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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

THE INFLUENCE OF FINANCIAL STATEMENTS AND PROJECTIONS OF FINANCIAL STATEMENTS ON INVESTMENT DECISIONS IN VENTURA CAPITAL COMPANY

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ABSTRACT

Ventura capital company role work is to invest in a company as a business partner company. They make investment decision after measuring the financial performance of the firm which consist profit and loss statements, balance sheet etc. According to OJK report published in August 2017 were 68 venture capital financing organization were incorporated in Indonesia since 1974. This figure includes both public and private companies and are still actives with the amount of financing of only Rp 11.7 trillion. In the study it has been identified that government has been focusing on small and medium size enterprises which impacts on the ventures capital negatively. Excessive assumptions might influence the investment decision. From the research both the hypotheses formulated are acceptable. Thus, both financial and proejcted financial statement are significant for investment decision.

KEY WORDS
Investments, financial statement, decisions, business, Indonesia

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INTRODUCTION

Ventura capital company role work is to invest in a company as a business partner company. They make investment decision after measuring the financial performance of the firm which consists profit and loss statements, balance sheet etc. For the firm, it is important to properly analysis financial performance of the firm because it helps in reducing the chances of monetary risk [1]. However, due to lack of proper analysis of the performance company can suffer from the adverse risk. For manager before making any deal with other company is important to analyses its financial statement in an effective manner. While talking about projection there is some assumption required to be made which responsibility of account office is tested for noticing a reasonable assumption which is used in making a projected financial statement [2]. The present research is based on analyzing the effect of financial statement and projections of financial statement while making an investment decision.

Funding is an interest in financing as capital support into a privately owned business as a business accomplice (investee organization) for a specific period. Venture capitalist more often than not has a high risk, however gives a high return. A venture capitalist or in an outside dialect called a venture capitalist (VC), is a speculator who puts resources into a funding organization.

It can be state that the venture fund oversees venture reserves from outsiders (financial specialists) whose fundamental objective is to put resources into an organization with high risk so it doesn't meet the standard prerequisites as an open organization or to acquire credit capital from banks[3]. The venture capital is a vital source of expense to run the firm that includes high investment yet it likewise gives beneficial potential over the normal benefit from another investment, therefore, the investment is additionally separated as risk capital. A venture capital organization can be said to be a high-risk financing organization, since a funding organization isn't permitted to pull back its capital (divestment) before the traverse of the mate's business partner loses or does not keep running not surprisingly, in case of such issues in on a funding organization cannot assert any remuneration to the partner organization [4].

Investment decision

The investment decision is firm choices identified with the organization's operations to release stores on the spot in the expectation of creating future money streams of more noteworthy sum than that release while initial venture, so the organization's desires for development and advancement will progress toward becoming clearer and arranged.

The venture can be translated as a connecting of assets in the long term to produce benefits in future investment, by and large, requires moderately substantial risk and contains uncertainties, at that point the organization needs to make the right decision before making any type of investment[5]. Despite the fact that the speculation contains dangers and vulnerabilities, the venture has a vital importance for the organization. In this manner, speculation ought to be assessed before an entire choice is made.

MATERIALS AND METHODS

Investigation carried out at PT. Bahana Artha Ventura and its Subsidiaries as all the subsidiary was engaged in the company of venture capital. All its participants are director and account officers in PT.

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Table 1: Variables

Research variable	Indicator
Investment decision (Y)	Payback period ROI ROA NPV IRR
Financial Statement (X_1)	BOPO ROE ROA CAR NPI LDR
Financial Projection (X_2)	1. Revenue projection 2. Projection of operational costs 3. Projected total assets, debt, and equity capital 4. The financing cost of debt and then decrease from operating income to obtain projection net income. 5. Projected income statement 6. Projection of balance sheet.

The above Table [1} indicates the Operational variable. Multiple regression method is used for analyzing the influence of independent variables and with the use of equation model.

Where:
Y = investment decision
a = constants
b = regression coefficient
X_1 = financial statement
X_2 = projected financial statements

Hypothesis Development

This research hypothesis is:
H1: financial statements have a positive effect on investment decisions
H2: projected financial statements have a positive effect on investment decisions

RESULTS

According to OJK report published in August 2017 were 68 venture capital financing organisation were incorporated in Indonesia since 1974. This figure includes both public and private companies and are still actives with the amount of financing of only Rp 11.7 trillion. The venture capital organisation faced with complex issues as they only focused on funding Small and Medium Enterprises [6]. Significant difference in the pattern of venture capital in Indonesia and many developed countries including United States, the development of venture capital has been greatly affected in Indonesia. As compared to other countries, the venture capital has not been developed in Indonesia [7]. Government policies direct venture capital organisation to provide finance to Small and Medium size sector. These organisations come from family businesses that have been pioneered since the business was small. There is Quarterly development of venture capital in Indonesia. Quarter III & IV of 2016 and Quarter I & II of 2017 Financial Services Authority Reports. The following illustrations show Capital Equity Liability, Asset Growth Chart and Venture Capital [8]

According to growth in total assets and equity in Venture Capital Companies, shares raised by 1.40 per cent and 10.12 per cent to Rp 10.82 trillion and Rp. 5.01 trillion, compared to the previous quarter. However, the total libalites of Venture Capital got reduced by 5.09 per cent as compared to previous quarter to Rp 5.80 trillon.

Table 2: Total investment in the last five years.

	2010	2011	2012	2013	2014	2015	2016
Commercial Investee Company							
Total Investment	154,873	138,154	116,192	96,966	61,951	33,606	9,270
NPI	104	455	1,331	340	171	145	145
% NPI	0.07%	0.33%	1.15%	0.35%	0.28%	0.43%	1.56%
Micro Investee Company							
Total Investment	8,684	115,052	186,112	117,493	136,284	48,592	20,835
NPI	-	-	-	-	-	-	-
% NPI	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL Investee Company							
Total Investment	163,557	253,206	302,304	214,459	198,235	82,199	30,105
NPI	104	455	1,331	340	171	145	145
% NPI	0.06%	0.18%	0.44%	0.16%	0.09%	0.18%	0.48%
PMVD							
Total Loans	367,439	336,570	270,385	275,514	258,372	302,959	286,725
NPI	52,215	51,415	12,996	12,596	12,196	6,085	4,751
% NPI	14.21%	15.28%	4.81%	4.57%	4.72%	2.01%	1.66%
TOTAL VI + PMVD							
Total Investasi	530,997	589,777	572,689	489,974	456,607	385,158	316,830
NPI	52,319	51,870	14,327	12,936	12,368	6,229	4,896
% NPI	9.85%	8.79%	2.50%	2.64%	2.71%	1.62%	1.55%

In Indonesia, the Investee Company as a partner company consists of Commercial Investment vestee and Micro Investment vestee. The development of total investment in the last 5 years is presented in Table [2]. Based on the above data, non performing investment in vestee companies tends to decline from 9.85% in 2012 to 1.55% in 2016 [9].

The financial statements and project financial statements have a poistive impact on the investment deicsion. This is due to phenomena and empirical theory. Project financial statement have prominent role in investment decision making. With efficient financial statement there is positive impact in investment decision. The investment decision will made easier between a ventrue capital firm and investment vestee if the financial statements are good.

Table 3; Regression Coefficient

	Coefficients	*Standard Error*	*t Stat*	*P-value*
Intercept	2.544	1.370	1.856	0.0762
Financial statement	0.621	0.162	3.834	0.0008
Projected financial statements	0.368	0.160	2.302	0.0307

From the above Table.[3] Regression coefficients gives a significant finding for Ventrue Capital in Indonesia where the coefficient of X_1 (financial statement) is greater than X_2 (projected financial statement), ie 0.621 and 0.368. Projected finanical statement have less effect [6].
Financial Statements

The financial statements are records of monetary data of an organization in a bookkeeping period that can be utilized to depict the performance of the organization. These financial statements are a part of the financial related revealing procedure. In entire financial statement it includes accounting report, statement of changes in equity, income statement etc. which can be exhibited as income statement Modification in the financial report and different records and reports and informative materials that are a vital piece of the financial statement [7].

As per the Financial Accounting Standards issued by the Indonesian Institute of Accountants the motivation behind the financial statement is to give data in regards to the financial statement, execution, and changes in the money related position of an organization that is valuable to countless in basic decision-making process.

Financial statement is prepared with the common purpose of meeting the needs of investors. Sometime it do not provide entire information which is required for making economic decision [10]. The financial

statement reflects the things which is done by management. Projection of Financial Statements. In a business, administrative and money all the financial planning activities are vital and indivisible. The projection of the Financial Statement plans to give data on money related projections, which will be utilized as direction in evaluating the income lose in future and financial statement. The capacity of this audit of future vision is to help to assist decision makers that are the bearing of consequence of their choices.
Process of preparing the projection:
a. Interaction; forecasts are made by merging the venture suggestions and the funding options used
b. Alternative choice; forecast made by giving the business chance to control some alternative choice built on prearranged situation.
c. Feasibility; the forecast must be made with the thought of common sense and in agreement with the capability and condition of the business.

CONCLUSION

From the research, it can be understood that financial statement and projected financial statement have positive impact on investment deicsion. Projected financial statement plays prominent role in investment decisions. Regression coefficients gives an significant finding for Ventrue Capital in Indonesia where impact on project financial statement is less as compared to financial statement. Thus it implies that projected financial statement have less effect. In order to make investment decision, it is important to analysed the assumptions efficiently. Excessive assumptions might influence the investment decision. From the research both the hypotheses formulated are acceptable. Thus, both financial and proejcted financial statement are significant for investment decision.

CONFLICT OF INTEREST
Nil

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ARTICLE

THE EFFECTS OF BANK INDONESIA RATE, COUPON AND QUICK RATIO ON BOND PRICE

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ABSTRACT

The aim of this research paper is to look at and analyze what are the effects of coupons, interest rate and the liquidity on bond prices. The variables for liquidity are measured using the quick ratio (QR), and the variables for interest rate are provided using the BI rate. The Indonesian website for the stock exchange and BI provide the financial statements for companies which are treated as the secondary sources of data in doing the research. The data obtained is analyzed using the multiple linear regression tests and testing the hypothesis. The sample used for the research uses as many as 43 corporate bonds consumer sectors which have been listed on the Indonesia stock exchange from the year 2012 to 2016. The results indicated that the coupon variable has a significant negative effect to the prices of the bonds with a value of significance of 0,021. The partial variable of the BI had a significant and negative effects on the bond prices which had a value greater than 6790 but was less than 198498 and the value of significance was 0,006. The quick ratio (QR) variable has does not have any effect on the prices of the bonds and has a significance value of 0.0072. Altogether it can be established that the independent variable has a positive and significant effect on bonds which value is 49353>270 and significance value of 0,000.

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KEY WORDS
Bond price, coupons, quick ratio, Bank Indonesia

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INTRODUCTION

There has been a significant development of capital market in Indonesia which has seen an increase in both stock and bonds which has had a relatively positive effect on the Indonesian economy. According to Litzenberger, investors use the existence of the capital markets as the container to find sources for finances or invest their funds [1]. The capital market is a very important area which allows several long-term tradable financial tools which can be both in the form of debts (bonds) and private equity shares which are issued by withering private institutions or by the government [2]. Before any investor decides to buy bonds there are things they have to look at is the prices of the bonds. According to Chen et al. [3], the prices of any bond is influenced by many factors which include liquidity, coupon, SBI rate, rating and the time take to mature which are all discussed below. According to Saunders, the rate of interest is the main aspect which has an effect on the dynamics of the bond market [4]. Any changes in the interest rate can affect and lead to changes in the value of all debt securities which includes security bonds which can affect the decisions made by the issuers like when is it appropriate to issue bonds and for the buyers or investors when to buy a long or short-term bond. When the BI and SBI rate of interest reduces, the company will not issue any bonds because they will be more profitable. Additionally, Jiang [5] argues that the liquidity of the bonds is very crucial and affects the prices of the bonds significantly. When the bonds have higher liquidity, it means that holders can sell their bonds at any time which makes them more attractive to both the sellers and buyers. As per Duffee and Gregory Bonds are also more appealing to the investors if the coupon rate is higher because it results in better yields [6] Min HG concludes that the higher the coupon rate is for the bond, the higher the rate of change in the price of the bonds [7]. The study below will analyze if the quick ratio, the BI rate, coupon and the rate of interest affects the prices of state bonds which have been listed in Indonesia stock exchange between the year 2012 and 2016. Companies can use the research to improve their performance while issuing bonds and also help investors in their decision making before they invest their money.

Development of the hypothesis

The reference rate of the bank Indonesia is the BI rate. Eichengreen argues that the bank of Indonesia uses this rate as the main policy instrument which helps to control the activities of the economy to ensure the country has a low and stable rate of inflation [8]. This mechanism of controlling the economy is called the monetary policy transmission mechanism, and it illustrates the action of the Indonesian bank through alteration of the monetary instruments and operational targets which affects the various economic and financial variables before it can affect the inflation rate [9]. According to Pak pahan (4), the impact of the bank Indonesia rate on the financial market measured the significance of financial market tools in response to the monetary policy. He established that only bond yields and the interest rate on deposits had a significant response to changes in the BI rate where the bond yields had a positive and significant response. According to Holthausen et al. [10], naturally, bonds will tend to change in the opposite direction from variations of interest rates, for instance, if there is a rise in the interest rate the price for the bonds will tend to fall and vice versa. The rate of interest is one of the major risks which can cause a fall or a rise in the price of the bonds [11]. Based on this a hypothesis can be formulated as H1: the BI rate has a negative effect on the prices of bonds in the Indonesia stock exchange.

Coupons

According to Edwards [12] coupons can be defined as a form of interest income which is received by holders of bonds in line with the agreement with the bond. Normally the coupons have a positive effect on the prices of the bonds. The payments for coupons are usually paid within a distinct period of time which can be quarterly, half year or yearly. A higher coupon will give higher yields, and the prices of bonds will tend to increase. According to a study by Elton et al. [2]. Coupons have no significant effect on the changes in the prices of low rated bonds but have a significant and positive effect on the changes in the prices for highly rated bonds. In Edwards [12] they concluded that coupon free variable has a significant influence on the change in the prices of bonds in a positive way. From this a hypothesis can be formulated as H2: coupon positive affects the bond prices in the Indonesia stock market exchange.

Quick ratio

According to Herring, the quick ratio bond liquidity is the frequency, and the volume of bonds trade transactions in the stock exchange market [13]. A high liquidity level of the bonds the prices of the bonds will tend to stabilize or increase. As Mohanty puts it, the relationship between the bond price and liquidity is positive [14]. According to Elton et al. [5], the quick ratio liquidity has no effect on the price of low rated bonds but has a positive and significant effect on the price highly rated bonds. Edwards says that [12], in the partial testing to their hypothesis they established that liquidity has a significant and positive impact on the price of bonds in the Indonesia stock market exchange for the period 2010 to 2012. Based on the above a hypothesis can be formulated as H3: the quick ratio liquidity has a positive effect on the prices of bonds in the Indonesia stock market exchange.

MATERIALS AND METHODS

The data which has been used to carry out this research is secondary data which has been obtained from the stock market exchange website in Indonesia. The sampling technique which is used in this research is purposive sampling method whereby the researcher chooses bonds in line with specific predetermined criteria and have a complete set of data. The multiple regression technique is used to analyze the data, manage and discuss the information which is obtained. This technique is important for this research because it can directly conclude about each independent variable used partially or simultaneously. It also uses the hypothesis tests consisting of the t-test, F test, and determination of the coefficient.

RESULTS

Table 1: Multiple linear regression analysis

Coefficients Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	121,335	4,212		28,810	,000
	BI Rate	-1,696	,582	-,436	-2,912	,006
	Coupun	-,862	,359	-,349	-2,401	,021
	QR	-1,652	,893	-,232	-1,849	,072

Source: SPSS v. 23

Based on the results of data analysis as in [Table 1], can be formulated multiple linear regression equations as Obligatory price = 121,335 – 1,696 (X1) – 0,862 (X2) – 1,652 (X3) + e

Bond prices = 121,335 - 1,696 (X1) - 0.862 (X2) - 1,652 (X3) + e
Information: Y = Bond Price
X1 = BI Rate
X2 = Coupon
X3 = Quick Ratio Hypothesis Test Results a. Partial Test (t test)

Table 2: Coefficients

Coefficients Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	121,335	4,212		28,810	,000
	BI Rate	-1,696	,582	-,436	-2,912	,006
	Coupun	-,862	,359	-,349	-2,401	,021
	QR	-1,652	,893	-,232	-1,849	,072

Source: SPSS v.23

Partially indicates that based on the above table[2] t value of the BI Rate of -1.696 with a significance level of 0.006. This result can establish that the value of t arithmetic has a negative value> -t table = -2, 912, which means there is significant and negative influence between the variable of BI Rate to bond. The second variable is Coupon with t value equal to -2.401 with a significance level of 0,021. The results show that the value of t arithmetic has a negative value> -t table = -2.401, meaning there is a significant and negative influence on the variables BI rate to bonds. The third variable is Quick

Ratio with t value equal to -1,849 and significance equal to 0,072 this result indicate that there is no influence and negative to bond price

a. Simultaneous Test (F Test)
The result of F test calculation in this research can be seen as below [Table 3]

Table 3: F test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	201,718	3	67,239	10,438	,000[b]
	Residual	251,218	39	6,441		
	Total	452,936	42			
a. Dependent Variable: obligasi						
b. Predictors: (Constant), QR, Coupun, BI Rate						

CONCLUSION

The research was able to establish the negative and significant impact of the BI rate to the prices of the bonds whereby the significance value which was generated 0.006 is lower than the significant level of 0.05, and the negative regression coefficient is -1.696. This shows that increase in the BI rate leas to a decrease in the prices of bonds. The research was also able to find the negative and significant effect of coupon on the bond prices whereby the significance value of 0.021 is smaller than 0.05 with a negative regression coefficient of -2.401. Additionally, the study established that there was no significant influence between liquidity and bond prices which are in contrast to the research done by Edwards [8]. The research is however in line with Elton et al. [8] which stated that liquidity had no influence on low rated bonds but has a positive and significant influence on highly rated bonds.

CONFLICT OF INTEREST
No conflict of interest

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ARTICLE

EFFECT OF BANK INDONESIA RATE, BOND RATE, IN YIELD BONDS WITH RETURN ON ASSET AS VARIABLE OF MODERATION

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ABSTRACT

Since BI Rate is likely to have an effect on the bond yield, this paper aims at explaining the role played by BI Rate and bond rating with profitability to bond yield. In this case, the interest rate variable is actually proxied with BI rate. Using the Return On Assets (ROA), it will be possible to measure the profitability variables. The data used in the research is composed of secondary data in the form of financial statements derived from the Indonesian Stock exchange website. The study uses a total of 43 bonds as samples that are based on predefined criteria and analysis of the collected data is done using hypothesis testing as well as multiple linear regression. According to the results of the research, it is evident that the variable of interest level does not in any way have an effect on the bonds yield with the value of -0,844<-1,68107 as well as the significance value 0,404. The variable of bond rating, on the other hand, has a negative effect on the bond yield with a value of -2,275> -1,68107 as well as a significant value of 0,029. Consequently, it is with no doubt that the independent variable has a positive effect on the bond yield with a value of 13,543 and a significance value of 0.000.

