not least, a minority decided to stay in the overseas as their parents' expectation.

In brief, the majority of the respondents would like to work and live in Vietnam after completing their study in a foreign country. Nevertheless, the majority of them hoped to have a good job with a high salary in Vietnam. It is questionable how long those graduates would stay in our country if the salary, the working conditions do not match their expectation, especially when they have experienced such a transparent work practice in developed countries. There is still a risk that we would lose these graduates because with a qualification from a well-known institution and international experience, it is easy for them to fee to some country to work in an immediate future Besides, 26 percent of the respondents who decided to stay in host country is not a small number. One may argue that they would return in future, creating somewhat called 'brain circulation'. It may not be true because young people tend to adapt to a new environment quickly and it is doubtful that they would abandon a career that they have spent some ten years abroad to restart a new one in the home country.

As a result, our government should launch initiatives to reduce the brain drain. Accordingly, favored policies such as high salary, social welfares, good working regulations and environment, opportunities for career development, and other encouraged polices should be promulgated by both the state-owned companies, government agencies and private enterprises for those who return home with a good overseas credential. These favored policies not only base on these material values, a good favored mechanism is also witnessed through spiritual values such as reasonable commendations and glory, equal mediation among disputations. However, human capital flight of a home country depends on the host countries as well. If the host countries tighten immigration policies towards graduates, they may have no more different choice than returning their home country. Finally, brain drain issue is much subsidiary to the student's awareness. Therefore, one way to deal with the problem is to raise their sense of contributing to their home country development.

SOME PROPOSED SOLUTIONS

The data showed that the respondents, although remained their strong hope to study abroad, they also expressed their anticipation of some obstacles they may face upon when they are abroad. There are two main barriers considered by the respondents. First, language and cultural barrier took the respondents into consideration. Some of the respondents expressed that although they are able to speak the language used in the country they would come; they could not totally understand the native people. The respondents showed that they also worry about the cultural differences between Vietnam and the host country as well. The difference between Vietnamese cultures and foreign country's cultures may make the respondents' life difficulty. Second, other respondents felt worried about the financial resources. Living and studying in the overseas is really a great challenge for those who are self-funded. However, they found it difficult to gain a scholarship offered by the overseas government, so they need the financial support from their family to make their study available.

To deal with the above problems, each individual should be aware of what they need to prepare for their future studying abroad. To overcome the language barrier, the best way is to master the language used in the host country before their departure. There are so many foreign language centers in Vietnam where train students foreign language skills to participate in international examinations. These place also may

also provide students with more opportunities to interact with the foreign teachers and the advanced programs so as to improve their language qualification from a low level to an advanced level. To overcome cultural barriers, no way is better than studying cultures before living in a certain foreign country. Nowadays, the internet is very common in Vietnam. It is the unlimited source of knowledge. Everybody can surf the net and learn a lot of useful information there. Therefore, studying the cultures of a certain country would not be a difficult task for the prospective students.

To solve the financial difficulties, prospective students should ensure that they are supported financially. A number of financial resources they can consider are scholarships and part-time jobs. They can search and apply for scholarships from the home or the host country. Equally important is that they should choose the host country where they are allowed to work part-time to earn some income for their study.

Finally, the respondents appeared to have inadequate awareness of practical challenges of their study such as cultural shock, differences between the climate of the home and the host country, active learning environment, skills for integrating into a new society, critical thinking skills for their academic life, etc. Therefore, there should be incentives to help inform and raise their understanding to these essentially practical issues before their departure.

LIMITATIONS OF THE RESEARCH

Because of time constraints, this study can only be conducted as a qualitative research. The purpose of the study, therefore, was to probe in depth the factors that influence potential international Vietnamese students' decisions of the study destination rather than to decide which factors are more significant. Although the findings in the study ranked the factors in an order of importance, they should not be used to generalize to the whole population of international Vietnamese students.

Secondly, this study is limited in its scope. As suggested in the literature review, the factors that international students take into account when they decide a destination can be influenced by the socio-economic, cultural, and political context of the home country, the findings of this study is only reliable in the current context of a city like Ho Chi Minh City of Vietnam. The findings could be different if it is conducted in the north or in a different time from now.

Finally, the dominant group of participants in the study was university students and some employees. It involved a limited number of graduates and did not include high school students. If the researcher had included the graduates and high school students, more influential factors would have been identified.

Based on the weaknesses of the study, the researcher would like to suggest the following directions for further studies of the same area. First, there should be a follow-up quantitative after the qualitative phase. That is, there should be a questionnaire survey to explore the opinion of a bigger population, based on which prominent factors that impact potential international Vietnamese students' decision of the host country for their overseas study would be highlighted statistically. Second, if this study is replicated, it is highly advised to explore the opinion of potential international students with a wider range of background such as age, geographical location, financial status, academic ability, etc. so that the data can be more diverse. Finally, as Vietnam has been changing tremendously in the past few decades and would keep relatively same pace of growth in the future, it is recommended that host institutions which target international Vietnamese students to conduct similar studies on a ten-year basis so that they can provide most compatible conditions to meet their demands.

CONCLUSION

There are numerous studies about international students, including ones that investigate into their decision making process of where to go as well as motivations behind their decisions. In general, existing literature suggests that international students tend to choose a host country or institutions based on their rational choice which takes into account many political, cultural, and socio-economic aspects of both the home and the host country. This point implies that international students from different countries with different political, socio-economic, and cultural circumstances would decide on the host country and institution differently. Despite existing research in the field, there is still an absence of similar studies in Vietnam where the number of students seeking international education is growing tremendously in recent years. Therefore, this study attempted to identify factors that influence prospective international Vietnamese students' decision of study destinations.

CONFLICT OF INTEREST

None

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ARTICLE

COMPUTER LINGUODIDACTICS IN FOREIGN LANGUAGE TRAINING OF TECHNICAL UNIVERSITY STUDENTS

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ABSTRACT

The article is devoted to the actual problem of linguistic didactics and methods of teaching foreign languages in technical universities. The informatization of education is reaching a new level: the problem of mass use of computer technologies in higher education is being solved. The article presents the concept of computer linguodidactics as a field of linguodidactics, studying the theory and practice of using computers in language teaching. It is shown that computer linguodidactics is closely related to such disciplines as computer linguistics, developments in artificial intelligence, computer program design, psychology. The model of didactic system of formation of professional foreign language communicative competence of technical university students is described. It is shown that this technology is aimed at the perception and assimilation of ready forms of social experience of native speakers, as well as the integration of the acquired social experience, its active reproduction and use for solving social and communicative tasks.

INTRODUCTION

Theoretical and applied aspects of computer linguodidactics have been developed by scientists from different countries for more than thirty years [1,2]. There are three areas of research in the terms of content:

1. The first area includes research on the development of theoretical aspects of the use of computers in language learning. This aspect is very important, especially if we take into account the short duration of the existence of computer linguodidactics as an independent section of language teaching methods. In the works of this direction the following aspects are being discussed: psychological and pedagogical problems of computerization of education; the questions of typology of computer programs; questions of design of training computer programs; ways and means of integrating computers into the educational process; the possibility of developing communication skills in the learning process using computers and a number of other problems.
2. The second area includes descriptions of projects for the development and use of specific computer programs in the educational process designed to develop various skills (for example, programs for teaching grammar, vocabulary, phonetics, language specialties, etc.).
3. The third area explores ways of integrating e-learning in the overall process of learning language and developing effective methods of organic use of computers in the classroom for language. This direction is of particular importance for the practical application of computer technology in the educational process.

The use of modern information and communication technologies (ICT) in higher education is constantly growing, radically updating the education not only in new forms, but also in new ways to achieve learning goals [3,4]. The theory of foreign language teaching is also undergoing significant changes under the influence of ICT which create conditions for the full implementation of the basic principles of didactics (visibility, accessibility, feasibility, consciousness, activity), radically changing the entire course of the educational process in the aspect of foreign language learning. Didactic and psychological aspects of the use of ICT and their pedagogical interpretation [4,5,6] have not been sufficiently studied, relatively few software tools for educational purposes, linguistic resource bases, electronic textbooks, and educational process dispatching programs have been created. At the moment, the informatization of education is reaching a new level: the problem of mass use of ICT in education is being solved. Actual problems of foreign language teaching methods are closely connected with computer learning tools. ICT are developing in the direction of creating tools that allow the teacher to produce independently electronic training materials that can be used in computer and network training; the flow of information processes in each area is associated with the solution of specific professional problems. Only highly qualified specialists in this field can solve these problems most successfully.

Thus, the introduction of computer linguodidactics in the educational process is to acquaint users with modern methods of using ICT in the educational process, ways to create their own developments based on computer technology, the method of implementation of computer linguodidactics in the educational process of universities. This is a kind of synthesis of modern theoretical and practical developments in the innovative scientific field.

KEY WORDS
computer
linguodidactics,
information and
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technologies,
professional

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MATERIALS AND METHODS

The term “computer linguodidactics” is defined by the appearance of new methods of working with information of different origin and new forms of communication. The linguistics feature of the computer lies in its interconnection with different disciplinarians. Many researchers point to the connection of computer linguodidactics with other fields of knowledge, for example, applied linguistics, psychology, mathematical linguistics, artificial intelligence systems, but the most natural and close connection of computer linguodidactics exists with the general didactics and linguodidactics. The subject of didactics is learning as a single process of teaching and learning. Language didactics, or didactics of a language, explores the laws of mastering any language regardless of whether it acts as a first or second language. The process of language acquisition in educational conditions is the subject of research of psychologists, psycholinguists, linguists and methodologists.

Computer linguodidactics is a field of linguodidactics that studies the theory and practice of using computer and network technologies in language teaching. The development of computer linguodidactics is directly related to the development of computer and network technologies, so the subject of this section of the methodology is not only the linguistic, psychological, psycholinguistic, methodological aspects of linguodidactics, but also the formal content components of new ICT. The purpose of this direction is to study the methodological aspects of the introduction of new information technologies in the process of teaching foreign languages.

In the Russian theoretical and applied linguistics the range of issues related to the use of computers in language teaching has recently been associated with the names of outstanding scientists, researchers and practitioners. At the beginning of the 21st century, the fast developing process of informatization has become an important cause of one of the rapidly developing areas of foreign language teaching methods – computer linguodidactics. In this regard, theoretical issues and practical aspects of the use of modern ICT in language teaching are reflected in the works of scientists and researchers of scientific schools, which laid the foundation for the formation and development of computer linguodidactics as a separate area of scientific knowledge.

RESULTS AND DISCUSSION

Computer linguodidactics is one of the rapidly developing areas of language teaching methods. For a relatively short period of its existence, it has passed a significant way, closely associated with the development of computer technology, on the one hand, and the concept of language learning on the other. The opportunities offered by modern information technology are so important in language learning that it is no longer possible to separate one from the other. There is a growing interest in this area of methodology, and the use of computers becomes an integral part of the educational process [7]. Its use in the methodology of teaching foreign languages opens up new opportunities for teachers and students in their research and allows them to solve fundamentally new problems in the methodology of teaching foreign languages.

The constant progress in ICT has created the conditions for language teaching on the Internet [8]. The researchers drew attention to the study of the didactic potential of computer training by using new opportunities that the computer has acquired in connection with the development of local and global networks, as well as software for system, application and special purposes. It is known that the process of learning a foreign language is based on the use of the teacher a variety of learning tools from basic training materials to complex technical devices. The means of teaching used in the foreign language educational process can be divided according to the principle of feedback from students: passive and active [9]. Passive means of learning such as textbook, book for reading, notebook on a printed basis, audio and video recordings, information resources of the Internet, etc. do not involve feedback from students and require significant involvement of the teacher to realize their didactic potential. Active means of learning (programmed learning systems) provide the programmed response of the student, manage it and control it.

Many researchers in the field of informatization of foreign language education [10,11] recognize that most of the existing active learning tools can effectively be applied in the educational process of a foreign language teaching for several reasons: lack of targeting, i.e. consideration of the specific needs of the user program; the mismatch of methodological principles of teaching foreign languages; the unsystematic nature of their development and application. According to the leading methodologists, it is possible to overcome these shortcomings by combining all means of teaching a foreign language on the base of ICT in the form of electronic educational content.

Electronic content is able to systematize almost everything that is required for the organization of the process of formation of foreign language skills and abilities: visual graphic material, video and sound recordings, texts, textbooks, workbooks, books for reading, books for teachers, etc. at the same time, electronic content should be not just a set of educational materials, but a multidimensional software package that provides tools for development, implementation, control, management, training.

The most important functional advantage of electronic content in comparison with the system of “traditional” learning tools should be the possibility of programmable management of students’

independent activities, allows maximum use of classroom time for the development of communication skills.

Electronic content has the potential for a qualitative breakthrough in terms of the formation of language skills and is an innovative approach to the organization of the educational process in teaching foreign languages. The main scarce resource limiting progress in foreign language acquisition is time. The computer as a virtual tutor will individually explain to each student the language material, which can be much more informative. For example, to improve vocabulary skills it is necessary to give a significant amount of information about the word (meaning, interpretation, examples of application, phrases, synonyms). At the stage of acquaintance with the information about lexical units and performing various exercises, the student forms an image of the studied word, which is necessary for its correct use and perception and development of language consciousness in general. It is impossible to do it without prejudice to work on other aspects and types of speech activity, and in the mode of independent work with a computer it is quite feasible. In addition, the system of electronic exercises, checked automatically, provides one hundred percent verification of their performance. The quantity and quality of these exercises thanks to multimedia ICT capabilities (sound, graphics, animation) allow to achieve a high level of language skills development with minimal time and effort of the student, free up the resources of the lesson for the development of communication skills.

Electronic content becomes a modern means of organization of programmed independent work of students, helps to explain phonetic, grammatical and lexical material in a new way, provide the training in sufficient number of exercises and exercise instant control of their performance. The specificity of the student's independent work with electronic content is the lack of genuine communication of the latter. As a means of forming a multicultural linguistic personality capable of foreign language communication, the content itself does not enter into genuine communication with the learner, but only creates the basis for the formation of speech skills.

ICT has significant opportunities to intensify the educational process. This is due to the automated control, instant access to information, the individualization of learning. However, the implementation of the electronic content cannot replace the teacher as an organizer and coordinator of communication in a foreign language teaching. Thus, the most urgent task of modern computer linguodidactics is the active use of ICT to solve professional problems in practical work at a new technological level.

The growing linguistic and didactic possibilities of ICT have not yet received a clear scientific and theoretical explanation, which could become a guide for teachers in their daily practical work within the framework of computer and network technologies. By its nature, the method of language teaching, like no other science, is interested in the use of multimedia and interactive properties of computer technology, as these qualities most fully allow to implement the basic principles of didactics: visibility, accessibility, feasible, individualization, consciousness, activity. The scientific analysis has shown that new information technologies create conditions for their full implementation, radically changing the entire educational process. This thesis is confirmed in numerous scientific works devoted to this problem. The natural development of ICT poses new challenges to the methodology of language teaching, the priority of which is the active use of ICT to solve professional problems in practical work at a new technological level.

The prospect of improving the methodology of language teaching requires further development of computer linguodidactics as a new scientific discipline, which studies the features and patterns of development of the process of teaching foreign languages in new conditions.

CONCLUSIONS

In conclusion, it should be noted that research in this area is intended to be a catalyst for modern means of teaching foreign languages on the basis of ICT, to promote the study and implementation of ICT in practice of teaching foreign languages, to exhibit linguodidactic material developed on a digital basis. The content and philosophy of the research should be aimed at the promotion of advanced technologies in the field of language teaching and learning, the educational process and the training of highly qualified specialists.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

DEVELOPMENT OF A METHODOLOGICAL APPROACH TO THE FORMATION OF A TRAINING SYSTEM FOR THE TOURISM INDUSTRY OF THE REPUBLIC OF TATARSTAN

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ABSTRACT

The relevance of the topic of this study is determined by one of the key problems of the development of tourism in the Republic of Tatarstan (RT) at the present stage, associated with the training of highly qualified personnel, which is currently at a low level. Actual tasks are: training, professional development, training related professions of specialists in the field of tourism industry, the formation of an entrepreneurial body of specialists with knowledge of new rapidly changing economic conditions in the global and domestic market of tourist services. Recently, there has been a tendency in the world and in the Republic of Tatarstan associated with the transition to an innovative type of training for professionals in the tourism industry, however, at present, there is no unified concept and methodology for continuous training for the tourism industry. In this regard, the development of a methodological approach to the formation of a system of training for the tourism industry is of great economic and practical importance. As a result of the study:- revealed the contradictions of training for the tourism industry and the methodology of vocational education;- based on the analysis of domestic and foreign experience of training for the tourism industry, a conceptual approach was developed to reform the training system in the RT.

INTRODUCTION

The current economic, political and social situation, the development of inbound, outbound and domestic tourism, as well as the identified deficiencies in training, require a scientific justification for continuous professional training for the tourism industry.

The training system must meet the basic idea of vocational training - the need for its implementation throughout a person's life in accordance with the interests of society, the needs of the individual, the needs of the economy, regardless of age, educational qualifications and other internal and external restrictions. Thus, training, as a system, is designed to ensure the consistent development of a person's professional and personal qualities - from school level to adult education in various forms of additional education and in the process of self-education [1-3].

The content of the personnel training system should be focused on anticipatory reflection of the problems of development of society, production and other areas of social practice and presupposes continuity and multi-variant professional training, which is based on fundamental training of specialists for the tourism industry, increasing attention to its theoretical and methodological component [1-3].

MATERIALS AND METHODS

As a research methodology, we used scientific statements on the organization and development of personnel training systems. The methods of research of control systems, as well as general scientific methods of cognition were used: dialectical, abstract-logical, statistical, functional and structural-level research methods, methods of system analysis and synthesis, evolutionary, historical, personal-activity and acme logical approaches.

RESULTS AND DISCUSSION

To effectively manage the training system for the tourism industry in the context of its modernization, it is necessary to formulate a system of principles reflecting the most significant aspects of its operation, manifested in properties that, in turn, give the whole system certainty and determine its effectiveness [4]. It is proposed to include the system-wide principles and principles for the development of a personnel training system in the context of modernization [5].

To modernize the training system for the tourism industry in the Republic of Tatarstan, a set of measures has been developed to ensure its implementation, based on the above principles.

In particular for educational institutions:

- Development of educational programs that form a creative modern specialist;
- Development and implementation of various educational training technologies for the tourism industry;

- Raising the role and stimulating the activity of the teacher and the manager of the training system based on the final result of the work - the preparation of a competitive specialist for the tourism industry;
- The creation of training and production bases for practical training and production practices;
- Creation of conditions for attracting leading specialists of the tourism industry to educational institutions (15-20 years before they reach the retirement age) [6].

The state is interested in creating a self-developing system of continuous professional training for the tourism industry, capable of training specialists competent to effectively solve the state task of enhancing the role of tourism in the economy.

In the course of vocational training, the society is interested in the training of competent, qualified specialists who are competitive in the labor market, have a good command of their profession and are oriented in related fields of activity, capable of working effectively in the specialty at world standards, ready for permanent professional growth, social and professional mobility, loyal to their organization, supporting its organizational culture.

Students are interested in the practical implementation of the ideas of democratization and humanization of vocational training, in creating in the process of preparation the conditions for maximizing the creative potential of the individual, the formation of professional and personal competencies.

Thus, the modernization of the vocational training system ensures the creation of an objective environment for the individual to expand knowledge, enrich experience, master new cognitive, practical, and socio-cultural activities. When upgrading the system of personnel training, one should focus on three principal features, namely:

- The need to create a unified intellectual environment tourism industry;
- Ensuring close integration of training with all production processes;
- Increase of intellectual and creative potential, managerial component of educational institutions.

As a result of the modernization, the training system for the tourism industry will effectively fulfill its functions, if it meets the following requirements:

- The completeness of the actions (necessary and sufficient to achieve the goals);
- Integrity, coordination and synchronization of individual elements, which will allow it to function, linking the demand of the population and the labor market for educational services;
- Balance in all resources (financial, educational, personnel, scientific, material and technical, etc.);
- Controllability (determined by the operability of intermediate targets);
- Sensitivity to failures (determined by the property to timely detect the deviation of the real state of affairs from the provided, posing a threat to the achievement of the goals set);
- Continuity of levels, stages and modules of training (within the framework of a professional field chosen by a person);
- Openness of the training process on the principles of democracy: access to every level of education; academic mobility of students and teachers; academic continuity of learning at different levels;
- Social partnership between all components of the system of continuous vocational training, ensuring its multilateral integration links, involvement in socio-economic relations.

The constituent elements of the training system form it as a dynamic, adaptive socio-economic system that provides lifelong education. Separate subsystems are allocated to groups of factors that influence the processes in the personnel training system. It should be noted factors affecting all elements of the system: the influence of the social environment; political and financial-economic situation in the region and in the world; the activities of regional organizations of management and regulation [7].

Factors affecting the tourism industry are: the state of the labor market and its needs, formed on the basis of tourist flows; tourism industry of foreign countries, etc. On the basis of their influence, labor market requirements for the quality of training are formed.

Factors affecting the educational environment of the tourism industry: education system; educational technologies; educational environment of the tourism industry abroad.

The industry educational environment of the tourism industry consists of three blocks. The first block is training. It includes:

- Pre-university (school profile) education (schools, profile classes, lyceums);
- Primary vocational education (colleges, colleges);
- Secondary vocational education (schools, colleges);
- Higher professional education (institutes, universities). - postgraduate vocational education (magistracy, doctoral studies).

The second block is additional professional education. It consists of: curriculum coordination centers; institutes and faculties of retraining and advanced training of sectoral universities; in-house training. The third block is self-education. It is a synthesizing link between the blocks of vocational training and additional vocational education, it should be noted that its volume and intensity should be the greater, the higher the level of education and the position of a specialist on the job ladder in the tourism industry. This training unit is present throughout the life of a specialist [8].

The tourism industry is not only a consumer, but also a customer of educational services. It includes as structural elements: industry enterprises and organizations, government organizations, public and professional associations, scientific organizations. Organizations and enterprises of the tourism industry are required to conduct assessments of professionalism of personnel, the results of which they report to the sectoral employment service, for further monitoring.

Monitoring of the personnel training system and the labor market is carried out with the aim of forming an information base to determine the prospective need for personnel on the basis of the socio-economic potential of the region and is aimed at studying the patterns of the processes occurring in the personnel training system. The users of the monitoring information are state and municipal authorities, employers, scientific and educational institutions, public organizations and the population of the region. A system of indicators is necessary for effective monitoring of the training system, its forecasting and identification of areas for modernization.

Since the system of personnel training functions in the educational environment, which in turn must take into account the requirements of the labor market, it is therefore necessary to take into account the indicators characterizing these areas when building a system of indicators. The criterion for the inclusion of indicators in this system is the level of their belonging to two interrelated sets of indicators of the state of the labor market and the state of the sectoral educational environment [9].

Modern business practice in education is based on the use of a competence-based approach, which makes it possible to emphasize qualities that are directly related to the success of an employee in a particular activity. At the same time, the development and use of the competency model makes it possible to model the requirements for professional training as standards for the quality of education [6].

Significant difference from other approaches here is the selection of parameters that really lead to the greatest efficiency in the work, and not taking into account the full range of factors that most reliably describe the performance of a specialist.

Under the competence model of a specialist in the tourism industry, it is proposed to understand the totality of various competencies with the emphasis on their component competencies, as well as their severity levels, which are necessary for the effective performance of official duties [6].

In the course of the study, a methodology was developed and tested to form the competence model of a tourism industry specialist, which includes several steps [10]:

1. Identify the requirements that tourism industry enterprises have for a specific specialist.
2. Determination of the requirements that the world community, the system of vocational education, and consumers of tourist services place on the specialist in the tourism industry.
3. Formation of official duties of a specialist in the tourism industry in accordance with the requirements for it.
4. Filling two blocks of competencies - functional and personal - with core competencies that are necessary for the performance of official duties.
5. Identify the behavioral indicators of each competency.

The development of a competency model is proposed to be conducted in accordance with the following requirements:

- The completeness of the developed model should adequately reflect the professional field of activity in the simulated components;
- Generalization of the components of the model should allow to reflect the most significant aspects of professional activity and the most significant parameters;
- The content specificity of the components of the model should reflect the quality of the specialist in the formed and developed professional skills and abilities;
- General typification of professional tasks and consideration of the possibility of transferring skills from one field of activity to another;
- Structural and hierarchical components of the model.

To test the adequacy of the methodology, a competence model of a tourism specialist has been developed that includes two sets of competencies: functional and personal, which allows integrating requirements for the modern worker, including not only professional knowledge and skills, but also complementing them with individual and personal characteristics person Each block of competences is filled with a specific set of competencies in accordance with the requirements of a particular sphere of professional activity.

For each competency, a set of behavioral indicators has been developed for three levels of severity: unacceptable, acceptable and reference, on the basis of which decisions on compliance with its level of specialist training should be made in the future. For example, behavioral indicators of competence "leadership traits":

- Unacceptable level: passive in interaction; enters into dialogue only due to the activity of others; Attempts to focus the group on the task are ineffective due to the fact that it is ignored or he has lost the direction of the discussion; other members of the group rarely seek his appreciation or support, etc .;
- Acceptable level: interacts actively, but in communication "gives back" to others; demonstrates some success in organizing and managing a group; other members of the group are sometimes interested in his opinion and looking for support, etc .;
- Reference level: it is active in interaction, takes the initiative in communication; organizes the work of the group; if necessary, acts as an intermediary, etc.

When organizing professional training, educational institutions need to focus on the formation of competencies in demand in the practical activities of a future specialist, while the competence model of a tourism industry specialist is an indicator of the compliance of the results of the educational process of training a specialist to the requirements set for him. The use of the competence model in the system of personnel training will allow to flexibly transform the organization of the educational process according to the requirements of the changing conditions of activity of enterprises and organizations of the tourism industry.

CONCLUSIONS

The work scientifically substantiated and tested the methodology for assessing the competence of a tourism industry specialist, which includes the following steps:

1. On the basis of the competence model of a specialist, a selection of competencies to be assessed is made. If the competence model for this specialist is absent, then it is developed according to the appropriate methodology.
2. Selection of methods for assessing the competence of tourism industry professionals. Methods of assessment can serve various methods: tests, surveys, observation, interviews, case-method, business games, trainings, etc.
3. Carrying out the procedure for assessing the competence of tourism industry professionals for compliance with the competency model.
4. Conclusion on the level of implementation of competencies and the conclusion of the competence of a specialist.
5. Development of a set of measures to improve the competence of a tourism industry specialist.

The proposed technique is universal in nature and can be used in any areas of activity. It should be noted that it will allow:

- To evaluate any competence separately included in the competency model;
- Take into account and formalize in the form of clear competencies of a specialist the requirements of various groups of consumers of educational services;
- Implement a practice-oriented approach to the process of education and training;
- To ensure the formation of the competencies required and demanded in the practical work of the tourism industry specialists at the training stage in educational institutions;
- To use it in screening interviews and interviews, performance management and quality of work, career planning and rotation.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

ADAPTATION POTENTIAL OF FOREIGN LANGUAGE TEACHING EDUCATIONAL TECHNOLOGIES IN RUSSIA

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ABSTRACT

The article describes foreign educational technologies that can be used in foreign language teaching of students in Russian universities. Basing on the experience of educational work, the author proposes a mechanism for adapting foreign educational experience in a Russian school. The effectiveness of the use of foreign experience in foreign language teaching of students in a Russian professional school, taking into account its features and traditions, depends on the effectiveness of the developed mechanism of its adaptation in the domestic system of higher education. The author proposes the principles of adaptation of foreign educational experience on the basis of sociogenetic approach, as well as the conditions and stages of implementing foreign teaching experience in the national higher education system. The use of the socio-genetic approach to adapt the experience of foreign language training of students will undoubtedly contribute to its effective use in domestic universities and accelerate the modernization of Russian higher professional education.

INTRODUCTION

The development of professional training of a future specialist of the Russian Federation requires not only a rethinking of domestic experience, but also a search for adaptation mechanisms for constructive foreign experience of preparing students for the realities of modern teaching and educational practice. The fragmentation of the use of educational technology and the lack of development of principles for selecting and structuring the content determine the fundamental need to study, analyze and use the wealth of experience in this field in foreign countries.

In pedagogical work with students, we tried to creatively use the positive foreign experience of preparing future professionals, relying on educational technologies that are also used in other related humanity fields abroad, along with foreign language training. The universality of technologies involving interdisciplinary communication is the key to the development and formation of general professional and cultural competencies of students, identified in the Federal State Educational Standard of Higher Professional Education in Russia.

The term "pedagogical technology" is interpreted differently. Makhmutov M.I. believed that "technology can be presented as a more or less rigidly programmed (algorithmized) process of interaction between a teacher and students, which guarantees the achievement of a goal" [1]. In international publications, the concept of "pedagogical technology" is defined as identifying principles and developing techniques for optimizing the educational process by analyzing factors that increase educational efficiency, by designing and applying techniques and materials, and also by evaluating the methods used [2].

According to Gewehr W. [3] the true goal of education is to teach students to navigate the world of constant change, to be able to continuously obtain and process new information. As one of the ways to effectively learn a foreign language, he proposes to create communicative situations in the classroom, where students interact with each other in simulated communication conditions brought from everyday real life. The focus here is on how students learn, that is the center of attention in any kind of integrated approach to language teaching in a European context. One of the most important results of research in education over the past decades is the activation of the learner's role in the process of learning a foreign language, as well as the student's deep awareness of the need to develop their own ability to learn independently.

In order to organize the effectiveness of foreign language training, we consider student-centered technologies that put the student's personality at the center of the entire educational system, providing a comfortable, conflict-free and safe environment for its development. The training environment with such technologies does not impose the normative regulation of activity on a future specialist, but creates more liberal conditions enabling them to determine the trajectory of individual development.

MATERIALS AND METHODS

At present, the following interactive foreign communicative teaching technologies should be considered in integration: "Training in cooperation" and "Method of projects" using the elements of Internet technologies "Web Quest" or "Subject Sample", "Language Portfolio" to evaluate the results of foreign language acquisition; "Credit-modular rating technology" of training and "Organization of individual educational trajectories" of students. The relevance and novelty of the interactive educational technologies, increasingly used in the framework of higher professional education, lies in the degree of use of their potential to meet the need for training in innovative ways.

KEY WORDS
university, student, foreign language training, international learning experience, adaptation mechanism, principles and conditions

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All the described technologies should be applied in specially structured interdisciplinary modules with the involvement of teachers in special, highly professional disciplines, when the content of the disciplines and the adequacy of the tasks performed by the students are matched and compared to the required competencies that they will have to develop.