KEY WORDS
Profitability, Yield Bond, bond rating, interest rate

INTRODUCTION

As the capital markets continue to develop in Indonesia, so are the stocks and bonds that result in a positive effect on the economy of the country, In fact, investment in capital markets has stood out as the main type of equity instrument in the form of shares of both common and preferred stock. Apart from the two types of stock it also takes the form of bonds [1]. As capital markets develop, the bond market has increased although bonds are still sluggish as compared to the stocks. This is because the existing bond market conditions have not been optimized by the relevant market participants [2]. Also, there is lack of proper understanding of the instruments of the bond market in the associated community [3]. A bond is a form of capital investment that exists in the form of debt securities issued by an issuer for the purposes of obtaining some funds that will then be returned to a given maturity period[4]. It also involves payment of coupons on a periodical basis as per the agreements.

Table [1]: Corporate Bonds Emissions and corporate Bond development

Year	Corporate issued Bonds	Emission Value (trillion rupiah)	Government issued bonds	Emission value (trillion rupiah)
2012	210	328,5	274	379,2
2013	222	385,3	134	115,3
2014	231	430	174	135,8
2015	234	458	142	179,2

Source: *Ministry of Finance (2017) and Indonesian Central Securities Depository.*

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Based on Table [1], it is evident that the number of corporate bonds increased between 2012 and 2015. In fact, the number increased in 2015 from 231trillion to 234 trillion. Comparatively, the bond issuance value increased significantly between 2012 and 2014, but there was no significant change in 2015. In that case, it is clear from this trend that corporate bonds have become the sole means by which issuers could obtain funds for long-term financing investment, debt repayment as well as used for working capital [5]. Although there is a positive trend when it comes to bond issuance, it is proper to note that dominance of banks in the corporate bonds of the financial sector is inseparable from the need for bank capital in the long-term expansion [6]. Thus, there is a high risk of mismatch of management that may arise between the sources of funding or far worse lack of funds that result in banks failing to meet their financial obligations at a predetermined time [3]. However, it is important to note that corporate bonds are still being issued and traded in Indonesia as a way of strengthening the economy while at the same time reducing the risks of banks failing [4]. The interest rate has a positive effect on the bond yield while bond rating has a negative effect on the bond yield [7]. Also, return on asset (ROA) has a negative effect on the bond yield. Similarly, the bond rating has a significant and negative impact on the bond yield [8].

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Theoretical basis

According to Halim (2014), bonds are securities that are contractual in nature between the funder and the issuer[9]. In which case, the issuer pays interests on periodically determined dates and at some point redeems the debt upon maturity by returning the interest payable and the principal amount. Before deciding on whether to invest on bond or not, it is proper to consider the amount of bond yields as a factor of annual rate of return to be received [10]. Hartono argues that investment in deposits generates risk-free interests while investing in bonds involves risks such as failure of coupon receipts, loss of opportunity to invest elsewhere [11]. In that case, bond yield should be higher than the deposit rates. In the case of this study, return on assets is used as the profitability ratio. Profitability ratio is used in accessing the abilities of a company as well as seek profit [12]. It is also a measure of management effectiveness of a given company.

Hypothesis development

The interest rate has an influence on bond yield. In accordance with the interest rate theory, as interest rates increase, bond issuers are likely to provide a higher yield (yield), so the price of bonds on the market will decrease, and on the contrary, a decrease in interest rates will cause bond issuers to provide lower yields [3].

In another study, it is clear that bond rating is not a suggestion to buy or sell bonds. However, securities rating agencies can bridge the information gap between issuers or issuing firms and investors through providing standardized information on a company's credit risk [13].Investors generally take advantage of a bond rating to gauge the risks faced in bond purchases [14]. Additionally, BI rate has an effect on bond yield. As per the theory of interest rates, as interest rates rise, bond issuers are deemed to provide higher yields and so is the lower price of the bonds in the market. The existence of profitability- related information is used by investors to assess the likelihood of investment[12]. Hence, investors generally use bond ratings to measure the risks faced in bond purchases. In that connection, the following hypotheses have been formulated;

H1: BI Rate has negative effect on Yield Bond
H2: Bond Rating positively affects the Bond Yield
H3: ROA can moderate the relationship between BI Rate against Yield Bond
H4: ROA can moderate the relationship between the Bond Rating against the Bond Yield
H5: BI Rate, Bond Ranking and ROA (moderator) simultaneously affect the Yield Bon

MATERIALS AND METHODS

The research utilizes quantitative research methods with the sole aim of proving the relationship between BI rate variables. Accordingly, it tries to prove the association between bond rating on yield bonds with the ROA as the moderating variable. Also, the research makes use of purposive sampling where bonds are sampled in accord to a predetermined criterion. The number of bond samples taken is 43 series of state bonds dating between 2012 and 2016. More importantly, the data used comprises of financial statements, annual reports from the Indonesian Capital market directory as well as the Bond Market Directory. Additional secondary data is also obtained from the Indonesian security exchange.

RESULTS

Table 2: Multiple Linear regression coefficients

Multiple Linear Regression Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	18.664	4.369		4.272	.000
	X1	-.467	.553	-.296	-.844	.404
	X2	-.725	.319	-.904	-2.275	.029
	Z	-2.075	.713	-3.769	-2.912	.006
	X3	.207	.078	2.876	2.652	.012
	X4	.075	.057	1.116	1.317	.196
a. Dependent Variable: Y						

Source: Data Processing Results, 2018

Y = 18,664 - 0,467 (X1) - 0,725 (X2) + 0,207 (X3) + 0,075 (X4) + e Information:
X1: BI rate
X2: Bond Rating
X3: BI rate moderated by ROA
X4: Bond rating moderated by ROA Z: ROA (Moderating Variable)
Yield Bond (Y): the equation above shown in the Table[2] is used to arrive at the yield bond means that if the value of the free variable is zero, then the yield bond is 18, 664. The regression coefficient of -0.467 implies that if the BI rate rises by 1% then the value of the yield bond decreases by the same amount. In the event of bond rating coefficient values of -0.725, an increase in bond rating variables by 1% causes the yield bond to increase by 0.725. In the case of moderate variables (X1 and Z) with coefficients of 0.207, if the BI rate variable is moderated by the ROA being increased by 1%, then the yield bond will increase by 0.207. Consequently, the same effect will be experienced when BI rate is moderated with variables (X2 and Z) with a coefficient value of 0.075.

Therefore, since the results of the T-test for the BI rate variable is 0.404, it is evident that the BI rate does not affect the Yield bond. Given the variable rating of bonds with a significance value of 0.029, it is out rightly clear that the rating bond has a negative effect on the yield bonds. Moreover, given variable X3 where the BI rate is moderated by ROA with a significance level of 0.029, it is right to say that ROA moderates the positive relation between yield bond and BI rate. On the other hand, Variable X4 (rating bonds moderated by ROA) with a significant level of 0.196, it is with no doubt that ROA does not moderate the relationship between bond rating and the bond yield.

Table 3: F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.037	5	9.607	13.543	.000b
	Residual	26.248	37	.709		
	Total	74.285	42			

a. Dependent Variable: Y
b. Predictors: (Constant), X4, X1, X2, X3, Z

The results of the F test as indicated in the above table [3] from the ANOVA is 13, 543. This shows that the Bond rating, BI rate, and ROA simultaneously moderate the yield bond.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804[a]	.647	.599	.842265544

a. Predictors: (Constant), X4, X1, X2, X3, Z

From the above Table. [4], The R squared is 64.7%. In that case, it is proper to conclude that the effect of Bond rating, BI rate, and ROA simultaneously moderating the yield bond is 64.7%. Hence, the remaining percentage is influenced by other variables such as the age of bonds, due time and inflation rate.

CONCLUSION

From the results of H1, it is true to say that there is absolutely no relationship between Bond yield and BI rate. In that case, if interest's rates increase, it will be more profitable to invest in deposits. Also, given the changes in BI rate between 2012 and 2016, it is evident that the increase or decrease in BI rate does not in any way affect the bond yield. The results of the test against H2 and in accord with the hypothesis that has a negative direction it is clear that the higher the bond rating, the lower the bond yield. In which case, the rating of bonds issued is an important consideration when conducting bond transactions at the ISE. From the results, it is also evident that low rated bonds are likely to have risky bonds. Therefore, low ranking bonds should be in a position of providing higher returns so as to compensate for the possibility of substantial risk. Therefore, investors in Indonesia need to understand that company's prospects are not only influenced by internal factors but also external factors such as market conditions.

CONFLICT OF INTEREST
Nil

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ARTICLE

MECHANISM OF MANAGEMENT OF INNOVATIVE ADVANTAGES OF THE REGION (THE REPUBLIC OF TATARSTAN, THE RUSSIAN FEDERATION)

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ABSTRACT

In the article some approaches to the formation of innovative advantages of the region (on the example of the Republic of Tatarstan of the Russian Federation) are considered and the main problems arising in this case are highlighted. It is emphasized that in the complex socio-economic development of the Republic of Tatarstan, one of the important issues is the formation of an innovation environment, the development of innovative business. The methodological basis of the study was a dialectical method of cognition and a systematic approach to the analysis of the facts and phenomena under consideration. The analysis methods used in various combinations at each stage of the study, depending on the purpose of the study and the problems examined, contributed to the increase in the reliability and validity of the conclusions made by the author. Assessment of innovative advantages of the region is carried out by means of researching the components of the innovation infrastructure in the region. The calculation of the integral indicator of the provision of the innovative process of the infrastructure development component of the Republic of Tatarstan made it possible to identify shortcomings in financial activity. Diagnostics of the asymmetry of labor productivity of residents and non-residents of a business incubator made it possible to determine the effectiveness of investing budget funds in the implementation of an innovation structure - a business incubator. The mechanism of managing the innovative advantages of the region, through the components of the innovation infrastructure, has shown that the functioning of the innovation infrastructure is influenced by the system of state centers of scientific and technical information, structures that support small businesses, technology transfer centers in the region. Applied mechanisms and methods of control do not ensure effective use of budget funds allocated for the development of innovation infrastructure. It is necessary to develop a methodology for assessing the effectiveness of innovation infrastructure based on the calculation of the integral indicator.

KEY WORDS
innovative advantages, innovative infrastructure, financial component, innovation, asymmetry, integral indicator

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INTRODUCTION

At present, Russia faces the problem of transferring the economy to an innovative development path. Despite the measures taken by the state, the innovative activity of the business sector remains rather low (in 2016 - 9.4%). Innovative advantages of the region (IRP) determine the superiority of the region in terms of the level of development of high-tech sectors of the economy and the corresponding institutional, infrastructure, administrative and organizational support with an output at the leading level of economic development [1]. The advantage of the region can be characterized as the possession of a resource potential, a beneficial natural and climatic situation, a high socio-economic development of the region, a significant level of labor productivity, high rates of gross regional product, etc. Existing economic categories identified in the works of foreign and domestic researchers: absolute, comparative and competitive advantages of the region.

One can single out the absolute advantages of A. Smith [2] and the comparative advantages of D. Ricardo [3] associated with superiority in production costs, natural factors, traditions, in the experience and skills of the population, as well as the division of labor. The protectionist views of F. List [4], A. Gamilton [5], N. Senior [6], D. Mill [7], F. Sombart [8], K. Marks [9] do not accentuate the role of innovations in the formation of advanced position of the region. Of the four factors determining economic growth - labor, capital, natural resources and scientific and technological level. The latter factor is decisive in the long term.

Competitive advantages are dynamic, connected with innovations, development of human capital, intellect. M. Porter [10] determines the importance of local conditions for creating competitive advantages and productivity of the use of regional resources (labor and capital). Intellectual resources and intangible assets, which underlie innovative development, require new management approaches, including within the framework of regional management.

E. Sumina, A. Badyukov [1] believe that the region's IPRs allow implementing the strategy of advanced economic development, include the directions of development of industry and other branches of the economy, technologies that make up the core of the high-tech way of life. State support, institutional and infrastructural component is the main in the innovative development of the region.

Competitive advantages of the region require the formation and infrastructure of the implementation of innovative processes, targeting a higher level of manufacturability and science-intensive production. IPR are the basis for achieving long-term competitive advantages of the region, the purposeful formation of a system and management mechanism.

MATERIALS AND METHODS

The results of innovation activity at the regional level are expressed in terms of innovation activity within the framework of the indicators for the implementation of the Strategy for Innovative Development of the Russian Federation until 2020 and the Strategy for the Development of Scientific and Innovation Activities in the Republic of Tatarstan until 2015. The main target indicators are the number of personnel engaged in research and development for young scientists up to 39 years of age in the total number of scientists, the number of patents for inventions, the proportion of organizations that carry out technological innovation, the share of innovative products in the total volume of shipped goods and services provided, the share of the high-tech sector in the gross regional product, the number of advanced manufacturing technologies created and other benchmarks.

In modern conditions, the system components of the IPR are a prerequisite for the innovative development of the region, which are manifested in the components of the region's innovation infrastructure. Reproduction of regional knowledge is expressed in improving the indicators of innovation infrastructure in the region, and, consequently, innovation activity.

The financial component of the innovation infrastructure of the Republic of Tatarstan was estimated [11], using the methodology presented in [12]. Diagnostics of the asymmetry indicator of small business development was also carried out [13].

Small and medium-sized businesses are gradually gaining a dominant role, as the most adapted to the rapid change of technology products, which can create competitive products at lower capital investments and be competitive at the expense of high added value. Also, the positive effect of the innovative infrastructure in the region is the growth of the gross regional product.

RESULTS AND DISCUSSION

According to the results of the study, it was revealed that the main source of funding for the development of innovations in the region are other funds and the own funds of innovators (organizations). At its own expense, in 2015, an average of 35% of the costs of innovative activities of organizations (15% higher than in 2014) was financed, 67.1% of costs were financed by other means (1.6 times higher than in 2014 year). Not a high indicator of such sources of financing leads to a decrease in the growth of the number of small innovative enterprises (decreased by 8% compared to the previous period).

In 2015, the average annual growth rate of financing of investment and innovation projects was 2.3%. In 2014, with the participation of the venture fund, 358 innovative projects were supported for a total funding amount of 592 million rubles. In 2015, according to statistical reports, the share of innovative goods in the total volume of shipped goods of innovation-active enterprises was 20.4% in the Republic of Tatarstan [14] (1% lower compared to 2014) [Fig. 1]. However, this is not the highest rate among the regions of the Volga Federal District, for example, for the Republic of Mordovia for the same period, the volume of innovative goods, works, services was 27%.

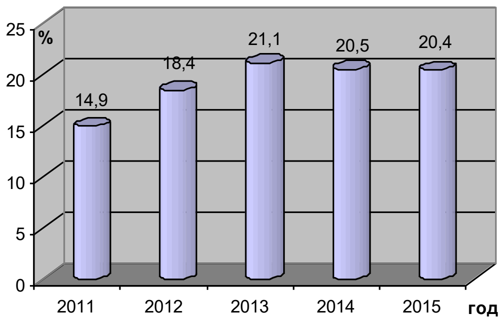

Fig. 1: The specific weight of the volume of shipped innovative goods in the total volume of shipped goods.

One can single out a number of factors that reduce the financial development of the region's innovation infrastructure. This is the ineffectiveness of state control over the mechanism for supporting organizations, the lack of control over the return of the invested public funds, in addition, the low effective demand for new goods, work, services, the high cost of innovation, high economic risk, entrepreneurs' lack of interest in introducing innovations [15] etc.

Diagnostics of the asymmetry index showed that the asymmetry coefficients are more positive than positive, thus, enterprises have higher labor productivity indices. At the same time, one can observe a trend towards an increase in this indicator among non-residents of a business incubator, in addition, when all non-residents reach a business incubator with maximum labor productivity, the average output will be much higher than that of residents. This shows that enterprises that do not have preferences, in comparison with residents, tend to develop their business more.

Internal costs of the Republic of Tatarstan for research and development in 2015 increased by 0.2%, in 2014 - 9.5% [Table 1].

Table 1: Indicators of innovation activity of the Republic of Tatarstan for 2013-2015

	2013 year	2014 year	2015 year
Gross regional product, million rubles.	1551472,1	1671397,1	1825001,2
Growth rate		107,7	109,2
Number of staff engaged in research and development, h	13079	11982	12708
Growth rate		91,6	106,1
Internal costs of research and development (million rubles)	11125,8	12180,8	12202,2
Growth rate		109,5	100,2
Patents for inventions, pcs.	705	781	882
Growth rate		110,8	112,9
Innovative activity of organizations, %	21	20,5	20,5
Growth rate		97,6	100,0
The share of innovative products in the total volume, %	21,1	20,5	20,4
Growth rate		97,2	99,5

As can be seen from the received results, the percentage of those engaged in scientific research and development increased by 6.1%. At the same time, the innovative activity of enterprises has remained unchanged for the last two years, while the share of innovative products has decreased by 0.5%. Despite the decline in the innovation component, the growth of the gross regional product is observed at 16.9% in two years (2014 - 7.7%, 2015 - 9.2%), which has a favorable effect on the state of the region's economy.

In comparison with other regions of the Volga Federal District for innovative advantages, we will present a table that characterizes the following indicators [Table 2].

The results of the analysis make it possible to conclude that in 2015, despite an increase in the internal costs of research and development, the growth in the number of personnel, there was a decline in the share of innovative products. In the Nizhny Novgorod and Samara regions by 5.5 and 2 percentage points, respectively. The Nizhny Novgorod region has the highest internal research costs, compared to all regions of the Volga Federal District, while the growth of the gross domestic product in 2015 was only 5%, in comparison with the Samara region - 7.7%, the Republic of Tatarstan - 9.2 %.

DISCUSSION

As a result of the research, it was revealed that a number of indicators (the effectiveness of using own and attracted funds) testifies to the ability of the region to more intensive innovative development, but the existing regional innovation infrastructure does not sufficiently contribute to this. This is due to the fact that mechanisms for implementing support instruments have not been adequately worked out, the mechanism of control by the authorities for spending budget funds and investor funds is ineffective, the mechanism for accounting for innovative products in the total volume of goods and services is not perfect [16].

In the Republic of Tatarstan, significant efforts have been made to support small and medium-sized enterprises. However, the system of state control over the use of budget funds allocated to support medium and small businesses is not effective enough. Authorities should track the actually functioning enterprises after the withdrawal from the incubation period, determine the effectiveness of their activities and assess the impact of government support. In our opinion, this is the main shortcoming of the mechanism of state control over the activities of business incubators. In order to eliminate this drawback, the method of calculating the asymmetry coefficient can be applied, which makes it possible to determine the efficiency of enterprises and ensure effective investments of budget funds [13].

Table 2: Comparative characteristics of innovation activity by regions - leaders of the Volga Federal District in 2015

	Republic of Tatarstan	Nizhny Novgorod Region	Samara Region
	Gross regional product, million rubles		
2014 year	1671397,1	1018351,5	1151955,3
2015 year	1825001,2	1069300	1240300
	Number of staff engaged in research and development, h		
2014 year	11982	39703	12894
2015 year	12708	39961	12700
	Internal costs for research and development, million rubles		
2014 year	12180,8	58507,8	14596,4
2015 year	12202,2	65584,1	17353,3
	The share of innovative products in the total volume, %		
2014 year	20,5	21,3	21,1
2015 year	20,4	15,8	19,1

Among the reasons for the low development of innovations in the region can be identified: a low level of motivation, a shortage of engineering specialties, a mismatch between the scientific and research material base of the tasks facing modern science, the underdevelopment of the technology transfer infrastructure, the lack of traditions and the practice of commercializing ideas. In addition, we distinguish the entrepreneurial innovation environment, as a factor of the necessary condition for the development of entrepreneurial activity and the reproduction of inventions, their practical implementation. Therefore, it is necessary to form effective mechanisms for involving business in priority technological areas.

Part of the objects of innovative advantages of the region exists nominally, which adversely affects the formation of a competitive innovative economy of the region and shows the relative underdevelopment of Russian entrepreneurship. This is evidenced by the indicators of innovation activity of enterprises, in recent years their values have decreased by 0.5%. The share of innovative products in the total volume of manufactured goods declined by 1.7% in three years. At the same time, gross regional product growth in 9.2% is observed in 2015, which has a favorable effect on the regional economy.

CONCLUSION

According to the results of the study, it can be concluded that, despite the rather high level of innovative advantages of the region, there is an inefficient investment of budget funds in the creation of an innovative infrastructure. Applied mechanisms and methods of control do not ensure effective use of the created structures of support of entrepreneurship. It is necessary to really use the available resources for technology transfer, provide timely advisory assistance on securing intellectual property rights and their commercialization, development of research and development facilities, increasing the motivation of entrepreneurs and their involvement in research and development.

To solve the identified problems, there could be a scientifically grounded, holistic methodology for assessing the effectiveness of the activity of subjects of innovation infrastructure on the basis of calculations of the integral indicator of the provision of innovative development of the infrastructure of the Republic of Tatarstan and the diagnosis of indicators of companies' asymmetry in the corresponding indicators proposed by the authors. The article reveals not only the reasons for the low development of the region's innovation infrastructure, but also the concrete measures substantiated by the results of the conducted research.

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The authors believe that the Republic of Tatarstan has high innovative advantages, however, the management system of innovation economy through mechanisms and tools of innovation infrastructure, urgently requires improving the quality of implementation and application technology.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

MARKETING ACTIVITY MANAGEMENT THROUGH THE EFFECTIVE CRM-SYSTEM

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ABSTRACT

This paper determines the features of the marketing activity management process in the CRM-system and offers an original technique, according to which it is possible to distinguish a typical customer's "portrait" and his preferences with regard to the service product parameters in the practice of service activities. The proposed technique provides an opportunity for the service organization management to form an idea of customers, as well as provides an opportunity for the commercial banks to ensure the focus of banking services and to increase the intensification of their promotion in the banking services market. The studies of the internal customer base consist in the allocation and analysis of the formed customer groups and their comparison with the potential customer base [1].

KEY WORDS
Marketing management, customer base, segmentation, service, CRM-system

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INTRODUCTION

Given the trends in the development of the banking services market and the features of forming the product offer, the price competition plays and will play an increasingly less important role. The non-price competition tools are most popular in a competitive environment. In this situation, it is relevant to use the marketing tools. Therefore, the commercial bank "Ak Bars" has implemented and successfully uses a model that includes the following stages: external and internal environment analysis, marketing mix analysis and interaction process with customers to form their loyalty [2].

In order to identify the ways to improve the customer aspects of the commercial bank operation, we outlined the features of the marketing management process through the CRM-systems [Table 1] [3, 4].

Table 1: The marketing activity management process through the CRM (developed by the authors)

The marketing management process in the classical version	The marketing activity management process in the CRM-system
Analysis of market opportunities 1) Market research 2) Self-analysis	The marketing audit process is simplified through the implementation of the "continuous" marketing research procedure. Based on the analysis of financial performance of the company unloaded from the CRM, it is formed the information about the market's capacity and understanding of the current company's positions.
Selection of the target audience: 1. Conjuncture analysis 2. Market segment analysis 4. Development of the positioning strategy	The demand volumes are segmented and defined automatically with use of a database. The priorities of marketing activities for each customer are also profiled and determined automatically.
Marketing mix development: 1. Analysis and development of the range of products and services 2. Pricing process 3. Selection of promotion channels 4. Selection of distribution channels	The product testing system allows selecting the best option for future sales and determining the range of acceptable prices. The optimization system allows selecting the most likely buyers. The CRM assesses the likelihood of customer churn, which allows implementing the loyalty program in a more focused nature
Implementation of marketing activities: 1. Organization of the activities implementation 2. Control	The assessment of the effectiveness of marketing activities, the analysis of market representation and market share accounting, the profitability calculations and the marketing costs analysis. The CRM allows receiving the information about: execution of the business plan as a whole and execution of the plans in the context of customer managers and other

The bank "Ak Bars" has an information management system for the customer relationship management (CRM-system), which allows increasing the efficiency and manageability of marketing activities, reducing the costs and gaining additional competitive advantages. After the system introduction, the customer's satisfaction with the service quality was increased as a result of in-creasing the customer loyalty to the bank and reducing the negative feedback about the bank's work.

MATERIALS AND METHODS

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We have developed and proposed to use the technique, according to which it is possible to identify the customer's "portrait" and his preferences. According to the technique, it is formed an idea about the customers and their preferences, which allows commercial banks ensuring the targeted ness of the provided banking services and significantly improving the efficiency of their promotion. The technique is based on the evaluation of the following factors:

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1) Segmentation by customer groups;
2) Segmentation by type of consumed banking services;
3) Analysis of the servicing quality of the allocated segments;
4) Construction of the results evaluation table.

These factors cover the main aspects of customer segmentation and his preferences, which make it possible to identify the "portrait".

It is possible to identify the customer needs by the degree of gap between the customer's expectations and perceptions (actual situation) based on a customer survey, where the respondents mark rating scores under certain characteristics (Likert scale: 5 scores - completely agree, 1 score - totally disagree, 2, 4, 5 - close in value.

The following criteria were used when assessing the quality of services:

Tangibility (M1-M5); Stability (H6-H7); Susceptibility (O8-O10); Conviction (V11-V13); Empathy (C14-C17)

[Likhachev Rodion Venediktovich. The concept of assessing the quality of legal services and the creation of marketing tools for ranking the expertise of advocacy subjects: Thesis of the Candidate of Economic Sciences: 08.00.05 Kirov, 2006 177 p. Thesis Department of the Russian State Library, 61:07-8/1015].

According to the study results, it is made a comparison with the service quality factors, which are determined by the scoring method. The proposed quality criteria for the services evaluation are divided into sub-items. [1].

$$SQ_{ij} = P_{ij} - E_{ij} \quad (1)$$

Then they are grouped by means of the arithmetic simple mean into five quality factors SQ [65]:

$$SQ_i = \frac{\sum_{k=1}^{j} (P_{ij} - E_{ij})}{k} \quad (2)$$

By the same principle, five quality factors SQ are grouped into the global quality factor GSQ of the service provision using the arithmetic simple mean [4]:

$$GSQ = \frac{\sum_{i=1}^{5} SQ_i}{5} \quad (3)$$

Based on the results obtained, it is determined to what extent the quality of the banking services provided has satisfied the needs of the service organization's customers, i.e. assessment of the consumer expectations level. If the service quality factor is zero, it is determined that the expectations and perceptions coincidence level is the same.

The resulting factor negative values cause the expectations level to exceed the perceptions level. If the factor has positive values, it is determined that the quality offered has exceeded the expectation degree [5].

RESULTS AND DISCUSSION

Based on the technique offered, it is possible to identify the "portrait" of the target customer. To determine the effectiveness of the technique offered in the Russian banking practice, it has been made the segmentation of the customer base of PJSC "Ak Bars", as a result of which it has been revealed that the share of enterprises with revenues from 50 to 100 million troubles is 50.74%; therefore, the expansion of the bank's customer base has been mainly due to large enough customers.

Based on the segmentation of the bank's legal entities by the economy branches, it can be concluded: The bank is characterized by a fairly high level of concentration of the customer base in certain industries. Thus, it is observed a high proportion (more than 60%) of agricultural enterprises throughout the analyzed period.

The segmentation of legal entities of the banks in terms of the number of employees has revealed that the largest share in the customer base of the bank is occupied by the enterprises with 100-250 employees. At the same time, the share of enterprises with a number of 16-100 employees is also significant, which indicates a gradual reorientation of the bank "Ak Bars" for servicing a larger number of smaller enterprises. Based on the results of segmentation of the bank's legal entities on various grounds, it is possible to compile the bank's customer "portrait", which forms the basis of the customer base. Thus, the "portrait" of the bank's legal entity is represented by the agricultural enterprises of the Republic of Tatarstan with the number of 100-250 employees, with an annual revenue of 20 to 100 million troubles. Then we will segment the bank's individuals, since they constitute the main part of the customer base.

Obviously, a large proportion of the bank's customers live in the city (67.9%). The most common segment for the retail customer market is segmentation by demographic characteristics (customer's gender, age, race, nationality, family composition, etc.), which allows the bank identifying the promising groups of the population and working with them to maximize the deposits and optimize the loan placement.

Segmentation of the customer base, depending on the customer's age, revealed that the growth in the share of persons aged 26-30 and over 60 years old (up to 18.82% and 32.65 % respectively) was structurally noted among the customers-individuals of the bank (and this is a share of more than 83%). At the same time, the percentage of customers aged 22-45 years is still high and attractive enough.

Segmentation of individuals by the income amount showed that the majority (50.9%) of the bank's customers had a monthly income of 12,000 to 32,000 troubles as of the second half of 2017. Summarizing the obtained study results, it is obvious that the bank is characterized by specialization in servicing a wide range of customers-"individuals" of different ages and income levels. It shall also be noted that the bank has paid insufficient attention to the category of customer-"pensioners", which is characterized by a high propensity to savings and constitutes a significant part of the deposit base of any bank, as is well known.

The final stage of the analysis was represented by a survey of current re-al customers of the bank using at least one of the banking products (loans, de-posits, various types of cards, etc.). The respondents included 153 customers of the group "legal entities" and 201 persons - "individuals". The sample scope has presented and processed 354 questionnaires, which is a representation of the adult population of the city and suburban areas of the age of 18-70 years old, including gender composition (58% of female respondents and 42% of male respondents).

When analyzing the service of legal entities, the aggregate customer service quality ratio was formed equal to 0.012. Therefore: the expectations and perceptions rating of the legal entities are the same, that is, they get what they expect. At the same time, it is revealed the criteria by which the expectation exceeds the perception. For example, the parameter H7 (if the customers have some problems, the bank's management and employees are sincerely trying to solve them), H8 (the bank has a reliable business reputation in the banking services market sector), H9 (online banking meets all requirements), O13 (the bank's employees respond quickly to the customer requests), U17 (the bank's management provides comprehensive support to the service personnel for its effective work with customers). [6]

The situation analysis conducted according to five basic criteria has revealed that the criteria of "reliability" and "conviction" are problematic for respondents. Therefore, special attention shall be paid to the following problems: terms and speed of service delivery; elimination of errors in banking transactions and elimination of inaccuracies in online banking operation. It was noted a different situation in analyzing the service quality of individuals. The generalized service quality ratio for a group of individuals was formed at 0.9706. This means that the customers who perceive the services as with a relatively low quality level exceed the number of customers satisfied with the quality of customer service.

Analyzing the situation of servicing the customers of a commercial bank according to the proposed significant criteria, it was identified a number of existing problems in terms of servicing the group "individuals". At the same time, the greatest gap in expectations and actual perception of service quality is determined by such criteria as "reliability", "responsiveness" and "sympathy". It is desirable and important for the customers of this group to have high speed of providing banking services and accuracy of their execution. At the same time it is significant that the commercial bank as a whole and the front office in particular implement a quick response to requests and pay personal attention to the consumers of banking services.

CONCLUSION

The analysis results made it possible to generate the generalized data on the identified differences in the customer needs and expectations in various segments of a commercial bank's consumers:

1. There were significant differences in the customer requests of the segments "pensioners" and "commercial customers". In particular, the characteristics of "tangibility" and "sympathy" are significant for age customers, while "conviction" and "reliability" of service - for the "commercial customer" segment.

2. The minimum time spent on obtaining the banking services and the clarity of the staff activities with the support of the bank's management are important for the representatives of the group "legal entities". This makes it possible to exclude negative communications, maintain the necessary positive level of service perception, and shape the focus on long-term cooperation with the bank.

3. Customer expectations of the "individuals" segment mainly reduce to a reduction in the service period in case of queues, as well as to a more attentive and polite attitude towards them by the bank's employees.

4. In all the analyzed segments of banking customers, the characteristic "lack of queues" is noted as the most important one, which creates an urgent need for quality and competent banking management. [7]

As a result, we will form the [Table 2] of the customer base analysis results in order to: identify a "typical portrait" of a bank customer, determine his preferences, formulate recommendations for working with each customer segment

Table 2: "Portrait" of the bank's customer-legal entity

No.	Sign	Portrait of the bank's legal entity
1	Annual revenue, mln. roubles	from 20 to 100
2	Economy sector	agriculture
3	Number of employees, persons	from 16 to 250
4	Characteristic	Collective farms, large farms
5	The generalized service quality factor GSQ by criteria	0.01175
	a) tangibility	0.156
	b) reliability	-0.5625
	c) responsiveness	0.00775
	d) conviction	0.3625
	e) sympathy	0.095
6	Desired parameters	Reliability and business reputation of the bank, lack of queues, speed of response and quality of service, understanding on the part of management, lack of miscalculations in the interaction.

Table 3: "Portrait" of the bank's customer-individual

No.	Sign	Portrait of the bank's individual
1	Geographical location	City
2	Age	31-45 years old
3	Monthly income	from 10,001 to 30,000 roubles
4	Characteristic	Living in the city, middle-aged people and pensioners
5	The generalized service quality factor GSQ by criteria	-0.99572
	a) tangibility	-0.4819
	b) reliability	-1.56
	c) responsiveness	-1.205
	d) conviction	-1.3124
	e) sympathy	-0.4193
6	Desired parameters	Reduction of service time, lack of queues, competent communications with the bank's service personnel, diversity and profitability of the offer of banking products

The studies have shown that the proportion of corporate customers (enterprises and cooperatives operating in the agricultural sector with a member-ship of 15-250 employees, as well as average revenue within 100 million troubles per calendar year) is 16.7%. {Table 3}. At the same time, it has been determined that the customers of corporate group as a whole are more loyal to the set and qualitative parameters of banking services in comparison with the aggregate of customers of "individuals" sector. At the same time, it has been revealed that the customers of the group "individuals" are also interesting for the bank, since they have composed a significant share of the customer base. They are the customers of the age of 31-45 years old with an average income level of 12-32 this. troubles per month. The obtained data give the basis for strengthening the bank's orientation to quality work with the individuals and keeping the current state of affairs in this segment. [8]

SUMMARY

Within the segmentation and monitoring of the customer base, as well as the analysis of the quality of customer service for a commercial bank, it is formed a real opportunity to allocate a customer "portrait", which ultimately allows the customer manager offering the service products tailored to the individual preferences of the recipients of banking services and speeding up the organization of interaction with it. Therefore, it is proposed to rework the existing customer database in the CRM-system, which shall be conducted with the involvement of an integrator and the bank's employees from the IT department. It is recommended to lay the opportunity for dividing customers into existing and former, prospectuses and so-called "leads", since the customer systematization in a single database provides a better customer "overview" [9,10].

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

COMMUNICATION CAPACITY OF AUTHORITIES AS FACTOR OF FORMATION AND REALIZATION OF ADMINISTRATIVE PROCESS

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ABSTRACT

In the modern Russian information and information technologies become one of the main resources of interrelation of the authorities and society. Importance of information is also caused by the fact that it influences not only on decision-making processes, but also on their realization. In turn, the effective system of information exchange between the state and society becomes an indispensable condition for creation of the democratic constitutional state and the major condition in activities for increase in effectiveness of public administration that is caused by the information nature of society. There is a number of the tools promoting creation of model of open state policy, one of which is the management enriched with structures and knowledge in the field of "Public Relations". This fact and also need of the population for socially important information and the administrative reform [1, 2] assuming openness and accountability of activity of public authorities to civil society have defined need of the organization of special structures. The mission of these structures is to realize communicative information exchange between the authorities and society which demands formation in the most general view of some norms of information policy.

KEY WORDS
Authorities, information exchange, policy, democracy values.

INTRODUCTION

Today practically all public authorities have specialized departments, that plays role of auxiliary subjects in the system of communication and information exchange. Their appointment mainly consists in ensuring communicative and information maintenance of activity of public authorities and formation of positive image of government institutions. One of such specialized departments is press- service. In this regard identification of potential and restrictions in activity of press-services of public authorities as the tool promoting creation of model of open state policy and effective functioning of the Russian communication space is represented a current problem.

This institute began to be formed in the 90th years of 20th century, however there is still no unambiguous approach to a complex of the functions which are carried out by him and models of creation of its structure, there is even no settled name.

MATERIALS AND METHODS

The study is based on official statistical data, legal acts and other official documents of state bodies. Statistical analysis included also the comparative approach. Normative analysis of the legislative framework in the field of the press-service activity and the information component associated with it has made according to regulatory legal acts placed in the online legal information systems. This analysis was carried out from both the historical point of view, and in the long run. The information has been considered from the standpoint of structural-functional and system paradigms by general scientific methods of analysis.

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The analysis of activity of the press services of public authorities the authorities of the Republic of Tatarstan and also data of surveys conducted in the territory of the republic became methodological and empirical base of a research. The official sites of the state and municipal authorities of the Republic of Tatarstan from 2010-2017 (selection is 43 municipal districts and 2 city districts) regarding identification of openness of public authorities and a problem of their communication interaction with society are analysed using content-analysis methodology [3, 4].

Such methodology was chosen because it provides verifiable and statistically reliable data [5, 6, 7, 8]. Special aspect of the study was to investigate the political role of information exchange between authorities, provided by press-service and civil society [9, 10].