There are such variants of the communicative interactive technology “Learning in cooperation” as “Learning in a team” and “Saw”. When utilizing the “Learning in a team” technology, the activity of each individual student is “transparent” for other team members and achieving a common goal would be impossible without the individual success of each participant. This type of work is applicable to the analysis of texts and tasks for them in class, when students in groups of 3-4 people distribute various activities among themselves (translation, answers to questions, drawing up their own situations using new expressions from the text), followed by discussion and mutual evaluation of results.

“Saw” is the next type of training in cooperation in foreign language teaching of students in universities. Participants in different groups work on their educational material, which is divided into logically interrelated parts, or the whole team works on the same material, but each participant gets a topic that they develop very carefully. Then students exchange the learned information. At the final stage, the obtained knowledge is monitored in the form of a written test and essay. This type of work in comparison with the previous (“learning in a team”) is distinguished by a large volume of the task being performed, a large number of participants within one group and, accordingly, a large amount of time spent on it. Thus, when applying the “team learning” technology at the formative stage of the experiment, one academic lesson (two academic hours) is required; when testing “the saw” technology, there is a positive dynamic of learning performance after at least two academic lessons or at least four academic hours.

If we approach the adaptation of foreign experience of foreign language training of students from the point of view of a sociogenetic approach, then the basic principles of adapting the potential of the experience in the Russian system of higher professional education are:

- the principle of affinity, i.e. compatibility of foreign experience with other elements of the training system so that it can take root in the Russian higher school;
- the principle of survival, which includes an assessment of the degree of its integrability with domestic experience, the results of its use, indicators of use efficiency;
- the principle of balance, which means that reasonable proportions and the amount of foreign experience should be determined so that it is not over-saturated with elements to the detriment of the domestic one;
- the principle of development is necessary to determine the possible consequences and prospects for using the foreign experience, when problems, possible negative results are carefully calculated, tactical adjustment measures are taken, which can be a stimulus for the development of the domestic new processes in the system of foreign language training of students;
- the principle of receptivity - the adaptation of foreign experience, consisting in the ability of teachers to perceive new experience;
- the principle of readiness for adaptation, which consists in the ability of pedagogical personnel to train according to the adapted methods, taking into account new requirements. This approach provides for the expansion of awareness, interest of university teachers in a more efficient and effective teaching of a foreign language using the new learning and teaching experience.

RESULTS

Second-year law students were offered reading materials on the topic “The legal system of England”. The students were divided into two groups, where each student received a certain part of the topic. After studying the information, the students returned to their groups and retold the material studied to other students. So, the students felt increased responsibility, since they performed two social roles at once - the student and the teacher. This type of activity is one of the ways to organize work in large groups, in which students acquire knowledge on the basis of different levels of English language skills. To date, this interactive technology is relevant in Russian universities in connection with optimization processes in education systems and an increase in the number of students in groups.

It should be noted that all the students while preparing their assignments could always use information resources from the Internet, whereas those students who did not fit in time to prepare the assignment for a sufficient number of points had the opportunity to get the necessary points by the end of the semester, presenting a report on the assignment in the format of the Subject sample Internet technology: compiled a list of the Internet resources on this topic and a few questions revealing its content, as well as the answers that required expressing personal opinion on the topic. Students had to be able to “defend” such work.

Training in collaboration, according to the observation of our experimental work, is more broadly reflected in the Project Method technology. When teaching a foreign language with the use of the project technology, we based on the integration of knowledge gained from other humanities, trying to take into account interdisciplinary links, including specialized subject areas. The result of the project activity was a “documented work” expressed in a decorated stand, an album, a wall newspaper or an organized party,

when the form of the report was preliminarily selected (role-playing, quiz, reporting, radio broadcast, short video, computer presentation).

The leading criterion of the project work was the ability of the student to interact and cooperate in the process of solving project-research and project-creative tasks. Thus, during the formative stage of our experimental work, the students of the experimental groups elaborated in detail certain problems that were personally relevant, presenting various ways to solve them with a coordinating role of the teacher. The creative process that accompanied the project activity of the students generated the necessary environment for pair, intragroup and intergroup interaction, interaction between teacher and students, and gave rise to a sense of community, collegiality, mutual respect and healthy competition.

Cooperation also manifested itself in the help of more successful students to those who were less successful, when the latter, due to the absence from classes for valid reasons, needed to get the necessary points by preparing a report on the work done in the "web quest" format: the entire scenario of the work (introduction-description of thematic situations, tasks, completion stages and the sources, conclusion) were presented in an electronic form so that students could answer the questions themselves. In the process of our research and implementation in the educational process of the Kazan Federal University and the Academy of Social Education of the above educational technologies, we found that as interactive forms of education they provide students with intellectual and moral development, their independence, goodwill, reduction in the number of non-certified students due to their active participation in the project work.

The interactive training includes a foreign method of situational analysis or a case study method, which can be used in implementation of the Learning in Cooperation and Project Method technologies. In the course of our experiment, the case-study method has contributed to: 1) instilling in students practical skills of working with information: isolating, structuring, and ranking the significance of problems; 2) formation of general student communicative competence and development of foreign language communicative competence; 3) development of the ability of students to choose the best options for effective interaction with other people; 4) development of analytical thinking of students, application of analysis in dynamics.

Along with the "case study" method, we saw the need to apply the "brainstorming" method to effectively implement the methods of team work. Brainstorming is the freest form of discussion, contributing to manifestation of students' creative activity. The main function of this method is to provide the process of generating ideas without their analysis and discussion. So, during the brainstorming session, we adhered to the following rules: did not show that the idea had no value, ignoring someone's activity; if one or two participants dominated, the order of the queue was established; the participant had the right, without explanation, not to give an idea or suggestion; any proposed idea (even if it was not related to the problem under discussion) was worth the attention and consideration of the others, as it could cause associations of one of the group members and lead to the birth of a new idea; democratic and friendly relations were maintained between the brainstorming students; all the ideas expressed aloud were written on the blackboard with the same words as the author of the idea said; the group needed to be given time (hour, day, week) to think over all the fixed ideas and then consider any alternative approaches or new proposals to the existing list. This method was effective in selecting the topics of project works and setting tasks for solving the problems posed.

As part of the project technology, we also applied the business simulation game method, which showed its effectiveness in teaching a foreign language, since the simulation in the game was close to the real conditions of professional activity: a conflict situation was analyzed and mandatory joint activities of the game participants who performed certain roles were carried out.

When studying the topic "US judicial system", students prepared a role play "civil litigation", which made the process of learning a foreign language personally important, as the role-playing game was a form of simulation modeling of the upcoming professional activity conditions. Game forms have a communicative-situational orientation, where all attention is directed not at the teacher, but at the student, and various methods of implementing communicative tasks are used, such as working in pairs, dialogue, and polylogue.

DISCUSSION

According to the results of our experimental work, we can state that interactive foreign technologies can successfully combine traditional and alternative methods to achieve the goals of the educational program and the standard of education. Thus, the brainstorming method proved to be the most effective at the initial stage of the implementation of the "project method" - when choosing a topic, defining hypotheses and setting targets for project implementation. The "case-study" method has shown its effectiveness in implementing the training technology in cooperation in the process of monitoring the material studied. A democratic and creative atmosphere was created in the audience when discussing the material, the students and the teacher became equal partners. According to the results of our research, this method can directly be a part of the project technology, with the condition of its use at the final stage, in order to control students' knowledge. Discussion of small cases can be conducted in small fragments in the educational process, when students become familiar with the proposed situation directly in class. The business simulation game method has proven itself as one of the ways to show the finished product of

educational and cognitive activity at the final stage of project technology implementation. The widespread use of the described above interactive technologies as a foreign experience in the practice of the domestic foreign language training ensures the success of the international polylogue already with the involvement of the Russian culture bearers [4,5].

In order for the elements of foreign experience to enter into effective interaction with other elements of the Russian higher professional education system, it is necessary to create the necessary conditions for their use in the Russian higher education system. The use of foreign educational technologies as adaptation potential of constructive foreign experience of foreign language teaching in the domestic system of higher professional education is possible if the following conditions are met: 1) taking into account national and historical educational traditions in the domestic system of foreign language training of students; 2) transformation of a traditional university into an innovation-type university oriented towards the development of innovative education using interdisciplinary, problem-based and project-oriented learning technologies; 3) development of scientific and methodological tools for the study of foreign experience of foreign language teaching; 4) establishment of a close relationship between higher education institutions and employers to ensure the compliance of students' competences and the requirements of real production and business; 5) readiness of the teaching staff and administration of the university for the use of international experience in foreign language teaching of students, suggesting the readiness of employees for intercultural interaction, constant cooperation with foreign higher schools and industrial companies; 6) organization of targeted training of higher educational institutions for mastering foreign technologies of language training, forms and methods of active learning, opening up new prospects for the development of basic and postgraduate professional training of students; 7) changing the role of a teacher depending on the level of student autonomy, implying the creation of such learning situations that allow them as future professionals to apply experience of intercultural interaction and learn from the experience of others [5].

According to the presented principles of adaptation and the conditions for the use of foreign experience of foreign language training in higher education institutions, the following stages of introducing the adaptation potential of foreign language teaching experience have been developed, which consist in implementation of foreign educational technology in Russian higher professional school:

- 1) choice of experimental sites for the introduction; 2) administrative assistance, information and library, publishing and printing support for implementing foreign interactive technologies of foreign language training of students in the educational process of the university;
- 2) identification of the pedagogical conditions for the effectiveness of the introduction;
- 3) development of the criteria and the criteria indicators of the effectiveness of implementation, based on the study of domestic and foreign experience in this field;
- 4) adaptation of the existing domestic and foreign practical experience of implementation of foreign educational technologies in the educational process of a higher professional school, taking into account the features and traditions of the national education system and a particular university;
- 5) organization of applied research conferences, seminars, round tables, individual and group consultations, workshops on the exchange of practical experience in implementation of foreign experience in foreign language training of students, presentation and feasibility demonstration of the experience.

The implementation of the adaptation potential of foreign experience of foreign-language training of students in the Russian higher professional school has proven its effectiveness in the course of the experimental work in the Academy of Social Education and Kazan Federal University (city of Kazan).

In the course of the experimental work, we concluded that the adaptation of foreign educational technologies makes foreign language training of students more visual, transparent and lively, develops reflection, self-control, and helps to bear personal responsibility for cognitive activity. The main method of implementing foreign experience of foreign language training of students in the educational process was a pedagogical experiment.

According to the study, we believe that the implementation of foreign educational technologies requires changes in the strategy and tactics of the organization of the learning process, namely: changes in the functions of the teacher from informing to guiding, coordinating and consulting; preparing a base for independent work of students; organizing the formation of flexible groups of trainees, depending on their choice of training modules and individual educational trajectories and progress in the learning process; development of automated systems for monitoring the quality of training and methodological support; creation of counseling services, and et cetera.

The use of the foreign language training technologies in domestic higher professional institutions will provide: to the student - the opportunity to receive education in a convenient form, at a convenient time, taking into account specific educational goals, cognitive features, level of preparedness and needs of each student; to the teacher - the release of time for tutoring; University and higher professional education as a whole is an opportunity to bring students' professional training in line with the modern requirements of the international labor market.

The implementation of foreign technologies of foreign language training of students turns out to be the most productive with specially selected forms of training involving the use of interactive methods that increase students' activity [6,7]. The use of foreign interactive technologies provided effective training for students in a mode when the teacher proceeded from the usual instruction to consultation and coordination of the learning and cognitive process.

CONCLUSIONS

In the process of using the above-described technologies that contribute to the effectiveness of foreign language training of students, they have developed the following skills: to determine an adequate task in accordance with the content and themes of the foreign language speech activity; draw up a rational program to achieve the set task, taking into account their individual abilities and needs; evaluate personal strength and rationally distribute it to obtain the desired result; to carry out intra disciplinary and interdisciplinary communication in preparation of verbal and written works in a foreign language; see the possibilities of practical application of the results of foreign language training; exercise self-control and self-assessment of foreign language training; independently search, analyze, select, organize, process, save and transmit the necessary information in a foreign language, obtained using such means as: multimedia technologies, information technologies (note-taking, summarization, annotation, etc.); interact and collaborate in a group, build foreign language communication and interaction: conduct a dialogue in a pair, group, interact with partners to obtain a common product or result; perform various social roles in a team; be able to adapt communication styles to improve understanding; be able to express own thoughts in a foreign language orally and in writing; be able to work with various foreign language texts as communication field (educational, reference, scientific and informative), that is, ask questions to the text, understand the information, reproduce it, and create on its basis personal conclusions and generalizations; be able to write documents in a foreign language (letters, contracts), etc. [8,9,10].

From the experience of research-to-practice activities in testing the above described pedagogical technologies, we concluded that each technology can have both advantages and disadvantages, but the disadvantages of all the educational technologies are leveled due to their integration in the entire educational process.

CONFLICT OF INTEREST

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ARTICLE

IMPROVING THE SUSTAINABILITY OF THE REGIONAL ECONOMIC SYSTEM THROUGH THE OPTIMIZATION OF MODELS OF MANAGEMENT OF SMALL INNOVATIVE ENTERPRISES

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ABSTRACT

The activity of innovation relations in the economic system depends on external and internal factors inherent in different phases of the economic cycle. The most important factor is the parameters of demand for innovative objects of different nature. It is these parameters that determine the strategy of a small innovative enterprise (MIP) during periods of recession, depression, and economic activity in the country. So, for example, let us ask ourselves what strategy MIP should use during the recession, what products of its activity should it bring to the market? The most common answer to this question is that it is necessary to bring to the market innovations of only incremental nature at extremely low prices. This is explained by a decrease in the level of income of the population due to rising unemployment, bankruptcy of enterprises and other reasons. At the same time, this approach does not take into account the most important factor - the stratification of the population by income level. Having estimated the degree of this stratification, MIP can significantly change its strategy. For such an assessment, you can use the well-known Ginny coefficient. The Ginny coefficient (income concentration index) characterizes the degree of deviation of the actual distribution of monetary incomes of the population from the line of their uniform distribution. The value of the coefficient can vary from 0 to 1, at the same time, the higher the value of the indicator, the more unevenly distributed income in the society. During the recession, the degree of population stratification in the Russian Federation has grown. Thus, according to the data of the State Statistics Committee of the Russian Federation in 2018, the Ginny coefficient indicates an increase in the degree of population stratification by income level, and therefore, in terms of demand parameters for objects of innovation of a different nature.

INTRODUCTION

The share of the population with a relatively higher average monthly income (from 15,000 to more than 25,000) for the period 2007–2018 increased from 26, 9% to 35.1%. It follows that this stratum of the population will continue to place demands on innovations of an improved and breakthrough nature. Here, however, it should be noted that the cited official statistics significantly underestimate the real level of income, which is partially obtained by the so-called “gray” schemes [1-4]. Even such a superficial analysis allows us to conclude that when developing a MIP strategy in the recession phase, one should focus on the stratified demand shown by economic agents for innovative objects.

Similarly, the demand for innovation should also be raised in the phase of economic growth, when there is an excessive demand for products in general and for innovations in particular. The unwinding of the “positive spiral” may in the end lead to the collapse of the economy. One of the reasons for this condition is the elimination of the “financial bubble”, which arises, including under the influence of the rush demand for innovative objects of an improved and breakthrough nature. To prevent such a state, the MIP strategy during this period should be sufficiently flexible, providing for a combination of the launch of various innovative objects in the market. Secondly, this strategy should take into account the tax and investment policies of the federal and regional authorities that are changing during the boom period [5-9]. Thirdly, the MIP strategy should provide for the restructuring of the innovation cycle, strengthening the fundamental and applied areas of research, creating scientific groundwork for the development of preferred R & D, the relevance of which should be predicted for the subsequent phases of the business cycle.

Innovative activity is most susceptible to the influence of medium-term and long-wave oscillations, the basis of which is the transition to new technological structures. An analysis of the state of the economy during the recession and recovery suggests that new scientific ideas may not be in demand, since the public and private investment strategy during the recession was aimed primarily at “saving” financial markets, and not at developing R & D. The level of science in the manufacturing sector of Russia, calculated as a share of R & D expenditures in GDP, in 2007 was 1.17% of GDP, while in the USA it was 2.7%, and the average for EU countries was close to 1, 9%. In contrast to developed countries, the corporate science sector in Russia is not yet sufficiently developed and does not play such a significant role as in the West, since the process of forming large high-tech companies and holding companies is not yet completed [10-16]. According to some estimates, in Russia today, the largest corporations spend about \$ 50-100 thousand annually on R & D annually, seriously lagging behind Western corporations on the scale of in-house research and development. For comparison: each of the 25 transnational corporations based in Europe spends on research and development more than 1 billion euros annually. The total costs of these high-tech multinational companies for research and development are 62 billion euros.

KEY WORDS

Economics,
econometrics,
economic and
mathematical modeling,
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management.

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Depending on the scale and level of impact on the economy, strategies of small innovative enterprises (SIE) are divided into three main types: macro-innovative and micro-innovative. Their differences lie in the degree of dependence on the methods of state administration of innovations, the territorial location of the IIP, and their overall goals of economic development [28-30]. The SIE strategy in a cyclical economy assumes the orientation of the activities of these enterprises to depending on the degree of income stratification of the population, the demand placed on innovative objects of different nature.

Being a part of the general strategy of economic development of an enterprise, the investment strategy is subordinate to it and must be consistent with its goals and directions. However, the investment strategy itself has a significant impact on the formation of a general strategy for the economic development of an enterprise.

During the period of transition of the economy from one phase of the economic cycle to another, when uncertainty increases significantly, the investment activity of an enterprise often comes down solely to meeting its current investment needs, determined by the need to replace the retiring assets, their growth or restructuring due to changing volumes of demand for the company's products. However, such an approach to the investment activity of an enterprise allows it only to maintain competitive advantages in the short term, but not to manage them in any way. For the management of an enterprise, it is important to understand the need for consciously perspective investment management aimed at the implementation of its innovative programs, on the basis of forecasting its directions and forms, adaptation to the general goals of the enterprise's development and the changing conditions of the external investment environment. The most effective tool for prospective investment management of an enterprise, subordinate to the realization of its innovative development goals in conditions of significant changes in macroeconomic indicators, the system of state regulation of market processes, the investment market environment – that is, the uncertainty of the enterprise's environment, is an investment strategy.

Investment strategy is a system of long-term investment objectives of the enterprise, determined by the direction of its strategic development, as well as the choice of the most effective ways to achieve goals.

In essence, an investment strategy is the main direction of the entire investment activity of an enterprise, following which in the long term should lead to the achievement of the goals of the strategic development of an enterprise, the implementation of innovative programs of an enterprise and obtaining the expected investment effect. The investment strategy determines the priorities of the forms and forms of investment activity of the enterprise, the nature of the formation of investment resources and the sequence of stages for the realization of investment goals ensuring the management of the competitive advantages of the enterprise on the planning horizon. Her role is in the functioning of the enterprise and a close relationship with other strategies that together form its economic strategy. Of the various areas of strategic decision-making, the central place is occupied by the commodity-market (marketing) strategy, which, as a rule, largely induces appropriate strategies and decisions in other areas (technical, social and managerial). However, these decision-making areas can also be implemented autonomously. The investment strategy can be considered a link of the entire integrated economic strategy of an enterprise, since the implementation of commodity-resource, technical, social and other components of an integrated strategy of an enterprise requires support in the form of a set of basic decisions in the field of investment [Fig. 2].

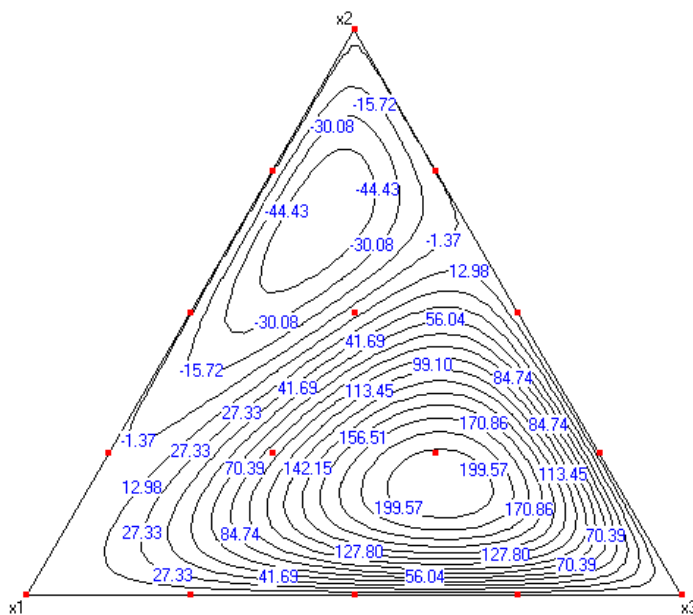


Fig. 2: The hierarchical structure of the division of the integrated economic strategy of the enterprise.

In the classical sense, the economic cycle includes four phases: Crisis (recession, recession); Depression (stagnation); Revitalization (expansion); Rise (boom, peak). It is worth noting, however, that modern Western economic theory uses a more aggregated division, highlighting two phases: recession and recovery. In this case, a recession is commonly understood as a crisis and depression, under a rise - revival and boom.

CONCLUSIONS

Enterprises that were in the growth or maturity phase before the recession phase are faced with a difficult task of fundamentally restructuring their investment strategy. The difficulty lies primarily in the fact that the change (reduction) in demand is differentiated by strata with different income levels. For the majority of potential buyers of non-production products, such as individual economic agents who are employed, the narrowing of demand is due to rising unemployment, lower wages, of bonuses and other causes of lower incomes. However, along with this category of economic agents, there is a category of highly paid officials, managers, entrepreneurs, leading large and medium businesses, who continue to show demand for advanced and breakthrough expensive products even in the recession phase of the economy.

Similarly, the demand for industrial products for simple and complex economic units (individual firms or concerns) is differentiated. In this case, the stratified demand arises under the influence of the industry of the producers, their compliance with the strategic objectives of the state. Therefore, enterprises that fulfill government orders or receive certain preferences from the state may not "notice" the recession in the economy, since the financial side of their activities is guaranteed by the state. At the same time, industrial enterprises operating in industries unrelated to the realization of the strategic goals of the state cannot count on such preferences. Therefore, the nature of their investment strategy in the recession phase changes significantly - its goal is to provide financial support for the survival of these industrial enterprises. At the same time, the most important task of management in the recession phase is to prepare for the transition to the recovery phase. The recession creates favorable conditions for the acquisition of depreciating assets, the use of which in the recovery phase can significantly increase the level of competitiveness of enterprises.

CONFLICT OF INTEREST

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ARTICLE

CIVIL SOCIAL PRACTICES OF WASTE RECYCLING IN RUSSIA (BASED ON MOSCOW AND KAZAN CASES)

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ABSTRACT

The article focuses on the description of current waste management practices in the Russian megalopolises exemplified by Moscow and Kazan. Based on the results of a public survey, it is possible to distinguish sustainable and unsustainable practices in the cities. According to the public, the main impediment to separate waste collection is the lack of waste management infrastructure; only 10% of the population separate their waste on their own. The development of public participation promotes the development of the linear economy where public participation in the process of decision-making is higher than in the conditions of the circular economy. The study has shown that sustainable practices featuring the utilization of less packaging and eco-friendly packaging, as well as the elements of the sharing economy are unpopular in Russia; repairing and purchasing higher-quality goods is also secondary to the price issue.

INTRODUCTION

KEY WORDS
waste, modernization of the environmental policy, waste management, territorial schemes, social and environmental practices

The rationale of the article is determined by the necessity to solve the deepening and escalatory controversies between the negative (deconstructive) and positive (restorative and sustainable) social environmental practices against the backdrop of the challenges of the worsening waste pollution in the Russian cities [1-5].

The research presented in this article is focused on the development of the social and environmental waste-management practices in the Russian cities that are defined as "a system of individual and collective action predetermined by the state of culture, the level of social development, and changes in the nature of the human-environment relationships aimed at the restoration of the destroyed ecosystems and preservation of the existing ones [6]".

Sustainable practices were studied from the perspective of developing a single environmental and political space by Ulrich Beck [15], Anthony Giddens [16], and Niklas Luhmann [21]. There are works on the importance of reducing the amount of waste through practices by Dennis Meadows [22], Alvin Toffler, Nikolay Reimers [24], Anna Davies [2]. There is data on the practices that help to reduce the amount of waste in cities in the works of Oleg Yanytsky [28], Victor I. Danilov-Danilyan [18], Dmitry Kavtaradze [17], Alexandr Kapto [24; 23], Marina Rybakova [26]; the practices of waste management were studied by Polina Ermolaeva [19], Yulia Ermolaeva [20], Icek Ajzen [1], Shalom H. Schwartz [8, 9; 10; 11], and Paul C. Sterna [12, 13]. These concepts review the values, regulations, standards of individual behaviour, institutional control, and ways of achieving an environmentally-oriented behavior [7-11].

At the social and environmental level, such practices can include a cognitive (based on the rational action), value-based and motivational, and behavioural aspects (the behavioural aspect is the direct observed aspect of action that forms behavioural patterns). Elna Orlova [23] distinguishes a passive-destructive practice type characterized by the unwillingness to make efforts to solve an issue, which leads to the degradation of resources and social opportunities. An active-destructive type is represented by the establishments that cause pollution (the industrial sector). A passive-functional type features adapting to the current situation. An active-functional type of reaction involves neutralizing or transforming the threat.

There are only two patterns of environmental behaviour presented in this work that are relevant for the analysis of the practices that allow to reduce pollution, they are the functional pro-environmental behaviour (a complex of practices and actions aimed at the environmental protection) and anti-environmental destructive behaviour (a complex of practices resulting in the unsustainable use of natural resources), a certain passivity. The goal of this article is to analyze the functional practices and classify them according to the life-cycle phases.

Types of functional public practices: civic engagement (voting, signing petitions and letters for the government), self-education, financial action (donating money, boycotting companies or products), using the legislative system to ensure compliance with the environmental laws, propaganda, green purchase behaviour and environmentally friendly consumption (for example, purchasing local products, organic foods, and products with recyclable packaging on a regular basis), reducing the occurrences of the destructive behaviour or abandoning it, improving the efficiency of individual behaviour (for example, not using a car alone).

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At the institutional level, the following social tools are applied by the government: social programs featuring collaboration with the private sector (encouraging social entrepreneurship), including the integration of exclusive groups, social and economic tools for the private sector: benefits, subsidies, grants, supporting and encouraging public engagement and participation, engagement and monitoring of the functioning of the informal sector.

The private sector practices social entrepreneurship, the inclusion of exclusive groups, technological advancement that helps to reduce pollution and waste production, the establishment of an environmentally responsible company complying with the standards of the reduction and offset of emissions, the development of a corporate social responsibility policy. Non-profit organizations coordinate with one of the institutes and carry out educational and organizational activities as practices. Scientific institutes develop BATs, work closely with the business sector, and achieve the goals of governmental programs.

The issue of proliferation of functional civic practices in cities remains a major problem due to its mass character, since the maintenance and frequency of such practices directly affects the amount of waste produced and its toxicity, which is the essence of the empirical part of our research. [20; 25; 26; 28; 29; 7]

MATERIALS AND METHODS

To fulfil the research objectives, we used the method of a representative survey based on stratified random non repeated sampling of the population of Moscow and Kazan. The total number of persons surveyed comprised 1,500 (Kazan, n=750 persons.; Moscow, n=750 persons). The district of the city where the respondent lives, their gender, and age were determined as quota qualities. The total volume of the sample frame of the survey comprised 1,500 units, with 750 units in each sub-sample, which ensures high accuracy of the obtained results illustrating the patterns of the distribution of qualities in their total and allows to project them on the population of Moscow and Kazan as a whole with the non-sampling error of 3.6%. The main objectives: Assessing the involvement of the population into different municipal environmental practices and the frequency of involvement of functional sustainable practices. To fulfil the objective, we compiled a number of questions and statements that the respondents were to assess based on compliance and frequency which characterized the importance of each practice. The social and demographic qualities were not taken into consideration in this part of the research since it is important to assess the general spread of functional practices.

RESULTS AND DISCUSSION

The residents of megalopolises assessed the following issues as major in the area of waste management: the biggest problem determined was the "absence of containers for separate waste collection next to the house" as selected by 662 persons (44%), the second most popular answer was "insufficient number of dust bins in the streets" chosen by 534 persons (35.6%); the third place is shared among the "untimely rubbish removal from the adjacent territory of the houses", the "insufficient number of trash containers in the adjacent territory of the houses", the "constant appearance of unpermitted garbage dumps", and the "poor quality of rubbish collection in the streets" as chosen by 300 (20%) of the respondents; the fourth place is occupied by the "absence of equipped spaces for waste storage" and the "burning of garbage dumpsters" as selected by approximately 10% of the surveyed. 156 citizens (10%) "do not see any problem" or "struggle to give an answer".

Social environmental practices carried out by the population of the megalopolises are contradictory. The practices of responsible waste management are the most important since they allow to reduce pollution. One third of the respondents does not follow sustainable practices of separate waste collection or do it seldom. Only 127 persons (8.5 %) marked "I separate different types of waste at home and take them to the appropriate collection points", while 535 persons have never done separate waste collection (35.5 %). The respondents stated that they do not separate their waste due to external factors, such as the "absence of the separate waste collection infrastructure at the place of residence" (69%), 20% of the surveyed "do not know how to separate waste", and 61 person (11%) said they do not have time for it. Activist forms of environmental practices are as frequent as the separate waste collection. "I participate in street-cleaning events" 10% of the population often take part in garbage collection, 6% of the respondents do it regularly, which is a good activism showing, almost one third (26 %) of the surveyed never take part in the events of the kind; the number of people who take part in cleaning events in Moscow is smaller than in Kazan by 5%.

Respondents were asked to assess the statements related to everyday waste management practices: "I compost organic waste": 46 % replied 'never', 11% do it often, and only 7% always compost their organic waste.

"I recycle hazardous waste (batteries, lamps)": 17% of the respondents often recycle such products, 26% do not do it, 23,5% of the surveyed do it from time to time. Hazardous waste is considered priority when it comes to recycling since it poses the greatest threat to the well-being of citizens, but it is only recycled by 1/5 of the population.

"I recycle textile and clothes or have it reused (give it to charity or acquaintances)": 10 % recycle such materials, 30% never do it (456 persons). 26.8% of the respondents recycle such materials from time to time within the scope of promo events.

Next, we evaluated the number of preventive practices.

"I try to purchase durable goods even if they cost more": 13.5% of the respondents never try to purchase such items, 30% do it from time to time, 30% do it often, and only 15% of the surveyed do it on a regular basis. Preferring higher quality and expensive products largely depends on the economic capacity, but in the long-term perspective, purchasing more expensive and higher quality goods is more beneficial than substituting nondurable items with new ones. Citizens tend to opt for fast fashion.

"I choose products made of recycled materials and biodegradable goods (marked appropriately) that do not damage the environment": 15.1% of the respondents disagreed with the statement, 32.5% partially agreed to it, and only 7.1% of the surveyed fully agreed with it; 8.4% struggled to provide an answer. Choosing environmentally friendly products requires specific knowledge about such issues as waste management, different types and quality of packaging, and companies. The results of the survey show that the population is poorly informed about the problem.

"I choose organic and safe detergents and washing products that are marked as environmentally friendly": 13.4% did not agree with the statement, 34.9% partially agreed with the statements, 25.8% agreed with the statement, which is a significantly larger number. There is a wide range of eco-friendly products displayed in the supermarkets alongside the usual ones, and using them does not require any effort, but the citizens do not see it as a priority. "I will not purchase goods and food if I know that producing them had a negative impact on the environment or if they cannot be recycled": 12.5% of the respondents disagreed with the statement, 32.9% found it true in part, and only 10.7% of the citizens agreed to it fully. This issue reflects the same tendency as the issue of product packaging: the efficiency of a product is still a higher priority than nature for the consumers.

"I try to extend the service life of things by repairing them and treating them with care": Respondents pay a lot of attention to the practices that allow to extend the service life of goods, as 24.4% of the respondents partially agreed with the statement and 28.2% fully agreed with it. The elements of the sharing economy are insufficiently developed. "I purchase second-hand goods in commission shops, second hand shops, and on such platforms as AVITO and Yula": 38.7% of the respondents disagreed with the statement, only 22.9% partially agreed with it, and 7.5% fully agreed with it. High-cost electronics was more popular than clothes and homeware.

"I monitor the news related to the environmental pollution caused by waste": 23% of the respondents are not interested in monitoring environment-related news, 13 % often check them, and 6 % regularly follow the news of the kind.

CONCLUSIONS

The following are the major solutions that would allow to promote functional practices: neutralizing destructive solutions, cultivating viable practices, developing conditions favorable for the social participation and collaboration with non-profit organizations, businesses, and authorities. Individuals strive for the consolidation characterized by reciprocity (correspondence of skills), complementarity (satisfaction of individual and group interests), standardization (adoption and repetition of actions). Double rearrangement is possible: social practices set out the direction of social processes, or, when one of the factors included into the process changes (cultural, technological, social, etc.), practices change. To spread the sustainable practices, it is necessary to monitor the level of awareness, original habits and possibilities of an individual, and general knowledge. It is important to take into consideration the context (the level of financial solvency and the technological advancement of the infrastructure that affect the implement ability of practices of different complexity, and the existing system of sanctions and incentives that affects the rationalization of the process).

CONFLICT OF INTEREST

There is no conflict of interest.

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FINANCIAL DISCLOSURE

None.

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ARTICLE

CLUSTER FORM OF RAW MATERIALS PROCESSING AND ITS IMPACT ON REGIONAL ECONOMIC SYSTEMS

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ABSTRACT

In the framework of the measurement system used by Russian statistics, it is possible to identify those industries that provide the largest share in the cost of products and services in the region, as well as show good dynamics of development and economic efficiency. However, the current classifiers are focused on data aggregation within the industry, therefore, based only on the basis of the State Statistics Committee, clusters cannot be identified (or, when this is done at the all-Russian level, it is possible with a large degree of conditionality). Therefore, in order to further analyze the industry enterprises (which of them are included and which are not included in the cluster under study), it is necessary to conduct a primary statistical survey, which requires a survey. The questionnaire provides questions regarding: general resources, with the help of which it is planned to single out the cluster core, the performance indicators of these enterprises, with which it is supposed to evaluate further development trends of the cluster. The effectiveness of the influence of the cluster form of processing raw materials on regional economic systems is due to the development of partnerships between business entities. The cluster form of activity in the commodity sector, organized in the form of horizontal rather than vertical ties, is particularly relevant in the conditions of high monopolization of oil producing companies.

INTRODUCTION

To determine the subset of key success factors for clusters, it is advisable to carry out a multifactor statistical analysis, where it is proposed to use indicators of the number of employees, profitability and their changes as criteria for the effectiveness of the functioning of clusters. A small sample size, along with a large number of variables studied, requires a preliminary reduction factors, therefore it is necessary to carry out the following sequence of statistical data analysis techniques:

- **Factor analysis** - to select the most informative variables.
- **Correlation analysis** - in order to determine the factor variables directly associated with the resulting indicators, and the exclusion of factor signs that are closely related to each other (identification of multi collinear variables); the formation of a set of independent factors for the construction of regression equations by using the results of correlation and factor analysis: Building regression equations for both the generalized space of factors and their internal and external subsets.

In order to increase the size of the sample, it is recommended to implement the selected stages on a full set of companies belonging to regional clusters (without division into types of clusters). Modeling, carried out with regard to the division of parameters into external and internal, allows to make a conclusion about the comparative influence of various factors and their groups on the performance of clusters. Such modeling provides an opportunity to somewhat expand the range of studied characteristics (due to those variables that are not included in the general regression model, but turned out to be significant in the space of internal / external factors). In addition, this approach is interesting because along with the general regression model, we obtain equations that characterize the dependence of the resulting indicators on two subgroups of factors that are different from the point of view of management.

In the case of a profitability indicator, all three models obtained are quite reasonable. In the space of internal factors, the profitability of companies in a cluster is determined by four variables that have a comparable impact on it (as evidenced by the values of the corresponding standardized regression coefficients). Using the achievements of NTP can increase the profitability of companies by more than 9%. The organizational and legal form (CJSC on average by 4.8% more profitable than LLC) and the presence of its own production areas (firms owning them are almost 6% more efficient) have a lesser impact. The provision of office space, although it has a slightly smaller impact, is described by four ranks and, therefore, with maximum growth, it can add companies more than 8% profitability (these and the following numerical results are given for a cluster of high-tech companies in Novosibirsk, but they are indicative of any Russian cluster).

MATERIALS AND METHODS

Consideration of the profitability of clusters in the context of environmental factors allows us to reveal the influence of two factor signs and a dummy variable. An increase in the share of supplies from the regional

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econometrics,
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theory of economics,
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market by one rank on average contributes to an increase in profitability by almost 10% (this factor is the most influential in the equation). The variety of equipment available in the region is negatively related to the profitability of the business, which is probably explained by the amount of transaction costs in the selection of means of labor. The increase in the diversity of equipment by one rank (only five ranks), while the other variables remain unchanged, causes a decrease in profitability by almost 2%.

The most significant variables from both particular equations are reflected in the general model. In the combined space of factors, the size of the procurement of materials on the regional market and the use of scientific developments reveal their influence on the profitability of high-tech companies. The first of these two factors has a relatively larger impact on the resulting indicator (with its growth by one rank, the increase in profitability is 7.7%). The influence of the use of scientific developments is no longer as high as in the space of internal factors (about 4%). Its relevance to profitability is also demonstrated by the affiliation of firms to one or another cluster. Verification of a model built in the combined space of factors reveals a deviation of the calculated value of profitability from its real level by 5.6% for the entire sample of companies, which indicates its sufficient reliability.

RESULTS AND DISCUSSION

The modeling considered in the section above can also be carried out for other resulting cluster performance indicators: the number of personnel, its growth rates and the trend in profitability. The described toolkit allows you to identify the most attractive from a managerial point of view (that is, having the greatest management potential) groups of factors. Impact on them can have a significant impact on the performance of clusters and the cores of their enterprises. The results of the regression analysis allow us to present individual firms and clusters in the three spaces of the identified factor signs, including internal and external. Internal factors can be conditionally considered manageable at the level of an individual enterprise; external factors can be considered regulated at the level of industrial unions, government bodies, social institutions and other super-firm entities, the latter are determined not only by the line of conduct of a particular company, but can also be formed at all without its direct participation. To this end, for each company, a taxonomic indicator should be constructed characterizing the measure of the difference between the corresponding vector of factors (in a given n-dimensional space) and the hypothetical standard. As components of the standard, it is recommended to use the best (maximum or minimum, depending on the nature of the influence of the variable) values of the factors studied, assigned by the respondents to the input research. A taxonomic indicator constructed in this way synthetically characterizes the values of the factor signs of the resulting indicators studied. High values of this indicator indicate high values of the considered signs, low values - on the contrary. Its most important advantage is that this single synthetic trait can show differences in the processes that characterize the internal and external aspects of the activities of enterprises. By its magnitude, one can judge about the existing growth potential for individual firms and clusters as a whole in the context of key factors and, accordingly, the advisability of applying managerial influences to them.

This confirms the analysis of variance, according to which taxonomic indicators built in the system of environmental factors have statistically significant higher values for the entire cumulative sample of companies in a cluster. At the same time, the clusters do not demonstrate significant differences among themselves in all three factor spaces. A similar approach is advisable to use for the remaining result indicators, as well as to build a generalized taxonomic indicator in space of all four selected resultant characteristics (number of personnel, profitability and their changes). Such an indicator can be interpreted as a characteristic of the level of competitiveness of clusters and their individual enterprises. At the same time, the competitiveness of individual enterprises (in the space of the above-mentioned resulting factors) varies within 20–70% of the maximum possible value for the cluster as a whole. Next, an analysis of the correlation relationships between the values of taxonomic indicators of the competitiveness of enterprises and the factors determining it (a variety of factors selected as potential variables for modeling all the resulting indicators) was carried out. This analysis allows us to conclude that the competitiveness of companies, regardless of whether they belong to a particular cluster, demonstrates a statistically significant dependence on a number of cluster operating conditions. These conditions, as a rule, determine the profitability of enterprises in the space of environmental indicators, from which it can be assumed that the key contribution to ensuring the competitiveness of companies is their profitability, which, in turn, largely depends on the external environment of the business. It should be noted that these variables in the conditions of underdevelopment of regional clusters in Russia belong to the same type - factor conditions, which confirms the fact that the availability of this particular group of factors influences the competitiveness of clusters in developing and transitional economies.

Traditional approaches to solving regional industrial development problems by modeling interconnections in territorial production complexes, forming production nodes on a given basis, solving the problems of locating productive forces and production capacities by minimizing transportation costs or reduced costs are now largely simplified [Fig. 1].

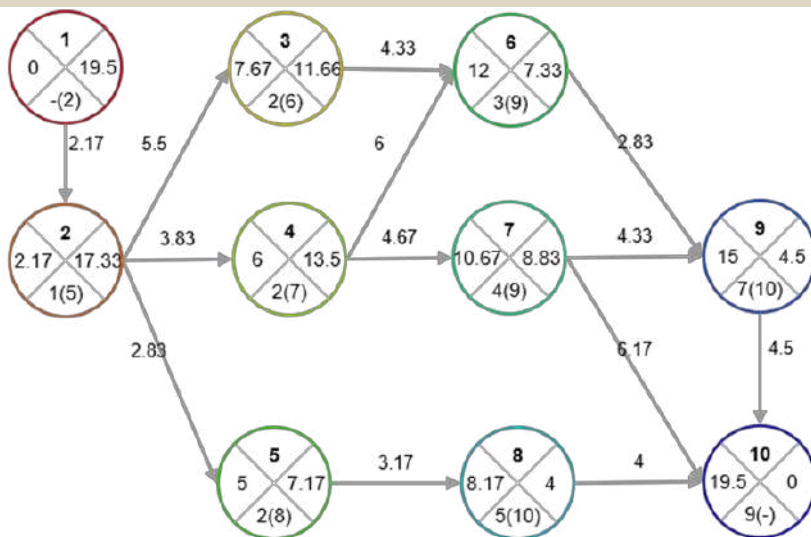


Fig. 1: An example of a traditional approach to modeling relationships in the territorial-industrial complexes of the region in the form of a network diagram (potential method) of portfolio investment in innovative projects.

Prospects of modern industrial development are determined by the interaction of various functional subsystems. The mechanism of research and implementation of the regional industrial development strategy that is necessary in modern conditions is provided by the concept of clusters, the distinctive features and advantages of which are taking into account comprehensive dynamic competition and linking the problems of the meso- and macro-level with the operating conditions of individual enterprises [Fig. 2].

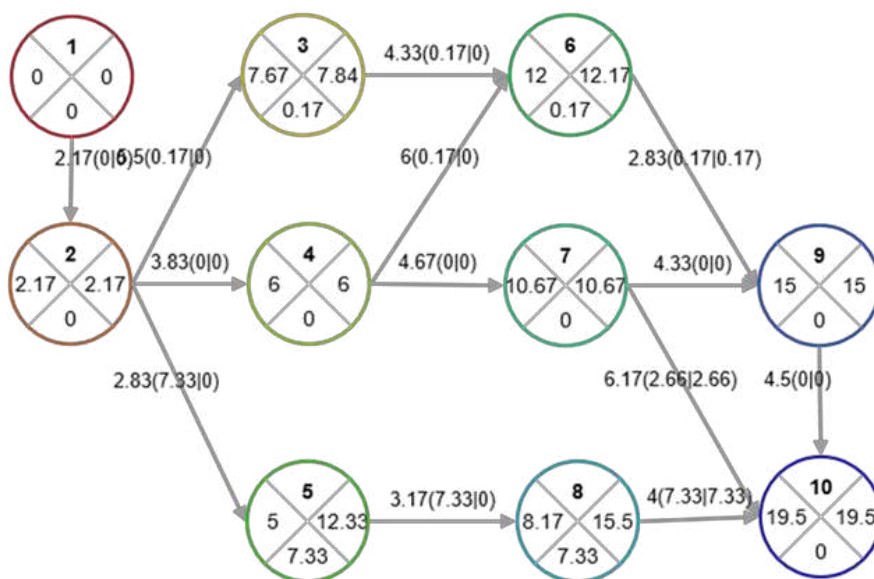


Fig. 2: An example of a regional cluster industrial development strategy taking into account dynamic competition in the form of a sectoral method of a network diagram of portfolio investment of innovative projects.

Identification of clusters, modeling of their development and evaluation of the effectiveness of activities are associated with a number of problems, the main of which are:

- Lack of a clear methodological basis for analyzing and modeling regional cluster-type economic systems;
- The absence at the territorial level of the necessary organization of statistical data, in particular inter-branch product flows in a fractional sectoral classification;
- The discrepancy between the spatial boundaries of the clusters and the territories for the collection of statistical data;
- Lack of information on many qualitative characteristics of cluster activities;
- Lack of a single agreed list of cluster activity meters.

At present, the most common method of identifying and evaluating the activities of regional clusters in the Russian context is the approach of identifying clusters based on the nature of economic activity in a particular locality, based on data obtained mainly by expert analysis. Most of the existing studies on the evaluation of the functioning of clusters are limited to a statement of individual characteristics of their activities, from which conclusions are drawn about the dominant position of clusters in a particular industry or locality. At the same time, almost no attention is paid to the economic and mathematical modeling of the processes of creation and functioning of regional clusters and the study of the factors responsible for their actual success and potential for their growth. Therefore, an important task is the development and testing of models that adequately reflect the relationship in local clusters.

CONCLUSIONS

The considered approaches to modeling and evaluating the activities of economic clusters will contribute to the establishment of quantitative relationships between the performance indicators of cluster entities and the factors determining their functioning. According to the authors, in the study of the functioning of regional clusters as complex economic systems, a comprehensive expert-econometric modeling of the activities of the companies participating in the clusters is necessary. The described approaches will help identify the growth potential of clusters and their individual participants, establish the direction of managerial influence on the factors contributing to the resulting performance indicators of clusters, which will certainly be useful for the management of the companies participating in the cluster both in organizing the current activities of companies and in developing a cluster development strategy generally.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

MODELING OF AN ENTREPRENEURIAL INFRASTRUCTURE SUPPORT SYSTEM IN THE REPUBLIC OF TATARSTAN

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ABSTRACT

This article contains a description of the entrepreneurial infrastructure development methodology in a localized system. The given analysis reflects the outcome of the study on effectiveness of the entrepreneurial infrastructure in the Republic of Tatarstan and Kamsk innovative and technological industrial cluster. The methodology is based on the forming of infrastructure parameters as a system of interaction between agents. The multi-agent nature of relationships includes several effects of infrastructure synergy, like market, innovation, investment, logistics, social and synergy of labor force. The integrative effect of the infrastructure determines the level of infrastructure development of the localized system at a given point in time. This article discloses the parameters selection algorithm of the entrepreneurial infrastructure. Within the framework of the algorithm, the most significant synergy effects of interaction between infrastructure agents and the integration effect are being determined. As the results of an economic modelling this paper concludes with recommendations regarding the development of infrastructure support for the Kamsk innovative and technological industrial cluster. The proposed approach combines the theory of entrepreneurship, methods of economic modelling and scenario forecasting. The combination of theoretical, methodological and practical approaches allows to shape perspectives on strategic infrastructure development at the localized system level.

INTRODUCTION

KEY WORDS

entrepreneurship,
entrepreneurial
infrastructure, regional
economy, cluster.

The development of a governance model for the entrepreneurial infrastructure support provides a new understanding on the process of establishing an infrastructure complex. The essence of the infrastructure support process is not limited to the identification of the macroeconomic indicators of economic performance. Infrastructure development contributes to the achievement of effectiveness on cooperation between market agents and entrepreneurs. Economic efficiency from infrastructure support is reflected in participating agents' real income growth. In a macroeconomic sense, the infrastructure provides a gross domestic product growth.

The determination of the interaction effectiveness (synergistic units) is an important aspect in a development of the entrepreneurial infrastructure governance model. The interaction effectiveness contributes to the income growth of each participant of that interaction and the overall integrative effect, which is expressed in the relative change of infrastructure in relation to its previous state.

MATERIALS AND METHODS

The infrastructure parameters development algorithm is designed to establish a regional entrepreneurial infrastructure, where the principal entity governing the development of the infrastructure is administrative bodies, responsible for the promotion of entrepreneurship in the region.

At the first stage of the infrastructure support model's parameters generation process, the benchmark indicators for participant's interaction in the infrastructure development process are being determined, as for entrepreneurs, infrastructure owners (agents) and investors, and government agencies.

At the second stage of the infrastructure support model's parameters generation process, key indicators of synergy from interaction are being determined. Both quantitative and qualitative indicators can be used as criteria.

At the third stage, it is expected to determine the weighting factors of the previously identified types of synergy from agents interaction. Based on the divergence of interaction indicators within the infrastructure support, there is a need to develop a consolidated evaluation system for provided indicators, which indicates the degree of inclusion of various indicators in the overall impact of infrastructure support.

In order to determine the integral indicators of infrastructure support it is recommended to use the alternatives assessment methodology through quantitative and qualitative (expert) criteria by applying the Harrington scale to bring all parameters in line with the consolidated measurement system.

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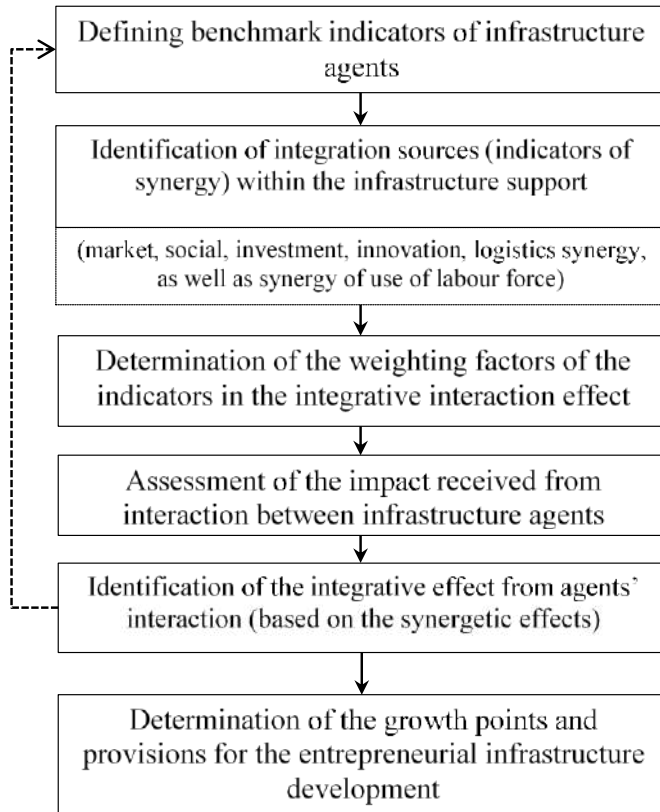


Fig. 1: The entrepreneurial infrastructure parameters development algorithm within the localized system based on the agents interaction.

Source: compiled by the author.

Standard assessment scale for expert values is shown in [Table 1].

Table 1: Harrington alternatives assessment scale

Rating in numerical scale	Harrington scale		
	Rating in a verbal scale	Score ranges	Average score
1	Very low (very bad)	0-0.2	0.1
2	Low (bad)	0.2-0.37	0.28
3	Medium (satisfactory)	0.37-0.63	0.5
4	High (good)	0.63-0.8	0.71
5	Very high (perfect)	0.8-1	0.9

At the fourth stage, performance indicators are being identified for each group of interaction synergy sources. Special indicators of interaction effectiveness (Eck) are defined as elasticity for a linear mathematical dependency model. A composite indicator of the synergy effect is the average of specific indicators:

$$\exists C_k = b * \frac{E}{E_k} \quad (1)$$

Where:

- ∃Ck – performance indicators from interaction of K indicator (special synergy effect);
- E – value of the objective interaction function (can be represented by a specific quantitative parameter, such as added value, additional income, turnover, output at comparable prices, number of jobs, etc. – depending on the type of synergy).
- b – coefficient of the independent variables in linear function of the form E = b*k + a.

At the fifth stage, the integral indicator of infrastructure support is being identified, with a conclusion on sustainability of the existing state of the entrepreneurial infrastructure.

$$\Theta_{int} = \sqrt{\frac{\sum_{k=1}^n w_k \cdot \Theta_{intk}}{n}} \quad (2)$$

Where:

Θ_{int} – weighted average (integral) of performance indicator from interaction – synergy effect with this type of agents interaction.

w_k – weight of the special synergy effect in various types of interaction.

The interpretation of the development sustainability enables to describe qualitatively the state of the infrastructure at the current time. At the same time, the threshold limits of a sustainable development index are being set between 0 and 1.

There are 5 levels of infrastructure sustainability that can be distinguished [Table 2].

Table 2: Assessment of the entrepreneurial infrastructure's integration effect from the sustainability of infrastructure development perspective

Sustainability level	Range	Sustainable development assessment
1	$0.8 < \Theta_{int} < 1$	Enhanced level of infrastructure sustainability
2	$0.6 < \Theta_{int} < 0.8$	Moderate infrastructure sustainability
3	$0.4 < \Theta_{int} < 0.6$	Insufficient infrastructure sustainability, signs of instability
4	$0.2 < \Theta_{int} < 0.4$	Unsustainable infrastructure sustainability
5	$0 < \Theta_{int} < 0.2$	State of complete unsustainability, crisis state

Source: compiled by the author.

In the event of the integral effect exceeding the optimal point (equal to 1), the synergy sources that have proven to be the most effective within the integration will form the basis for obtaining a provision in order to develop further the entrepreneurial infrastructure.

The resources constituted within the interaction will be considered as 'growth points' to forge a new state of the entrepreneurial infrastructure system.

RESULTS AND DISCUSSION

In order to introduce the infrastructure model, a correlation and regression analysis of the activities of small and medium-sized enterprises of the Republic of Tatarstan and the Kamsk innovative and technological industrial cluster (as the subject of the multi-agent integration) was carried out.

The benchmark figure of the interaction between the infrastructure agents within the model represents the turnover of one enterprise entity (cluster resident) - OBMSP.

The following were selected as parameters for the effectiveness of entrepreneurial support:

- Overall investment in development of infrastructure facilities (including budgetary and extra budgetary sources) per one enterprise entity (cluster participant) – OOI;
- Average number of employees in one enterprise entity (cluster participant) – CHR;
- Volume of shipped goods per one enterprise entity (cluster participant) – Product;
- Output per worker in enterprise entity (cluster participant) – SVR.

Input data for the Republic of Tatarstan given in [Table 3].

Table 3: Input data for modeling of an entrepreneurial infrastructure of the Republic of Tatarstan for 2013-2018

Parameter Period (years)	OBMSP, m. roubles	OOI, m. roubles	CHR, person.	Product, m. roubles	SVR, m. roubles
2013	17.99251	10.5022074	8	30.45014	3.91
2014	18.55316	11.01400134	8	33.3081	4.24
2015	18.80911	12.4694995	8	37.51187	4.90
2016	19.62118	11.73801752	7	36.26528	5.09
2017	20.00278	13.7233113	7	39.29445	5.48
2018	20.54125	14.67102702	7	41.22728	5.85

The results of the effectiveness analysis of the infrastructure of the Republic of Tatarstan are highlighted in [Table 4].

Table 4: Descriptive statistics on assessment of effectiveness of the Republic Tatarstan entrepreneurial infrastructure

Parameter	Estimate	Standard Error	T Statistic	P-Value	
CONSTANT	21.4163	9.58412	2.23456	0.2679	
OOI	0.127102	0.320626	0.39642	0.7597	
CHR	-0.910777	1.34219	-0.678575	0.6204	
Product	0.0879761	0.476348	0.184689	0.8837	
SVR	-0.0202595	3.47653	-0.00582751	0.9963	
Analysis of Variance					
Source	Sum of Squares	Df	Mean Square	F-Ratio	P-Value
Model	4.55179	4	1.13795	14.02	0.1947
Residual	0.0811808	1	0.0811808		
Total (Corr.)	4.63297	5			

Source: compiled by the author.

The results of the effectiveness analysis of the infrastructure of the Republic of Tatarstan show that there is no relationship between the outcome indicator and independent variables (the significance level of the model is greater than 0.05 with a 95% probability). Infrastructure investments, generated through fixed-assets investments, also demonstrate the poor effectiveness (less than 25%). This analysis suggests a desultory governance of the entrepreneurial infrastructure at the regional level, since the investment funds allocated for the development of small and medium-sized enterprises were ineffective for enterprise entities activity.

In the cluster type of infrastructure governance model, as one of the types of multi-agent interaction within the framework of infrastructure governance, most parameters of the effectiveness of entrepreneurial support becoming relevant (coefficients less than 0.05 with a probability level of 95%, or the determination coefficients is above 95%). The exception is the parameter of the overall investment per one cluster participant, which is irrelevant in the multiple regression.

During the implementation of large infrastructure projects, the investment pool is constrained by the conditions of the cluster's functioning system, which results in the unequal distribution of investments and high costs for the establishment of infrastructure.

Table 5: Descriptive statistics on assessment of effectiveness of the Kamsk innovative and technological industrial cluster's entrepreneurial infrastructure

Parameter	Estimate	Standard Error	T Statistic	P-Value	
CONSTANT	-174.994	12.4475	-14.0586	0.0452	
OOI	0.038028	0.0184197	2.06453	0.2872	
CHR	2.03209	0.0570506	35.6191	0.0179	
Product	-0.185743	0.0168391	-11.0305	0.0576	
SVR	64.7371	2.92022	22.1686	0.0287	
Analysis of Variance					
Source	Sum of Squares	Df	Mean Square	F-Ratio	P-Value
Model	3.15979E7	4	7.89947E6	1220207.40	0.0007
Residual	6.47388	1	6.47388		
Total (Corr.)	3.15979E7	5			
R-squared =	100.0 percent		R-squared (adjusted for d.f.) =		99.9999 percent
Standard Error of Est. =	2.54438		Mean absolute error =		0.747096

Source: compiled by the author.

The extracted multiple regression equation becomes:

$$OBMSP = -174.994 + 0.038028*OOI + 2.03209*CHR - 0.185743*Product + 64.7371*SVR$$

For the purpose of refining the synergetic effects from the interaction between the agents, a correlation analysis was carried out on the main effectiveness parameters of the Kamsk innovative and technological industrial cluster (the KITIC) participating enterprises over the period 2013-2018 [Table 6].

According to the statistical assessment results, the total revenue of organizations (variation 7.09%) and number of high productivity jobs (coefficient of variation 6.22%) appear to be the most stable parameters throughout the research period. The performance of the cluster as a multi-agent infrastructure model reveals a steady growth in turnover, while maintaining the growth of high productivity jobs. At the same time, the volume of shipped goods is most volatile parameter, indicating of emerging external changes in cluster functioning, which has impact on the cluster's output.

Table 6: Statistical results of the assessment of effectiveness parameters of the KITIC participating enterprises for the period 2013-2018

Parameter	OOI (m. roubles)	CHVRM (m. roubles)	ONIR (thous. units)	SVR (m. roubles)	OOP (m. roubles)	SVO (m. roubles)
Mean	54138.0	112.873	571.703	6.305	176412.	278098.
Standard deviation	14203.4	7.02578	72.1786	1.53994	91280.7	19720.6
Coefficient of variation	26.2355%	6.22448%	12.6252%	24.4242%	51.7429%	7.09123%

Source: compiled by the author.

A pairwise regression analysis of the parameters was conducted to assess the synergistic effects. Six pairs of observations, that meet the criterion of the overall significance of the pair regression model and the Durbin-Watson criterion to detect the presence of autocorrelation, were selected of all presented set. The research resulted in the following figures.

Table 7: Regression characteristics of KITIC infrastructure parameters interaction

Parameter	Correlation	R ²	Durbin-Watson	P-Value	Coefficient
OOP - CHVRM	0.918323	84.33%	0.4304	0.0097	11927.6
CHVRM - OOI	0.945533	89.40%	0.2521	0.0044	0.000468
ONIR - OOI	0.939839	88.33%	0.6551	0.0053	0.004776
ONIR - SVR	0.953342	90.89%	0.8316	0.0032	44.6738
OOP - OOI	0.996267	99.25%	0.8456	0	6.4027
ONIR-CHVRM	0.989135	97.84%	0.1331	0.0002	10.1596

Source: compiled by the author.

At the next stage of the model introduction, an assessment of the special synergy effect of infrastructure agents interaction (based on elasticity indicators) and integral synergy effect from infrastructure agents interaction was conducted.

Table 8: Identification of the synergetic effects from interaction of KITIC's infrastructure agents

Interaction parameters	E (elasticity)	Type of synergy	Weight	Weighted score
OOP - CHVRM	7.6316	market	0.2227	2.8885
CHVRM - OOI	0.2244	synergy of labour force	0.1363	0.0009
ONIR - OOI	0.4523	investment	0.159	0.0052
ONIR - SVR	0.4928	innovation	0.2727	0.0181
OOP - OOI	1.6642	logistics	0.2045	0.1158
ONIR-CHVRM	2.0059	innovation	0.2727	0.2992
Composite (integrative) synergy effect				0.689484

Source: compiled by the author.