RESULTS

Having analyzed a number of sources and considering that there is no conventional definition of a concept "press-service", as an operational definition we suggest to use following:

The press-service – department of the organization - specialized structure on work with mass media for communicative and information maintenance of activity of the organization.
At the same time the main task of the press-service in public authorities – informing the public on an essence of the made decisions and creation of positive image of the subject of information policy - the government institution and its head.

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Thus, the press-service in public authorities – the official representative of the state having a significant amount of information which interests society about actions of the authorities, issuing this information, using all forms of interaction from media. At the same time own prepared and published information articles, statements, an interview can be result of activity of the press-services.

Today the main channel of the state communications is mass media. Insignificant impact on information and communicative process in the system of public administration is exerted by informal channels and communication through the organizations. Thus, mass media become the powerful tool of the authorities by means of which it purposefully realizes the political orders. However, it is possible to find also problems of rather this channel of the state communication:

- distortion of information streams;
- insufficient efficiency of mass media as a feedback channel from the population to power structures.

The main communicator in the Russian system of public administration can be considered undoubtedly the state. It has historically developed so that the state in our country was strong, dominating institute, the authorities always had power and the importance. Process of destruction of habitual "Soviet" systems of guardianship and control has generated changes of estimates and expectations concerning the state. So, for example, according to Initiative All-Russian survey conducted by VCIOM on December 22-23, 2012, the level of credibility to employees of media is higher, than to government employees (2,67), police officers and businessmen (2,65 each), to politicians (2,58) [11]. Also a number of surveys conducted by the research centers during the period since 2012-2016 prove alienation of the person from the state that affects assessment of activity and level of credibility to public authorities [11, 12, 13]. Unfortunately, we can observe strong falling of level of credibility of the population to public authorities. It is proved by results of survey conducted by the research center "Levada Center" in September, 2016. The rating of the government was downgraded almost twice (from 45% up to 26% a year ago) and it was the lowest for the last five years. The trust to the Federation Council in a year has fallen from 40% to 24%, to the State Duma - from 40 to 22%. The police causes trust - in 24% of respondents (29%), court - in 22% of respondents (29%). Sympathize with local authorities - 22% (32%), to political parties - 12% (20%), churches - 43% (53%) [13]. The greatest trust in Russians is caused by the president, army and bodies of state security.

However by results of the conducted researches also negative attitude of public servants to process of participation in management of citizens and need of control of public authorities has been revealed, nevertheless the openness of authorities structures can be one of indicators of quality of public administration.

The following obstacles are the reasons of information closeness of public authorities.

Firstly, insufficient development of standard and legal base within regulation of providing information by public authorities; regulating activity of the press-services, including the solution of organizational, financial and personnel issues, interaction of public authorities with mass media and questions of realization of legitimate rights of citizens for receiving and use of information.

Secondly, the administrative heritage of the Soviet past affects.

Thirdly, many heads of public authorities underestimate a role of information and communicative interaction with the population. An indicator of effectiveness of work of public services is the level of credibility to public authorities from the public.

Fourthly, communication during informing or absent, or, most often, happens between authorities and mass media. We observe a situation at which press-service, in practice, is responsible mainly only for forming of the relations with mass media, and her functions come down to scoring for media of decisions of the authorities by dissemination of information, necessary for them. Thus, it acts as the auxiliary subject in information exchange and the system of communication. Therefore the information and communicative capacity of press-service completely isn't implemented, it turns only into a repeater for media of information on activity and decisions of authorities. There is a transfer of information stream on mass media, lack of understanding that citizens are the main recipients of information on activity of authorities.
Fifthly, lack of the adjusted system of feedback between public authorities and society. Social responsibility for dissemination of information on activity of authorities of the federal press-services is higher, than at regional, besides, they are responsible for decisions of regional divisions. Functions of the press-service at federal level are more various, and powers are wider, but functioning of the regional press-services has more concretized character. The same conclusion belongs also to the Republic of Tatarstan and its areas. Ho ever in practice, data on the level of knowledge of the population on activity of local authorities are not high.

The analysis of the websites of public authorities of the authorities of the Republic of Tatarstan has shown information closeness and blurring [14]. It is impossible to define structure of the press-service, there is no contact information, and often this department has the nominal character which is expressed in writing and publication of press releases which can be characterized as "information for the sake of information on an occasion". Still the ode the lack of incentives of heads of government institutions to bigger information openness, introduction and use of new methods of information work is the reason of closeness of public authorities.

It is possible to note that at the present stage of development of system of information services of state governing bodies in the Republic of Tatarstan, despite positive dynamics, it remains institutionally weak, closed, and the ministries and departments, judicial authorities are passive on an information field, from the point of view of the necessary, interesting for society information.

The established reasons and obstacles of information openness of public authorities allow offering the following practical recommendations about optimization of information and communicative function of those structures:

Understanding of leaders of importance of openness of public authorities and ensuring this openness

One of indicators of effectiveness of work of public authorities, along with quality of performance of the functional duties, is the level of credibility to them from the public. Ensuring the maximum availability of information, openness and transparency of activity of government institutions – an effective way of increase in this trust and one of fundamental tasks of modern institute of the government.

Necessity of determination of the status of the press-service

Lately the essential number of the normative legal acts regulating the information sphere including about activity of authorities has been adopted: Federal law "About Information, Information Technologies and on Information Security", Federal law "About Personal Data", Federal law "About an Order of Consideration of Addresses of Citizens of the Russian Federation", etc.

However the standard and legal base regulating activity of the press services is insufficiently adjusted. The mechanism of interaction of public authorities with mass media and questions of realization of legitimate rights of citizens for receiving and use of information isn't debugged.

Accurate statement of tasks, definition of functions and structure of the press-service is respectively necessary. That will allow to increase efficiency and quality of informing the population on activity of authorities, formation and maintenance of their positive image.

Increase quantity of sociological researches and their objective interpretation

In our opinion, the lack of sociological researches which would touch on the issues connected with communication interaction of authorities and the population, the level of knowledge of inhabitants of activity of current authorities in the Republic of Tatarstan is observed.

The differentiated approach to the addressee

Press-services of public authorities have to pay more attention to communication interaction with youth as this social group in the short term objectively has to become the main social support of democratic political system of the country, the fixed intellectual, creative and moral capital of society [16, 17, 18].

CONCLUSION

Thus, researchers conducted in the context of identification of potential and restrictions of the press service of public authorities in ensuring public relations have allowed to draw a conclusion that the government, increasing knowledge of the population of the activity, establishing effective feedback, promotes formation as positive image of government institutions and to growth of accountability of the state to society, and the positive attitude of the population towards them. However today "information closeness" remains the main restriction for realization of information and communicative opportunities of public authorities which reasons shortcomings of standard and legal regulation of providing information by bodies, lack of professionalism of staff of the press services and misunderstanding by heads of importance of information openness of government institution are. Active participation of public relations in information and communicative process and public administration can promote forming of open model of the government and effective communication on the "state authority-society" line.

The information and communication technologies used by public authorities allow not only to provide information transfer to society, explaining the own decisions, but also to establish feedback with society that gives chance to consider inquiries of various social groups, to increase level of credibility to public authorities. This process promotes carrying out by public authorities the analysis and correction of the state information policy.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

ACCOUNTING OF ETHNOPSYCHOLOGICAL FEATURES IN MATHEMATICAL TRAINING OF STUDENTS

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ABSTRACT

In recent years, throughout the world including Russia special attention is paid to the mathematical training of students. This is due to the understanding of the need for a high level of mathematical education of the population to fulfill the tasks of creating an innovative economy and realizing the long-term goals of the country's socioeconomic development. The importance of the mathematical training of students at the present stage of development of a society is considered in the article. The article gives notice to the problems that arise in the process of mathematical training of students as well as reveals objective factors of reducing the level and quality of mathematical training at the university. Particular attention is drawn to the need of ethnic features accounting of thinking, the specifics of culturally conditioned behavior of people which largely determines the effectiveness of the educational process. The teacher's knowledge of the national-psychological characteristics of students will allow him/her to build relationships with a multinational team and select the most effective methods of working with the wards more competently. The article presents the results of diagnosing the personality traits of students of Russian and Mari nationalities. They were identified with the aid of the multifactorial personal technique of R. Cattell and the methodology of T. Liri designed to study the subject's representations of oneself and the ideal "I" as well as to study relationships in small groups. On the example of students of the Mari nationality the need for accounting of the ethno psychological characteristics of students in the process of their mathematical training is substantiated. The materials of the article are interested to pedagogy specialists of higher and general education.

KEY WORDS
e students, mathematical training, national characteristics, ethnopsychological features, educational process.

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INTRODUCTION

In recent years, throughout the world including Russia special attention is paid to the mathematical training of students. This is due to the understanding of the need for a high level of mathematical education of the population in order to fulfill the tasks of creating an innovative economy and realizing the long-term goals of the country's socioeconomic development.

The Concept for the Development of Mathematical Education in the Russian Federation, approved by the Decree of the Government of the Russian Federation No. 2506-r dated December 24, 2013, emphasizes that "the study of mathematics plays a backbone role in education developing human cognitive abilities which include logical thinking"[1]. At the same time, special attention is paid to the situation of the isolation of mathematical education in universities from modern science and practice, its level decline and the lack of a mechanism for its timely updating content.

Among the problems arising in the process of mathematical training of students at the university we identified:

I. Insufficient level of mathematical training at entry the university;
II. Large volume of educational material which requires additional study;
III. A high degree of abstraction in the content of mathematics;
IV. Lack (low level) of the system of mathematics adaptive learning for different groups of students;
V. Separation of the content of mathematical education from future professional activities;
VI. Low level of applied (practical) orientation of mathematical training;
VII. Shortage of teachers applying modern techniques to teaching mathematics [2].

The reduction in the number of hours of lectures in mathematical disciplines can be attributed to objective factors of level and quality reducing of mathematical training at the university. All above mentioned issues require a qualitative revision of the technique and methodology of organizing the system of mathematical training of students based on the principles of adaptation and individualization of the learning process.
The purpose of our research is to study the need of accounting students' ethno psychological characteristics in the process of their mathematical training.

LITERATURE REVIEW

It should be noted that, despite certain developments in the field of the ethno didactic approach [3, 4,5,6,7,8], the national-psychological characteristics of the participants in the educational process have not yet been adequately reflected in the practice of its construction, and so far the attitude towards national problems is still as to the minor and even contrived ones.

But the consideration of ethnic features of thinking and specificity of culturally conditioned behavior of people in many ways determine the effectiveness of the educational process. The teacher's knowledge of

the national-psychological characteristics of students will allow him/her to build relationships with a multinational team and select the most effective methods of working with the wards more competently.
There is also the well-known fact about the specifics of perception of the surrounding world by representatives of different cultures, conditioned not only by cultural but also by physiological factors [8]. But this is not taken into account in the learning process. Our survey of teachers - attendees of advanced training courses bear witness to it. Few of them are aware of specific manifestations of a national character; while organizing the process of training they do not take into account the national and psychological characteristics of representatives of different ethnic collectives.

In the federal state educational standards for higher education of the third generation, a universal list of general cultural competences (GCC) has been defined and presented for bachelor's programs. From the position of the cult urological approach, in terms of ethno psychological features the following can be distinguished: the ability to communicate in oral and written forms in Russian and foreign languages for solving problems of interpersonal and intercultural interaction (GCC-5); the ability to work in a team tolerantly perceiving social, ethnic, confessional and cultural differences (GCC-6).

The phenomenon of culture is determined by the fundamental in the consciousness and understanding of pedagogical processes and phenomena, while highlighting the significant interrelations between [9]:

I. Internationalization in the educational sphere and the national identity of different cultures;
II. Standardization of the educational system and the diversity of the students' sociocultural orientations;
III. The individual volume of mastered knowledge by the student and the volume of his/her "culturological repository";
IV. The globalization of education and upbringing and the individualization of pedagogical influence.

It is interesting the study of Ch. M. Ondar, in which the national cultural component of mathematics education is revealed, pedagogical conditions for the formation of mathematical representations in students living in specific ethno-cultural conditions are given taking into account folk traditions [10].

In the work of N.A. Koroschenko attention is paid to the regional component of mathematical education taking into account interdisciplinary ties and study of local lore, practical and applied, general cultural and ethno-cultural orientation as well as the personal orientation of teaching mathematics against its socialization [11]. In the applied plan the problem is investigated by E.I. Yakshin who proposed a methodology and tools for teaching mathematics with regional content taking into account the perception and thinking of indigenous children [12].

METHODS

For our research the important fact is that the function of learning by means of mathematics is of great importance for designing of the mathematical training system: the development of mathematical literacy and human culture, orientation in the surrounding world, the formation of the student's world outlook and personality education. It is important to show the application of mathematical knowledge not only in its applied meaning but also in the formation of the ability to see the surrounding world through the means of mathematics like science and art. Training involves the development of students in a multicultural perspective when each student should not only receive quality knowledge but also represent a single picture of the world, be a cultured and aesthetically developed person, be able to apply the achievements of any subculture in everyday life, in practice and in future professional activities.

This is still a field of psychological and physiological plan. And what is the specificity of the national character? Let us analyze it using the example of students of the Mari nationality for who the introverted style of behavior is typical in most cases, the external manifestations of communicative activity are modest, the affective reactions are meager, all this intensifies the inner strengths of feelings. They show special sensitivity to the emotional design of the communication process. Among the most attractive communicative qualities of the teacher they mark such as a kind approach to students, the ability to listen attentively to them, to show their empathy. In classes with such a teacher students feel more confident, are not afraid to express their own point of view, calmly answer questions, start a conversation on their own initiative.

It is necessary to note this feature of students of the Mari nationality as a choice of the communication style in dealing with "us" and "them". When communicating in a multinational environment, most students of the Mari nationality behave somewhat stiffly, uncertainly. They are little initiative, quite awkward in social contacts, prefer to keep silent, "stay in the shadow." While communicating within the framework of their ethnic community, students behave more confidently, more energetically and relaxed.

Our observations are also confirmed by the conclusions made by students themselves who note that they feel more comfortable in communication in their "own" mono-national environment. The teacher should not regard the modesty in actions and deeds inherent for the representatives of a given nationality as a manifestation of infertility and "averaging" of personality. Particular attention should be paid to their desire not to stand out among peers. This is explained by the fact that the Mari ethnos belongs to collectivist cultures, where such behavior is regarded as unceremonious, not approved by society and modesty is more appreciated.

In the arsenal of teacher's methods of work with Mari students there must be ways aimed at stimulating their "success", self-confidence. It will be appropriate here to use the method of praise as the most effective in working with the representatives of the Finno-Ugric peoples. This is confirmed in a number of studies examining the ethno psychology of the Finno-Ugric peoples, which the Mari ethnic group also belongs to: "Apparently, we, the Finno-Ugric peoples, have some kind of general genetic program. This amazingly vulnerable fragility of the soul strikes. We always focus on praise. In this sense we are artists." S.L. Rubinstein said: "The artist needs praise, praise and once again praise." In this sense, we are really very talented artists. When we are praised, we become better. If we are criticized, we become worse. A break occurs in the soul which is very painful. The Chinese say: criticism is like a dove; it comes back. We do not need to be criticized - we are not "Chinese". We, as any other people, shouldn't be criticized; it is better to praise us. And we will certainly become better "[13].

Studies have shown that representatives of Finno-Ugric peoples have a tighter degree of interaction between the organism and the subject area, higher level of endurance, capacity for work; the transition from one program of behavior to another is difficult; lower plasticity and tempo. Rational emotional-sensory and thought-sensory introverts are the most common types among the Finno-Ugric ethnos [14].

Attention should be paid to the adaptive mechanisms of interpersonal communication, also conditioned by the peculiarities of culture: what are the indicators of conformity, the most typical ways of resolving conflict situations, helping behavior, etc. Conformity is viewed as the position of the individual relatively to the position of the group reflecting the measure of its subordination to the group pressure." Often the Mari were accused of excessive conformity, obedience, concessions, rejecting the fact that the Mari culture highly appreciates harmonious kind relationships with others, and the conceding to the majority is seen as a manifestation of tact and social sensitivity, which is highly desirable phenomenon, social value and the norm [15].

A researcher of the psychology of the Mari ethnos V.A. Sokolnikova notes: "The Mari are hardworking, hospitable, modest, eager for knowledge, patient. They have a sense of dignity. They experience a special divine attitude to nature. They adhere to national holidays, rituals, traditions and customs. There is an instinct of self-preservation in the ethnos that does not allow them to go beyond that line followed by self-destruction, which in turn leads to the desire to avoid any form and manifestation of national and international conflicts, strife, wars, and internecine strife "[16].

RESULTS

Let us turn to the conclusions of an experimental character. In order to identify the personal characteristics of students of Russian and Mari nationalities, we used the multifactorial personal method of R. Cattell [17]. In accordance with the methodology, the personality of each student was described by 16 fundamentally independent and psychologically significant factors, which have symbolic names and presuppose a stable probabilistic connection between individual personality traits. The results of the study conducted with students of Russian and Mari nationalities indicate that most of them have less pronounced such a personality trait as subordination-dominance (factor E according to Cattell's methodology). The average level of development of subordination-dominance was revealed in 87% of Mari students and 78% of Russian students. 16% of Russian students have an indicator of dominance. The students of the Mari nationality found this indicator in 10%. The indicator of subordination was manifested in 6% of students of Russian nationality and 3% of students of Mari nationality. These data indicate that representatives of Russian nationality were more dominant.

We used the technique of T. Liri, designed to study the subject's representations of himself and the ideal "I", to confirm the results and also to study relationships in small groups [17]. With its help, we identified the prevailing type of student relations on two factors: "domination-subordination" and "friendliness-aggressiveness (hostility)." According to Liri's method, we found out that 71% of Russian students and 65% of Mary's students showed a low level of personal obedience. At the average level, 31% of Mary's students and 24% of Russian students showed their obedience. At a high level, 4% of students of the Mari nationality and 5% of students of Russian nationality showed their obedience. The results obtained by both methods showed that students of the Mari nationality are more obedient, conformal, and students of Russian nationality are more dominant.

CONCLUSION

According to the results of the study, it can be concluded that the "inferiority complex" is still a very common phenomenon among young people. Its essence lies in the desire of young people to "get away" from their own ethnic culture which is not dominant in the bicultural environment. They prefer to refer themselves to the dominant group ("I'm not a Marian, I'm a Russian").

The task of teachers in working with such students is to increase the attractiveness of their own ethnic group, increase its social status and develop ethnic self-awareness.

All this will make it possible to solve the tasks of the educational plan more effectively as well the mathematical training of students.

CONFLICT OF INTEREST

There is no conflict of interest.