According to the statistical assessment results, the total revenue of organizations (variation 7.09%) and number of high productivity jobs (coefficient of variation 6.22%) appear to be the most stable parameters throughout the research period. The performance of the cluster as a multi-agent infrastructure model reveals a steady growth in turnover, while maintaining the growth of high productivity jobs.

Based on the results of the synergetic effect assessment, the following patterns of the development of relationships between the infrastructure agents can be identified.

The agents' goal is to export output by creating a high productivity jobs, which is characterized by a market synergy of interaction. Meanwhile, forming an investment provision for creation of a high productivity jobs takes on great significance, since the labor resources synergy level in investing into the cluster is minimal compared to other types of synergy of agents interaction.

Generally, the effect of infrastructure agents' integration within the multi-agent model, which is introduced through a cluster structure, can be defined as 'moderately sustainable'. In order to develop further and move to a higher level of integration sustainability the certain activities on creation of high productivity job opportunities and distribution of an investment resources from the perspective of agents' goals in interrelation among the cluster participants should be implemented.

CONCLUSIONS

The development of an entrepreneurial infrastructure support system in the Republic of Tatarstan entails strategic planning of key indicators of infrastructure support.

The deliverables of the infrastructure support provide an improvement of the productivity of entrepreneurial structures and an increase in the competitiveness of their products, a growth in the share of entrepreneurial structures in the regional economy (increase in entrepreneurial activity), an enhancement of living standards, a growth in the proportion of entrepreneurial output in the structure of GRP, etc.

Social and economic benchmarks that are set in the regions' small enterprises development programs should be addressed in relation to the establishment of a strategy for the development of the infrastructural support system.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

DEVIANT BEHAVIORS AMONG YOUNG PEOPLE AS A RESULT OF INADEQUATE PARENTAL ATTACHMENT

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ABSTRACT

This paper presents an analysis of the problems associated with effects that family has on a child's behavior. Our focus was on correlation between deviant behavior of young people and inadequate parental attachment. Relevance of this study is based on several fairly important, albeit dramatic, features of today including rapid increase in crime rates aggravated by involvement of young people in the new drug-related crimes and cybercrime, and a reported prevalence of disadvantaged and dysfunctional families in Russia. The purpose of this work is to examine various forms of parental attachment and assess their influence on deviant behavior of children. To these ends, we aimed to specify and clarify the conceptual apparatus; identify most common types of attachment within a family and forms of youth deviant behavior hereby; assess the modes and effects of inadequate parental attachment resulting in deviances and disorders among adolescents. Research of authentic sources allowed for a deep comparative analysis on the reported problem. The results confirmed the importance of a family in the individual system of life values, principles and goals.

INTRODUCTION

KEY WORDS

family, child, adolescent, parent, affection, impact, deviant behavior.

Today, in the course of global challenges Russia is gradually moving along the path of informatization, technologization and digitalization. This process actualizes enormous institutional, structural, and regulatory changes in all spheres of society including economy, politics, social and spiritual life of people. With all the variety of chops and changes, not always unambiguous and often controversial, certain types of human activities, relationships and ties between people, are essentially evolving and transforming. However, most of the traditional social institutions such as family, school, church, etc. remain almost unchanged within a system of life values, principles and goals of each individual [1]. According to a research being conducted since 2018 within the framework of the project "Transformation of parent-child relations in the epoch of informatization of society", the concept of family still holds a leading position in the hierarchy of life values of most of the respondents of different age groups [2].

Young scientists involved into the project believe that the recent development of Information and Communication Technologies (ICT) can equally have both positive and negative effects. One of the largest negative consequences of ICT can be traced in the family sphere, as ICT do affect transformation of marital, parent-child and siblings` relationships [3]. For example, an ordinary purchase or use of electronic devices may often be the cause of emergence of completely new pedagogical and psychological problems that were previously considered atypical [2]. The "advanced" level of use of technology allows adolescents to avoid parental control, as the "digital generation gap" undermines parental authority, reduces scope and quality of communication between children and adults, and minimizes their joint activities and leisure time [4]. In addition, the increase in risks associated with virtual environment affects socialization of adolescents, leading to ICT-related deviations such as cyberbullying, Internet addiction, Internet harassment, suicidal tendencies, etc. [2, 3].

Recognizing the generational conflict, expressed in some misunderstanding and behavioral confrontation between the "analog" parents and children conditionally attributed to a "digital generation Z" [4], the scientists, however, admit that even in the "digital age" people still need love, care, and emotional intimacy, and prefer to realize their desires for close, warm and healthy relations mostly within their families [2]. However, parental love and attachment may acquire inadequate forms, which lead to deviant behavior among their children. Ironically, deviance not only violates the social norms and conformity but also destroys parental hopes and best expectations [5].

METHODOLOGICAL FRAMEWORK

Based on theoretical, socio-legal, socio-psychological and comparative approaches we examined the problem of inadequate parental attachment capable to cause inter alia deviant behavior among their children. Along with Murray Bowen's family systems theory [6] and John Bowlby's evolutionary theory of attachment [7], we also used some essential provisions of Mary D. Salter Ainsworth's attachment theory [8] as primary sources of information relevant to the goals of our study. M. Bowen's theory describes "family" as a highly emotional unit affecting human behavior, whereas "systems" are viewed as complex interactions capable to produce deep feelings of attachment within that unit [6]. Attachment, according to J. Bowlby, is a deep and enduring emotional bond that connects one person to another across time and space, it does not have to be reciprocal and may cause specific behaviors in children [7]. Mary Ainsworth devised an assessment technique called the Strange Situation Classification (SSC) in order to investigate

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how attachments might vary between children. She also identified four main styles of attachment in adults (secure, anxious-preoccupied, dismissive-avoidant, fearful-avoidant) [8]. Based on their observations, four distinct phases of attachment were further outlined by their followers [7]. Study of huge masses of authentic literature allowed for a deep comparative analysis on the reported issue.

RESULTS AND DISCUSSION

Family is the most important social institution where reproduction of new generations occurs and grounds for social, material and spiritual interaction of people are laid. Parents are the closest and, therefore, most influential figures in life of each person [9]. Parents initially create a picture of the world to their children, give start to their primary socialization, thereby directing, forming, stimulating, or, conversely, limiting development of the child's identity. To learn how to live and work in a strange world, a child needs spatial and semantic landmarks, a kind of generalized scheme of the universe and an idea of his own place in it [9]. In this sense, parents shall set unique rules and parenting environment, help or hinder formation of a child's self-esteem, transmit certain behavioral patterns accepted or denied by society, etc. [10].

Parents, therefore, have a significant impact on the development of a child. Sometimes parents deliberately use a power of impact so as to "built" what they want. Ideally, guided by the experience and behavior patterns of elders, as well as physical and emotional attachment to parents, children shall develop as active, healthy and positively motivated people. However, due to a number of circumstances (character accentuation, upbringing defects, lack of social behavior skills, incomplete families, material difficulties, etc.) [11], children may manifest non-adaptive behavior, which over time either can be neutralized or aggravated to the extent that it goes beyond the generally accepted norms and standards in order to become destructive, detrimental to themselves or society, so as to move into the category of deviant behavior [3].

Broadly, deviant behavior is any form of human conduct that is contrary to the dominant norms of society [12]. Deviant behavior can be explained from different angles within a variety of sciences (sociology, psychology, pedagogy, criminology, biology, etc.), theories (structural functionalism, symbolic interaction, social control, conflict, labeling, attachment, differential associations, family systems theory, etc.) and approaches (biological, psychological, pedagogical, sociological, criminological, etc.). Deviance often manifests itself in two types of activities, namely, formal (criminal violations of formally enacted laws) and informal (violations of informal social norms that have not yet been codified into law). Formal deviances include crimes: robbery, theft, rape, murder, assault, etc., though deviant behavior is not always illegal. Informal deviance is any public expression of differing mode of conduct that surpasses the normal limit of acceptable behavior and as such is regarded as either normal or egregious and shocking, depending on cultures, traditions, morals and expectations. Similarly, violation of social norms is not always a negative action. Positive deviations may occur at times, if behavior can still be classified as positive or acceptable [12].

According to American criminologists, the roots of deviant behavior must, first of all, be sought in the family, despite established stereotypes about the dominant influence of peers and society [11]. Many recognized theories on criminal behavior ignore the role of the family and, therefore, do not explain the specific parenting problems, which, most likely, can lead to subsequent deviant behavior. Criminologists usually show interest in deviants only after they have committed criminal acts, when it is too late to learn about their family situation, the relationships and the emotional climate in the family, especially during the period of upbringing of such individuals [3].

Supporters of the evolving "digital era" impose by all means individualization, independence, and non-standard individual behavior, thereby contrasting generally accepted social norms and values based on the close interaction within a family. Even though some extraordinary patterns of human conduct (creativity, workaholicism, extra qualifications, etc.) may positively contribute to the development of society, they still go beyond social stereotypes and ordinary expectations [12]. Desire to get rid of parental care at early age, addiction to computer gadgets, consumerism, pragmatism, and self-assertion in any way or at any cost based on the "How & What I Want" principle, may often lead to conflicts and misunderstanding in a family and provoke behavioral disorders in adolescents. Lack of due supervision or attention from parents will only exacerbate situation and cause depression, violence and other deviances [13].

According to Bowen's theory of family systems, only analysis of interaction between all members of the family allows for a better understanding of any individual. Development and behaviors of one family member affects the rest of the family since they are living by default in the same "emotional field". The complexity of emotional stimuli transmitted and perceived by family members at different levels of interaction or functioning creates an emotional atmosphere or field, which, in turn, affects everyone [5]. It is impossible, thus, to deeply understand a person without knowing his family.

Bowen's family systems theory [5] is interrelated in this context with Bowlby's attachment theory [7], and both are recommended for family therapy, since many individual deviations and other family problems arise either from emotional break in families or due to unhealthy parental attachment. In fact, both theories are examples of psychological models that describe dynamics of interpersonal relationships in a family. An important idea of Bowlby's theory is that emotional attachment, formed by at least one "significant" mentor (mother, father, etc.), directly affects child's development, as attachments between

children and "significant adults" are formed, even if caregivers do not show enough attention or responsiveness in a course of social interaction [11].

Attachment, as a process of mutual emotional connection in a parent-child relationship, persists for indefinite time and even if they are separated. Positive affection allows children to feel confident and safe enough to explore the world and form healthy relations. Such attachment also contributes to development of conscience, self-esteem and empathy; it produces logical thinking, ability to control behavior, helps to reduce risks of conflicts, etc. [8]. Inadequate attachment, on the contrary, can have negative impacts on formation of a holistic picture of a child's world, limit his social contacts, devalue feelings of responsibility and self-esteem, lead to delays in the child's emotional, social, physical and mental development, etc. [3]. Inadequate attachment can be a result of some trauma in previous relationships of attachment caused by loss [8], neglect, deprivation, abuse, addiction, inconsistency, rejection, excessive custody. Lack of attention and care, as well as their excessiveness, can lead to situations when the child will not feel attachment for his caregiver, which in the absence of close healthy connections will only increase likelihood of emergence of deviant behavior [8; 9]. Ainsworth later supplemented Bowlby's theory with the specific types of attachment [8].

Inadequate parental attachment can take various forms, and although it is usually based on love for a child, its consequences are quite deplorable [8]. "Obsessed love" is expressed in desire of parents to bring their child up in a sense of global dependence on them. As a rule, "parents-proprietors" ignore the child's right to independence from his early age; destroy desire for independence and autonomy. Such hyper-care and neglect of the child's individual rights completely subordinate that child to a parental will causing neurotic attachment to parents. Such adolescents easily become victims of volitional, influential leaders of various criminal or sectarian groups, and as they grow older, their attachment to their parents can grow into revenge and aggression [14; 15].

Another common type of inadequate parental attachment is "ambitious love", when parents seek to satisfy their ambitions and realize their own unfulfilled dreams through a child. Such ties are always accompanied by some "condition" contrary to healthy parental love when child's identity, life choices are respected and supported, even if they do not coincide with parental wishes and preferences. In response, ambivalent attachment arises in a child who is accustomed to manipulate and demonstrate ambivalence toward his parents [8]. Constant maneuvering between "attachment" and "rejection" soon becomes an accepted norm for such children, and their exceptionality, generated by parents' ambitions, becomes a "pass" to the alluring world of "adventures" and addictions entered in order to escape from reality and acquire desired emotions, recognition on the grounds of only to them assigned "permission" to violate generally accepted social norms and even laws, and rights of other people [9; 12].

Inadequate attachment, known as "sharing roles", is common with parents who expect and demand too much from their children, although a child, due to his age and limited opportunities, is unable to accomplish what they want from him. Parents look at the child as a source of support, comfort and love, while in response they show complete disregard for the child's needs and deprive him of the natural "emotional field" of the family. If a child is forced to accept this role, then he will develop an abnormal identity predisposed to various, highly severe, deviances. As a victim of "avoiding attachment", such person is closed, gloomy, and does not trust any honest relationship. He perceives adults as "abusing enemies", which often gives rise to their aggression and violence [11].

This research confirmed our hypothesis of the need for a more comprehensive study of correlation between the youth deviant behavior and inadequate parental attachment. It was found that there are gaps and no unity in understanding and interpretation of most of the concepts by scholars, which leads to ambiguity or misrepresentation of the phenomenon. No proofs of direct links between deviances and family impact have been found in most of the recognized theories of deviance [13]. However, it was established that family is crucial in life of any person though lack or deficiency of adequate parental attachment or emotional intimacy negatively affects formation and development of his identity and cause disorders and deviances. We examined various forms of parental attachments and assessed their impact on child's behavior. Also, we clarified the conceptual apparatus, identified most common types of attachments and forms of youth deviant behavior. We came to conclusion that inadequate parental attachments result in deviances and disorders among adolescents.

CONCLUSIONS

Our study is important for understanding the phenomenon of child-parental attachments in the family and their influence on the deviant behavior of the youth. Relevance of this study is based on several fairly important, albeit dramatic, features of today including rapid, though not always positive, changes in all spheres that cause stress, instability, insecurity and doubt; striking patterns of social inequality, exacerbated by a serious gap between the rich and the poor; increase in crime rates aggravated by involvement of young people in new drug-related crimes and cybercrime; emergence of multiple lifestyles shaped by the loss of traditions, values or morals and accompanied by the growing prevalence of disadvantaged families.

Research of authentic sources allowed for a deep comparative analysis on the reported issue. The results confirmed the importance of a family in the individual system of life values, principles and goals. In line with Bowen's family systems theory and Bowlby's attachment theory, we plan to further explore the

consequences of inadequate parental attachment and other determining factors that provoke disorders and deviances among the youth. In our opinion, increased attention should be paid to prevention and correction of deviant behaviors among young people who may easily fall under the influence of destructive minor groups that praise and exhibit deviant patterns of behavior or adult criminals who lure them into their networks. The article may be of interest to educators, psychologists, sociologist, and practitioners in the field of criminology in terms of its specified conceptual apparatus, results of a comparative theoretical analysis and concise typology of family attachments presented.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

THE USE OF ACCOUNTING INFORMATION ON COSTS IN MANAGING INNOVATION PROJECTS

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ABSTRACT

One of the problems preventing innovation development is the unsatisfactory level of data generation on the implementation of innovation projects in the enterprise, as well as the variability in the composition of innovation costs included in the cost price of the innovation project using various sources of financing. This article asserts the importance of accounting of innovative projects and disclosure information about this projects in financial statement. On example of companies of petrochemical industry article presents the process of generating information about the costs of innovative projects. The procedure for reflecting the costs of an innovative project according to international financial reporting standards is also highlighted. Various sources of funding for innovative projects, as well as the costs of the process of budgeting for innovative projects are considered. The authors proposed a justification for the allocation of costs for an innovative project, the order of their reflection in the financial statements. Also the procedure for reflecting the cost of an innovative project in accordance with international financial reporting standards is highlighted.

KEY WORDS

Efficiency of innovations, innovative process, disclosure of information about innovative project in financial statement, innovative project.

INTRODUCTION

Today the relevance of innovative development of the Russian economy is beyond doubt. This is confirmed by both statistical data and increased interest in this topic from the scientific community. One of the problems hindering innovative development is the unsatisfactory level of data on the implementation of innovative projects at the enterprise, as well as the variability in the composition of innovative costs included in the cost of the innovative project, using various sources of financing.

MATERIALS AND METHODS

For the purposes of this study, an innovative project is considered as a form of target management of innovation activities; the process of innovation; set of documents.

The concept the innovative project is used in two meanings:

- As activity assuming implementation of a complex of any actions providing achievement of particular purposes;
- As a system of organizational, legal and financial documents required for the implementation of any actions.

Each project irrespective of the complexity and scope of the work necessary for its accomplishment, passes certain conditions in the development: from a condition when "there is no project yet", to a condition when "there is no project any more" [1].

The process of implementation of the innovation project goes through a number of stages provided in the [Fig. 1].

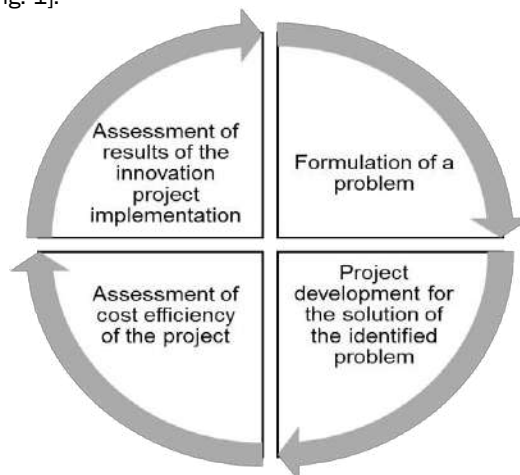


Fig. 1: Stages of implementation of innovation project.

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During the implementation of innovation project much attention is paid for the project performance indicators [2]. Already at the planning stage it is possible to determine key indicators and to calculate the key economic indicators based on which the question of whether or not to implement such a project will be decided. These indicators will be included in the financial plan of the project which has the following structure [Fig. 2]:

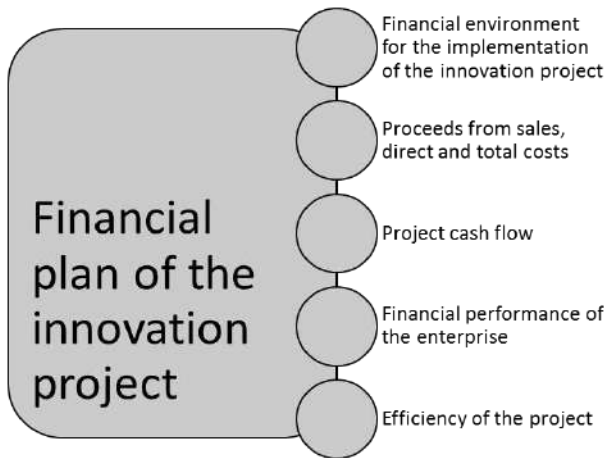


Fig. 2: Structure of financial plan of the innovation project.

At each stage cost items which subsequently form a cost of innovation project are created, in other words "costing" [3]. The object of our research is the development of proposals for improving the cost accounting at a stage of implementation of the innovation project. For this purpose, it is necessary to consider the current methodology of cost accounting.

RESULTS

One of basic elements of the system of economic information about costs and results of innovation activity of the entity is financial accounting the development of which should go towards more comprehensive information service of various management functions for the purpose of making an optimal management decision [4].

In practice of accounting of the Russian industrial enterprises there are several approaches to the cost accounting on innovation activity [Fig. 3]:

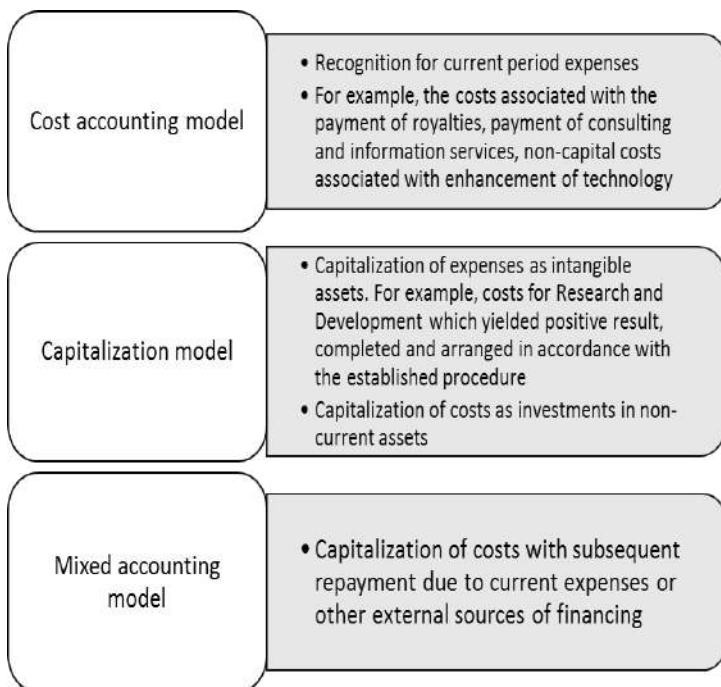


Fig. 3: Models of accounting for the costs on innovation activities in Russia.

In current accounting practice the costs for development of production of new products are reflected in different balance sheet accounts. Often it leads to a significant loss of information, violation of the accounting methodology, decrease in control over the level of costs, and persons who are responsible for their amount [5].

The general tendency of financial accounting in Russia in conditions of forming the market relations is associated, on the one hand, with the need for standardization of financial accounting, compliance with the main methodological principles, and on the other hand - with possibility of enterprises to solve many issues of accounting independently. Taking into account that fact, we consider it is necessary to dwell on certain issues of accounting methodology for cost and sources of financing of innovation activity in general and innovation projects, in particular in the enterprises of fuel and energy complex.

International Financial Reporting Standards and the regulatory framework of the Russian financial accounting define the elements directly related to measuring the financial situation and do not identify elements unique to special or additional reporting on investment activities and, in particular, on capital investments.

We suppose the disaggregation of financial statement elements for the purpose of allocation of information on the investments made in the form of capital investments should be conducted in the following directions [Fig. 4]:

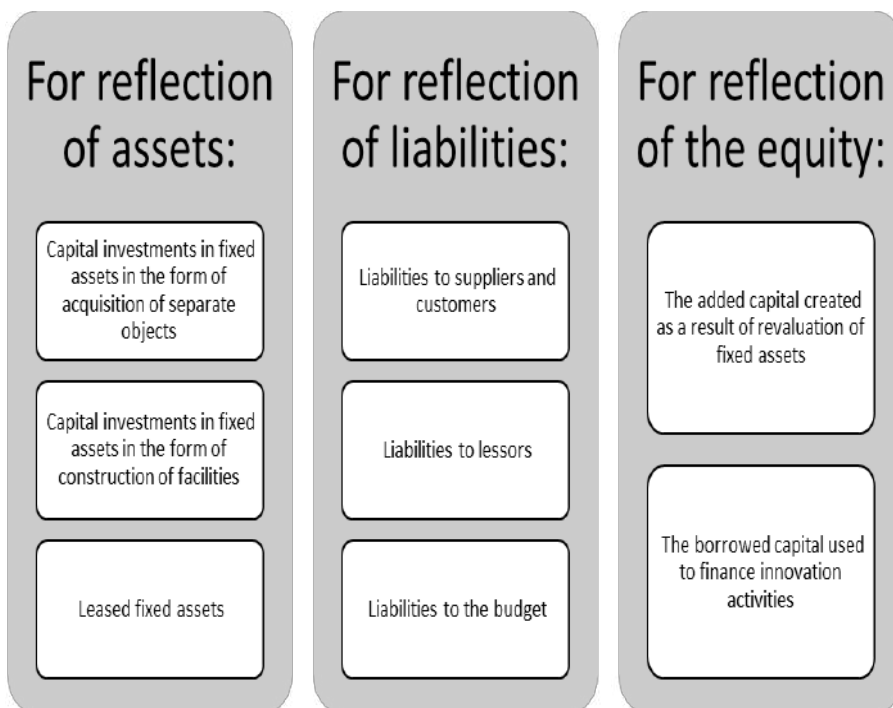


Fig. 4: Reflection of innovation activity costs in financial statement.

DISCUSSION

In case of the solution which definition (asset, liability or equity) corresponds with the considered article, special attention should be paid to its economic essence and economic reality, but not just to the legal form.

In spite of the fact that the equity is determined as residual amount, in balance it can be divided into subclasses. For example, in corporate reporting such article as "Funds deposited by shareholders", "Retained earnings", "Reserves representing the allocation of retained earnings" and "Reserves representing adjustments providing maintenance of the equity" can be shown separately. Such analytics can be relevant to meet the needs of users of financial statements at the decision-making stage, when determining the legal or other capabilities of an enterprise to allocate or use capital. The parties with different shares in the entity have different rights concerning receipt of dividends or compensation of the equity.

In this case reserves can be made to give the entity and its creditors an additional protection from consequences of losses.

It is profitable to create reserves when the national taxation law provides tax exemption (or their reduction) in case of transferring funds to reserves. Availability and the extent of such legal, authorized or tax

regulations represent information which can be relevant to users in decision making. Transfers to reserves in financial accounting of the Russian enterprises represent the use of retained earnings, but not expenses. This constrains the policy of forming reserves and at the enterprises of the

The amount of equity shown on the balance sheet depends on measurement of assets and liabilities. Typically, the total amount of equity only by chance corresponds to the total market value of the shares of enterprise or the amount which could be derived from the sale of either net assets in parts or the entire enterprise as an operating entity.

Profit is often used as a measure of efficiency or as a basis for other measurements, such as return on investment or earnings per share. Elements directly related to the measurement of profit are income and expenses. Recognition and measurement of income and expenses and, consequently, profit, depends partly on concepts of capital formation and maintenance applied by enterprises in the preparation of financial statements.

According to requirements of IFRS 25 "Accounting for investments" long-term investments are usually considered at cost. Reduction in the cost of long-term investment is possible. The estimate of investment can be obtained using its market value, assets and results of the activity of invested company and flows of a money expected from investment. Besides, risk is considered, as well as the type and size of the investor's share in the invested company. The cost of investment may be affected by restrictions on the distribution of the invested company, or on the sale of innovation products by the investor.

Many long-term investments are important for the investing company separately. Therefore, book value of long-term investments is usually determined on an individual basis.

Therefore, in practice, the decision to implement an innovation project is preceded by a careful comparison of expected costs for its implementation (considering assessment of technical and commercial risks) and the financial capabilities of the company, that reflects in the business plan. The financial position of company determines the possibility and efficiency of using borrowed funds for the implementation of innovations.

In modern conditions, an effective form of implementation of innovation is the management of capital invested in innovation, taking into account the features of the innovation process.

Features of innovation process provide conditions for mutual influence of innovation and investment cycles in the process of creating innovations and an opportunity for their interaction for the purpose of minimizing the amounts of investment resources and optimizing the use of advanced funds; reducing duration of investment and innovation cycles and achieving commercial effect from implementation of an innovation product [6].

As a rule, innovation activity traditionally assumes a sequence of investments, and not a parallel investment of all or several stages of the life cycle of innovations. At the same time, the loss of the commercial effect of innovation is due to the fact that interruptions in financing are sometimes of a lasting nature, both customers and specialization of future productions are changing.

The basis of the theory of combining the innovation and investment cycles is the position: innovation is the result of activity [7]. At each relatively independent stage of the innovation cycle, a certain result may arise, which can become an independent commodity. However, the result of each stage of the innovation cycle in the continuous chain of its interconversion acts in relation to the final innovative product only as its intermediate form, i.e. intermediate product.

Therefore, the investment policy of commercialization of innovations can be oriented towards the final product and to the effective reproduction of innovation on any of the relatively independent stages of the innovation process. Even the process of the innovation cycle movement in this chain can be terminated if the investor sees the expediency of conversion of intermediate result to a final product (research methodology, know-how of technology, etc.). In Russian accounting, sources of financing innovative activity are undistributed profits, amounts of accumulated depreciation, bank loans and borrowed funds, as well as funds received to repay the debts of founders for contributions to the authorized capital, budgetary and other special purpose funds. Of great importance is a separate account of the sources of their formation (accumulation) and use by species [8].

It should be noted that the amount of generated sources, when used in accounting, is not subject to reflection. Only the articles of the balance asset are changed (debits of accounts for fixed assets, accounts payable, credit of accounts for cash). Accounting records on balance accounts for used sources for capital investments are not given, which reduces the ability of accounting departments to analyze and control the composition of sources and their availability.

In connection with this feature of accounting, an accountant needs to have information about funding and usage of these sources by their types, composition, in order to prevent [9]:

- Improper application of income tax benefits, if they are provided by law;

- Immobilization of funds, which can lead to insolvency of the organization (use of funds intended for conducting the main activity). These data will also be needed to complete the report on the movement of funds for investment in innovative activities.

One of the main sources of capital investments in innovative projects are funds, accounted for in Account "Depreciation of Fixed Assets". However, the accounting for accumulated depreciation on this account does not give the accounting department the ability to provide information management services about which part of the accrued amount is used for its intended purpose and what its balance is.

For the purpose of controlling the use of accrued depreciation deductions, it is possible to propose the maintenance of a special sheet of analytical accounting.

Other sources of financing investments in non-current assets include [10]:

- Undistributed profit;
- Targeted financing;
- Borrowed funds (accounts for loans).

These sources also require monitoring and analysis.

SUMMARY

In 2001, a new procedure for accounting for fixed assets and targeted financing received for industrial development was introduced, assuming the introduction of innovations, in which the order of recording the funds of targeted financing is reflected in the scheme.

From the contents of the scheme it follows that:

- a) construction costs for the innovative project form the cost of the facility put into operation:
 - Cost of construction and installation work under construction object; costs incurred for installation of equipment;
 - Equipment that requires installation is purchased for the object under construction;
 - Equipment is transferred to the installation;
 - Commissioned by the construction of the facility at its initial cost;
- b) the received and used target funds are reflected in the accounts without the connection with the costs incurred:
 - The amount of targeted financing from the construction budget for an innovative project has been credited to the settlement account;
 - Commissioned by the construction of an object at the initial cost.

Such an accounting procedure does not provide an opportunity to monitor in a timely manner the compliance of the volumes of used financing with the accrued costs with respect to the stages of implementation of the innovation project.

It is known that earmarked financing is a means intended for financing specific targeted activities. These include funds received from other enterprises, subsidies from government agencies, cash contributions from parents for the maintenance of children in children's institutions (gardens, nurseries), etc. Accounting of funds coming from the budget is conducted on the basis of the Russian accounting standard "Accounting for state aid" (RAS 13/2000), approved by the order of the Ministry of Finance of the Russian Federation of October 16, 2000 No. 92n.

The organization accepts budgetary funds, including property, from personal funds, to accounting, subject to the following conditions:

- It is a certainty that the conditions for the provision of these funds by the organization will be met. Confirmation can be agreements concluded by the organization, accepted and publicly announced decisions, feasibility studies, approved design and estimate documentation, etc.;
- It is a certainty that these funds will be received. Confirmation can be approved budgetary list, notification of budgetary allocations, limits of budgetary obligations, acts of acceptance and transfer of property and other relevant documents.

When budget financing is provided in the form of land plots, natural resources, property, they are subject to capitalization in an amount equal to the value of assets received or receivable. This value is determined by the organization based on the price at which, in comparable circumstances, it usually establishes the value of the same or similar assets.

CONCLUSIONS

The process of budgeting, which we examined in the previous sections of the study, allows the accounting department to monitor the use of sources of financing innovative activities, comparing them with the production costs of innovative projects. When organizing the management accounting of innovative costs associated with the introduction of innovations in the technological process, the development of new equipment, it is possible to use a common methodological approach, in which the costs for each stage of the innovation project will be pre-collected on special account "Costs for Responsibility Centers" which we propose, and then the costs that can be attributed to the project as a whole will be charged to the special account "Costs on orders" proposed.

When forming the system of analytical accounting, it is stipulated that the main accounts, at which the valuation of the relevant object is carried out at its actual cost, are simultaneously calculating. The analytical features of the main accounts allow the identification of accounting objects.

The order for an innovative project in each case has an individual character and covers a different period of time. Therefore, the authors propose:

- To open an orders for a set of works, united in the center of responsibility;
- To group the costs by orders with internal details by type work performed.

Greater detail will ensure a gradual accumulation of costs, obtaining more analytical information that will allow monitoring the progress of work, the cost structure, the appropriateness of using resources at a specific responsibility center.

CONFLICT OF INTEREST

There is no conflict of interest.

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None.

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ARTICLE

ENSURING THE SOCIAL PROTECTION OF THE UNEMPLOYED IN THE RUSSIAN FEDERATION AND POSSIBLE WAYS OF ITS IMPROVEMENT

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ABSTRACT

Almost all countries face the problem of unemployment and the deterioration of the welfare of citizens. The presence of unemployment reduces aggregate effective demand and leads to lower economic growth. At the same time, subjective well-being of citizens reduces. The financial protective system of the unemployed, based on the national social security system, often has a disincentive effect. All governments face the problem of the population employment in varying degrees, and therefore, the possible regulation of the unemployment and financial protection of the unemployed remain the most important aspects of the macroeconomic policy. In this article we propose the improvement of the current system of protection against unemployment in the Russian Federation on the principles of solidarity of mutual aid and personal responsibility. The government provides the social protection in accordance with the law, and the employer and the employee can make insurance coverage through voluntary insurance of the employee's financial risk in case of job loss [1].

INTRODUCTION

KEY WORDS
unemployment, social security, financial assistance to the unemployed, unemployment benefit, financial risk insurance.

Unemployment is an inoccupation of the economically active population in economic activity, excess supply of labour, the economic situation when the part of the productive and willing to work people cannot find a job in their field or find employment at all.

Unemployment is an economic and social problem. Its negative impact on economic development is reflected in many economic researches [2], [3]. The historical experience shows us that there is nearly always a number of the unemployed in the countries with a market economic system. It is considered that the level of unemployment from 1 to 3% is quite acceptable, with unemployment at 5% the economy is able to exist, but 7% is a socially dangerous level, which requires the development and implementation of the state policy of employment promotion. According to the International Labour Organization, at the end of 2016 there are 197.7 million of unemployed people, which is 0.6 million more than in 2015. The further number of the unemployed is projected to rise [4]. The main reason is the slowdown of the world economy.

The works of the Russian and foreign scientists are devoted to the study of the individual issues of social protection of the unemployed. Gallie with co-authors argues in favor of the higher job securities and shows that the mechanisms for employee participation may reduce their vulnerability [5]. Heyes with co-authors investigated the effects of the part-time employment for the subjective well-being of workers, and also showed that the economic crisis of 2008 had a negative impact on the well-being of employees who work very long hours [6], [7]. The relationship between attitudes to employment status and subjective well-being depending on the level of employment [8], migration issues [9] are studied. Van der Wel with co-authors establishes that the social security has a disincentive effect in terms of human desire for employment [10]. The authors investigate how the unemployed seek work, whether they agree on all types of work [11]. Several studies analyze how the job loss effect on people with the different education level, different professions, etc. [12], [13]. In the works of the Russian scientists, the issues of the Russian working life quality and aspects of employment are investigated [14], [15].

The aim of this article is a systematization of the existing mechanisms of the financial protection of the unemployed in the Russian Federation and the formation of the strategic line of reforming this system.

MATERIALS AND METHODS

The unemployment rate is calculated on the basis of the ratio of the number of the unemployed and the number of economically active population. The unemployment rate (U), according to the ILO methodology is a percentage of the number of the actually unemployed to the economically active population. This level is determined by the formula:

$$U \text{ unempl.} = S \text{ unempl.} / S \text{ economic activity} * 100\%, \quad (1)$$

where S unempl. is a number of unemployed citizens,

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S economic activity is economically active population.

RESULTS AND DISCUSSION

We can distinguish two historical and economic periods characterized with different reasons of unemployment.

The first period - before the Industrial revolution, when the technological changes occurred extremely slowly and the unemployment have occurred infrequently. The reasons for unemployment were:

- Weather conditions, while the unemployment was seasonal in nature;
- Demobilization of the army after long hostilities;
- Laws, reducing labour mobility. For example, the laws of apprenticeship, limiting the number of students whom the master could take.

In England, Poor Law of the XVI-XVII centuries prohibited the poor to move from one county to another, condemned them to unemployment if in their county was an insufficient demand for labour.

The second period – during and after the Industrial revolution, when the production technology began to change so fast that within one generation one worker could be forced several times to change his profession. After the Industrial revolution the technological progress began to have a more serious impact on the economy. The reasons for unemployment were:

- Transition to new production methods;
- Decline in demand for unskilled labour;
- Growth of the engineering industry, stimulating the demand for workers of relevant professions.

The unemployment as a phenomenon began to gradually enter the economic thought with the increasing of industrialization and bureaucratization.

The process of formation and development of the system of protection against unemployment, which began in the late XIX century, lasted for decades in the developed countries. Its main stages can be traced in the Conventions and Recommendations of the International Labour Organization (ILO), the analysis of which allows to highlight common features in the development of modern systems, regardless of their national features. They are [16]:

- The recognition of unemployment as a national problem, which cannot be reduced to the level of specific areas or industries;
- The presence of an independent state institution, acting as a coordinator of the system of state and non-state structures;
- The “embeddedness” of the protection policy against unemployment in the overall socio-economic strategy of the state;
- The development of insurance as a key component of the system of protection against unemployment;
- A differentiated approach to the different categories of the unemployed;
- The flexibility of the ratio of active and passive programs depending on the specific socio-economic situation in the country;
- Ensuring strict correspondence between the list of established by the state social guarantees and practical possibilities for their financing.

Unemployment in Russia and the system of protection of the unemployed had its own features. In the early 1990s, the unemployment as a socio-economic phenomenon was officially recognized in Russia again. The beginning of the market reforms contributed to a new stage of development of the state system of support for the unemployed of Russia.

Since 2001, Russia completed a transition to budget mechanism of the unemployed financing. [Fig. 1] shows the existing regulatory requirements for the recognition of the Russian citizens as unemployed.

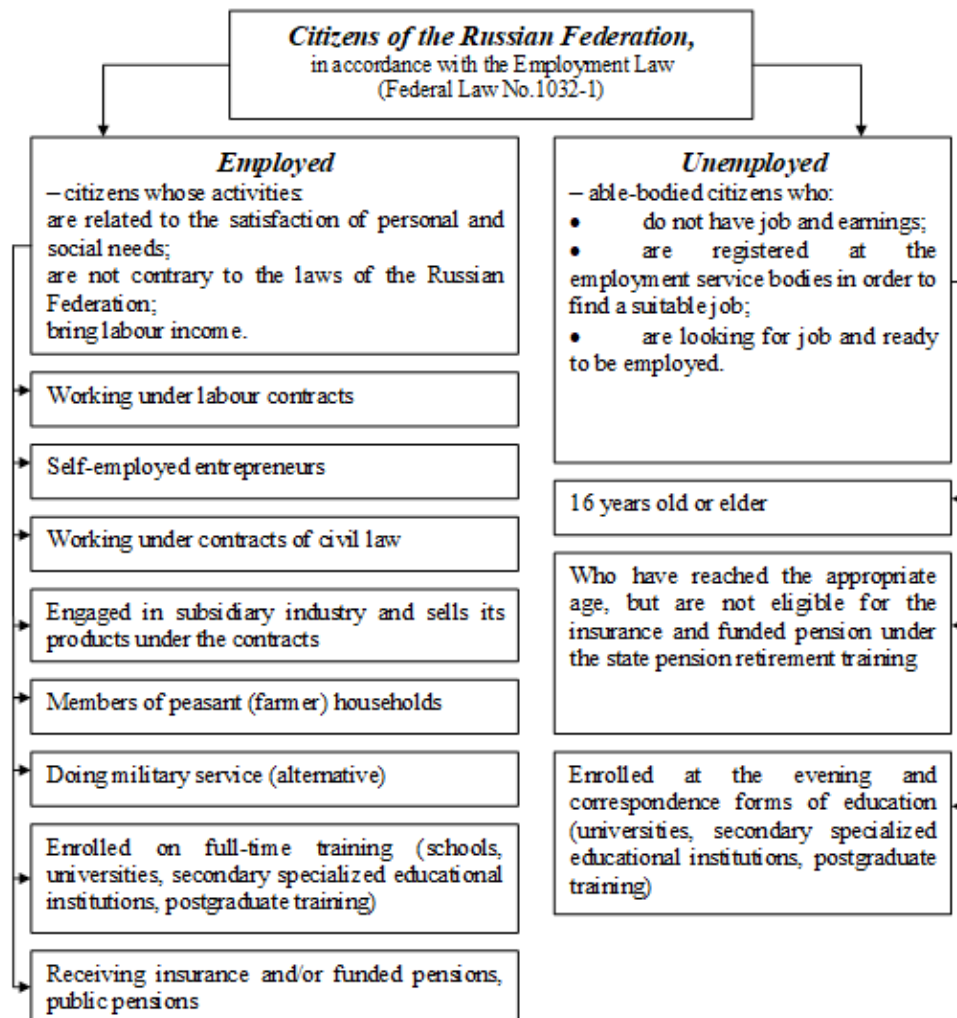


Fig. 1: Regulatory requirements for the determination of the status of citizens in order to facilitate their employment. (Compiled by the authors)

The mechanism supposes the benefits payments and the provision of the material assistance to the unemployed at the expense of the budgetary funds. The decision on the recognition of the citizen, registered in order to find suitable work, as the unemployed, is taken by the employment service bodies at the place of residence of the citizen not later than 11 days from the date of the required documents submission. In accordance with the Law of the Russian Federation Concerning Employment in the Russian Federation No. 1032-1, the status of the unemployed may receive not all economically active citizens. The category of the employed citizens significantly exceeds the category of persons who can be considered unemployed.

[Table 1] shows the dynamics of indicators characterizing the level of unemployment of the population of the Russian Federation and the Republic of Tatarstan in 2013-2018 [17].

Table 1: The indicators characterizing the levels of unemployment in the Russian Federation (RF) and the Republic of Tatarstan (RT) in 2013 – 2018

Indicators	2013	2014	2015	2016	2017	2018
The number of the unemployed in the RF (thousand people)	5544.2	4922.4	4130.7	4137.4	3889.4	4263.9
The number of the unemployed in the RT (thousand people)	126.3	94.9	84.6	80.7	80.8	82.0
The number of economically active population in the RF (thousand people)	75478	75779	75676	75529	75428	76588
The number of economically active population in the RT (thousand people)	2025.5	2034.7	2050.9	2042.1	2056.7	2062.2
The unemployment rate in the RF (%)	7.3	6.5	5.5	5.5	5.2	5.6
The unemployment rate in the RT (%)	6.2	4.7	4.1	4.0	3.9	4.0

Compiled by the authors

The represented data indicate that unemployment rates in the Russian Federation and the Republic of Tatarstan till 2018 had a steady downward trend, due to the presence of the hidden unemployment. The citizens do not tend to register at the labour exchange, and prefer either to search for a suitable job independently or settle for odd jobs, work under civil law contracts concluded for specific work and services. The employees highly paid in previous periods of their employment invested their temporarily free funds in the real estate, transport and special equipment, other assets, including financial. Losing a job, they live through the use of their unearned sources of income: from the rental of real estate, transport, interests on the deposit accounts, etc.

2016-2018 years were characterized by a difficult economic situation in terms of sanctions against Russia. [Fig. 2] clearly shows that the economy contraction leads to an increase in unemployment. In 2018, a slight economy contraction is accompanied by a slight decline in the unemployment rate.

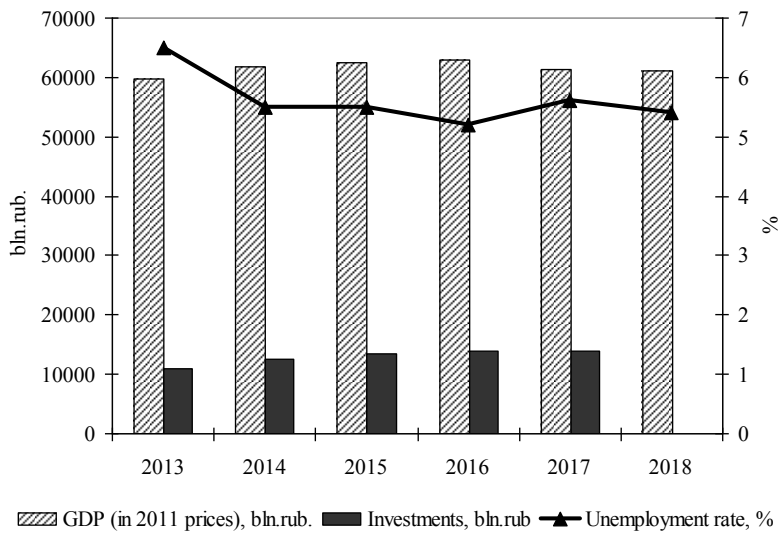


Fig. 2: The unemployment rate, GDP and investment in fixed assets dynamics in Russia.

[Fig. 3] shows the social security and financial assistance to the unemployed of the Russian Federation provided by the budget.

The budget financing mechanism clearly showed the ineffectiveness of the organization of the unemployed material support.

When the level and the duration of unemployment increased, the system stopped responding to its main purpose - to ensure the social protection of the unemployed.

The system of the employees' social protection should be based on the principle of the responsibility shared between the employee, the employer and the government. The use of the budget mechanism of funding support of the unemployed in Russia has ruled out the participation of the employers and employees by shifting the responsibility onto the state and thus has violated the principle of the responsibility sharing in the social insurance.

The social protection of the working citizens and their family members are, in the opinion of Prof. V.D. Roik, ensuring socially acceptable standard of living [18]. The compulsory social insurance initiated and guaranteed by the state, carried out by forming a centralized and decentralized funds of the society by contributions from the employers, employees and government subsidies is recognized as one of the basic subsystems of the social protection.

The international community when designing the national systems of social protection of the population relied on three basic models: models of W. Beveridge, O. Bismarck and the socialist one (the Soviet model). Each of them featured the organization of social support for the unemployed. In the model of O. Bismarck such support was provided on the principles of universality and mandatory at the insurance mechanism of the benefits payment financing. In the model of W. Beveridge the assistance to the unemployed was shifted on the state, as the risk of job loss was recognized as a mass one and requiring government intervention. In the Soviet model, this possible problem situation as the risk of job loss was not considered, because in the country in the 50s of the twentieth century, the government provided universal employment.

The operation of the systems of social protection in the ILO's view set out in its conventions, declarations, recommendations aims at warranty to ensure the constitutional rights of the citizens to a dignified existence in the case of the social risks implementation, including the risk of unemployment [19]. The unemployment benefit is included by the ILO Convention No. 102 in the nine major types of the social security, on which the citizens are entitled in the case of a decline in their income (wage). In addition, according to the ILO recommendation it is worth to involve the workers themselves in the process of protecting their financial interests by imposing the obligation to pay insurance premiums to the insurance funds, along with the employers.

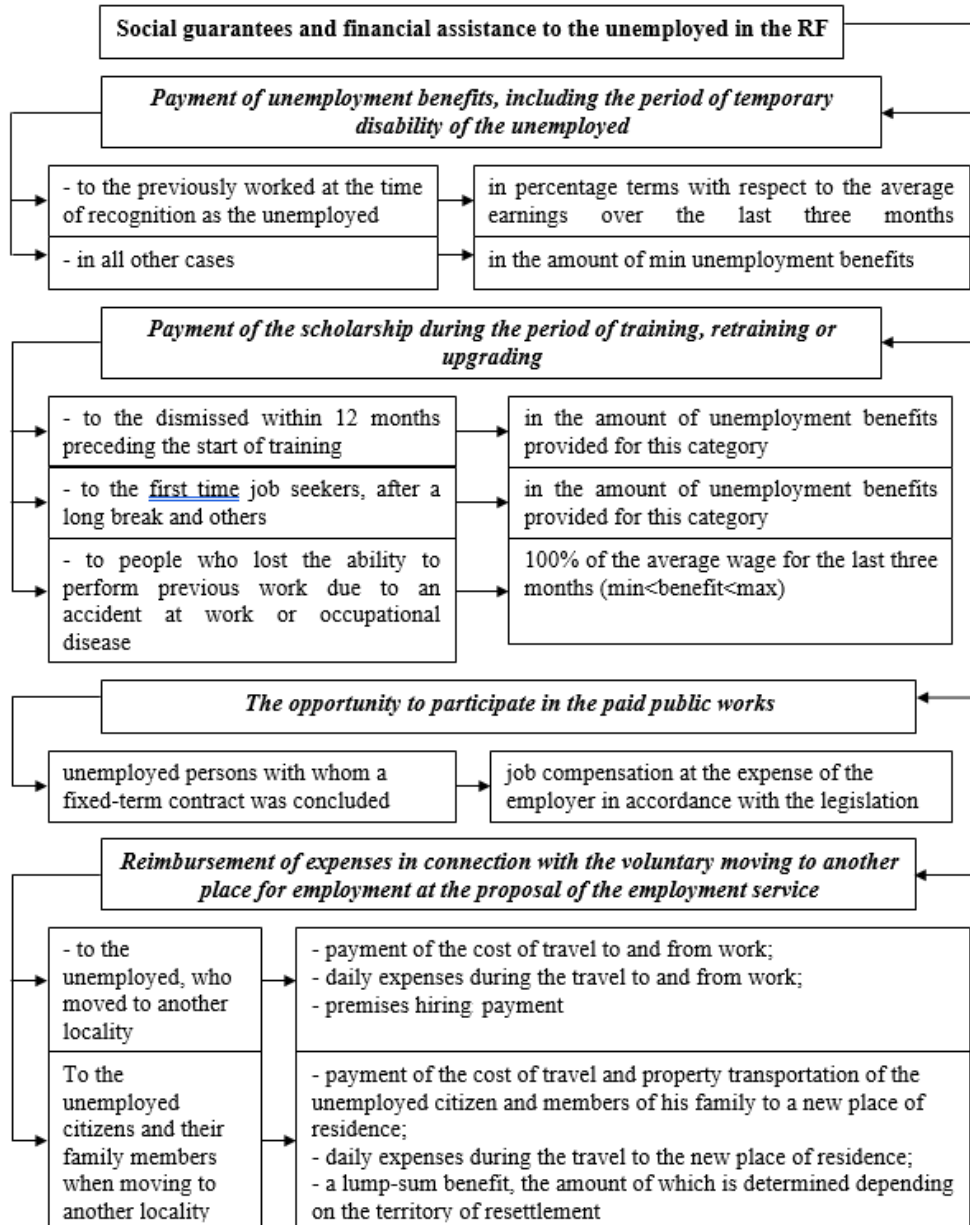
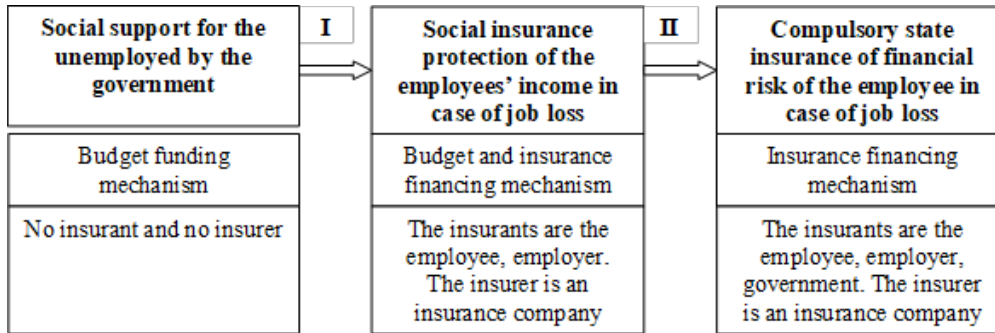


Fig. 3: Social guarantees and financial assistance to the unemployed in Russia. (Compiled by the authors)

CONCLUSIONS

Taking the above into account, it is necessary to return the Russian model of the social security and assistance to the unemployed on the insurance principles of funding, dividing the responsibility for the payment of the insurance premiums between the employer, the employee and the government. It is worth to form the insurance funds in the insurance companies having a license for insurance of financial risks, including risks of the citizens in connection with the job loss, and authorized by the state for its conduct. Currently, the domestic insurance companies in accordance with the Federal Law Concerning Organization of Insurance Activities in the Russian Federation get the licenses for 23 kinds of insurance, including insurance of financial risks. The choice of the insurance company can be made according to certain government criteria (e.g., the period of work in the insurance market as the insurer on risk types of insurance, lack of sanctions from the supervisory authority for the insurance law violation, etc.) [20].

Thus, we propose to reform the current system of protection against the unemployment in the Russian Federation on the principles of mutual solidarity and personal responsibility. The scheme of reforming is shown in [Fig. 4].



Compiled by the authors

Fig. 4: Stages of reforming the system of social protection of the unemployed.

We propose to carry out the reform process in two stages:

- I. To complement the state guarantees of the social protection of the unemployed with the voluntary insurance of the employee's financial risk (risk of wage loss, risk of lost revenue) as at the expense of own means, and at the expense of the employer under the labour contracts concluding, that is, to transit to a social insurance financing mechanism of material protection of the unemployed;
- II. The transition from the social insurance to the self-insurance protection mechanism for the unemployed through the liberation of the state from the funding of the premiums and other payments to the unemployed, shifting on him the obligation to pay insurance premiums in proportion, determined by the tripartite agreements (government, employer, employee) to the Insurance Fund of the insurer, and develop model contracts and rules of such insurance.

CONFLICT OF INTEREST

There is no conflict of interest.

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None.

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ARTICLE

ENVIRONMENTAL POLICY OF RUSSIAN MEGALOPOLISES IN EXPERT, CIVIL AND MEDIA DIMENSIONS (THE CASES OF KAZAN AND MOSCOW)

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ABSTRACT

The article presents the results of a complex research of two Russian metropolises, Moscow and Kazan, reviewing the development of the environmental policy and public participation as its important element. Deep expert interviews, a mass population survey, and media discourse and content analysis in a comparative perspective were used as research methods. As a result, we drew conclusions about the main practices of public participation in the environmental policies of the cities, the necessity of increasing the involvement of the public and expert groups into the decision-making process and promoting more efficient cooperation between the stakeholders at different levels.

INTRODUCTION

The national environmental policy has a long history in Russia, it has always reflected the changes in the economic interests and political forces, and according to the researchers, the position of the environment sector has always been rather vulnerable in the administration [1].

Scholars have noted such specifics of the Russian environmental policy as, firstly, the amalgamation of the structures responsible for the resource exploitation and the environmental organizations in 1990s, which reduced the role of the latter in the strategical decision-making and the implementation of the environmental monitoring. Secondly, another characteristic trait of the Russian environmental policy is the high preservation degree of the wildlife and the heavy pressure on the human environment. Even though the elimination of the Soviet industry in the 1990s reduced the impact on the city environment, it is still very high in large megalopolises [2]. Thirdly, the distribution of authority in the area of environmental management between the federal centre and regions was and remains a complex issue.

The relevance of environmental issues in the Russian cities is beyond all question. Taking cue from Boris Kochurov, we attribute "the changes in the environment caused by the anthropogenic impact that damage the structure and functioning of the natural systems (landscapes) and result in negative social, economic, and other consequences" to such issues [3].

According to official figures, at least in 21% of the Russian cities where atmospheric air pollution surveillance is conducted regularly, the level of air pollution is considered high and very high [4]. In 2018, according to VCIOM (Russian Public Opinion Research Center), 17% of the Russian surveyed considered the air pollution caused by factories as the most pressing issue, 15% were concerned by landfills, and 10% complained about the lack of measures aimed at river and lake purification [5]. At the same time, the majority of Russians (61%) believed that they could not affect the environmental situation at their place of residence on their own.

There is a certain consensus of opinion regarding the understanding of the factors of the environmental policies and their efficiency among the Russian researchers. In particular, it is considered that solving the environmental issues of the cities is impossible without a deliberate governmental policy envisioning an extensive engagement of the public, businesses, expert community, and environmental organizations [2, 11], as well as development of a certain environmental culture and environmental awareness of the population [1, 2, 6, 12].

MATERIALS AND METHODS

The following are the results of a complex research of two Russian metropolises, Moscow and Kazan, reviewing the development of the environmental policy and public participation as its important element. As research methods, we used an expert poll (N=60), a mass population survey (N=1500, 750 in each city), and discourse and content analysis of the Russian media (of the federal and regional level).

RESULTS AND DISCUSSION

Camel the opinion of experts from Moscow and Kazan on the condition of the environmental policies of the cities

KEY WORDS

Environmental policy,
public participation,
sustainable
development, Moscow,
Kazan

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In the end of 2000s, such important environmentalists as Aleksey Yablokov, considered the environmental policy of Moscow ill-defined and piecemeal due to the fact that many decisions on the improvement of the environmental situation were taken on the spur of the moment and did not lead to the achievement of the strategic goals; moreover, such goals were not well-defined. In the mid-2010s, Head of the Department of Natural Resources Management and Environmental Protection of Moscow Anton Kulbachevsky emphasized that the main goal of the Government was to preserve the balance between the environmental situation in the city and the reasonable use of its natural resources; he determined the physical well-being of the citizens as one of the main environmental indicators of the environmental well-being. Engaging the public, promoting the sense of environmental responsibility and an eco-friendly lifestyle is one of the goals of the "Environmental Strategy of Moscow for 2030". In addition, it is believed that Moscow is the Russian leader in the achievement of sustainable development goals adopted by the United Nations General Assembly in 2015. The 'Smart City - 2030' strategy has already been designed for Moscow; it offers a number of breakthrough innovations and technologies, changing consumer preferences, making manufacturing processes eco-friendly, etc.

However, according to expert opinion, despite the implementation of such public environmental programs as "My Street", "A Million Trees", etc., the environmental policy of Moscow lacks consistency, and its main problem is the absence of interdepartmental interaction: "...the interaction between different municipal departments is virtually non-existent, unless it is a program like "My Street", where the mayor explicitly announced that the departments must interact. In all other cases, the right hand is not aware of what the left hand is doing, and no one knows where the head is. This is why the environmental policy of the city is in a very poor condition".

Despite the fact that many experts highly appreciate the efforts of the Natural Resources Management, Transportation, and other departments, the non-systemic nature of the programs and solutions makes the environmental policy of the city insufficient and inexpedient to the economic interests of the city. The efficiency of the interaction between the subjects when implementing the environmental policy is considered to be "next to none".

The interaction between the city authorities and businesses, non-profit organizations, or the scientific community heavily depends on the particular department of the Government of Moscow. For example, the Department of Transportation works closely with different non-profit organizations (for example, on issues relating to urban cycling) and various commercial companies, for example, short-term car rentals. Such cooperation gives positive results, and the population actively utilizes the solutions provided. The Department of Housing, Utilities and Amenities, whose participation is vital for the solution of the environmental issues, in expert opinion, hardly interacts with anyone, similar to the Construction Department.

Yet another issue is the absence of subject matter experts in the governmental structures who could give professional advice to the civil servants prior to making socially significant decisions. There are community councils under the departments, but their job is to conduct researches whose results are of purely advisory nature. Experts regard public hearings as a formal procedure for informational purposes only. The public is only engaged into the environmental policy in case of an emergency when its environmental safety is in question. Currently, the public involvement is limited to local protests against the impairment of the right to a safe and healthy environment: "The public engagement into the environmental and municipal policies is limited to the citizens' attempts to preserve the environment outside their windows. Some people fight against the tree-felling in parks, some demand that the cut-down trees are restored, some fight the enormous amounts of reagents in the streets, some protest against the barbaric destruction of natural lawns and their substitution with single-season lawns that have to be replanted annually. All of this is an ecocide in essence. The public engagement is limited to fighting such things". Some experts believe that the situation used to be better a few years ago, there was more collaboration between the government and the population.

The sustainable development goals in Kazan are covered within the scope of one of the three strategic aspects of the Strategy of Social and Economic Development of Kazan for 2030 adopted in 2016. Local authorities admit that there is a number of environmental issues, and the following measures are taken to solve them and form a safe city environment against the backdrop of promoting Kazan as a tourist city: the implementation of program activities for air cleaning (transitioning to the utilization of city buses featuring an engine compliant with an emission standard equal to or above Euro 3), water bodies cleaning ("The Year of Water Conservation Zones - 2-16"), and urban greening ("The Green Record", "Blooming Kazan", "The City of Parks and Squares - 2015"). It is planned to increase the share of green spaces from 23.1% in 2017 to 40% in 2030 and to reduce the emissions from stationary sources and vehicles from 31.36 and 73.66 thousand tons annually accordingly (2017) to 27.52 and 69.01 thousand tons annually (2030). Moreover, in the Republic of Tatarstan, 2017 was proclaimed the year of environment and public spaces; the discussion regarding the waste management still continues [7]. Overall, the quality and results of the environmental management in Kazan are evaluated as positive in all-Russian environmental ratings.