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None

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ARTICLE

MANAGEMENT OF INNOVATIONS IN THE PETROCHEMICAL SECTOR ON THE BASIS OF ECONOMIC AND MATHEMATICAL MODELING METHODS

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ABSTRACT

The chemical industry is one of the most important basic branches of the modern economy. Its products (70 thousand items) are widely used for the production of various consumer goods, as well as in large volumes - in other sectors of the economy, such as agriculture, manufacturing, construction and services. The chemical industry itself consumes more than 25% of its own production of chemicals. Among the most important consumers of its products are automobile, textile, clothing, metallurgy, etc. The products of the chemical industry can be divided into four categories: basic chemicals (they account for approximately 35-37% of the global production of the industry), so-called life-support products – life science (30%), special chemicals (20-25%) and consumer goods (about 10% %). "Commodity" chemicals include polymers, large-tonnage petrochemicals, basic industrial chemical products, inorganic chemicals and mineral fertilizers. Over the past twenty years, this segment of the chemical industry has developed at a relatively low rate - 50-70% of the average annual global GDP. Polymers (including all types of plastics and chemical fibers) play a major role here, accounting for 33% of the total sales of basic chemicals. At the current stage in Russia, no more than 50% of entrepreneurs invest in the modernization of production technologies, 30% are establishing new products, and only 20% are investing in research into the development of brand new products.

KEY WORDS
management, innovation, economic modeling, chemical sector.

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INTRODUCTION

The main markets for plastics are packaging, housing construction, container manufacturing, pipes, transportation, children's toys and games. Among the polymers, the largest share belongs to polyethylene (PE), used for the production of packaging, packaging, containers and pipes, film, various containers, technical fibers. Another important polymer is polyvinyl chloride (PVC), which is used in the production of building pipes, finishing and thermal insulation materials, and to a lesser extent in the production of packaging and transport. Polypropylene (PP), in addition to the above mentioned markets, is used in the production of fabric and carpet coatings. Polystyrene (PS) is also used in the production of toys, car parts, radio industry.

According to forecasts, the innovative way of development of the domestic economy by the end of 2020 will determine the receipt of:

1) The share of enterprises that implement IT technology to 40-50%;
2) Increasing the proportion of technically new chemical products to 25-35%;
3) An increase in the amount of research and development costs to 2.5-3% of GDP.

The development of chemical products is the most important criterion for the country's technical development. It is related to demand and requires the appropriate development of high competitiveness of chemical products and the rate of its growth and development. Therefore, the goal of developing chemical products in Russia during the period under review is to ensure the necessary release, quality and assortment of chemical products corresponding to the demand of domestic and world markets, on the basis of the technical re-equipment of existing and creation of new productions on a modern technical basis.

Analytical review

In the prevailing conditions of the country's development, the chemical industry does not have a corresponding production and technological base. As a result, the Russian Federation occupies only about 1.0 percent of the world's output of chemical products (the industry share in GDP is 1.9 percent). In total, about 5.0 kg / year of chemical products are produced per capita in Russia, with an average of 34 kg / year in the world. Consumption of certain types of chemical products per capita, 8-10 times lower than in Germany, France, England. Lagging in competitive advantages is due, first of all, to weak innovation activity and low efficiency of the investment process at chemical enterprises.

This situation is due to the efficiency of exports of low-processed goods over the past 20 years, in the face of a sharp decline in domestic demand [1-2]. The current conjuncture in the world market does not stimulate exporters to improve the quality of products and the development of chemical enterprises [3-5]. In addition, an important factor constraining the development of the industry is the inconsistency of the structure of the chemical industry of the Russian Federation to the chemical complexes of other countries [6-7]. In spite of

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this, there are opportunities in the chemical industry for the creation of a developed industry, including: the availability of energy-raw materials, water and other natural resources; growing capacity of the domestic market; availability of appropriate production and scientific and technical perspiration.

The Russian government has presented a new program for the development of the chemical complex in Russia. According to it, it is planned to increase the output of chemical products by 2.2 times, to raise the level of quality of chemical products to the world level due to the organization of production of new high-tech chemical products with high added value [8-9]. It is forecasted to achieve a share of innovative technologies in chemical products to 30-50% of the world level; import substitution for the growth of the role of the domestic market in the chemical complex of the country. The sustainable development of the chemical industry causes the formation of a number of necessary internal and external conditions [10-12].

RESULTS

At the modern level of the development of the science of management and economics, the apparatus of economic-mathematical methods is very diverse. The choice of the most effective method depends on a large number of various factors. For example, on the volume and type of data, their degree of reliability, their variability in time and depending on the influence of external and internal environment [13-20]. Thus, to analyze the possibilities of managing the economic efficiency of an innovative small chemical project, it seemed to the author that it was most important to involve methods of simplex optimization and cluster analysis. Simplex optimization for three-component models with visualization of results in the form of an isoline map, with support for plans 2, 3, 3.5 and 4 orders, is written in Delphi 5.0. As the approximating polynomial, the third-order Sheffe model was taken. The polynomial of the third degree in the general case has the form:

$$\widetilde{y} = b_0 + \sum_{1 \le i \le q} b_i x_i + \sum_{1 \le i \le j \le k \le q} b_{ijk} x_i x_j x_k$$

To evaluate the coefficients of the approximating polynomial at all points of the plan corresponding to the sites of the {3,3} lattice, experiments are performed and the responses of the system "y" are determined. Using the simplex optimization method, the influence on the net discounted income (NPV) and profitability of the assets of the small innovative chemical project [20-24] of the price of the future product, the discount rate and the payback period [Fig. 1,2].

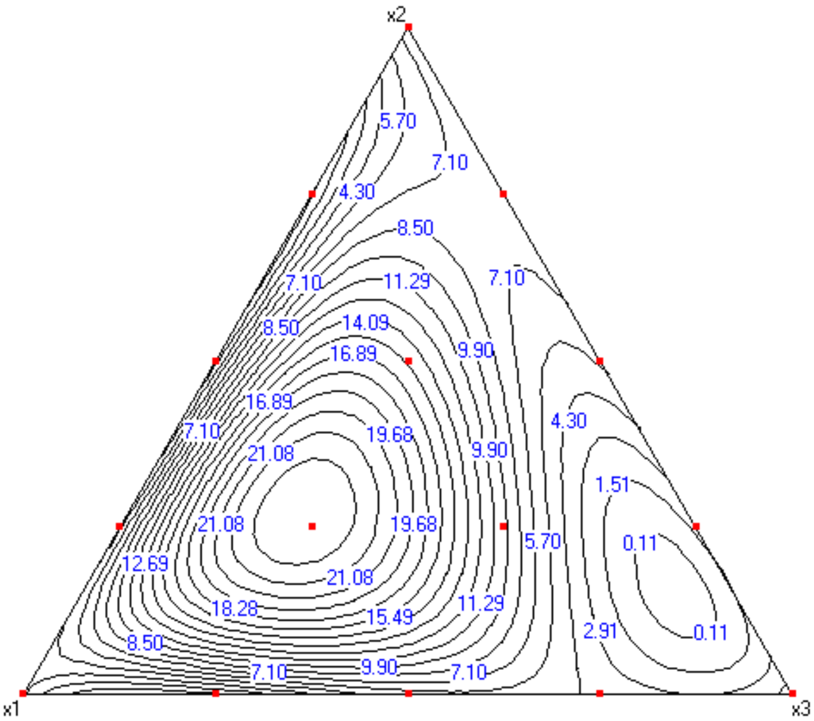

Fig. 1: Optimum price of the future product (x1), discount rate (x2) and payback period (x3) of the small innovative chemical project for the net discounted income indicator (million rubles).

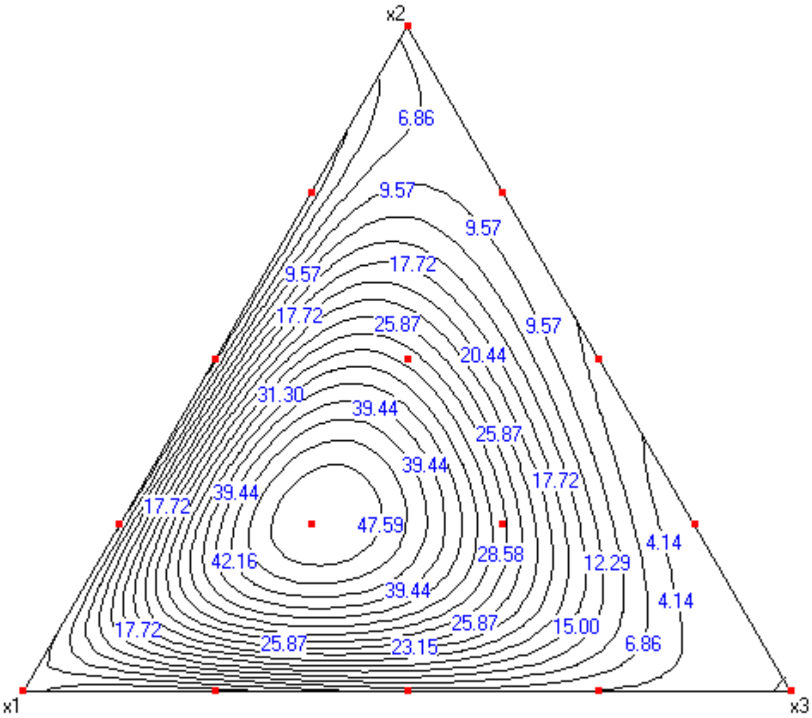

Fig. 2: Optimum price of the future product (x1), discount rate (x2) and payback period (x3) of the small innovative chemical project for the asset return ratio (%).

Cluster analysis is one of the newest mathematical and statistical methods that have become popular due to the development of computer technologies and formalized calculation programs. Its purpose is to classify, in other words - a typological grouping of aggregates of mass phenomena based on a set of characteristics [25-29]. A measure of proximity, the degree of similarity of objects is conveniently represented as a reciprocal of the distance between objects. In the case of quantitative characteristics, the Euclidean distance is most often calculated:

$$d_{ik} = \left(\sum_{j=1}^{m} \left(x_{ij} - x_{kj} \right)^2 \right)^{\frac{1}{2}}$$

Another way to determine the metric, the so-called distance of urban neighborhoods or the Manhattan distance:

$$d_{ik}^{*} = \sum_{j=1}^{m} \left| x_{ij} - x_{kj} \right|$$

In the conditions of an innovative economy, when the supply of innovative projects is large enough, but their risks are also great, there is a need to explore the possibilities for their classification. The following is the result of a cluster analysis of ten small innovative chemical objects by the criterion of the internal rate of return (IRR) using the methods of the "Nearest Neighbor" [Fig. 3] and "Far Neighbor" [Fig. 4].

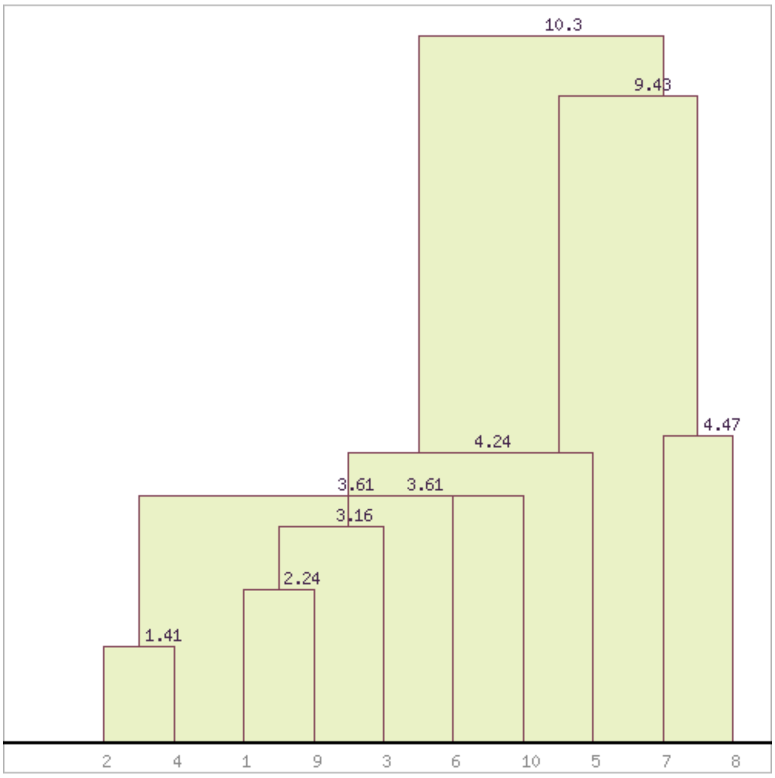

Fig. 3: The result of the cluster analysis of ten small innovative chemical objects by the criterion of the internal rate of return (IRR) to the methods of the "Nearest Neighbor".

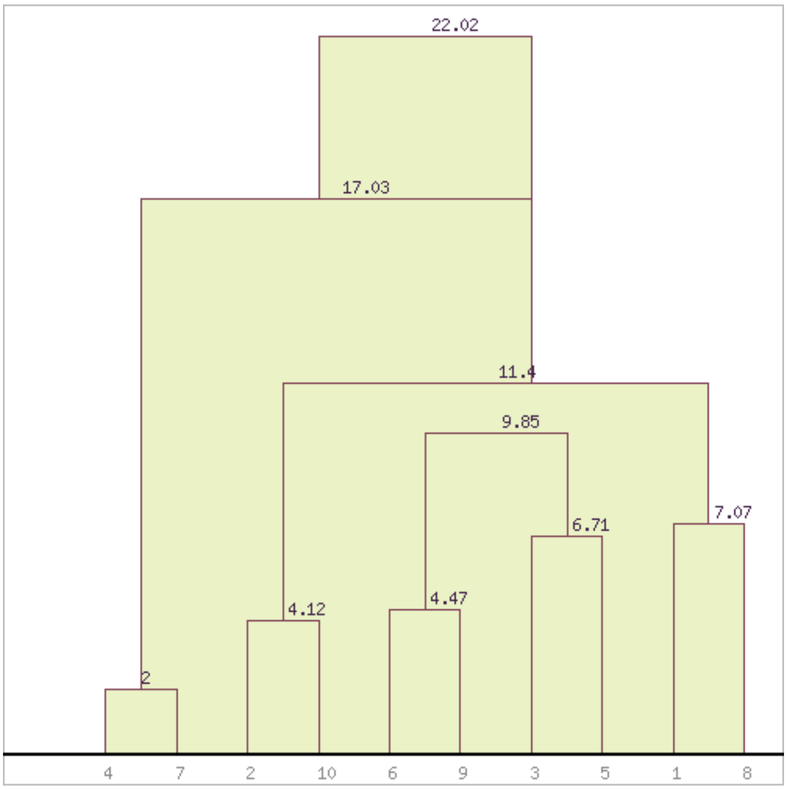

Fig. 4: The result of a cluster analysis of ten small innovative chemical objects by the criterion of the internal rate of return (IRR) to the methods of the "Far Neighbor"

CONCLUSION

If at the first stage of the scenario for the development of chemical enterprises it was planned, basically, reconstruction of existing capacities and only insignificant commissioning of new production facilities, then at the second stage - innovative it is planned to introduce new capacities and create competitive production facilities for the production of chemical products. It is planned to introduce new technologies in all auxiliary chemical industries. This will give an opportunity to increase the proportion of high redistribution in the structure of products to 15-20%. It is predicted that the cost of production of chemical enterprises in comparable prices will grow by 2.64 times, and the volume of production of chemical products in 2.83 times.

The probability of the success of technological development largely depends both on external conditions (market conditions, etc.), and on the adaptation of chemical enterprises to trends in domestic and world markets. Solving the problems of the development of chemical enterprises is impossible without increasing their investment attractiveness by reducing the risks and growth rates of chemical products by at least 5% per year. Therefore, state support for the development of chemical enterprises and corporations is necessary on the basis of increasing their efficiency and deeper processing of raw materials and materials through the use of technologies of economic and mathematical modeling.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

IMPROVEMENT OF INFORMATION AND METHODOLOGICAL SUPPORT FOR PHYSICAL EDUCATION OF STUDENTS

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ABSTRACT

The article reveals the urgency of improving the information and methodological support for general physical education of students in the university, which is due to the change in educational standards and their focus on improving professional training, and in addition, new requirements for modern didactic resources. Textbooks, manuals and other educational tools today should not only be sources of information, but also motivators and organizers of cognitive activity of students, which make them independent in mastering the values and essential foundations of physical culture. They as well as the educational and methodological complexes used by teachers should be filled with specialized didactic means that promote the development of all components of physical fitness: cognitive, value-semantic, activity components. The results of a survey of students on the identification of their interests and the level of competence in the field of physical culture are presented, as well as the results of a practical study demonstrating that the mentally and emotionally positive attitude of students to physical exercises can significantly improve the efficiency of physical training and development. The requirements for the design of didactic means that promote the enhancement of the physical culture competence of students and the content of the procedural and technological part of the educational resources that provide, among other things, the formation of the value-semantic component of the physical culture of the individual are specified: a clear formulation and recording of personally significant goals; list and orientation of diagnostic procedures and tests; thematic units and methodological recommendations for studying specific topics; road map for the entire period of study; task systems and algorithms for their implementation; ways to manage cognitive activity of students and means of feedback to the teacher; references to available literature and open electronic resources with specific guidance on their use; presentation material, made in the form of slides and including motivational elements; control and measuring tools (questions for self-preparation, practical tasks, tests on topics, standards of physical and technical preparedness, questions for offset), providing evaluation of learning outcomes, as well as other components.

KEY WORDS
didactic means, physical culture competence, motivational-value orientations of students.

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INTRODUCTION

The transition to a competitively-oriented model of higher education, including the field of sports education for students (which provides for the strengthening of the activity component of the learning process and, accordingly, the practice-oriented focus of the knowledge) requires that all the elements of the implemented didactic system – the goals, principles, ways of organizing and maintaining education, as well as methods and means of teaching – should meet this model.

The means of instruction are important pedagogical tools that must be prepared in such a way as to ensure a given quality of education. Therefore, for the implementation of competent-oriented education, there is a need to design and appropriate didactic tools of a new generation, including those aimed at promoting the formation of a value-semantic component of physical culture competence which influences the emotionally positive attitude of students towards teaching and training occupations and their motivation to organize systematic independent physical exercises on the basis of the concept: "I am my own trainer". Training activities at this level are impossible without the need for it, without persistent convictions of its necessity, and also requires a certain degree of formation of practical skills to creatively use the theoretical and methodological knowledge received in the educational process in accordance with personal goals: health improvement, physique correction, physical perfection and others.

At present, a large number of educational literature is published in all disciplines of higher professional education, but its content does not fully correspond to modern pedagogical requirements, since the prevailing monographic type of textbooks fulfills the function of transmitting information to a greater extent, not contributing to the activation and cognition of students' knowledge at the level of skills of implementing them in practice.