Nevertheless, the data of expert interviews on the effectiveness of the environmental policy in Kazan reveals significant problems in the area. The majority of experts find it "unarticulated" and "ill-defined", there is no unambiguous representation of the standards of the environmental performance at different levels neither in the federal nor local legislation, there are no authorized power structures. Nonetheless,

experts distinguish the efficiency of planting and landscaping activities determined by the goals of the PR campaign of Kazan as a brand as the positive results of the environmental policy of the city. Thus, the goals of making environment-related decisions are mostly determined by the economic interests, and as a result, the opinions of environmentalists are not taken into consideration; on the contrary, suppressed by the government, the environmentalists are forced to hide or fudge the data they received if it contradicts the decisions that have already been taken. When it comes to urban planning, the public opinion is also taken into consideration, but the communication does not occur in the form of public hearings; experts point out that the authorities only react to public protests, including the protests of the environmentalists.

Overall, the goals, contents, and efficiency of the environmental policies in Moscow and Kazan show similarities. Despite the fact that the environmental issues are part of the strategic development goals of both cities, in reality, a number of problems arise, such as the ambiguousness of the environmental legislative provisions, lack of the interdepartmental interaction of the authorized bodies when making and implementing managerial decisions, and an almost complete exclusion of the professional environmentalists and population from the process.

Public discourse in the media

When monitoring the environmental policy field in order to perform analysis in 2017-2018, we began with the names of the governmental bodies responsible for the environmental policies of the cities and names of heads of ministries and departments to understand which issues the authorities decided to make available for a public discussion. For the most part, one is under the impression that the environmental agenda in Moscow was determined by a number of general problems throughout the year, such as preparing the city for the separate waste collection, the urban beautification program of Moscow, the dangerous level of air pollution in the region, and gentrification. In early December of 2017, Mayor Sergei Sobyenin announced that Moscow needed a strategy of environmental development that would become the basis for the masterplans in different sectors affecting the environmental situation in the city. According to him, the environmental issues in megalopolises are the priority right now, but the environmental strategy of Moscow was mentioned very few times in the messages that we analyzed.

Waste management is a major issue in the agenda of Kazan. Throughout the year in Tatarstan, activists were actively protesting against the construction of a waste incineration plant, and the media reflects the positions of both sides of the conflict, the authorities and the population. The informational agenda also included the discussion of a new masterplan of Kazan that will determine the development of the city until 2035.

Civil practices

The results of the mass population survey showed that over 70% of megalopolis residents took part in an event devoted to the protection of the environment at least once. At the same time, the structure of the pro-environmental activity is almost the same in Moscow and in Kazan. The majority of the events devoted to the environmental protection that the citizens took part in were tree and flower planting, cleaning the territory of garbage, signing letters sent to the relevant authorities (Notably, experts considered this type of activity the most efficient: "If there are two sides, the government and activists, being tedious is the most efficient strategy. It involves writing letters and claims to all authorities because things like protests are good for the morale of the people, but often enough, such events are distorted in the media and are presented in the wrong light. In such cases, paper can be of great help. Signing petitions, writing letters and claims to all governmental bodies and agencies. Things of the kind might be indeed helpful"). The citizens of Kazan planted trees or flowers slightly more often than the citizens of Moscow (49.5% against 44.3%) and participated in more territory cleaning events (46.8% against 39.3%), while the Muscovites signed letters to the relevant authorities more often than the residents of Kazan (20.5% against 15.5%).

The following activities became the most popular daily eco-friendly activities of the citizens: saving up energy (76.6%) and water (68.5%) and buying/planting eco-friendly products (37.1%). The economic investments that are expensive but allow to constantly reduce the consumption of electricity are unpopular among the population, alongside the automatic control systems. Approximately 25% of the citizens use smartphone or tablet home management apps. The citizens assessed the following as the most popular: the applications for home appliances management (11%), for home security (8.7%), for real-time power (7.3%) and water consumption tracking (5.7%), and for real-time thermostat control (3.7%).

More resource-consuming practices, such as participating in the events promoting environmental protection (15.1%) and in public environmental organizations (12.3%) are less appealing to the residents.

Muscovites tend to save up more water than the citizens of Kazan (73.1% against 63.9%) and more electricity (80.9% against 72.3%), while the dwellers of Kazan try to buy or plant organic foods more often than the Muscovites (40% against 34%). As for the other eco-friendly practices, the differences are statistically irrelevant. One third of the respondents do not separate their waste or do it seldom; only 10% of the population separate their waste. According to the citizens, one of the main impediments preventing their transitioning to the separate waste collection is the inconveniencing infrastructure of waste collection or its absence. Most citizens of Moscow (79.2%) and Kazan (81.9%) do not use bicycles as means of

transportation because they are used to the public transport, for safety reasons, due to the poorly developed bicycle infrastructure, and poor climate conditions.

The environmental policies of the megalopolises are reflected in the media from the perspective of the implementation of official municipal programs and controversies: as a rule, the media either covers the achievements in the area of urban beautification, or the conflicts arising from the current problems - last year, they were connected to the waste management and recycling in both cities.

For both cities, experts agree that the environmental policy as a focus area of the municipal authorities is ill-defined and unarticulated; in fact, it consists of different programs, but their implementation is poorly coordinated between different departments, and other stakeholders are hardly involved into them.

The structure of the pro-environmental activity is almost the same in Moscow and Kazan. The majority of the events devoted to the environmental protection that the citizens take part in are tree and flower planting, cleaning the territory of garbage (the citizens of Kazan participate in it slightly more often than the Muscovites), and signing letters for the relevant authorities (the Muscovites do it slightly more often than the citizens of Kazan). More resource-consuming practices, such as participating in the events promoting environmental protection and in public environmental organizations are less appealing to the residents.

Based on the primary analysis of our research results, it is possible to make several conclusions on the factors that can increase the efficiency of the environmental policies in the Russian megalopolises, first of all, through involving more participants into them: at the very least, it is necessary to improve the environmental awareness of the citizens, to create effective negotiation platforms for the interaction of the government, businesses, and the public, some of which should be initiated by the authorities, and to develop green economy [8]. On a greater scale, it is important to integrate the principles of sustainable development into all the focus areas of the governmental policies while viewing sustainability as a means of organizing social, economic, and environmental processes into a single system [9, 10].

CONFLICT OF INTEREST

There is no conflict of interest.

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None.

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ARTICLE

EVALUATION OF URBAN LIVEABILITY IN MAJOR CITIES OF RUSSIA

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ABSTRACT

The urban live ability of city area creates the conditions for a healthy, comfortable and convenient human life. The higher the livability of the city, the higher the likelihood of urban improving the city appearance, which in turn maintains a stable socio-economic situation and increases the investment and tourist attractiveness of the city. In order to evaluate urban livability in Russian cities the authors collected a database consisting of 13 indicators over a period of five years (2013-2017). Based on the integral index of urban livability, the following groups of Russian cities can be distinguished: cities with a developing level of urban livability (Voronezh, Yekaterinburg, Ufa, Krasnoyarsk), cities with a stable level of urban live ability (Volgograd, Samara, Perm, Nizhny Novgorod), cities with declining level of urban livability (Novosibirsk, Omsk), cities with volatile level of urban live ability (Kazan, Chelyabinsk, Rostov-on-Don). A system update of the information for calculating the index will allow to develop qualified solutions for the development of cities at the federal, regional and municipal levels, to evaluate the effectiveness of programs and projects already being implemented in this area.

INTRODUCTION

KEY WORDS

urban development, live ability, evaluation, city, Russia.

The urban live ability of city area creates the conditions for a healthy, comfortable and convenient human life. The higher the livability of the city, the higher the likelihood of urban improving the city appearance, that in turn maintains a stable socio-economic situation and increases the investment and tourist attractiveness of the city.

The relevance of this topic is due to the fact that the majority of the population nowadays is concentrated in cities. Therefore, for their comfortable living it is necessary to ensure a high level of quality of the urban environment. With the active growth of cities, the development of industry, the increasing level of urbanization of the population, the problems of environmental protection and the creation of favorable conditions for human activity are becoming more urgent. To solve these problems, a whole range of activities aimed at improving the urban environment of the city is carried out.

There is a set of papers devoted to measuring the urban live ability in different countries. Adam et al. (2017) studied the global research output on urban live ability over the period of 35 years (1980-2015). The results revealed that live ability research output is steadily increasing, with 2015 as the most prolific year. Australia, England, and the USA are the most productive countries. While continuous research interest is prevalent in live ability related field with global collaborative potentials, areas receiving the least research attention such as urban transportation, education, and resiliency could give a directional trend for future urban studies [1].

Among new studies in this field we note Deng et al. (2019) who propose quick assessment for comparing and evaluating the trends of the sustainability performance of the urban built environment to support decision making of urban managers. Their quick assessment can produce a general idea of sustainability profile for the urban built environment, which creates a foundation for further research and planning for improvements by employing more effective measures [2].

Onnom et al. (2018) developed a Livable City Index (LCI) based on residents' opinions and experts' recommendations with the integration of Geographic Information System (GIS) techniques. The survey evaluates nine significant factors (Safety, Economy, Environment, Education, Health, Transportation, Recreation, Population Density, and Public Utility) through the Analytical Hierarchy Process (AHP) for LCI development [3].

Valcárcel-Aguar & Murias (2019) propose a composite indicator intended to assess the degree of liveability provided by urban areas. The technique used to estimate the goal-programming-based index enables urban managers to actively participate in constructing the indicator [4].

The paper of Oppio et al. (2018) brings forward a multidimensional methodology for assessing the quality of open spaces. The Multi-Attribute Value Theory has been used for addressing the problem under investigation with the aim of defining a synthetic index for the measurement of the urban quality of open spaces on the basis of different attributes, namely (a) accessibility; (b) live ability; (c) vitality and (d) identity [5].

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Zope et al. (2019) study the use of benchmarking in performance improvement of the transport system. Results obtained through the study shows that the cities having a better modal share of sustainable modes occupy a higher rank with greater values of the sustainability index. In this study, a software tool for monitoring the sensitivity of composite index of transport system towards performance indicators of sustainability is also developed [6].

MATERIALS AND METHODS

In order to evaluate the urban liveability of Russian cities the authors collected a database consisting of 13 indicators over a period of five years (2013-2017):

- the share of citizens working in the tertiary sector of the economy, % of the total number of employed;
- the proportion of illuminated parts of streets, driveways, embankments in its total number, %;
- the amount of waste removed per capita, cubic meters / person;
- total number of accidents in the city, units / 10,000 people;
- the number of fatal accidents involving pedestrians, units / 10,000 people;
- share of dilapidated housing, in% of the total area of housing;
- concentration of cultural institutions (libraries, museums, theaters), units / square kilometer of the city square;
- diversity of cultural and leisure activities in the city, units / 10,000 population;
- availability of sports facilities for citizens, units / 10,000 population;
- availability of recreation parks (urban gardens), units / 10,000 people;
- the proportion of roads with improved coverage, in% of the total length;
- the average living space per inhabitant, square meters;
- the average area of dwellings built in the current year per inhabitant, square meters.

The data on these indicators were taken from municipal statistics, the Federal State Statistics Service of the Russian Federation [7-11], the official web portals of cities, as well as from the reports on road traffic safety.

For the possibility of comparing and evaluating indicators, rationing of indicators was applied. If the particular indicator has a positive impact, then equation 1 is used.

$$\bar{X} = \frac{x - x_{\min}}{x_{\max} - x_{\min}} \quad (1)$$

If the indicator has a negative impact, then equation 2 is used.

$$\bar{X} = 1 - \left| \frac{x - x_{\min}}{x_{\max} - x_{\min}} \right| \quad (2)$$

where X is the value of the indicator;

x_{\max} - the maximum value of the indicator;

x_{\min} - the minimum value of the indicator.

Next, we defined the integral index of urban liveability (x_{int}) as the sum of private indicators.

$$x_{\text{int}} = \sum x_i \quad (3)$$

where x_i is the value of the i-th indicator.

RESULTS AND DISCUSSION

According to authors methodology selected indicators were collected for the period 2013-2017 years for all Russian cities with the population more than one million people, excluding Moscow and Saint-Petersburg. These two cities are endowed with the status of a state (region), therefore it is incorrect to use them for comparison with other cities which are municipalities. Further, each indicator was normalized and city ratings were compiled for each year. Further each indicator is considered in more detail.

The first two selected indicators determine the safety of the city. The smallest number of accidents per 10000 inhabitants for the entire research period took place in the cities Yekaterinburg, Samara, Novosibirsk, Voronezh and Volgograd. High rates in these cities are largely due to the successful implementation of urban targeted programs. For example, in Samara for 10 years, the number of accidents decreased by 30% (1225 cases in 2015 against 1612 in 2005). Such cities as Kazan, Rostov-on-Don, Chelyabinsk, Krasnoyarsk are in the middle of the ranking. The main causes of accidents in the city of Kazan are the neglect of road users by the rules, the carelessness of drivers. Cities Nizhny Novgorod, Omsk, Ufa and Perm are at the bottom of the rating for this indicator. The number of fatal accidents involving pedestrians is volatile and varies in all cities during the research period. So, for 2013-

2017, only Novosibirsk, Nizhny Novgorod and Ufa showed the smallest number of deaths of pedestrians on the roads. Yekaterinburg, Voronezh can be distinguished as permanent outsiders.

The cities Chelyabinsk, Kazan, Ufa, Nizhny Novgorod and Voronezh had the best road conditions. In this group the city Ufa made a huge step forward (+5 positions by 2017) due to the project "Safe quality roads". In city Kazan there was a noticeable improvement in road conditions, especially due to the large-scale sporting. The cities Krasnoyarsk, Yekaterinburg, Novosibirsk, Rostov-on-Don, being in the middle of the rating, experienced such problems as insufficient roads repair and disruption in the organization of road works. Over the years, such cities as Perm, Omsk, Samara and Volgograd remain outsiders for the quality of roads. The main reasons for bad roads in these cities are poor quality of coverage and insufficient funding.

Leaders in the smallest share of dilapidated housing are cities Chelyabinsk, Omsk, Rostov-on-Don, Voronezh, Yekaterinburg. The middle group includes cities Kazan, Novosibirsk, Nizhny Novgorod, Perm. The cities Volgograd, Ufa, Samara, Krasnoyarsk are outsiders. According to this indicator, small numbers are observed in all cities - no more than 3% of dilapidated housing from the total area of the housing. Reducing the level of dilapidated housing in these cities was achieved through the implementation of state and municipal programs providing housing for young families, the relocation of citizens from the dilapidated housing and the improvement of utility services.

The cities Voronezh, Rostov-on-Don, Yekaterinburg, Novosibirsk, Kazan and Krasnoyarsk were among the leaders in housing construction. In the cities Ufa, Chelyabinsk, Samara, forming the middle group of the rating, housing construction plans were carried out by 70-80%. The cities Perm, Volgograd, Nizhny Novgorod, Omsk are at the bottom of the rating. In terms of the average living space per inhabitant the leaders are cities Voronezh, Samara, Rostov-on-Don, Chelyabinsk, Kazan. The cities Ekaterinburg, Novosibirsk, Nizhny Novgorod, Omsk, Krasnoyarsk consist the middle group of rating. In the cities Volgograd, Perm and Ufa, which are at the bottom of the rating, the living space ranges from 23 to 28 square meters per inhabitant. High results for this indicator are due to the construction pace, the new housing construction, the availability of housing loans.

Leaders in the concentration of cultural institutions are cities Nizhny Novgorod, Novosibirsk, Voronezh, Krasnoyarsk, Rostov-on-Don. The successful experience of these cities is based on the historical past and the diversity of traditions. In addition, these cities often use the cultural component in the positioning of the city. The middle group of rating consists of such cities as Samara, Kazan, Yekaterinburg, Chelyabinsk. Here, in general, the branch of culture works stably. Outsiders of the rating are the cities Omsk, Ufa, Volgograd and Perm.

Leaders in the share of citizens working in the tertiary sector of the economy are cities Rostov-on-Don, Yekaterinburg, Volgograd, Samara, Nizhny Novgorod. Since the founding of Rostov-on-Don, the main branch of the economy has been trade, and the city itself has been called merchant. The success of city Yekaterinburg partially connected with the largest decline (from 46 percent to 20 percent) occurred in the industrial sector in 2016. The cities Krasnoyarsk, Voronezh, Ufa, Kazan are in the middle group, because the industrial sector plays a significant role in the economy of these cities. The cities Novosibirsk, Chelyabinsk, Omsk, Perm are at the bottom of the rating.

Cities, leading in cultural and leisure activities, are Krasnoyarsk, Ufa, Volgograd, Voronezh, Perm. Cities Omsk, Novosibirsk, Yekaterinburg, Rostov-on-Don are in the middle group. The reduction of cultural and leisure activities in observed in such cities as Chelyabinsk, Kazan, Nizhny Novgorod, Samara. The availability of sports facilities has high rates in such cities as Krasnoyarsk, Ufa, Chelyabinsk, Omsk, Rostov-on-Don. Average indicators are typical for cities Kazan, Nizhny Novgorod, Voronezh and Yekaterinburg. In 2015, 18 universal sports grounds were built in Kazan in residential courtyards (15 in 2017). In Yekaterinburg, most of the sports infrastructure is concentrated in a central area with maximum economic benefits, while some neighborhoods do not have a single sports facility at all. The cities with the lowest indicators are Perm, Volgograd, Samara and Novosibirsk.

Leaders in terms of the availability of recreation parks are cities Kazan, Voronezh, Nizhny Novgorod, Samara and Rostov-on-Don. In 2014-2016, five main parks were renovated in Kazan. In 2017, in Voronezh, many parks were landscaped and new green areas for recreation were opened. The middle group of rating includes cities Ufa, Volgograd, Perm and Novosibirsk. Cities Krasnoyarsk, Chelyabinsk, Omsk and Yekaterinburg are outsiders of this rating.

The leaders in road illumination are the cities of Ufa, Rostov-on-Don, Voronezh, Chelyabinsk and Nizhny Novgorod. The middle group is represented by the cities of Kazan, Krasnoyarsk, Samara and Volgograd. Improving street lighting in Kazan is due to the introduction of an automated control system for outdoor lighting, the installation of LED lights. The cities Perm, Yekaterinburg, Omsk and Novosibirsk had the lowest level of road illumination. In Novosibirsk, it is due to the optimization of the street lighting work schedule due to the lack of funding. The situation is similar in Omsk.

Leading cities by the smallest amount of waste are Yekaterinburg, Omsk, Chelyabinsk, Voronezh and Perm. It should be noted that the reduction in the volume of garbage collection may be due to the occurrence of unauthorized landfills, and therefore it is necessary to check the routes of waste removal.

The middle group of rating includes cities Kazan, Nizhny Novgorod, Krasnoyarsk and Samara. In Kazan and Nizhny Novgorod projects of separate waste collection developed poorly. The cities Ufa, Novosibirsk, Volgograd and Rostov-on-Don have the highest level of this indicator. In these cities, the amount of waste increased annually and unauthorized dumps remained relevant.

After calculating private indicators, the integral urban live ability index was evaluated. The results are presented in a [Table 1].

Table 1: Rating of cities by the according to the integral urban live ability index

	2013		2014		2015		2016		2017	
	Index	Rating	Index	Rating	Index	Rating	Index	Rating	Index	Rating
Novosibirsk	7.4	4	8.3	1	5.9	8	5.2	9	5.3	9
Ekaterinburg	6.8	6	7.1	5	7.1	3	6.8	4	7	4
Nizhny Novgorod	6.4	7	6.1	7	5.5	9	6.1	8	6.1	8
Kazan	8.5	1	7.2	4	6.8	5	7.5	2	7.3	2
Chelyabinsk	7.3	5	7	6	7	4	7.4	3	6.7	5
Omsk	5	11	4.8	10	4.2	11	4.8	11	3.7	13
Samara	5.4	9	4.6	11	4.7	10	4.9	10	5.1	10
Rostov-on-Don	8	2	7.5	3	7.6	2	7	5	7.1	3
Ufa	5.4	10	5.8	8	6.5	6	6.3	7	6.3	7
Krasnoyarsk	5.7	8	5.3	9	6.1	7	6.3	6	6.5	6
Perm	3.8	13	2.5	13	3.5	13	3.4	12	4.1	12
Voronezh	85	3	8.2	2	8.3	1	8.2	1	7.9	1
Volgograd	4.4	12	4.5	12	3.7	12	3.3	13	4.5	11

Thus, the evaluation of urban live ability indicator determines the current state of city. And private indicators can help to identify the advantages, disadvantages and current problems of cities. A system update of the information for calculating the index will allow to develop qualified solutions for the development of cities at the federal, regional and municipal levels, to evaluate the effectiveness of programs and projects already being implemented in this area.

Based on the integral index of urban live ability, the following groups of Russian cities can be distinguished:

- cities with a developing level of urban live ability: Voronezh, Yekaterinburg, Ufa, Krasnoyarsk;
- cities with a stable level of urban live ability: Volgograd, Samara, Perm, Nizhny Novgorod;
- cities with declining level of urban live ability: Novosibirsk, Omsk;
- cities with volatile level of urban live ability: Kazan, Chelyabinsk, Rostov-on-Don.

CONCLUSIONS

The analysis of Russian cities with more than million populations according to our methodology allowed us to reveal their problems and opportunities in urban live ability. For example, city Novosibirsk has low rates in the housing and transport sector, and there are also problems in the accessibility of sports fields, parks of culture and recreation. As for the city Nizhny Novgorod, there is low road safety, low provision of housing and sports facilities, lack of diversity of cultural and leisure organizations, as well as a growing amount of garbage. According to our research, the city Chelyabinsk has the best results in the proportion of roads with improved coverage. There is a low proportion of dilapidated housing, high accessibility of sports grounds, recreation parks and the necessary lighting of streets and embankments in this city. The city Rostov-on-Don has good results in the housing sector, the largest share of those employed in the services sector, adequate coverage of streets and embankments. Finally, the city Voronezh leads in housing, in the city high availability of cultural facilities, recreation parks, and a variety of cultural and leisure facilities for residents.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

TARGET-COSTING AS A TOOL OF COST FORMATION FOR PRODUCT WITH HIGH SHARE OF PURCHASED COMPONENTS

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ABSTRACT

One of the main and common risks of industrial outsourcing is the uncontrolled increase in prices of purchased product components. The instability of prices for the products of the outsourcer directly affects the price level of the manufactured product and its profitability. Therefore, to correctly form the cost and establish long-term relationships with suppliers of components, you can apply the method of targeted calculation of target-costing. Target-costing is devoted to the study of many articles and publications, most of which are based on the experience of Russian manufacturing enterprises. Target-costing has established itself as an effective management accounting tool in crisis management in cost management. Moreover, in some enterprises, target pricing is the main tool for strategic cost management. I would like to note that the application of the target-costing method for Russian truck manufacturers, who are engaged in the most difficult competition with Asian and European companies, is especially important. It is very important to optimally cooperate the costs of the future product already at the design stage, since at the stage of the production cycle, as a rule, there are not many opportunities to display technological flexibility to influence the costs. The purpose of this work is the formation and description of the algorithm to achieve the target cost of the future car using the method of target-costing, taking into account the peculiarities of the Russian automotive industry.

INTRODUCTION

KEY WORDS
truck-building industry,
industrial outsourcing,
target-costing, risks, cost
price.

One of the main and common risks of industrial outsourcing is the uncontrolled increase in prices of purchased product components [1]. The instability of prices for the products of the outsourcer directly affects the price level of the manufactured product and its profitability. Therefore, for proper formation of cost and establishment of long-term relationships with suppliers of components, you can apply the method of targeted calculation of target-costing.

Target-costing is devoted to the study of many articles and publications, most of which are based on the experience of Russian manufacturing enterprises. Target-costing has established itself as an effective management accounting tool in crisis management in cost management [2]. Moreover, in some enterprises, target pricing is the main tool for strategic cost management [3]. I would like to note that the application of the target-costing method for Russian truck manufacturers, who are engaged in the most difficult competition with Asian and European companies, is especially important. It is very important to optimally co-operate the costs of the future product already at the design stage, since at the stage of the production cycle, as a rule, there are not many opportunities to show technological flexibility to influence the costs [4].

MATERIALS AND METHODS

The algorithm for achieving the target cost is presented in [Fig. 1].

Consider each step of the algorithm in more detail.

1. Marketing research

When conducting marketing research is necessary:

- take into account the price level of similar products of Asian and Russian producers;
- competently choose a segment of future products, given its design features and advantages over competitors;
- take into account the "consumer voice" and consumer properties of future products;
- take into account the technical and price level of possible purchased components of future products.

Also in the framework of marketing research is determined by the possible volume of sales of future products.

2. Determination of the price of shipment from the enterprise

Having determined the market price of future products, it is necessary to "clear" it of value added tax and dealer marginal profits:

$$S_{PS} = S_{MP} - S_{VAT} - S_M \quad (1)$$

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SPS – price of shipment of future products from the enterprise; SMP – market price of future products; SVAT – value added tax; SM – the profit margin of the official dealer.



Fig. 1: The algorithm for achieving the target cost.

3. Determination of investment costs

Investment costs are the sum of investments in the development, production and sale of future products by one unit. The value of this indicator is determined by the following formula:

$$S_{IC} = \frac{S_i(1-i)^V}{i} \tag{2}$$

SIC – investment costs per unit of output; S_i – investments in the development, production and sale of future products; i – index by type of investment costs; V – planned sales of future products.

The value of the indicator V depends on the target payback period of investments. If the company plans to recoup the investment in one year, then the V indicator is equal to the annual implementation plan, if in three years, then V is equal to the three-year sales plan for future products. Consequently, the lower the target investment payback period, the higher the value SIC.

Also, the indicator V can be equal to the plan for the implementation of future products for the entire life cycle of the project.

4. Determination of margin and net profit

Having determined the price of shipment of future products from the plant and investment costs per unit of output, we determine the level of marginal profit using the following formula:

$$S_{MP} = S_{FC} + S_{IC} + S_{NP} \tag{3}$$

SMF – the profit margin of future production; SFC – fixed costs per unit of output; SNP – net profit of future products.

Since in this paper we consider the application of the method of target-costing to form the cost of products with a high proportion of purchased components, the value of the SFC will be relatively low. And the value of the SNP can be determined by the method of direct-costing, setting the desired level of break-even point [5].

5. Determination of target prices for purchased components

Next, we determine the value of the variable costs per unit of output through the following formula:

$$S_{VC} = S_{PS} - S_{MF} \tag{4}$$

SVC – variable cost per unit of output.

The value of the SVC indicator includes the cost of raw materials and materials, the cost of purchased components, labor remuneration of production personnel, depreciation on fixed production assets, etc. Select the cost of purchased components through the following formula:

$$S_{OC} = S_{VC} - S_{RMS} - S_S - S_D - S_{OVC} \tag{5}$$

SOC – cost of purchased components per unit of output; SRMS – costs of raw materials per unit of production; SS – remuneration of production personnel per unit of production; SD – depreciation on fixed assets per unit of output; SOVC – other variable costs per unit of output.

Having determined the value of the SOC indicator, we form a list of purchased components in which all possible outsourcers should be indicated, the quality level of their products, target prices and commercial proposals for their products [Table 1].

Table 1: Approximate form of the list of purchased components

No	Component	Outsourcer	Production level of quality	Target price	Offer
1	Component 1	Supplier 1	Average	X ₁ of thousand rubles.	X ₂ of thousand rubles.
		Supplier 2	The low		X ₃ of thousand rubles.
	
2	Component 2	Supplier 1	The high	Y ₁ of thousand rubles.	Y ₂ of thousand rubles.
		Supplier 2	The low		Y ₃ of thousand rubles.
	
...

Some explanations for [Table 1]:

- each company individually determines the quality levels of the product of the outsourcer;
- the target price is the maximum allowable price for the purchase component determined at the enterprise. The amount of target prices for all purchased components is equal to the value of the indicator SOC:

$$\sum_{j=1}^m a_j * S_{TA_j} \approx S_{OC} \tag{6}$$

STP – target price for the purchased component; j – index by type of purchased components that make up future products; a – quantity of purchased component to be installed on one product.

- commercial offer is the price of the purchased component, set by the outsourcer with regard to serial deliveries.

Next, we select the optimal purchased components in such a way that their quality level meets the chosen requirements, and the commercial proposals “fit” into their target prices.

6. Cost reduction

Most often, it is not possible to pick up the purchased components that are optimal in terms of quality and commercial offer from the first time. Therefore, within the framework of this stage, the main directions of work to reduce all kinds of costs to achieve the target cost using acceptable quality purchased components are determined.

We can distinguish the following measures to reduce costs:

- creating a competitive environment for outsourcers;
- compliance with the industrial assembly regime [5];

- localization of some components of the outsourcer product [6];
- increase the target payback period of investments;
- unification of purchased product components [7];
- the conclusion of long-term contracts [7].

Obviously, this is not the whole list of possible cost-cutting measures.

As an example, we can cite the following main measures to reduce the costs that were used in KAMAZ PJSC as part of the restyling of the model range of trucks:

- localization of some components of the products of joint ventures of KAMAZ PJSC and foreign partners [7];
- compliance with the industrial assembly [8].

7. Achievement target cost

Achieving the target cost of future products should also be accompanied by the elaboration of measures to protect the product from all sorts of risks and continuous improvement. Consider every direction.

1) Product protection

It is necessary to take into account all possible risks associated with the production and sale of future products. For example, having determined the target cost price and having reached it, having started designing, and then producing and selling future products, competitors can use dumping. Therefore, it is always necessary to be prepared for similar scenarios for the development of situations.

2) Continuous improvement

Under the constant improvement refers to the continuous decrease in the cost of future products in the process of its production.

RESULTS AND DISCUSSION

The application of target-costing target calculation method in PJSC «KAMAZ» was carried out together with the modernization of the model range of trucks and the use of production outsourcing. Since restyling meant a significant improvement in the quality and consumer properties of the products, which was achieved by using automotive components from leading world manufacturers such as Cummins, Federal Mogul and Zahnrad Fabrik, the modernized cars were positioned in the middle price segment [9].

However, the restyling could lead to a more significant increase in the price of a car that would not be competitive on the market. Therefore, to control the cost was applied the method of target-costing, which helped determine the target cost of the purchased components of the car. To achieve these target costs, the sourcing maneuver model was applied, the essence of which was as follows: the customer company allocates part of its divisions to create a joint venture (JV) with a partner, then transfers the production of one or another component to this JV, while retaining production process.

As part of the restyling of the model range, PJSC «KAMAZ» organized on its own premises such joint ventures as «Cummins KAMA», «Federal Mogul Naberezhnye Chelny», «ZF KAMA» and «Knorr-Bremse KAMA». And besides the transfer of the production of automobile components to this joint venture, PJSC «KAMAZ» deals with the localization of some components of joint venture products at its own factories [6].

In other words, the use of a sourcing maneuver model allowed us to achieve the target cost of a restyled car by reducing the cost of delivery and customs duties, as well as localizing and performing part of operations at PJSC «KAMAZ» plants. Thus, the application of the target-costing method helped not only to competently modernize the model range of trucks, but also to optimize the production areas of the enterprise.

The use of the target-costing method in PJSC «KAMAZ» allowed to correctly modernize the model range of trucks: the market price of the restyled car does not exceed the average price segment, while significantly improving the technical characteristics of the product. As a result, there was an increase in the share of PJSC «KAMAZ» in the Russian truck market. For example, the company's share in the Russian truck market with a gross weight of 14-40 tons in the first quarter of 2012 increased by 5% compared to the same period in 2011 and amounted to 44% [10].

An important factor in the growth of demand for the products of PJSC «KAMAZ» is the modernization of the model range and the introduction to the market of restyled trucks at competitive prices.

CONCLUSIONS

The application of the target-costing method allows, initially, at the design stage of products, to select the purchased components that are optimal in price and quality, concluding long-term relationships with

outsourcers and defining the main measures for continuous improvement. The method helps to identify all sorts of risks at an early stage and take the necessary measures to minimize them in advance, thereby safeguarding future products.

The use of production outsourcing has a positive effect on the break-even point of the enterprise, therefore, by strengthening the use of this tool by the method of targeted calculation of target-costing, it is possible to significantly increase the competitiveness of the enterprise.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

LANGUAGE POLICY IN RUSSIA: IDENTITIES, PREFERENCES AND DILEMMAS

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ABSTRACT

Language policy political dilemmas is arising in plural societies. Finding equilibrium of language policy is at the heart of the politics in different countries. Frequently, interests of ethnic groups are directly opposed, and the interests of the elites run counter to the interests of the ethnic groups, which creates a set of political dilemmas. This article shows a set of such dilemmas in modern Russia. Throughout the 20th century, the political leaders and elites of the Russian Empire, the USSR, and then the Russian Federation provide diametrically different approaches to language policy. Nowadays Russia is trying to develop a certain unified concept of language policy to form a common national identity. However, the measures – in particular, the transition to the optional study of regional ethnic languages at school – meet with certain resistance from the regional ethno-regional elites. Regional elites would resist erosion of regional ethnic identities, which occurs also through the mechanisms of language policy. The authors focus on contradictions between the interests of national and regional elites and ethnic groups.

INTRODUCTION

KEY WORDS

language policy;
national identity; ethno
linguistics; plural society;
ethnic identity; ethnic
minorities; Russian
politics.

National identity formation is the most important task for any national state. Such an identity allows state institutions to function much better - society does not need to spend additional resources to resolve significant interethnic conflicts. However, a complete coincidence in a society of ethnic and national identities is rare. This is due not only to the fact that the borders of the resettlement of ethnic groups do not coincide with the borders of national states, but also with migration processes. Russia faces serious ethno cultural challenges related to the formation of a common civic identity. The formation of a balanced language policy is the key to a successful identity policy in Russia.

MATERIALS AND METHODS

In this study we use sociological approach and rational choice theory. At first we identify social groups and actors, involved in politics and language policy formation. Then we focused of rationality and incentives of different decisions of groups and elites considering language policy preferences.

RESULTS AND DISCUSSION

Every multi-national state face with the problems of language policy at some stage of its development. In countries like Britain, Spain, and India ethno-regional parties consider the problems of ethnic identity from the perspective of national language policy. It is very difficult to find the tools and methods for the implementation of language policy, which would satisfy different political actors and ethnic groups.

In this regard Russian Federation's experience can be considered as unique. During the 20th century language policy in Russia did not develop in the same direction and looked more like a pendulum. In the early 20th century the Russian Imperial government had pursued a set of policies of radical Russification of various territories, in particular, Ukraine, the Baltic states, Siberia and Central Asia and the Caucasus.

After Revolution of 1917 language policy became diametrically opposed. "Lenin's" language policy provided every region to have the ability of using and developing a language or languages according to the specifics of the ethnic composition of the population. Such policy was a reaction to the assimilation policy of the Russian Imperia, which provoked protests. But at the same time "Lenin's" language policy was caused by the ideas about the need to build a new society on a rational, scientific basis. In the first decades of Soviet, they created the conditions for the development of the ethnic minorities' languages. However, the early Soviet experiment with language policy quickly stopped. Already in the early 30s J. Stalin only spoke about the continuity in the "Lenin's case", but in practice the dominant position of the Russian language was restored throughout the USSR. The pendulum seems to have swung the other way in the era of "perestroika" and in the first years after disintegration of the USSR. The nationalist ideology flourished in the territory of the former Soviet republics and replaced the Soviet ideology. According to nationalist doctrines the Russian language was considered as a factor hindering the formation of new states, and therefore it was not desirable. There was established bilingualism in the national republics within the Russian Federation. The Russian language remained the state language, but became a competitor to the languages of ethno-national minorities [1].

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The Russian Federation is facing language policy problems for a long time. Some researchers suppose that knowledge of an impending disappearances of minority languages and declaration for change of language policy evolved into a tense situation around the development issues and learning and using languages in the members of the Russian Federation. It seemed that those conflict situations had been left behind in the first years of the 21st century. Despite the increased power vertical, funds and programs for the Support of national languages have been established (for example, government program "Preservation and development of state languages" in the Republic of Tatarstan and Bashkortostan).

However, the reform of national languages' study at the school level had led to the aggravation of contradictions in contemporary Russia. In July 2017, at a meeting of the State Council of the Russian Federation, President V. Putin declared that it was inadmissible to force people to learn a language that was not their native language. This constituted, de facto, the beginning of the campaign for the abolition of the teaching of the regional languages obligatory in the national republics within the Russian Federation. This situation fundamentally did not suit regional ethnic elites and local ethnic activists [2].

In our opinion, the differences in perception of modern language problems are connected by the deep-seated contradictions between the interests of the Russian federal center and national republics. Of course, the fundamental problem is in the objective difficulties and lack of mechanisms for implementation of the Russian civic nation. Today the problems with correlation of civic and ethnic identities is relevant for Russia.

The collapse of the Soviet Union and the failure to form a "new historical community - the Soviet people", united by ideological principles, led to the flourishing of the nationalist ideology in the post-Soviet space [3]. Having gained independence, the new states began to actively form political communities based on ethno-national identity and using language as its main marker. Bilingualism was denied in the new states, and the Russian language, which turned out to be the language of national minorities of the new post-Soviet states, began to be squeezed out of the official sphere of circulation.

In Russia there was no task of developing "their own" language - it is obvious that the vast majority of the Russian population understood and used (or could use) Russian language in all spheres of life. The weakness of the federal center in the 90s of 20th century led to the fact that regional languages, having received the support of local elites, began to develop much faster than during the post-war Soviet Union. The displacement of the Russian language within some regions of Russia in the 90s vividly demonstrates the inefficiency of attempts to form a civil nation by the Russian federal center.

Strengthening the federal center and pursuing a policy of centralizing power in the early 2000s could not but affect the change in language policy in Russia. The federal center has quite dramatically changed its policy in the national republics, introducing new or changing existing laws (for example, the Constitution of the Republic of Tatarstan). Soon, the central government was worried about the volume of teaching the Russian language in schools, as regional languages were included in the curriculum due to the reduction of lessons in Russian language and literature. This caused a certain level of dissatisfaction among parents, since the Unified State Exam was only possible to pass in Russian language, higher education was completely Russified. New law declare that the Cyrillic alphabet became the only possible writing system for regional languages in Russia. In 2017, the federal center decided to transfer the study of regional languages in schools on a voluntary basis. The question of learning native languages caused a significant response among the population of national republics, especially the Republic of Tatarstan.

Here we can draw a parallel with the twentieth century, since the reform of school language education in 2017 partially repeats the reform of 1958 carried out in the Soviet Union. Then in the Soviet Union republics, parents got the right to choose between a national and a Russian school to educate their children. According to researchers, this measure reduced the number of students in the languages of the Union republics: parents choose a language that in those conditions provided a better future for children. As the best universities of the country implemented their educational programs in Russian, this was (and remains at present) a significant incentive to learn Russian by schoolchildren of national republics. However, in order to mitigate the situation in 2018, the federal center decided to create a "Fund for the Preservation and Study of the Native Languages of the Peoples of the Russian Federation".

Thus, the language policy in modern Russia contains a set of dilemmas. The first dilemma is in the contradictions between the idea of a single civil identity of the federal center and local ethno-national elites. If the center strives to build a civic Russian national identity, then the regional elites is the preservation of local ethno-regional identity, as an ethnic group is a resource of power for the local elite. Ethnocracy and ethnic nationalism have become a source of strength for regional elites, their argument in bargaining with federal authorities and a way to protect themselves from "strangers" in their "plot" [4]. Opposition to assimilation, which is accelerating not only due to the actions of the federal center, but also due to globalization, turns into a matter of maintaining power. In this regard, local elites will use all the resources available to preserve ethno-regional identity. The most obvious and effective tool in this situation is the policy of preservation and development of national languages [5, 6].

The second dilemma, in our opinion, is in the contradictions between the interests of regional ethnic elites and the Russian-speaking minority in the national republics of Russian Federation, which does not seek to become bilingual and opposes the compulsory study of a regional language. The Russian-speaking

segments of the national republics advocate the voluntary study of regional languages, and in this context, the 2017 reform is fully consistent with their interests. Moreover, in the early 2000s Tatarstan tried to switch from Cyrillic script to Latin script – that attempt was ban by federal law [7]. However, by giving citizens who do not want to become bilinguals an opportunity to refuse to study the regional language, the regional elite offers the opportunity to refuse to study for their titular ethnic group [8, 9].

This gives rise to the third dilemma of language policy in Russia - the dominant position of the Russian language is an incentive for regional ethnic groups to abandon the study of a regional language in favor of learning Russian. This statement is especially true for large industrial urban cities, there is no need to know the regional language for comfortable everyday communication. At the same time, the vast majority (including ethnic Russians and representatives of the titular ethnic groups of the republics) is passive - they will not go out to the mass protests neither for compulsory learning of the regional language, nor for his voluntary learning. This is evidenced by the reaction, or rather the minimal reaction, to the adoption of the federal law on the study of native languages in 2018. This means that the situation continues to evolve, there will be no return to compulsory learning of the Tatar language, and the number of people who favor the full study of the language by all residents of the republic, regardless of their nationality, is minimal. Since the question of learning languages is largely related to school education, the rules for passing the exam are an important incentive for students and their parents. Since the Unified State Exam in Russian is compulsory for entering leading Russian universities, the incentives for studying Russian increase - this increases the chances of high scores and enrollment in a state-funding study. "Isn't it better to spend energy on additional study of the Russian language for the successful passing of the Unified exam and not spend time and energy studying a regional language with a limited range of uses?" - this is what the hierarchy of incentives for residents of large cities of the national republics of Russia looks like.

Thus, the language situation prevailing at the beginning of 2019 in the Russian Federation is in unstable equilibrium. The solution of our proposed dilemmas requires a substantial revision of the existing language policy in Russia. In our opinion, the difficulty is that Russia as a state is characterized by spatial heterogeneity [10]; accordingly, it is impossible to develop a unified program on language policy. Therefore, in our opinion, there remains a great deal of difficult work ahead: to develop a concept that would take into account the interests of all parties - the federal center, local elites and various ethnic groups. It is worth emphasizing that the interests of elites and the interests of citizens do not always coincide, aggregation and articulation of interests is a complex process that requires special institutions and well-functioning implementation algorithms. The creation of public mechanisms for resolving language dilemmas and contradictions is an important task and a serious challenge for Russian ethno politics in the short term.

CONCLUSIONS

An analysis of the dilemmas shows that the inconsistency of language policies can be removed by changing incentives. Subject to the influence of the study of regional languages on the preparation for the exam is eliminated, it is possible that Russian-speaking families will not oppose the study of regional languages. Raising the prestige of regional languages is also an important task for the authorities of the constituent entities of the Federation. On the part of the federal center, the softening of language policy could increase its credibility among regional elites and activists. If Russia can combine the policy of creating a national identity with the existence of bilingual regional communities, this will be a noticeable achievement of ethno-political practice and will solve the dilemmas described above. Such a task can become a good guide for the ethno-national policy of Russia in the near future.

CONFLICT OF INTEREST

There is no conflict of interest.

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FINANCIAL DISCLOSURE

None.

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ARTICLE

WASTEPICKERS GOES GREEN: TRANSFORMATIONS IN WASTE OCCUPATIONS IN XXI CENTURY

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ABSTRACT

The article outlines the sociological aspects of the formation and transformation of the social group of waste collectors in terms of the sociology of occupations. The main forms in which there is an occupation today are highlighted: labor associations, cooperatives, representatives of the "green" professions group, traditionally fixed stigma in the social hierarchy, anomie due to the separation of customs, shadow illegal organization, self-employment, situational crisis forms of garbage disposal. In the twentieth century, environmental catacalism promotes the emergence of green professions, which also perform a cleansing function, but differing in quality of skills. The tougher the environmental challenges are, the more relevant all forms of employment will be.

INTRODUCTION

KEY WORDS
profession sociology,
green jobs, green jobs,
environmental
modernization, waste
collectors, social
inequality, exclusion,

A waste collector (waste picker, rag picker) is a person who collects recyclable materials for sale or for personal consumption. Anthropocene, climate change, the level of total pollution and growing environmental risks produce the appearance of global environmental inequality, is the result of which garbage collectors make up 1-2% of the world's population and expanding settlements in industrial centers [3]. The main program in addressing to social and economic problems in the eco-modernization of countries in the context of following the goals of sustainable development to a green economy in sustainable jobs providing, involving the transition to cyclical production and transformation of the structure of the labor market, which moves the marginal sector to the official one. The article focuses on the activities of waste collectors and their specific usefulness in the nowadays, their social position in society, role in the complex global stratification system today.

MATERIALS AND METHODS

The main method was the content analysis of articles for the years 2010-2019 on the global sustainable development reports, scientific articles of the scopus, web of science database. Search keywords: waste pickers, rag pickers, association of waste pickers, green profession.

RESULTS AND DISCUSSION

In the twentieth century, the problem of garbage becomes global, there are acute questions about its quantity and toxicity. Greater race of mass production based on complex materials, generated waste, which does not decompose. New technologies are emerging -incinerators, sorting and processing plants, intelligent systems for tracing different fractions are being introduced, but only one fourth of the waste in the world is recycled [3]. Its divides the recycled market into two parts. A high-tech market is built into an economic system, that can provide financial investment in a separate collection and recycling system, and it requires well-educated, skilled green jobs that reduce the ecological footprint. Those countries that do not have the finances to create the industry of the collection and processing market choose landfill technologies and incinerators; if landfills are the most common decision of waste utilization, an informal market develops, where waste collectors become the main actors. This leads to a sharp differentiation of the division of the world arena into producing countries, utilizing countries. Since part of the waste stream in the form of unutilized goods settles in developing countries in the form of landfills where there are no recycling technologies. Developing countries are accepting waste streams from developed countries, and the social group of garbage collectors is growing.

The organization of forms of activity of waste collectors varies:

- 1) labor associations, cooperatives, federations and organizations and NGOs with a formal scheme and cultural ethics. In the 80s XX century garbage collectors organizations appeared. According to the Global Alliance Of Wastepickers [13] for 2016, there were 30 associations and 20 million registered garbage collectors, taking into account local cooperation. The most famous: in Mexico City - Socredad Cooperativa de Seleccionadores de Materiales, in Brazil - Bilo Horizonzo, Recife, Niteroi Salvador, Collector's Association of Bogotá in Colombia, The Movement of Excluded Workers in Argentina, SEWA in Asia, All India Kabari 4Mazdoor Mahasang in India , Zabaleen in Egypt, Women's Balikatan Movement in the Philippines. Associations as a

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form of employment or self-employment are most profitable both for employees and for the structures that hire them. Associations have a high level of psychological mutual aid and solidarity. There are formed families and dynasties, created norms of behavior in the organization, the rights of the organization are upheld. Waste collectors in cooperatives are attached to the idea of sustainable development, they see their future stable position in the green labor market. Declarations and missions of organizations appear in the global alliance of waste collectors that support the following: ensure the population is included in separate collection, abandonment of incineration technologies, landfills, proclaims the need to find institutions to share knowledge, experience and technology, ensure the contribution to sustainable development, protect laws and public policies that effectively attract waste collection organizations. Collectors should become participants in decision-making processes in order to improve working conditions, education and other capacity-building activities and to seek recognition and professionalization of their work.

2) Green Professions Groups

Green jobs have associated values in the context of environmental ethics, corporate responsibility and are linked to sustainable development goals. Currently developed and implemented joint activities of international organizations under the name "Green Jobs": UN, UNEP, International Labor Organization (ILO). The problems of labor protection, labor justice, and safety of working conditions are brought to the fore [4].

The impact of green economy activities and technologies is a significant change in the working conditions of existing employment. The waste management and recycling sector employs more than 500,000 people in Brazil, 62,147 in South Africa, from 400,000 to 500,000 in Bangladesh, and about 600,000 in Asia. Of the 27 countries, about two thirds of the countries have created platforms for predicting skills needs and ensuring the definition of professional market skills for a green transition [5].

Below are the distribution of existing jobs in different regions of the world in thousands of people, including waste management. Each of the represented ecosystem services sectors should include a waste management specialist. For agriculture, requiring the greatest control of pollution, the market is estimated at 976 thousand jobs, 157 thousand slave jobs allocated to the tree mining and paper industry, the water industry - 950 thousand jobs. Textiles (as a general direction of the market, rather than eco-textiles) are estimated at 49 thousand jobs, mainly related to ecosystem services. Tourism is estimated at 37 thousand jobs. The African market as a whole can create 59% of all jobs in ecosystem services, the Asian and Pacific markets are estimated at 47% of all jobs (second place), only then does the American (17%), European (16%), and Middle Eastern (15 %) [3].

The new green labor market, as estimated by the ILO and the UN, could create about 18 million jobs in the entire global economy, primarily affecting the sectors that contribute the most environmental stress to OS pollution with waste affecting air, water and soil, and therefore biota and human health status. The greatest contribution to the change in environmental quality is made by the energy and transport sector of the economy, which has the greatest climate contribution and impact on air pollution. In general, job creation means redistributing from the mining and manufacturing sectors to the industrial and household waste management sector.

Local and national authorities will be required to create solid waste management systems with clear rules and incentives to support the responsible waste treatment and reprocessing facilities in different waste streams. At the same time, the need for small support is growing. The main directions of the profession: Recycling: waste treatment specialist, waste minimization, recycling manager, ecologist, municipal recycling coordinator, green chemistry

Waste disposal at a landfill site: public works manager, operations manager, sanitary manager, hazardous waste engineer, hazardous waste coordinator, landfill operator, waste collector

Communication, education and marketing: an educational education specialist, a public relations manager, an environmental educator, a software services specialist

Industrial waste: manager, resource coordinator, executive director for industrial waste, chief specialist for special-purpose waste collection, industrial waste inspector

In Russia, for the time being, only a plan is being planned to create green jobs under the new General Agreement for the period 2018-2020. "Waste treatment analyst", professional standards in the field of housing and communal services of a specialist in the field of waste management, approved by the Order of the Ministry of Construction of the Russian Federation No. 203n of April 7, 2014. For a specialist in the field of waste management, two levels of qualification are established (degree of professional skill): 5th and 6th. The professional standard defines for the specialist in the field of waste management two labor functions: organizational (accounting and monitoring systems for the management of waste consumption and production); coordination (coordination of organization and control activities).

- 3) Traditionally fixed stigma in the social hierarchy - the caste in India, the Coptic settlements in Egypt [1].
- 4) Anomie due to the separation of customs. In the city of Manshiyat-Nasir (City of Scavengers) there is a whole guild of Christians - the Copts engaged in collecting and recycling garbage, the number of which is about 45 thousand people and destroys about 85% of the garbage of citizens, leaving part for their own needs, part for processing, and part domestic animals [2].
- 5) Shadow illegal organization. Italian and Russian garbage mafia. Formed due to the lack of ownership due to gaps in the law, which gave rise to mafia private structures.
- 6) self-employment. China, Southeast Asia. 3.5 million free waste collectors [11].
- 7) situational crisis forms of gathering. Economic crises, embargoes and military conflicts, environmental disasters that deprive people of their livelihood lead to temporary gathering [7; 14].

The main problem on the path of institutionalization to the green profession remains the informal market with exclusive groups that make up large areas in Egypt, Pепенadores, Catroneros and Bucabota in Mexico, Basuriegos, Cartoneros, Traperos and Chatarreros in Colombia, Wallonia in Ecuador, Bouzos in Costa Rica and Sirudzas in Argentina [6]. They need to take a decent status in the official state economy, or develop their own private sector with the help of supranational states or charitable assistance from sponsors. In cities with a collection system, four groups of waste collectors in cities can be distinguished:

- a) door-to door - scavengers who independently serve individual households by agreement. They independently invest in individual transportation systems and look for private companies collecting recyclables.
- b) Street waste collectors
- c) Municipal waste collectors are common in Mexico, Colombia, the Philippines and Thailand.
- d) Landfill collection: Pickers / scavengers sort waste at landfills. These collectors in the shadow market have the lowest status; they live in shacks built from building materials waste, on or near the dump. Distributed in Manila, Mexico City, Cape Town, Bangalore, Guadalaharu, Rio de Janeiro, Dar es Salaam, Guatemala, etc. [9, 10].

The method of organizing informal activities ultimately determines incomes, working conditions and social status, on the one hand, it is limited to municipal requirements, and on the other, it's own motivation to improve skills. The informal market is vulnerable due to its dependence on intermediate primary and secondary dealers, processors, brokers and wholesalers, which may also include both formal and informal sectors. Thus, the processing network takes the form of a hierarchy with different degrees of involvement in the formal market and a complex system of interactions. The economic success of the waste collector depends on the price of recycled materials, whether it is included in structures that reduce its vulnerability, level of training, agreements with local authorities and / or the private sector [8].

Public policy on waste management has traditionally been driven by the need to control public health and the environmental consequences of a violation of waste management, which determines the legal context in which the informal market operates, affecting the professional and labor status of the waste collector. There are three types of policies: repression, where the authorities express "concern" for inhuman and unhygienic working conditions (for example, in Colombia); neglect of this type of activity (for example, in some parts of West Africa for moral and ethical reasons); make their work possible only if they bribe or support certain political parties (for example, in Mexico City). And the last is support within the framework of the eco-modernization policy, among which local or national NGOs and societies sometimes spoke with the support of supranational agencies [2]. The main tool for promoting waste collectors to the official sector is the form of public-private partnership (PPP). Brazil has implemented the Integral Municipal Solid Waste Management law, where collectors are part of the solid waste management system and receive union support. In Viet Nam, Decree No. 59/2007 / ND-CP contains the rights and obligations of a person associated with solid waste management; in Indonesia, by presidential decree, garbage collectors are financed as a private sector that can be formally used in the economy and environmental protection [12].

CONCLUSIONS

The phenomenon of waste collectors is universal. It does not lose, but increases its importance in the development of history with the growth of pollution and the need to take action. There are trends that have remained unchanged over time:

- the sociobiological role of the waste collector (as a decomposer) is becoming more acute in the context of global environmental inequality, the self-employed occupation of the waste collector is still marginalized
- -creation of the chain of exchange between the state and collectors depends entirely on the institution of environmental control and the distribution of roles. Waste collectors had status equal to the extent that the state allowed them to participate in the collection and create autonomous raw material markets, but the state's need for collectors and municipalities varied. The Institute of Environmental Control has played the most important role in promoting the status of collectors, despite ongoing public initiatives.

- the more valuable the secondary raw material was in ecological culture, the more steps were created in the hierarchy of waste collectors with a free degree of activity, and, accordingly, the more secondary resources they can return to the material flow.
- Tendencies with qualitative changes in the status of occupation history and the profession of waste collector are highlighted:
- -the skills and status of the waste collector could be inherited without involving the institute of education. In the twentieth century, environmental cataclysms promotes the emergence of green professions, which also perform a cleansing function, but differing in quality of skills. The complexity of the production and processing system creates the requirements of safety and labor protection, directly affecting the status and the possibility of survival in the professional environment. Green occupations have the greatest demand, which will grow, while self-employed waste collectors will face further legal restrictions on their activities.
- for the first time in history, sustainable professional and craft communities appear, regulated by an ethical-ecological complex of sustainable development with the possibility of growth.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

LISTENING TRAINING FOR FOREIGN ENGINEERING STUDENTS

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ABSTRACT

This article is devoted to the problem of teaching speech activity at the lessons of Russian as a foreign language in the study of specialized disciplines to foreign students in the framework of pre-University training. The most difficult in the process of learning the Russian language for foreign representatives is such an aspect of speech activity as listening. The perception of the text orally complicated scientific style of presentation of educational material, as well as specialized vocabulary. In studying this problem, we were guided by the following methods: observation, analysis, testing, self-observation, oral and written surveys, as well as longitudinal method. Based on the results we came to the conclusion that foreign students of pre-University training are not always in a state of correct perception of the listened text. This observation is due, firstly, to the speed of the teacher's speech, and secondly, the choice of the degree of complexity of educational and scientific material. As part of the study, foreign students participated in a comparative type of experiment. The audit revealed that the majority of students successfully coped with the task of the closed type (choose the right answer) on the material of the audit. The analysis of open-type tests has convinced us of a partial lack of skills of perception of oral speech. Based on the above, we were convinced of the need to synthesize listening tasks in the course of work with educational and scientific texts in Russian.

INTRODUCTION

KEY WORDS

Russian as a foreign language, listening, educational and scientific, profile communication, linguodidactics.

Modern methods of teaching Russian as a foreign language at the stage of pre-University training is focused on intensive training in speech skills. It is known that the target audience is future foreign specialists in different fields of science. In this regard, within a limited time, foreign citizens should have some knowledge in the future professional field and have the skills of profile communication.

The purpose of this study is to practical understanding of methodical work, in particular, in teaching skills of oral perception of educational material in professional communication in the classroom RCT.

As part of the pilot test, we conducted a diagnostic study. The type of scientific and methodological work was as follows: the process of teacher and students, the analysis of learning tools in the period of the school year.

In the course of our study, it was noted that with successful training and upon completion of pre-University training, a foreign applicant is often unable to participate in communication in a correct way. This circumstance is due to the limited time of studying the language training of General knowledge. Along with this factor, there is another problem – the lack of academic time to study the scientific style of speech and language specialty. It is known that the creation of favorable conditions for trouble-free training of specialized disciplines according to A. N. Remezova has "systemic-functional approach, which involves "continuity at different stages of learning and provide a common language mode" [1]. Attaching this statement about the problem of professional communication, it is necessary to take into account the circumstances of foreign students during their studies at the University. According to the results of our observations and observations stated the fact that the language training of students is interrupted and the system of higher education programs of a certain profile wedged English as a foreign language. This phenomenon is a problem for many English-speaking students, because this language is the mother tongue or the second language in the degree of his knowledge. On the basis of this problem, it is necessary to continue training foreign students in Russian, in particular, the language of the specialty throughout the University period of study. During the diagnostic study, the above requirements were confirmed by the inability to recognize the educational and scientific material in its oral content.

As practice of diagnostic research shows, it is necessary to differentiate specifics of work with students of certain specialties. According to T. V. Vasilyeva, "in the language material relevant for students of natural science and engineering profiles, there are also serious differences, and they relate to both the textual and syntactic levels of the language" [2].

According to the observation of actual research, it is also noted that along with professional competence in the course of methods of teaching the Russian language, a teacher of literature must have certain knowledge, information in the field of specialized disciplines of foreign students of pre-University training [3-14]. One of the main problems of teachers of Russian as a foreign language according to V. V. Molchanovsky is the "professional inadequacy" of teachers of the RCT, which is associated, firstly, with the lack of awareness of the teacher-Russian in the subject, professional field of their students; secondly, with the mismatch of cognitive preferences of students and teachers; thirdly, with the peculiarities of the system of training in the engineering University" [3].

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In order to ensure effective methodological work of the teacher of Russian as a foreign language, it is necessary to improve professional competence and build the most successful strategies in the process of working with foreign students. In this case, the "strategy" means a way to achieve the goal of perception of foreign language speech and extract information from professionally oriented communication, which is implemented on the basis of personal intention and professional experience and is explicated in tactics" [4]. Thinking about the most effective methods, tactics, approaches in terms of teaching methods of RCT is due to the serious requirements for students as future foreign specialists in various scientific fields, in particular, technical specialties.

MATERIALS AND METHODS

In the process of pre-University training, we conducted a diagnostic study, at the stage of which we studied various phenomena and processes in the aggregate explanation of their causes in educational and methodical work with foreign students of technical profile in the framework of pre-University training. This scientific and methodological study included the effectiveness and intensity of training of foreign students of pre-University training in the framework of professional communication. In the modern technique "there are different ways to calculate the efficiency assimilation of educational material. The easiest definition of it according to the formula

$$C = a/A \cdot 100 \%,$$

where:

K – absorption rate;
a – the amount of educational material actually learned by students over time;
A – the amount of educational material that students had to learn over time.

The intensity of training is expressed by the formula

$$Int = M/N \cdot 100 \%,$$

where:

Int – intensity training;
M – number of training units;
N – the number of units of training time (lessons)" [5].

Based on the above formulas, we came to the conclusion that the planned training material is not always and is not fully assimilated by students within a given time. As practice shows, the degree of quality of the acquired profile material is caused by an educational and time interval. It is known that the main flow of foreign students begins their learning process in the course of pre-University training is often not always at the beginning of the school year. It follows that the teacher-dictionary must constantly optimize the methods and approaches in the decision to supply educational material, in particular, and the language of the specialty.

Among the main methods of diagnostic studies (observation, testing, self-observation, oral and written surveys) we have chosen longitudinal method of observation. This type of work "is used to study the dynamics of the development of any pedagogical phenomenon, for example, the dynamics of the formation of a certain grammatical skill" [5].

To implement the diagnostic study, we selected texts of General scientific and highly specialized types in the discipline "Chemistry" on the example of one type of speech activity – listening. A group of technical students participated in the scientific and methodological research. Note that this study was conducted in the middle and at the end of the study of the profile discipline. To identify the primary result, students completed three types of tasks. Demonstrate an example of General scientific text, the basic type:

Chemistry studies the composition of substances. Many substances are made up of molecules. Molecules are made up of atoms.

Simple substances consist of atoms of one element. For example, hydrogen is a simple substance. <...> [6].