This dictates the need for the creation of modern didactic tools designed to implement the learning process in the framework of the system-activity, axiological and competence approaches that provide students with the opportunity to effectively apply the acquired knowledge to solve educational, professional and life problems and increasingly adhere to the values of athletic and sports activities [1, 2].

MATERIALS AND METHODS

Physical education in the university is aimed at forming students' competence in this field, and in general – the physical culture of the individual, which is determined by the unity of knowledge, value orientations and practical skills actually embodied in physical culture and sports activities. Therefore, pedagogical influences should be balanced with the aim of forming all the components of physical culture competence – motor, intellectual, motivational and value components.

However, it should not be forgotten that the motivational-value component in this system is fundamental, as it provides a conscious, active and emotionally positive attitude of students to exercise, forming a stable need for them, a system of interests that organizes and directs cognitive and practical activities in physical education which in general ensures the effectiveness of both the educational process and the very physical improvement [3, 4].

The purpose of this study was the development and practical testing of specialized didactic tools that improve the informational and methodological support of physical education for students (i.e., the formation of general cultural competence), as well as the design of technology for the implementation of these educational resources at training sessions at the university. The urgency of this is due to the lack of understanding of the advisability of creating such specialized didactic means, their inadequacy for practical use as pedagogical tools, their lack of pedagogical process, and the need for theoretical and practical justification of the effectiveness of such didactic means.

The research used the following scientific methods: the analysis of scientific and methodological literature on the subject of the study, which made it possible to determine the methodological grounds for developing didactic means; a survey of students, which necessitated the improvement of teaching materials, their content and focus; pedagogical observation; statistical methods for processing experimental data.

RESULTS

The research was carried out on the basis of the Naberezhnye Chelny Institute of Kazan (Volga region) Federal University.

Initially, we conducted a written survey of students entering the university to assess the basic level of competence in the field of physical culture, including their interests and motivations for motor activity. The questions and tasks were formulated taking into account the requirements of the educational standard to the level of preparedness in the given subject area within the framework of school education.
The testing involved 149 first-year students of three departments. The analysis of its results as well as pedagogical observations made it possible to establish the following.

With regard to the rules of safe behavior in physical education classes and in the prevention of injuries students are well informed: apparently, teachers in schools paid much attention to these questions. Unfortunately, this was not noted in the part of theoretical knowledge (the questions of the questionnaire concerned the means, the basic regularities of physical education, the physiological effects of exercises, the characteristics of physical load, etc.). No one showed a high level of competence (according to the scale developed by us); above average – 6.9% of respondents; the average level is 17.1%; below average – 22.8%; low and mediocre – 40.2%; a complete lack of system knowledge was found in 13%. 36% of respondents could not even identify their anthropometric indicators (height, weight, chest circumference), and functional (pulse, blood pressure, etc.) – 74%.

Methodical literacy leaves much to be desired. Only 7 people are familiar with the methods of assessing physical performance and health. The majority of respondents (63%) are superficially familiar with the methods of muscle relaxation and the rules of carrying out and the techniques of massage. 28% of the students could not name the exercises with which the flexibility, strength of the person and coordination of movements are assessed, although they participated in general physical fitness competitions during the schooling period.

In the opinion of 71% of students, they are able to create for themselves a program of one exercise or self-study program for a week, but 72% of respondents could not identify exercises for correcting posture, and 23% – to compose a set of elementary hygienic gymnastics [5].

A meaningful attitude to the development of the values of physical culture is formed under the influence of subjective factors. In this part of the test it was revealed that students are motivated to be engaged in activities with a desire to improve physical fitness (29.2% of respondents), the opportunity to correct the figure (53.6%), remove mental stress and increase efficiency (12.4%).

As the most significant factor hampering motor activity, most students (54.6%) noted the lack of free time, and the stimulating factor was named: improving the quality of training sessions (for 28.8% of respondents), their equipping with modern facilities and didactic resources (according to 49.4% of the students); for 40.3% of the interviewed, an equally important condition for increasing interest is the opportunity to be engaged in a selected type of physical activity.

The theoretical analysis and generalization of scientific and methodological literature carried out within the framework of this study made it possible to single out methodological grounds for the development of didactic means that contribute to the formation of the physical culture competence of students.

Some of them formed the grounds that determine the requirements for the design of these tools and their use. Didactic means on these methodological grounds should include the substantive and process-technological parts [6-15].

The substantive one provides for the formation of three components of physical culture competence:

I. Value-semantic component, which reflects a conscious and motivated attitude of students to motor activity and the use of means and methods of physical education. It is this component that is systemically important and determines the effectiveness of the development of competence in general.

II. Cognitive component reflecting the level of knowledge of theoretical, methodical and practical knowledge in the field of organization of physical exercises. This component provides an indicative framework for action.

III. Integral-activity component characterizing ability to use the generated system of knowledge in activity. Specificity of this component in physical culture and sports activity is manifested in the level of development of physical qualities, possession of motor skills, the ability to organize and perform a training process.

The second component is that the procedural and technological part of the didactic means should disclose all the technology of the phased implementation of the educational process, oriented to the formation of physical fitness, beginning with the formulation of personally important goals, and it should contain: the list and direction of the diagnostic procedures and tests; thematic units and methodological recommendations for studying specific topics; road map for the entire period of study; task systems and algorithms for their implementation; ways to manage students' cognitive activities and feedback from the teacher; references to available literature and open electronic resources with specific guidance on their use; presentation material, made in the form of slides and including motivational elements; control and measuring tools (questions for self-preparation, practical tasks, tests on topics, specifications of physical and technical preparedness, questions to offset), providing evaluation of learning outcomes as well as other components.

It means that all pedagogical technology should be equipped with materialized carriers, each of which is intended to help solve a specific educational task – the formation of motivation, knowledge, physical qualities, skills and abilities, and these didactic tools should be sufficiently realizable in real practice.
For some of our university students the power training for the implementation of the standards of the All-Russia Physical Culture Complex "Ready for Labour and Defence" is built on the basis of the implementation of newly developed didactic facilities. They provide a variety of forms of employment – lectures, seminars, methodological and practical training and training sessions. Independent activity of students is also accompanied by auxiliary materials intended for individual use in accordance with personal tasks.

For this purpose, in addition to the generally accepted didactic materials (curricula, programs, course notes, systems for assessing the results of mastering the program material on physical culture, which are posted on the university website), the teachers developed and effectively used several electronic educational courses, video materials, including motivational orientation , manuals, a model of a workbook with a training program in the style of the diary of power training, complexes of used power exercises and methodical methods and recommendations to them, electronic workbooks with fixation dynamics motivation level for classes.

Approbation of didactic resources in the preparation of students for the implementation of power standards is due to the results of a preliminary assessment of their level of physical preparedness, which showed that of all mandatory tests it is the power tests that students perform least successfully. This is typical both for the young men in the exercise "pulling on a high crossbar", and for girls – in the exercise "bending and unbending the arms in an upright position". Approximately 15% of the female students and 50% of the male students fit in the standard [16]. The implementation of the new technology contributed to an increase in this figure within a year by 3 times (in the experimental group of students).

Discussion. The orientation of modern educational standards to improve vocational training, the indicator of quality of which today is not the accumulated volume of theoretical knowledge, but the ability of students to solve practical problems of a different nature with the use of existing knowledge (i.e. physical culture competence), actualizes the need to change approaches to information and methodological support of educational process. Didactic means of the new generation should contribute to the system-activity education, which ensures the students' mastering and design activity – the activities for the independent design of means, methods, loads and other characteristics of their own motor activity. An important factor in the effectiveness and stimulus of such activity is the sensible and interested attitude of students towards the development of values and the underlying regularities of physical culture.

CONCLUSION

Based on the pedagogical observations and the results of experimental activities in the power training of students, it can be concluded that through the practical use of didactic means, taking into account the need for a purposeful development of the motivational and value orientations of the students, the process of the formation of physical culture competence planned and embodied in the descriptions is realized much more effectively, which is confirmed by the dynamics of physical fitness and creative activity of students.

The means for the formation of the value-semantic component of physical culture competence should take into account the following motivations of students: improving the results of power training in the process of implementing personally oriented training programs, physical development in the process of training (including correction of physique), and the results of competitive activities.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

INDIRECT TACTICS OF SPEECH INFLUENCE IN THE POLITICAL DISCOURSE

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ABSTRACT

The article discusses the issues of speech influence in the political discourse. It is generally recognized that the political discourse is the discourse of politicians. The main function of a political text is the function of speech influence. Linguistic means used to express certain political views are in the center of attention of specialists. The subject of study includes those linguistic means that can be used to implement the impact on the interlocutor. The authors focus on examination of indirect tactics that are certainly considered no less effective than the direct ones. The leading research method is the descriptive one as it enables to reveal the peculiarities of using indirect tactics of speech influence by Russian politicians. Different methods such as the method of continuous sampling and the method of linguistic analysis are applied as well. The speeches of prominent Russian politicians such as Vladimir V. Putin and Sergei V. Lavrov are examined in the research that is focused on widespread techniques and tactics of speech influence used by politicians such as an understatement, compliment, allusion, joke, and etc. The above-mentioned numerous "arts" presuppose non-intrusion of direct speech goal. These are so-called implicative arts. The authors of the research made certain conclusions relating to use of indirect tactics in the Russian political discourse. Language specifics and functions of indirect speech acts in different types of discourse are mentioned in a number of contemporary linguistic studies but remain a byway linguistics in spite of the fact that the effect of their influence is obvious.

KEY WORDS
communication, speech influence, communicative tactics, political discourse.

INTRODUCTION

There are different approaches to the phenomenon "political discourse" in linguistic literature. It is generally recognized that the political discourse is the discourse of politicians. The main function of a political text in the function of speech influence. Linguistic means used to express certain political views are in the center of attention of specialists. The subject of study includes those linguistic means that can be used to implement the impact on the interlocutor [1], [2], [3].

The main tactics of speech influence, the indirect ones in particular, were examined in the research. The understatement is considered the main principle of building indirect tactics of speech influence, which is based on the fact that actually any tactic of this type offers a person the riddle to solve. It can have different degrees of complexity, but only after solving it, a person can become aware of the message of the text [4]. Besides, indirect tactics traditionally include art of compliment, allusion, and joke. The above-mentioned numerous "arts" presuppose non-intrusion of direct speech goal. These are so-called implicative arts. The term "implication" in linguistic theories based on rhetoric commonly means "assuming". Therefore, a term "to imply" means "to assume, to have a hidden plan/intent".

Language specifics and functions of indirect speech acts in different types of discourse are mentioned in a number of contemporary linguistic studies but remain byway linguistics in spite of the fact that the effect of their influence is obvious.

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Speech influence is defined as purposeful verbal communication with the aim of changing human consciousness or manipulating the behaviour of the object by the subject. Effective speech influence helps the speaker to achieve his goals and maintain communicative equilibrium. In other words, it can lead to maintaining or improving the relationship with the interlocutor.

Indirect influence is said to be a process of using linguistic forms for the expression of illocutionary force, which is not connected with their direct linguistic meaning [5].

Indirect tactic of speech influence is frequently called an intriguing tactic that involves personal characteristics of the listener and include the addressee in the communication [6].

One of the main features of indirect tactics is the fact that it provides the addressee with the opportunity to discern the message of the text. In other words, the recipient can sort out several options in the mind and choose the correct one; in the same time, he realizes why other options are unsuitable. This will allow him to make the right decision. In contrast to the direct speech influence, when the statement is clearly articulated and the recipient is supposed to understand it unambiguously, the indirect tactic does not necessarily lead the listener to a single goal. Moreover, this goal may not succumb to strict formulation. Besides, while the direct tactic guarantees all listeners the same result, the indirect one ideally leads the listener to his own results: the tactic is unraveled, but the conclusions made by different listeners may be different as well [7].

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The conclusions, which are drawn by the listener in the process of "decryption" of indirect tactics of speech influence, are turned out less perceptible but more interesting and original than those that are drawn in the process of understanding texts built up with the use of direct tactics.

MATERIALS AND METHODS

Different methods were used to solve the tasks set in the research. The leading research method is the descriptive one as it enables to reveal the peculiarities of using indirect tactics of speech influence by Russian politicians. Different methods such as the method of continuous sampling and the method of linguistic analysis are applied as well.

RESULTS AND DISCUSSION

It is worth mentioning that, in fact, any indirect tactic is not quite accurate. That is why the arts connected with indirect speech tactics such as the art of compliment, allusion, and joke are gradually disappearing from every-day speech. However, these tactics are essential when influencing the recipient in the political discourse. Each of indirect tactics that are mentioned above will be examined and analyzed further using the examples from the texts and speeches of prominent Russian politicians.

The art of compliment

Compliment is an element of speech etiquette, which contains a certain exaggeration of positive human qualities. As a result, psychological phenomenon of suggestion is triggered and a person tries to "grow" to those qualities, which are highlighted in the compliment. Actually, the compliment contains the psychological mechanism of suggestion.

Mechanism of compliment includes the following building blocks: utterance of pleasant words, exaggeration of the quality of the interlocutor, evocation of a sense of satisfaction, formation of positive emotions, and creation of sympathy to himself or to the issue discussed.

The most effective compliment is the one that is given simultaneously with the anti-compliment to the speaker. This contrastive method encourages the interlocutor to the courtesy of a response.

As a demonstration of this indirect tactics of speech influence here is an example taken from an interview with Vladimir Putin given to broadcaster ABC, in which the President called the American entrepreneur and showman, the future President of the United States Donald Trump a "bright, talented" (Rus. колоритным, талантливый) man who wishes to put the U.S.-Russian relations on a more solid basis.

"Russia does welcome this," (Rus. Как Россия может не приветствовать это) Vladimir Putin said.

Donald Trump in his turn told the broadcaster ABC that it is a "great honour" for him to receive a compliment from Vladimir Putin. He stated in response, "It is always a great honor to be so nicely complimented by a man so highly respected within his own country and beyond" [8].

The response of the Minister of Foreign Affairs of the Russian Federation Sergey Lavrov to the words of U.S. Secretary of State John Kerry can be considered another illustration of compliment.

At the beginning of the Moscow talks, he expressed hope that the talks will be successful and, on this occasion, congratulated Lavrov on his birthday.

"I want to take this moment to wish you a happy birthday. I hope that this milestone will give you extra wisdom in these negotiations," John Kerry said.

Sergei Lavrov had a ready tongue. "Thank you, John, but if wisdom is measured by the number of birthdays, I can't keep up with you," (Rus. Спасибо, Джон, но если мудрость измерять количеством дней рождения, то мне за тобой не угнаться) he said.

In this case, we see how mutual compliments create a supportive and trusting atmosphere for further communication.

The art of allusion

Allusion is one of the indirect ways of transferring information as well as the technique of implicit speech influence. In dictionaries the word allusion (hint) is interpreted as 'words (and a gesture, act), which can be understood with the help of guess" [9], 'a word or expression which does not express the thought directly and fully, the thought can be understood with the help of guess' [10].

The essence of the allusion is to convey a certain context using addressee's knowledge about the situation and the reality. In general, the allusion is based on mentioning a certain component of a typified situation, which is used to reconstruct the situation itself, or those components that make up the content of the allusion. If the recipient does not have the necessary background knowledge, the hint will not be comprehended.

Influencing effect of the allusion as well as other indirect tactics of speech influence is based on the effect of privatization of knowledge. According to A.N.Baranov, cognitive value of the allusion is in the fact that after guessing, understanding the allusion based on its incomplete traces in the linguistic form, the listener, making an extra effort to obtain the knowledge, will not abandon it but introduce into his model of the word. As a result, he will be inclined to use it later [11].

The use of the tactic of allusion with humorous coloring can be illustrated with the following examples.

In 2014, Russian president spoke about NATO, “We don’t want this military alliance to rule the roost next to our fence. They, in fact, are not bad guys, but they would rather visit our country, for example Simferopol, as quests, than we visit them.” (Rus. «Мы не хотим, чтобы военный альянс хозяйничал около нашего забора. Они, в общем-то, неплохие ребята, но пусть уж лучше они просто так приезжают к нам в гости в Симферополь, чем мы к ним туда»)

The next example is the response of the Russian President to the remark of the member of the forum "Valdai".

At the end of the conversation with the participants of the forum, Fyodor Lukyanov tried to persuade the President to promise to run for a new term. “The world needs you (Rus. Вы нужны миру),” Lukyanov said. In response Vladimir Putin finished the session with a joke about a bankrupt tycoon, “It is an old joke. After becoming a bankrupt, a tycoon tells his wife, ‘We will have to sell our Mercedes and buy Lada (a Russian cheap car), leave our luxurious country house and move to a flat in Moscow. Will you love me still?’ She answers, ‘Yes, I will love you and miss you a lot’ (Rus. Это бородатый анекдот. Разорился олигарх и говорит жене: «Нам придется продать мерседес и купить Ладу, придется переехать из дома на Рублевке в квартиру в Москве. Но ты будешь меня любить?» А жена ему отвечает: «Я буду очень тебя любить и очень скучать»).

Vladimir Putin summered up the meeting, “I don’t think that you will miss me like that” (Rus. Но я не думаю, что по мне так будут скучать).

The art of joke.

Joke is a phrase or short text with humorous content. It can have different forms such as a question/an answer or a short story. The joke can contain irony, sarcasm, pun, etc. to achieve its humorous purpose. A joke usually has the ending (the climax), which concludes the story and makes it funny.

Humor is one of the effective means used by political leaders. It is an important part of the leader’s personality because of its inherent genetic properties, which are manifested simultaneously by reflection of the nature of objects and situations, influencing a person. Humor helps the leader to find the right psychological distance and thus form a more adequate reaction of the individual. Humor in the speech of the leader optimizes the effect of the basic communicative functions, such as contact making, storage and transmission of the attitude of the leader and the program of actions. It effectively mobilizes communicative resources of the individual through these functions, maintaining emotional bond among team members who are striving to achieve a common goal that is indicated by the leader. Analysis of the effectiveness of the communicative mechanism of humor is illustrated by examples from the speeches of political leaders of "bygone days" as well as contemporary politicians [12].

In September 2000, in an interview with Larry King, a host of CNN channel, Vladimir Putin responded to the question what happened to the Russian submarine “Kursk” with a short phrase: “It sank.” (Rus. Она утонула)

The answer of the President caused ambiguous reaction in Russian society; many citizens condemned the head of the state for this mocking and cynical response. However, ten years after the interview with Vladimir Putin the legendary Larry King called his answer about "Kursk" "brilliant" and added that it was one of those "bright moments on TV", which cause a rapid reaction of the audience.

It should be noted that after the interview the Internet users remembered the episode from one of Ian Fleming’s novels about James Bond where one of the main characters knows about the death of a secret agent and tactlessly asks what happened to him. A staff member of Secret Service of Her Majesty stops further questions with the words "He died", making him understand that the details should not be disclosed. Larry King confirmed a similar subtext of the response and added that if you do not want to go into details because you do not have enough facts to be taken into account, you should better say, “It sank”.

This example demonstrates realization of such tactic as joke as well as understatement.

The Minister of Foreign Affairs of Russia Sergei Lavrov used the tactic of joke when responded ironically to the words of U.S. Secretary of State Rex Tillerson. The Secretary of State compared the relationship between the US and Russia with tango and added that he would not dance in pair with Lavrov. Lavrov reacted in his own way and said, "My mother forbade me to dance with boys as well." (Rus. Мне мама тоже запрещала с мальчиками танцевать)

Outcomes

The analysis of using indirect tactics of speech influence in speech of political figures showed that politicians use different tactics in their media speeches or dialogues with the representatives of other states and political parties. It is important to note that one of the most effective means that political leaders use is humor. Humor helps the leader to find the right psychological distance and thus form a more adequate reaction of the individual. The tactic of allusion has a sufficiently large impact on the listener and communicant, as the art of allusion is one of the indirect ways of transferring information as well as the technique of implicit speech influence.

CONCLUSION

Thus, the study and analysis of selected factual material suggests that, overall, a general idea of indirect tactics of influence on recipient in political discourse is typical of communication in general. Besides, it should be noted that politicians prefer certain tactics, but in some cases, they may use bright contamination of different tactics. The main issues of the research may be of interest to specialists in the field of communication, the results of the analysis of using indirect tactics of influence in the political discourse can be used as illustrative material when creating training courses for communication as well as special courses for the study of the peculiarities of political discourse in general.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

EFFICIENCY AND PROSPECTS OF DEVELOPMENT BANKS IN RUSSIA

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ABSTRACT

This paper has identified the goals and objectives of development banks, generalizing and systematizing the economic, social and ecological efficiency indicators inherent in development banks in the current environment. In order to perform the research, the authors of this article have used structural, comparative and statistical analysis techniques. This paper presents a model developed based on the double-criteria analysis of the balanced scorecard system of development banks in China, Russia, Canada and Brazil. The research has shown that the activities of the Bank for Development and Foreign Economic Affairs (VEB), despite the high emphasis on project development and the activity in lending and providing investment funds to their agent banks, do not generate the needed social effect in comparison to the activities of development banks in other countries. This paper also explores the content and risk factors for development banks. The main ones are insufficiency of capital and unilaterality in concentrations of funds, lack of flexibility in the economic mechanism and lack of the necessary regulatory framework. This article's materials are of practical value to professionals in the banking field, the corporate management in development banks, investors interested in minimizing or fully avoiding industry-specific risks and increasing the financial sustainability of development banks.

KEY WORDS
development banks, investments, social-and-economic effect

INTRODUCTION

Despite the high rate of economic recovery in the early 21st century, Russia is now facing serious social-and-economic development problems. The current situation calls for strategic institutional solutions and resources to improve competitiveness, to diversify the economy, to accelerate economic growth and ensure a more equitable distribution of benefits.

MATERIALS AND METHODS

The source material is represented by the business performance of Vnesh economy bank (VEB) - the development bank of Russia, and that of development banks in Brazil, Canada and China. The material was processed at the Department of Financial Management of the Kazan Federal University. In order to perform the research, the authors have used structural, comparative, statistical and model analysis techniques to assess the economic-and-social performance of banks in the development of their domestic economies

RESULTS AND DISCUSSION

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One of the tools of strategic impact on the economy at the disposal of governments is development banks. In general, development banks operate in strategically important areas of the economy, but they are outside the realm of banks' interests. They can be used, for example, to lend to projects that cannot take out a loan from a commercial bank but whose implementation has considerable potential for generating jobs and income for the population. A development bank is intended to give loans to large-scale long-term projects, including infrastructure projects critical to the development of the country and to improving the quality of life.

The lack of "long" money is a significant limitation on the growth of Russia's economy. The functionality of the domestic development bank Vnesheconombank (hereinafter - VEB) is designed to address this problem. Over 92 percent of VEB's loans are given for more than five years and, as shown by the trend, the relative weight of these loans keeps increasing [Table 1]. That is why, in the context of the reform of the domestic economy from a commodity-based economy to an innovative one, such development institutions will play a key role. Consequently, the subject of the research is seen as relevant and significant at this point in time.

The underlying principle of the integrated system-wide evaluation of a development bank is the application of a system of performance scores to characterize the efficiency of lending and investment performance of a development bank and the impact of its activities on key national development indicators.

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Unlike commercial banks, a development bank, together with internal efficiency indicators (return on assets (ROA), return on equity (ROE)), should assess and plan the external performance of its investments: changing the volume of new products sales, increasing its share in the financing of various sectors (SME, exports) and industries (agriculture, infrastructure, etc.) of the economy, social and environmental results and their corresponding investment performance.

The underlying principle of an external evaluation of a development bank can be summarized as follows: the efficiency of a development bank's activities is equal to the performance of its investments and its impact upon the country's economy. Therefore, the methods for assessing the activities of development banks must also contain indicators of economic, social and environmental impact of the projects implemented or the success indicators for their implementation.

It should be clarified that the term "efficiency" is an economic category that would measure the effect of an activity against the costs of the resources required to obtain it [3, p. 32]. The term "effectiveness" refers to the extent of achievement of the set indicators: both the ratio of actual results and targets, and the absolute or relative change in the indicator.

The assessment of the efficiency and effectiveness of a development bank should be based on a system of indicators consistent with international standards for a multi-criteria evaluation of development institutions. The multi-criteria approach to assessing progress in development is enshrined in the United Nations Millennium Declaration [4], the GRI Global reporting Initiative [5], the European Commission INTOSAI Standards (International Organization of Supreme Audit Institutions - INTOSAI) [6] and other international instruments. The use of foreign methodologies and practices for the analysis and evaluation of the efficiency and effectiveness of development banks will make it possible to compare the national development bank's performance with development banks in other countries.

Table 1: The structure of VEB's loan portfolio in the urgency section

Indicators	January 01 2015		January 01 2016		January 01 2017	
	Amount, bln., rub.	Share,%	Amount, bln., rub.	Share,%	Amount, bln., rub.	Share,%
Up to 1 year	29.90	1.5	19.46	0.8	15,39	0,6
1 to 3 years	39,86	2,0	31,63	1,3	30,78	1,2
3 to 5 years	89,69	4,5	99,74	4,1	97,46	3,8
Over 5 years	1 833,65	92,0	2 281,97	93,8	2 421,17	94,4
Total	1 993,10	100,0	2 432,80	100,0	2 564,80	100,0

According to [1,2].

In accordance with international standards GRI [5], The Equator Principles (EP) III effective from 4 June 2013 [7], the UNEPFI 8 declaration, and other international initiatives, a comprehensive assessment of the efficiency and effectiveness of development banks should include an assessment of their contribution to the sustainable development of the country's economy, the provision of environmental security and solutions to social issues [9].

Development institutions, including development banks, development funds and specialized state development corporations have strategic objectives and their respective strategic indicators of their development in conformity with approved corporate strategies. Almost development institutions have integrated an incentive system for top managers based on Key Performance Indicators (KPI) which describes the strategic objectives of the organization in a specific area of its activity planning.

Most often, however, the KPIs do not characterize the performance of the development bank, but rather the volume, scope of activities (for instance, the number of projects reviewed and approved for funding, funding scope in the various areas of activities of the development institute, loan portfolio, etc.) [10]. The KPIs that are used do not always reflect (hence do not stimulate) the impact of the development bank on the economy, the social field and solutions to environmental problems nor are they linked to strategic targets of the social-and-economic development of the country.

Forming a list of quantitative indicators of the economic, environmental and social effectiveness of the development bank consistent with the strategic objectives of the state economic policy is a complex process. Accordingly, the strategic objectives and goals of the development bank should reflect not only the bank's investments, the amount of loans provided, participation in companies' capital, investment in long-term corporate bonds and others, but also the result of these investments in the economy (contribution to GDP and GRP, impact on budgets at different levels) and social field (increase in the employment rate, income growth, improvement of people's living conditions).

Economic effectiveness indicators characterize the bank's contribution to the country's economic development [10]:

- the contribution on the part of the development bank to GDP is defined as the ratio of the annual economic effect of the bank's activities (e.g. added value generated from loans) to the nominal value of the country's GDP for the relevant year;
- the bank's contribution to GRP in the region is defined as the ratio of the annual regional economic impact of the bank's activities in a particular region to the nominal value of GRP in the region for the relevant year;

- the bank's contribution to an increase in exports of goods and services is defined as the ratio of companies' earnings from exports of industrial and agricultural commodities and services as a result of the bank's projects and those of its subsidiaries aimed at developing exports during the accounting period to the amount of exports in the country as a whole;

- the bank's contribution to the development of small and medium-sized businesses (SMB) is measured by the share of SMB loans given by the development bank out of the total number of loans and the growth in the loans given to SMB's as compared to the previous period;

- the contribution of the development bank to the budget is defined as an increase in budget revenues as a result of investment activities (budgetary efficiency);

- the development bank's contribution to the development of innovations is defined as the ratio of revenues from sales of innovative products (services) by companies as a result of projects (programs, contracts) taking into account the bank's participation factor during the reporting period to the value of produced innovative goods (services) in the country as a whole;

- the development bank's contribution to an increase in productivity is defined as a gain in productivity through the bank's fulfilled projects.

The social effectiveness indicators of the development bank characterize its contribution to achieving the goals of generating employment, improving quality of life, improving working conditions and other indicators of social development:

- the development bank's contribution to employment generation is defined as the ratio of new jobs in companies (a gain in the number of employees) as a result of investment projects (programs, contracts) taking into account the bank's participation factor to the number of new jobs in the reporting period in the country as a whole;

- the development bank's contribution to the overall household income is defined as the ratio of the average monthly nominal wage of employees in companies and organizations implementing projects (programs, contracts) with the bank's participation to the average wage level in the country (region);

- the bank's contribution to improving the skills of the labor force and working conditions is defined as the number of specialists trained, re-trained and those who have had their skills improved taking into account the bank's projects.

The environmental performance indicators of the bank characterize its contribution to tackling challenges related to improving the efficiency of natural resource use, environment protection and improving environmental conditions. The bank's contribution to improving the environment is defined as the ratio of the bank's investments into projects containing environmental and/or natural resource management programs to investments into fixed assets aimed at the protection of the environment and rational use of natural resources during the reporting period in the country as a whole. The reduction of emissions to the atmosphere also represents an important indicator (hazardous wastes).

An area that has been necessary and relevant lately focuses on lending to projects aimed at the adaptation of agriculture to global warming. Therefore, attempts are being made to introduce such an indicator as the bank's impact on mitigating the adverse effects of climate changes [9,10].

These indicators can be calculated for a given year and for a number of years as well as compared with other development banks in the world.

A tool for the harmonization of strategic objectives (and related target strategic indicators) of the public economic policy with the objectives (and corresponding target indicators) of the development bank can be found in the methodology of known as Balanced Score Card-BSC. It is known that the BSC methodology involves a cascading of the strategic objectives and target indicators of the activities of economic entities in several areas (projections) and reconciling these indicators among themselves based on cause and effect [10, p. 78].

The BSC methodology allows for building a vertical development of strategic management (planning, monitoring and stimulating) of the country's economy as a whole, agreeing strategic objectives for the country's social and economic performance reflecting the planned results of economic policies with the objectives of industries, regions, large enterprises and development institutions. BSC (as evidenced by the foreign and domestic management practices of companies and public organizations) allows for exercising control over and monitoring the achievement of goals, linking the budget process and incentive systems to performance of the country's development and the contribution on the part of development institutions into it.

Generally (according to the COMPAS and MOPAN systems), the indicators entered are translated according to standard methods used for scaling into scores from 0 to 5 and are aggregated (arithmetic average) to the resulting index which, when seen in the trend, can help one make conclusions about the bank's activities [11, p.122].

As an example, a bank activity efficiency and effectiveness assessment system for development banks in Canada, China, Brazil and Russia is cited. A efficiency and effectiveness assessment system for development banks implies:

- an assessment performed by the bank's internal specialized units;
- an assessment performed by external independent experts of the Supervisory Board.

The internal evaluation consists of three elements [10]:

- an assessment of the economic-and-social effects of projects financed by the bank;
- an assessment of the efficiency of the loan scheme and the investment system;
- an assessment of the efficiency of projects with due regard to their objectives, categories and sectors.
- an assessment of the economic-and-social effects produced by projects financed by the bank is performed by;

(a) a ranking of projects based upon the results of the assessment of the social and economic effect generated by the project as a whole:

A- the project has a particularly important social-and-economic effect (social-and-economic effect higher than expected);
B - the social-and-economic effect corresponds to the expected level;
C - the social-and-economic effect is below the expected level;

(b) a ranking of projects based on the results of the bank implementing its role as a project participant in giving loans or investing:

A - extremely important;
B - expected;
C - below expected.

The ranking is performed as a percentage ratio of the total values for each indicator; if the ranking is to be turned into a double-criteria analysis system, the 3-to-3 matrix is formed. [Fig. 1] shows the double-criteria analysis matrix system based on the BSC of the development banks in China [12, 13], Russia [2,11], Canada [14], and Brazil [15] from the perspective of the social-and-economic effect of the importance of public development banks in the development of their domestic economies.

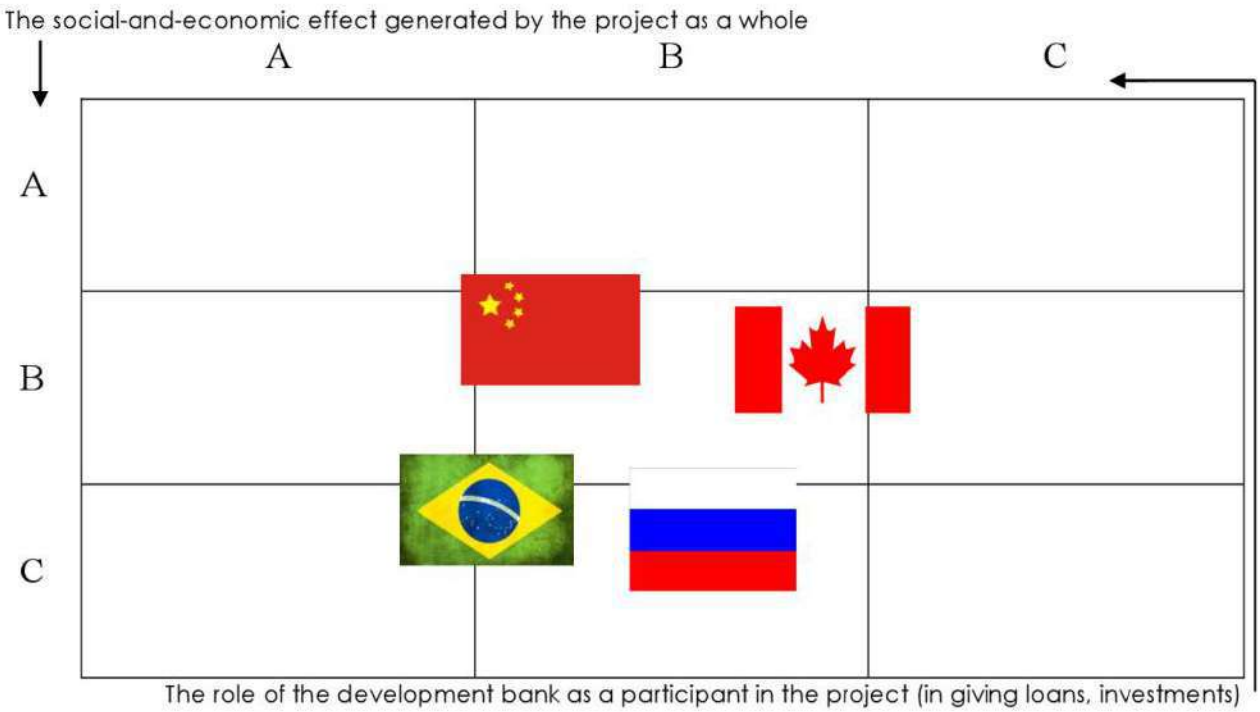

Fig. 1: A comparative assessment of the performance of the development banks in China, Russia, Canada and Brazil.

A detailed assessment of the efficiency of projects taking into account their objectives, categories and sectors is performed in two stages: the stage where the bank reviews the project (preliminary assessment) and the outcome of the project's implementation (final assessment). Development banks monitor the implementation results of their projects. To this end, an operational activity plan is prepared for the next 12-18 months following the implementation of the project which monitors the planned financial performance of the project as well as assessing the economic contribution to the country coming from the implementation of the project [11].

An external assessment of the bank's performance within the strategic management cycle is performed by the Consultative Committee of Development Banks. These committees are made up of outside experts from different sectors and areas of administration.

As can be seen in [Fig. 1], most of the assessed projects of the China Development Bank have shown an expected or particularly important economic-and-social effect since their inception. This is in contrast to the activities of VEB which despite the high importance of project development and the activity in providing loans and investment funds to its agent banks, does not generate the needed social effect in comparison to the activities of development banks in China and Canada. Even in Brazil (a member state of the BRICS just like Russia), the social effect generated by investment and project lending on the part of the Brazilian Development Bank is somewhat higher than in Russia [16]. It is obvious that Brazilian Social and Economic Development Bank (BNDES) is different from VEB in its key mission which lies not only in economic development, but also in social development whereas the social aspects of VEB's activities are less represented. As for the Development Bank of Canada, as has already been stressed, its goal is to develop small and medium-sized businesses in the country, which naturally produces a social effect, as this area of the bank's activities provides new jobs, employment growth and lower unemployment.

In general, we see that the efficiency of modern development banks on a state-wide scale is around at the intersection of the "B" cells, which speaks to the expected effect on the part of the state, but this effect is not always achievable. Consequently, there are a number of problems that can be noted in the development banks' activities.

The main ones are insufficiency of capital and unilaterality in concentrations of funds, lack of flexibility in the management system and lack of the necessary regulatory framework. Development banks quite often lack the legal and regulatory framework which would regulate the relationship between banks and the Central Bank, investors and authorities, which does not contribute to the growth of development banks.

SUMMARY

The activities of VEB in project development and in lending and providing investment funds to agent banks are of much importance to the development of the Russian economy. Yet it does not achieve the social impact comparable to the one generated by development banks in other countries, such as China, Canada. Brazil. The social effect produced by the investments and project lending carried out by VEB is somewhat lower than the social effect generated by the development banks in the aforementioned countries. As we believe, the reason for this is that social aspects in the activities of VEB are less represented while development banks in many countries have identified their key mission in not only of economic development but also in social development.

CONCLUSION

With the development of market relations, development banks around the world are facing problems related to the need to introduce new, non-traditional functions for this group of banks, such as consulting, asset management, investment bank operation.