An example of a highly specialized type of text:

Oil is a complex mixture. One drop of oil contains about 900 (nine hundred) chemical compounds, more than half of the chemical elements of the periodic table.

Oil is a fossil fuel. It consists mainly of hydrocarbons. <...> [7].

On the basis of the submitted texts, students completed three tasks:

- 1) Find the key word in the text; 2) answer the questions in the test form; 3) present the listened text orally.

The final form of the study was carried out at the end of the school year. At this stage, we also proposed two types of text with an invariant formulation of tasks.

I. an Atom is a particle of an element that is part of a molecule. The atom has a complex structure. In the center of the atom is the nucleus. In the nucleus of an atom are protons and neutrons. The proton is an elementary particle. <...>[6].

II. The study of the composition of oil begins with the separation of this complex mixture into simpler components, this process is called fractionation. Fractionation methods are based on the difference of physical, surface and chemical properties of the separated components. <...>[7].

Of course, there are many types of tasks in the aspect of listening. It is important to choose the most effective for the productive work of foreign students.

RESULTS AND DISCUSSION

During the verification of the first and second stages, it was found that the least difficulties caused the first two tasks (to find the keyword and perform the test) in relation to the texts of General scientific type and highly specialized orientation. Students found themselves in a difficult situation when performing a task to retell the text, where there was no clear presentation of the material and its correct chronology, which in turn confirms the lack of knowledge of oral communication skills in the aspect of the profile subjects.

Based on the results of the study found that for students is a number of difficulties in reproducing the content of the listened text, as well as in the process of performing such a task to preserve the chronological sequence of the original content of the text. However, the greatest proportion of the probability of a complicated process of this task is carried out due to the descriptive nature of texts of a highly specialized type, which is due to lexical and grammatical structures in sentences. In the texts of scientific type predominates the principle of frequency of sentence patterns, which facilitates the memorization of specialized vocabulary.

Based on the results we have come to the conclusion that it is necessary to develop the skills of oral speech not only in the aspect of General knowledge, but also in terms of professional communication in particular. A more effective way to develop these skills is to devote most of the classes, where communication is directly carried out. Based on the experience of foreign colleagues can be traced the idea that the oral skills of students are improved in the classroom, and the written practice of speech communication is implemented independently in the framework of homework [8].

However, it is important to take into account in the selection of material and preparation of tasks to it that students, being trained in the same educational group of General profile, have different physiological and intellectual abilities, namely: memory, thinking, age category, etc.

Comparing the results of the previous study with the participation of foreign students of a more age category, we came to the conclusion that this category of students has a much higher concentration of attention to the educational material, due to the greater motivation in improving communication skills in a foreign language.

However, in both cases of the study (present and previous), there are both positive and negative aspects in terms of student characteristics. Based on the foregoing, it is necessary to apply synthesis methods to develop audiolingual skills among representatives of a different culture. According to foreign experts, the most effective is a mixed method of language learning using computer applications. The term "blended learning" is used to describe how e-learning is combined with traditional methods in the classroom and creates a hybrid learning methodology. In other words, the best of Old and New as one. Blended technology with traditional teaching methods offers teachers more opportunities to use several different and effective teaching methods. As said (Beetham and Sharpe, 2013), the use of technology makes it possible to smoothly manage the process of teaching and learning a foreign language [9].

Communication is an integral part of the successful acquisition of speech skills of a foreign language, especially if the situation is put in the framework of professional language training. Modern communicative method is a combination of many ways of learning and is considered the "top" of the evolutionary pyramid of educational methods [10].

At the same time, it should be noted that foreign students of the new generation Z, by definition, M. Prensky [11] accepts language teaching in an interactive way and prefers the synthesis of methods [12-14] for more progressive assimilation of communicative models.

CONCLUSIONS

The skill of listening in foreign language classes is practiced in all aspects of speech activity, because this is what determines the goal to achieve professional communication by foreign students of the pre-University stage of training. The importance of the aspect of listening in the educational process at the preparatory Department is determined by the motivation to receive education in the chosen specialty. It is important to maintain the interest of students on the way to new knowledge and eliminate demotivating factors in the educational process in the framework of pre-University training. It is important to maintain a positive atmosphere throughout the language course.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

METHODS OF WORK WITH MUSICAL PROFESSIONAL VOCABULARY IN RUSSIAN LANGUAGE STUDENTS

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ABSTRACT

The article investigates one of the important problems in the field of methods of teaching Russian as a foreign language theoretical foundations and practical development of methods of working with professional vocabulary in the lessons of Russian as a foreign language at the preparatory faculty of music of the University. The study used such methods as analysis, observation, experiment, generalization, comparison, description. The material of the research is oral answers and written works of Chinese students-musicians. Our results are as follows: for all students-musicians there is a single professional-lexical minimum, which they must acquire at the initial stage of learning Russian. It is revealed that at present insufficient number of hours is allocated for preparation of foreign students of musical profile of training at preparatory faculty. This is due to the specifics of studying at a music University, where the main emphasis is on improving the musical skills of students, which is the main criterion for admission to the first year. It is proved that in practice it is necessary to introduce musical terms at the initial stage during the study of the alphabet, as well as in the classroom to pay more attention to communicative exercises that allow students to learn how to use professional vocabulary and terminology. We believe that this study is relevant and of scientific interest to teachers of Russian as a foreign language.

INTRODUCTION

KEY WORDS

Foreign language,
Students-musicians,
specialty language,
musical vocabulary,
linguodidactics

Teaching professionally-oriented vocabulary is one of the urgent problems at this stage of development of methods of teaching Russian as a foreign language. "The aspect of" language of specialty" becomes the leading one already at the preparatory faculty, which allows students to participate in the educational process in Russian and prepares them for classes at the stage of specialization" [1]. Since this work was carried out within the framework of the dissertation research on Russian as a foreign language, it will reflect only some aspects of work with musical vocabulary in the Chinese audience, namely with the lexico-semantic group "musical instruments".

The purpose of the article is to investigate the problem of teaching Russian as a language of specialty in a music University in a limited time.

The relevance of the study is to focus on the development of methods of teaching professional vocabulary of Chinese students-musicians at the preparatory faculty. To date, such training and teaching AIDS as "Preparing for professional communication have already been developed. Russian music, Academy of music, the Gnesin music school, gnesinih" [2], "Professional communication of the musicians. The dialogue" [3] "the Russian language for musicians: an elementary practical course of the Russian language" [4], "Mustermin.ru Study musical terms: a textbook for foreign students" [5]. these benefits do not take into account the specifics of the native language of foreigners, in many respects, not tooiastaribade and include General guidelines. In reality, when working with students from China, teachers have to deal with the need to solve specific methodological problems related to the specifics of training in the Chinese audience. After all, "the Chinese ethnotype is focused on obtaining knowledge about the language as a system, and then on its practical use" [6]. That is why the names of musical professions, for example, must be accompanied by grammatical commentary.

In this regard, the issue of teaching Russian as a foreign language to students-musicians from China at the preparatory faculty, as well as the development of full-fledged ethno-oriented manuals, terminological dictionaries for teaching the language of the specialty becomes topical [7-10]. Teaching the language of the future specialty, namely professionally-oriented vocabulary, ways of using words, lexical constructions – is becoming one of the important problems in the teaching of Russian as a foreign language.

MATERIALS AND METHODS

To achieve this goal, we used such methods as analysis, observation, experiment, generalization, comparison, description. These methods have helped us to get reliable information, to achieve this goal. The research involved the work of scientists on the theory and practice of teaching Russian as a foreign language. As the material of the research we used oral answers and written works of Chinese students-musicians, as well as the results of our observations from the experience of teaching Russian as a foreign language at the preparatory faculty of the Kazan state Conservatory named after N. G. Zhiganov.

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RESULTS AND DISCUSSION

In the music University at the preparatory faculty for foreign students in the limited time allotted for classes in Russian as a foreign language, musical terms are introduced from the first lessons in the study of the alphabet. Memorization of new letters and phonetic development of sounds can occur in parallel with the development and memorization of the names of musical instruments, clearly demonstrated with the help of training cards. For example, to form the correct pronunciation of the sound [N] it is advisable to focus on such lexical units as: harp, French horn, guitar, double bass, drum, clarinet, organ, trombone, trumpet. As "phonetic training" [4] it is possible to use a tongue Twister: "Charles at Clara stole corals, and Clara Carl stole the clarinet"; "near Martha's harp-him – piano, and Fedot – bassoon". At a later stage of the study, a patten with a more complex syntactic structure can be used as an additional phonetic and grammatical material: "children played together in the orchestra: Carl played the black clarinet, Cyril played the French horn, harp-Alla, and Lara played the piano." To study the names of musical professions, Professor L. M. Vereshchagin in the educational complex "Russian language for musicians" [4] offers tables divided into three columns, where the first is the name of a musical instrument, and the two second are the names of male and female musicians, respectively, having suffixal differences in the construction of the term. Example: harp – harpist – harpist – harpist, clarinet – clarinetist – clarinetist, piano – pianist. Working out of professional terms takes place through the participation of students in mini-dialogues. Example: "sun Yu, are you a clarinetist? – Yes, I'm a clarinet player." "Zhang Yifan, are you a harpist? – No, I'm a pianist." When teaching musical vocabulary, it is important to take into account that in the lexico-semantic group "Musical instruments", there are no antonyms, paronyms and synonyms. Antonymy is impossible, since "one cannot oppose the name of one instrument to another"; paronymy is impossible, since "a small number of similar - sounding lexemes vary slightly in meaning"; synonymy is impossible, since, for example, "it is incorrect to call a piano a piano, because these instruments have a different principle of arrangement of strings, soundboard and mechanical part: they are located vertically at the piano, and horizontally at the piano" [7]. In addition, in Russian musical terminology, a huge layer of vocabulary consists of borrowings from foreign languages, mainly from Italian: Adagio, chord, Andante, Aria, cello, Quartet, quintet, mandolin, Maestro, score, Scherzo, soloist, Sonata, bassoon and many others. Types of tasks for mastering professionally-oriented vocabulary can be completely different and differ from each other depending on the goals and objectives set by the teacher at a certain moment. It can be phonetic exercises, word-formation, lexical, grammatical.

Phonetic exercises: reading of musical terms, rhythmic patterns; placement of correct accents in words; phonetic dictation; training paired voiced and unvoiced consonants, etc.

Word-formation exercises: formation of names of musical professions in the male and female gender from the names of musical instruments using suffixes (- East- (pianist), - K- (pianist), - ach- (violinist), - K- (violinist), - schik- (drummer) / - Schitz – (drummer); formation of names of musical instruments from the names of musical professions: harpist – harp, clarinet – clarinet, violinist – violin, trumpet and trumpet etc.

Lexical exercises: working with educational cards (naming of musical terms); working with a dictionary; Wang Wenjiao offers a classification of musical terms, namely their distribution in a table consisting of 4 columns (classes): strings, wind, keyboards, drums [11]. Such work is of great benefit in terms of working out professional vocabulary and memory training of students.

Grammar exercises: distribution of names of musical instruments in 2 columns, corresponding to the male and female gender; working out the prepositional-case system of the Russian language ("What instrument do you play? – I play the violin"; "Where do you study? – I study at the Conservatory", etc.); making sentences of individual words ("Mozart, love, play, on, violin") and more.

Another type of tasks is reading professionally-oriented texts about Russian and foreign composers and performing post-text exercises. "The text exercises have a significant advantage: a training text containing musical terminology, helping the Chinese students a deeper understanding of the importance of the subject. At the same time, the text material extends the boundaries of the students' knowledge about music" [11]. Reading helps not only to improve the skills of understanding and perception of texts in the target language, but also to master the grammatical structures of the scientific style of speech, as well as to stimulate educational and cognitive motivation.

Formation of communicative competence is the main task of the teacher of Russian as a foreign language. Therefore, in addition to reading texts in the specialty, you need role-playing situational games ("In the theater", "At the concert"), practicing dialogues using musical terminology, conditional communicative substitution exercises, namely tasks such as "read the dialogue, make a similar dialogue." At the same time, the new dialogue will have a different lexical content. Example dialog:

- Zi ran, you know where tomorrow will go to Jogathon?
- Zhaotong? Sure I do. She's going to the Conservatory tomorrow for choir practice.

The main task of the teacher is not only to prepare foreign students to read literature on the specialty in the first year, but also to make them a full member of society, able to competently speak Russian, Express their thoughts and desires.

Our research has shown that in teaching Chinese students, special attention should be paid to the acquisition of musical vocabulary as the basis of professional language, as we are talking about future musicians. Many musical terms are borrowed in Russian from Italian, German, French. This fact makes it difficult for Chinese students, because in their native language such borrowings are absent or musical instruments are otherwise called. Therefore, it is important for the teacher to pay attention to the pronunciation, the meaning of vocabulary, as well as to accompany grammatical comments.

CONCLUSIONS

In the framework of one article it is impossible to talk about all the actual problems of teaching a language specialty in a music University at the preparatory faculty. The authors of this article have touched only some aspects of training and have considered possible types of tasks for mastering professionally-oriented vocabulary in the Chinese audience. The proposed exercises were used by the authors in the practice of teaching Chinese student's musical vocabulary in the framework of teaching Russian as a foreign language.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

THE DEVELOPMENT OF COGNITIVE INTEREST OF HIGH SCHOOL STUDENTS IN THE PROCESS OF TEACHING GEOMETRY

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ABSTRACT

The urgency of the problem under investigation is due to the fact that the current situation in modern education poses one of the most important tasks for the school: the formation of a personality capable of effective and productive activity, who is ready to carry out a rapid search for solutions of various socially important situations. All this can require new approaches and techniques in the organization of the learning process, which are aimed at creating conditions where the student's personality is at the forefront. In this regard, the important problem in the complex of learning tasks, both in mathematics and in other disciplines, is the problem of developing the cognitive interest of students. The development of cognitive interest promotes the growth of a conscious attitude toward learning, the development of cognitive processes, the ability to manage them, and consciously regulate them. The problem of the development of cognitive interest has repeatedly become the subject of pedagogical and psychological research. Scientists from different positions determine cognitive interest, emphasizing the different facets of this phenomenon and mutually enrich it. The features of modern school education have determined the research problem: what are the means of developing the cognitive interest of high school students in the process of teaching geometry. Structural features of cognitive interest are considered in the article, means of development are defined, also formation levels of cognitive interest of high school students in the process of teaching geometry are revealed. In the study, the following methods were used: theoretical (analysis of philosophical, psychological and pedagogical literature on the research problem, study and generalization of mass and advanced pedagogical experience, pedagogical modeling); empirical (pedagogical observation, conversation, questioning, interviewing, testing).

INTRODUCTION

KEY WORDS
cognitive interest,
cognitive activity, levels
of cognitive interest,
stereometry, information
technologies, electronic
educational resources,
polyhedral.

In the concept of the education modernization the main purpose is the preparation of a versatile personality who is capable of self-determination and self-realization, independent decision-making, and a reflexive analysis of one's own activity [11]. The task is not so much to increase the volume of knowledge, but rather to acquire a variety of experiences. As a result, there is a change in the methods and forms of organization of lessons, focuses on learning through practice, conditions are created where the pupil's personality, his capacity for self-expression and self-reliance are paramount. Priority is given to free access to information resources, self-study and research activities. The approaches to evaluation are changing: the evaluation procedure includes reflection, observation of students' activities. There is one way to achieve it is to form and develop students' cognitive interest.

At the present time, educators, psychologists and methodologists pay attention to children's cognitive interests and search activity, which play the role of valuable motives in the formation of personality [12], [22]. Cognitive interest is one of the most significant motives of the teaching. Theoretical and methodological substantiation of issues related to the development of students' cognitive interests is contained in the works of Dalinger et al. [5].

Changes in the content of education, in particular, and mathematical, require new methods, techniques, tools for the formation and development of students' cognitive interest [14].

The purpose of the investigation is the definition of effective means of developing the cognitive interest of high school students in the process of teaching geometry. The study is based on a number of important positions: native and foreign cognitive theories [18]; concepts of the teacher's personality formation [23]; concepts of the person-oriented approach to the organization of the pedagogical process [24]; modern concepts of mathematical education [25].

In this article the means of development of cognitive interest of students are experimentally tested: the use of research tasks in geometry and electronic resources in the study of the topic «Polyhedra». To reveal the levels of formation of students' cognitive interests a criterion-evaluation apparatus was used, including motivationally-demanding and effectual parameters.

MATERIALS AND METHODS

The solution of the tasks was carried out by the following methods:

Theoretical methods: study and analysis of philosophical, pedagogical and psychological scientific-methodical literature (analysis, systematization, classification, generalization and comparison);

Empirical methods: observation, questioning, testing, pedagogical experiment, methods of mathematical statistics.

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The study was conducted with high school students of schools of the Republic of Tatarstan.

RESULTS AND DISCUSSION

Stages of development of cognitive interest and its structural features

A significant number of studies have been devoted to various aspects of the development of cognitive interest. At different times, the problem of the formation and development of cognitive interest was addressed by many researchers [1, 3, 4, 5, 7, 18, 20].

Cognitive interest is the interest in educational and cognitive activities. It is considered to be a powerful engine in learning. The presence of cognitive interest in the learning process is ensured by the self-executing counter process in the activity of the student, the effect of upbringing, development, and training is enhanced. Interest has long been regarded as an important motivational component in the study of mathematics. Cognitive interest is one of the most important motives of the teaching. In the general structure of the motivation for cognitive activity this motive is realized earlier than others by a student, who without hesitation can point to an interesting and uninteresting school subject or lesson.

Cognitive interest is the most important formation of a personality that is formed in the process of human life activity. It is formed in the social conditions of its existence and it is not inherent in a person from birth. Cognitive interest is the most important area of the general phenomenon of interest. Its subject is the most significant property of man: the cognition of the surrounding world not only for the purpose of biological and social orientation in reality, but for the most essential man's attitude to the world in the desire to penetrate into its diversity, reflect the essential sides, cause-effect relationships, patterns, contradictions in the consciousness [18].

Various researchers understand cognitive interest, as an individual's special selective focus on the process of cognition, the selective nature of which is expressed in one or another subject area [15]; the person's desire to pay attention to something and learn some objects and phenomena [8]; an individual's special attitude towards his objects, phenomena, processes around him and the world, which is filled with an active intention, strong emotions and aspirations [18]; emotionally colored need, which was at the stage of motivation and gave a fascinating character to the person's activity [10].

There are several stages in the development of cognitive interest: curiosity, inquisitiveness, cognitive interest, creative interest and theoretical interest.

Curiosity is the elementary stage of selectivity. According to Ananiev [1], this stage of interest is emotive, since its selective orientation also disappears along with the elimination of external causes. At the stage of curiosity, the pupil is content only with the orientation connected with the amusement of that or other subject, situation.

Inquisitiveness is a valuable state of personality. It is characterized by the person's desire to penetrate beyond what he has seen. At this stage of interest, there are quite strong expressions of emotions of surprise, joy of cognition, satisfaction with activity. Dobrynin [6] called this stage the significance of the action, the stimulation of curiosity by activity, when the difficulties cause a person to look for the reasons of failures and the way out of the situation that has arisen.

The activity itself becomes attractive to the student. Constant immersion in activity presupposes the possibility of independent work. The student becomes the subject of activity. From the level of inquisitiveness cognitive interest goes to a higher level of actual cognitive interest.

Cognitive interest in the way of its development is usually characterized by cognitive activity, a clear selective focus of educational subjects, a valuable motivation in which the main place is occupied by cognitive motives. This stage is characterized by the progressive movement of the cognitive activity of the student, the information search. An inquisitive student devotes free time to an object of cognitive interest and has fairly high achievements in the learning.

Creative interest is a level of cognitive interest, when the student seeks to carry out an independent, creative, search activity. This is, actually, a narrow interest in a particular branch of knowledge, turning into a professional interest. In different periods of life, a preferred level of development of cognitive interest can be singled out, although the transition from a lower level to a higher one is very individual.

Theoretical interest is associated both with the desire to cognize the complex theoretical issues and problems of a particular science, and with the use of them as an instrument of cognition. This stage is characterized by man's active influence on the world, on his reorganization, which is directly related to the person's worldview, with his beliefs in the power and capabilities of science. This stage characterizes not only the cognitive beginning in the structure of the personality, but also the person as a doer, subject, personality.

Analysis of the literature shows that in the process of learning cognitive interest is considered as: an incentive, a means of learning; motive of educational activity; stable personality trait. Cognitive interest

arises as an external means of activating of the student's cognitive activity. It is used by the teacher to attract involuntary attention. The presence of situational interest is a prerequisite for its further development. The most important prerequisite for the emergence of interest in the school subject is the personality of the teacher, the teacher and the student's relationship in the process of communication, the organization of the relationship between students at the lesson.

As a motive of learning, cognitive interest has a number of advantages over other motives, such as the motive for self-affirmation, the desire to be in the collective. According to sociological research students give the preference to this motive. It becomes meaningful and motivating for real actions. Therefore, cognitive interest should be considered not only as a means of learning, but also as the purpose of learning.

With the development of cognitive interest all aspects of the psyche develop: perception, thinking, memory, will, imagination. Cognitive interest manifests itself and develops in the process of the student's cognitive activity, in the process of development of thinking.

The highest manifestation of cognitive interest is the manifestation of it as a quality of personality. When cognitive interest interacts with the ways of behavior and different aspects of the personality, it becomes a character trait. This character trait determines the search, creative direction of any kind of cognitive activity, the desire to know the inner essence of the surrounding processes.

Measures of impact on the cognitive interest of this level are not to let it fade away, support cognitive activity at the highest possible level of difficulty, in the person's «zone of proximal development».

Considering the structural features of cognitive interest in mathematics, in geometry, scientists distinguish: cognitive interest in mathematics, cognitive activity, cognitive independence, educational-cognitive activity, educational activity, cognitive activity [3, 5, 7].

Means of development of students' cognitive interest in the process of teaching geometry

The development of cognitive interest promotes the growth of a conscious attitude toward learning, the development of cognitive processes, the ability to control them, and consciously regulate them.

Yakimanskaya [21] considers all the education in the form of a chain: «I want - I can - I carry out with interest - personally-significant to everyone» and she puts interest at the center of this construction. In fact, «everything is clear for the student when it's interesting». Therefore, in the process of teaching the teacher should use the basic means of developing interest in the subject, various forms of organization of educational and cognitive activities.

In such forms and means of the cognitive interest, extra-curricular work, elective courses, the use of entertaining tasks lessons of non-traditional forms (lesson-play, conference, integrated lesson, laboratory work) are considered. According to the teachers themselves, the students' development of cognitive interest is facilitated by the inclusion of students in search and research activities, the creation of problem situations, success situations, the use of a variety of teaching methods.

As the research has shown, one of the main means of developing of high school students' cognitive interest in the process of teaching geometry is the use of research tasks, as well as tasks that encourage students to the research activity. According to Klimenchenko [9], this is facilitated by the process of solving problems that require analysis of the condition and the drawing. Sukari [19] argues that the organization of the solution of such problems is carried out in the process of additional work on the task of comparing, comparing, contrasting tasks similar in one or another respect, and drawing up tasks mutually inverse to this. In problems of this type, students should identify the law, identify the hypothesis, analyze, draw an analogy, draw a conclusion.

Geometry has enormous potential for developing the cognitive interest of students with the use of research problems.

Another means of developing of cognitive interest in the teaching of geometry is information technology. Modern educational process is inconceivable without a combination of traditional teaching methods with the means of information and communication technologies. Internet technologies provide students with self-confidence, create more comfortable conditions for self-realization and creativity, increase motivation for learning and the circle of communication between schoolchildren and provide a great variety of educational resources. The use of electronic educational resources gives teachers the opportunity to explain a theoretical question more deeply, helps students to bottom into processes and phenomena, that could not be studied without the use of interactive models.

Experimental assay of the effectiveness of using research tasks and an electronic educational resource «EdgesN» in geometry lessons

We undertook a diagnostic examination of the existing state of the process of development of cognitive interest, as well as the real level of the formation of the cognitive interest of high school students. For this

purpose, an ascertaining (diagnosing) experiment was conducted with pupils of 11 classes. Experimental work covered 48 students. The preparatory stage of the experiment included: the study of the mathematics curriculum; conversations with teachers and students; development of criteria for measuring and assessing the level of formation of cognitive interest, according to the features of the study; selection of diagnostic tools; the development of questionnaires and assignments for students.

With the purpose of measuring and assessing the level of the formation of the students' cognitive interest, according to the structural features, the following criteria have been identified: motivationally-needful, which reflects readiness for the fulfillment of study assignments, conscientiousness of fulfillment, aspiration for independent activity; efficient - taking part in the discussions of the solution search, upholding the opinion, bilateral activity.

The next stage in the diagnostic examination was determination of formation levels of cognitive interest. The first level is the high level. The student is ready to fulfill the proposed assignments. He is ready to improve his personal level. He shows independence working with materials of the electronic resource. The student demonstrates bilateral activity on the actions of the teacher, he is involved in research activities. Also he takes part in finding solutions to problems. The second level is the medium level. The student shows interest in the proposed assignments, but it is difficult for him to perform them independently. He shows one-sided activity on the actions of the teacher. The third level is the low level. There is no readiness to fulfill the proposed assignments. The student hasn't a conscious approach to fulfillment, a desire for independence, an increase in his personal level. He does not show interest in the studied topics. To study the first component, the methods of questioning and quiz are used. Measurement and evaluation of the efficient component required the use of methods of included observation, as well as students' solutions of research problems on the topic «Polyhedra».

The effectiveness of the experimental work was checked by a comparative analysis of the results of the initial and final diagnostics of the formation level of students' cognitive interest. To ensure the reliability of the diagnostics results, a sample was done to ensure the representativeness of the study-the correspondence of characteristics, which was obtained as a result of selective study, to indicators characterizing the entire complex.

As a result, two groups of pupils of 11 grades were formed - a control and an experimental group based on Kazan Gymnasium No. 75 (24 students in each groups).

The results of the initial diagnosis showed that a high level of cognitive interest was demonstrated by 2 people in the control group, 1 in the experimental group; the average level - 8 people in the control group, 8 - in the experimental group, and the low level - 29 people (14 and 15).

At the next stage, as a means of developing cognitive interest, we used research tasks in geometry, as well as an electronic resource - the author's site «Edges N» (<http://zemfiraharisova.wixsite.com/mnogogranniki>), developed on the basis of the public platform «Wix». The resource was developed in the classes on the method of solving problems in elementary mathematics with third-year students Kazan Federal University, N.I. Lobachevsky Institute of Mathematics and Mechanics.

At the stage of using research problems in geometry, students were offered tasks of various types. The tasks of the first type are the tasks of formulating the consequences, the proofs, the finding of regularities, the construction, the finding of missing elements, the task of determining the form of the geometric figure. To problems of the second type we have singled out problems whose falsity of statements is obvious and it is necessary to find an error in the proof; tasks in which the student independently establishes the truth, both statements and his evidence. The wording of such problems can be as follows: a) the problem of detecting errors (find the error in solving the problem of computation, find the error in proving the problem, determine whether the statement is true); b) the task of evaluating the process and the result (whether the problem is rationally solved, whether the problem is solved correctly). For example, students were asked to find an error in proving theorems on the topic «Polyhedra» (conclusions of formulas for the volumes of polyhedra, areas of lateral surfaces of polyhedra).

The tasks of the third type are tasks for planning and developing the goals of the activity, for rational use of time and means of activity. The formulation of tasks for activity planning can be as follows: how (to find, build, prove), if (condition); make a plan for solving the problem. For example, to formulate the goal of the problem: is it possible to calculate the volume of a regular quadrilateral pyramid if elements are known (different sets of pyramid elements are proposed: the dihedral angle between the lateral faces, the side of the base). To problems of the fourth type, we proposed problems in the formulation of which it was proposed: to divide the problem into subtasks, to distribute the solution of subtasks among themselves; solve the problem in the indicated (different) ways and choose the most rational; consider different cases of mutual arrangement of figures. For example, students were asked to prove in several ways that in a rectangular parallelepiped the square of the diagonal is equal to the sum of the squares of its three dimensions. When solving this type of problem, students used both algebraic and vector methods.

To identify the formation of the motivational-need component at this stage, we used observation maps, which were compiled during the work [16].

At the next stage of the experimental work for the students of grades 10-11, the electronic resource «Edges N» was proposed. This resource is intended for students of 10-11 grades. The presented materials enable students to compare the different authors' formulations of definitions and theorems of school geometry textbooks [2], [13], [17], understand their essence, contribute to the formation and development of such qualities as intellectual receptivity and the ability to assimilate new information, flexibility and independence of logical thinking. The resource also contains a practical component. Pupils were offered to study the topics «Prism», «Pyramid» as the homework assignments and draw up a summary using the materials of the site, solve problems on the topics under consideration independently. Homework was performed by all students, no one had any difficulties using the resource. According to the students' opinions, this work aroused greater interest than work with the textbook. After studying the theory, the students were offered geometric tasks from the Unified State Examination. Working with the materials of the site, the students themselves decided that they were interested and relevant at the moment.

Diagnostics of the formation level of students' cognitive interest was carried out after the completion of the second stage, when the students mastered the program of studies. So, after the measures, a high formation level of cognitive interest was demonstrated in the control group of 2 people, in the experimental group - 4 people; the average level - in the control group - 10 people, in the experimental - 13 people, and the low level - 12 and 7 pupils.

In the process of experimental work we can note the positive dynamics of development of students' cognitive interest.

The study allowed us to draw the following conclusions: starting diagnostics showed a clear predominance in the learning process of the geometry of students in 11 grades with a low level of cognitive interest (62.5% in the experimental groups and 58.3% in the control groups). As a result of the experimental activities the number of students with a low level of formation decreased in the control groups on average from 58.3% to 50%, in the experimental groups from 62.5% to 29.2%. The number of high school students with high and medium levels of cognitive interest has increased. In the experimental groups: a high level - from 4.2% to 16.6%, the average level - from 33.3% to 54.2%. In the control groups: a high level - from 8.4% to 28.3%, the average level- 33.3% to 41.7%.

CONCLUSIONS

Diagnostic examination of the development of students' cognitive interest in the process of teaching geometry has shown the need for organization of purposeful, systematic and consistent work. The results obtained in the course of purposeful work have shown that the formation level of students' cognitive interest meets modern education requirements. The students demonstrated their readiness to fulfill the proposed non-standard and research tasks, aspiration to improve their personal level. They showed independence working with the materials of the site, bilateral activity on the teacher's actions, took part in finding solutions of problems. The materials of the article can be useful for practical professional activities of higher education institutions and secondary school teachers.

CONFLICT OF INTEREST

There is no conflict of interest.

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