In summing up the comprehensive research in terms of analysis and review of development banks' activities, it may be noted that, in the short period of time which their activities have spanned, modern development banks have had a significant impact on the economic development of each state with a development bank as well as on improving the investment financing system.

The paper shows that the lack of flexibility in the activities of development banks remains a major obstacle. Objects to be granted lending are put forward by state structures and local authorities which results in the assets of these banks having a relatively high risk potential. In addition, this group of banks has some management-related problems. Consequently, the operations scope of development banks and that of commercial banks have to be distinguished between and the place of development banks in the country's national economy must be provided a legislative framework for. It is of particular importance to legitimize the relationship between development banks and the state, and to implement ways of redressing the benefits of development banks.

In each country, a large portion of strategic and key projects pass through a development bank that acts not only as the guarantor of the financial security of projects, but also carries out a balanced examination of them. When implementing projects at the international level, development banks can provide each other with advisory and informative support. Constructive interaction between banks will have a greater impact on the development of large infrastructure projects [17]. The intensive development of the regional economy lies in solving large-scale economic and social problems. Under these circumstances, the activities of development banks which build on interaction with the state and business, are important and will be required for quite some time.

CONFLICT OF INTEREST

There is no conflict of interest.

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FINANCIAL DISCLOSURE

None.

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ARTICLE

INTERNATIONAL LEGAL AND INTRASTATE MECHANISMS FOR MATERNITY PROTECTION IN THE RUSSIAN FEDERATION

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ABSTRACT

The article gives the reflection on the term «maternity». As the result on conducting short scientific research it was discovered that there is no any definition for this term in the international legislation. Far more full explanation for this term is given not only in Russia dictionaries. This term is widely used by different branches of law of Russian legislation and it is represented at legal doctrine. Norms on the protection of maternity and childhood are contained in more than 30 international statutory and regulatory enactments. The article lists the most important articles where the protection of the institute «maternity» runs like a golden thread. From our point of view C103 - Maternity Protection Convention (Revised), 1952 (No. 103) [1], ratified by Russia in 1956, is pivotal at this aspect. By no means is unimportant part on the issues on protection of «maternity» institute given to the Convention on the Elimination of all forms of Discrimination against women (CEDAW) [2]. Ministry of Labour and Social Protection of the Russian Federation made the eighth report on the realization of this Convention's statements. Great attention in the article is given to the critical remarks and comments of Committee on the Elimination of Discrimination against women [3] Ministry of Labour and Social Protection forms the response on new measures for the realization of CEDAW statements. This article provides not only the list of laws and regulations, regulating the protection of the institute «maternity», also the latest and newest information about upcoming changes in Russian legislation in the sphere of maternity's protection and planned parenthood.

KEY WORDS
maternity, women, rights, protection, convention

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INTRODUCTION

Russia by all means may be proud of not only natural potentials, vast territories, but also traditions and values, which are protected by the nation. Russians create families on the base of mutual understanding, love and care, with due respect to the status of mother. Not the least role here is given to the Conception on demography policy, aimed at the enlargement of population's life expectancy, reducing the level of mortality, rise in births, regulation of inter migration, maintenance and consolidation of population's health and improvement of demographic situation in the country on this base. The government develops large-scale projects on the protection of the institute of «maternity», such as «maternal certificate», «maternity capital – federal subsidies for multiple-child families», monthly allowances payment in the period of pregnancy and after child's birth. The projects which are to be realized and to be planned are aimed at the maintenance of the institute of family and traditional values that may serve as the example for many other countries.

At this regard the investigation of the institute of maternity, international legal and intrastate mechanisms for protection of the institute of maternity and traditional values seem to be actual. This aim formulates the following tasks:

I. Determining the definition of «maternity»;
II. Finding general conventions, ratified by Russia, directly or indirectly aimed for the protection of the institute of maternity;
III. Studying and detecting of general intrastate mechanisms for the protection of the institute of maternity

METHODS

Methodology of the article is based on the principles and categories of dialectics; induction and deduction. Information on the latest novelties in the Russian legislation, concerning the protection and maintenance of the institute of family and maternity was gathered. The Convention on the Elimination of All Forms of Discrimination against Women, Conventions 103 and 156, Beijing Declaration (September 1995); also the dissertation of N.N. Shapovalova «International legal standards on protection of women rights and their implementation in European countries», article of E.V. Sichenko «Realization of Convention 103 «Maternity Protection Convention» provisions in labour legislation of Russia», the books by Nicola Jones «Gender and Social Protection in the Developing World: Beyond Mothers and Safety Nets» and by Rebecca Holmes and Nicola Jones «Gender and Social Protection in the Developing World: Beyond Mothers and Safety Nets Decree on the Prohibition of Abortions» (27 June 1936) were considered. Great attention was given to the eighth periodical report of the Russian Federation concerning the execution of the Convention on the Elimination of all forms of Discrimination against women (CEDAW) and to the comments of the Committee on the Elimination of Discrimination against women, posted on the website of the Ministry of labour and social protection of the Russian Federation.

RESULTS

The definition «maternity» has wide range of interpretations in different spheres of scientific knowledge and practical activity of the person.

The definition for the term «maternity» in the dictionary of social sciences «Glossary.ru» is given in the following way: maternity is the key biological function of female organism, directed on continuation of human kind: bearing, giving a birth and feeding of a child. In the dictionary of D.N. Ushakov the maternity has received social content, and it is determined as sibling connection between the mother and children [5]. The dictionary of S.I. Ojegov and N.Yu. Shvedova determines the maternity as special condition of women – mother (predominantly during pregnancy) [6]. Cambridge dictionary determines the maternity as the «state of being a mother» [7].

In the international legislation there is no any explanation of the term maternity. However, there was found the explanation for the allied term «reproductive health» in Beijing Action for Equality, Development and Peace of the fourth world conference on 15 September 1995. «Reproductive health is a state of complete physical, well-being and not merely the absence of disease or infirmity, in all matters relating to the reproductive system and to its functions and processes. Reproductive health therefore implies that people are able to have a satisfying and safe sex life and that they have the capability to reproduce and the freedom to decide if, when and how often to do so. Implicit in this last condition are the right of men and women to be informed and to have access to safe, effective, affordable and acceptable methods of family planning of their choice, as well as other methods of their choice for regulation of fertility which are not against the law, and the right of access to appropriate health-care services that will enable women to go safely through pregnancy and childbirth and provide couples with the best chance of having a healthy infant» [8].

In Russian legislation the term «maternity» is used by different branches of law. Generally, the term «maternity» is mentioned in 223 statutory acts.

If we consider the existing approaches and definitions of the term «maternity», it may be concluded that «maternity» in social plan is the institute protected and guarded by the government via establishment of legal guarantees. It is difficult social phenomenon which means stable, psycho emotional and family relation of blood between child and woman who brought up him or her. It is realized and appeared during the processes of pregnancy, childbirth, feeding and (or) childcare conducted by woman up to adulthood [9].

For the legal purposes with taking into consideration abovementioned statements it is necessary to give the following definition for the term «maternity»: maternity is complex social phenomenon. The content of it is revealed at three aspects:

I. Constitutional legal state, provided by the conditions on realization of reproductive rights of women (maternity preservation), stipulated in the norms of constitutional law, and resources for the protection of its lawful rights and interests (maternity protection);
II. Legal norms, regulating homogeneous social interactions;
III. Legal rights of women, including reproductive warrants.

Norms on the maternity and childhood protection are included into more than 30 international legal documents (conventions, recommendations of international organizations, bilateral intergovernmental agreements).

From the beginning of XX century series of special international – legal acts, directed on considered institute's protection, have been developed and accepted. Particularly, the following acts should be considered:

I. The Convention on the Elimination of All Forms of Discrimination against Women (hereinafter - CEDAW), adopted in 1979 by the UN General Assembly [2]

II. C156 - Workers with Family Responsibilities Convention, 1981 (No. 156) Convention concerning Equal Opportunities and Equal Treatment for Men and Women Workers: Workers with Family Responsibilities (Entry into force: 11 Aug 1983)

III. C103 - Maternity Protection Convention (Revised), 1952 (No. 103) - Convention concerning Maternity Protection (Revised 1952) (Entry into force: 07 Sep 1955) [1]

IV. C 183 – Maternity Protection Convention, 2000 (No. 183) - Convention concerning the revision of the Maternity Protection Convention (Revised), 1952 (Entry into force: 07 Feb 2002) [11]

Russia has ratified first three above mentioned conventions. E.V. Sichenko in the article «Realization of Convention 103 «Maternity Protection Convention» provisions in labour legislation of Russia» has considered general differences between Convention 103 and Convention 183. She says that the peculiarity on new approach is maximum supporting of equality between man and women in labour relations». According to art. 6 of the Convention 103 the dismissal of woman who is in maternity leave, is illegal, regardless of dismissal's reason. The article 8 of the Convention 183 admits the dismissal of women during her pregnancy or absence from work because of the vacation on reasons, which are not connected with the pregnancy or childbirth and consequences of it or infant feeding. In such a manner for realization of equal relation to women International Labour Organization in the new convention narrows the protection from dismissal, provided for women [12].

In modern society the measures, directed on women protection, are the matters of dispute, as far as they may cause the difficulties for women in some work places. Hereby, it has negative impact on the gender segregation of labour market. In the case of maternity protection these measures are necessary for the protection of productive role of women.

Hereby, The Ministry of labour and social protection of the Russian Federation made the eighth periodical report on the execution of CEDAW in the session of the Committee on the Elimination of the Discrimination against Women (hereinafter – CEDAW Committee).

The Ministry of labour and social protection at the report CEDAW/ C/ RUS/7, consisting of 65 pages of the text and appendixes, represented the detailed information about clause-by-clause execution of CEDAW provisions, latest changes in Russian legislation, progress received in the sphere of improvement of women's states and about difficulties which appear repeatedly during non-admission of discrimination in relation to women.

CEDAW Committee at their 1335 and 1336 sessions dated by 27 October 2015 (see - CEDAW/C/SR.1335 and 1336) have considered the reports and brought final indictments concerning the eighth periodical report of the Russian Federation. These indictments are in the document CEDAW/C/ RUS/Q/8 [13], and the answers of the Russian Federation are in the document CEDAW/C/RUS/Q/8/Add.1.

In the document on 15 pages the Committee pointed the recommendations and remarks according to following categories: Parliament, Convention apprehension, elective protocols and general recommendations of the Committee: definition of discrimination in relation to women and discriminating laws; access to justice and legal mechanisms of appeal; national mechanism on improvement of women's conditions, civil society and non-governmental organizations; stereotypes and destructive practice; violence against women; harmful practice and violence against women in North Caucasus; human trafficking and prostitution exploitation; participation at political and social life; women, peace and security; education; employment; health; country women; destitute groups of women; marital and family relations; information collection [13].

The Committee made approximately 62 remarks to the address of Russia. We appoint some of them in our article, as: taking necessary legislative measures for the liquidation the concept «property» of the father in issues relating to children in North Caucasus, and also providing equal parental rights for women at all cases; considering women's status at de facto unions and the status of children came into the world as the results of these unions; accepting necessary legislative measures for providing protection of these economic rights, including termination of relations in accordance with General recommendations of the Committee No 29 (2013) about economic consequences of marriage, marital relations and its termination; considering the definition of the term «property» of spouses, including pension rights and other allowances, related with work, and also future incomes, or accepting other instruments such as periodical payments after the divorce; conducting gender estimation of all measures, stipulated in New-family policy and including the principle of gender equality into national social policy [13].

After this detailed analysis of the realization of CEDAW let's consider C 156 - Convention concerning Equal Opportunities and Equal Treatment for Men and Women Workers: Workers with Family Responsibilities.
According to C 156 one of the aims of government's policy in the sphere of labour is creating conditions which will admit to exercise the rights on conducting fee-paid work, without any discrimination, combining professional and family values harmonically. All necessary measures corresponding to national conditions and possibilities should be taken for ascertainment of real equality of possibilities for laboring men and women in order they may execute their rights for free choice of work. Professional arrangements, retraining and advanced training of women, provided by the law «About the employment» in the period of maternity leave for up to three years may be also provided for child's father.

National legislation of the Russia Federation is based on constitutional principles and international legal norms. These norms and principles are concretized in some federal legal acts (including codified laws), subordinated acts, accepted on the level of constituent territories of the Russian Federation (including the Republic of Tatarstan). It is useful to highlight in this regard that coordination of maternity and motherhood issues are relegated to joint jurisdiction of the Russian Federation and its constituent territories (art. 72 of the Constitution of the Russian Federation; art. II of the Federal Treaty of the Russian Federation) [15].

It is necessary to highlight following legal acts on a federal level:

- Constitution of the Russian Federation [16]
- Labour code of the Russian Federation dated by 30 December 2001 No 197 – FL (with changes and additions from 24, 25 July 2002, 30 June 2003, 27 April, 22 august, 29 December 2004, 27 November 2017) [17];
- Family code of the Russian Federation dated by 29 December 1995 No 223- FL (with changes and add. Dated by 15 November 1997; 27 June 1998; 2 January 2000; 22 August, 28 December 2004, 1 May 2017, 14 November 2017) [18];
- Decree of the President of the Russian Federation dated by 30 May 1994 «About the extent of compensatory payments for certain categories of citizens», acts from 2001 [19].

Constitution of the Russian Federation is the key law of our government and the base for the development of different branches of domestic affairs.

Governmental protection of the family, maternity, childhood and fatherhood is provided in accordance with p.2, art. 7 of the Constitution of the Russian Federation. P. 1 art. 38 of the Constitution of the Russian Federation claims that maternity and childhood are under the protection of the government [16]. These constitutional bases of the protection of maternity and childhood serve as the base for taking measures on the maternity and childhood interests' protection by the government legally represented by its competent authority.

Governmental mechanism for the maternity protection includes complex of measures, different by content, mission, terms and extent. All of them guarantee the realization of constitutional responsibility of the government on maternity protection. The term «protection» is applied to such definitions as «maternity», «childhood», and «family». At constitutional level it is widely interpreted. While the Constitution of the Russian Federation uses the term «protection», it means activity, oriented on the liquidation and countermeasure to illegal acts; prevention of irregularities, and also compensation for harm. Protection is complex system of measures, applied for providing free and proper realization of law which includes different measures and events.

Governmental mechanism for maternity protection is interpreted as the system of measures, aimed at maternity encouragement, guaranteeing of mothers and children interests, arrangement of the most significant opportunities, providing full-fledged evolution of the child.
At 28 November 2017 the President Vladimir Putin suggested to bring into action monthly payments from 2018 for young families at birth of a first child before the child's a year and a half birthday. He claimed about it on the session of Coordination Council on the realization of National strategy of actions on behalf of children 2012-2017.

Government support is provided for mothers in Russia by different types. Those mothers who have registered their early pregnancy at medical institution receive one-time allowance on the sum 613, 14 rub. (here and after the information for 2017). Those women who are in maternity leave receive infant birth and maternity allowance. It is rated on the basis of average wages of the women [20].

After childbirth one-off payment on the sum 16 350 rub. 33 kop. (sixteen thousand three hundred fifty rubles thirty three kopeck) is paid. In case of two or three children birth it is paid for every child. Paid leave on the sum 10 523 (ten thousand five hundred twenty three) rubles is provided for child care before the child's a year and a half birthday monthly in 2018 (further it will be increased). Payment amount is 40 per cent from average earnings. Allowance is given for non-working mothers. Its minimum size on first child care is 2 908 rub. 62 kop. (two thousand nine hundred eight rubles sixty two kopeck) per month, for the second and others children it is given 5 812 rub. 24 kop. (five thousand eight hundred twelve rubles twenty four kopeck). Also mother on child care leave has the right for monthly compensatory payment on the sum 50 rubles. This norm is determined by the Decree of the President of the Russian Federation dated by 30 may 1994 «About compensatory payment for certain categories of citizens». It acts from 2001 [19]. This compensatory payment is provided only after application recorded on the job, military service, or if this application is given to the social protection agency at the place of residence. It is paid before third – year attaining by a child.

Furthermore, the program for supporting families with children acts starting from 2007. It is called maternity (family) capital. The extent of simultaneous state subsidy is four hundred fifty three thousand twenty six rubles. The program is in effect until 31 December 2018. At 28 November 2017 the President of the Russian Federation Vladimir Putin suggested to prolong it until 2021 and to force into application additional possibilities for using maternity capital.

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DISCUSSION

Issues of maternity protection and care are particularly highlighted in the Decree of the President of the Russian Federation dated by 8 March 2017 No 410 – r «About confirmation of National strategy of actions on behalf of women for 2017-2022 years» [21]. Among tasks in the sphere of maternity protection there are: providing medical-social support for pregnant women, who suffers from difficult life situation; rendering assistance for women in the situation of reproductive choice, including social maintenance, providing social-medical, social –psychological, social-legal, social – domestic and other social services; development of the system of reproductive health protection considering peculiarities of women's health state, including using of assisted reproductive technologies (including in vitro fertilization).

Among results expected there are: level of maternal mortality decrease to the level of economically developed countries, further decrease of abortions' amount; improvement of medical conditions for pregnant women and during childbirth.

SUMMARY

As part of the study there were given not only generally accepted definitions for the term «maternity», but also this term was interpreted from the legal point of view. It has been found that in Russian legislation the term «maternity» is used by different branches of law and it is provided in more than 200 statutory acts while in international documents there is no any definition or common use of the term «maternity».

On international level Russia has ratified three conventions which directly or indirectly concern the institute of maternity. They are: the Convention on the Elimination of All Forms of Discrimination against Women (1979), C 156 - Workers with Family Responsibilities Convention (1981), C103 - Maternity Protection Convention (Revised, 1952).

Much attention was paid to the eighth periodical report of Russia, represented on the session of CEDAW Committee. Article's authors highlighted the recommendations of the Committee, and also the responses of Russia.

On intrastate level among general laws, regulating the institute of maternity, there were pointed the following statutory acts: Constitution of the Russian Federation, Labour code of the Russian Federation (2001), Family Code of the Russian Federation (1995), Decree of the President of the Russian Federation (1994).

Constitution of the Russian Federation is the key law of the legislation of the Russian Federation. Maternity protection is one of the pivotal task of the Constitution of the Russian Federation, which is stipulated in p.2., art.7 of the Constitution.

Noteworthy is the new program of allowances payment for mothers (children), suggested by the President Vladimir Putin on 28 November 2017 on the session of Coordination Council on the realization of National strategy of actions on behalf of children 2012-2017. Among payment of allowances for pregnant women, who are registered on medical institutions on early terms of pregnancy, and to mothers for childcare during maternity leave, and also maternal capital and maternal certificate, it was suggested to pay one-time allowance for childbirth on the sum 16 350 rubles 33 kop., and also 10 523 rubles monthly in 2018 for the birth of the first child.

CONCLUSION

All policy conducted by government for family consolidation, providing maternity and childhood interests contributes to forming of healthy nation and consolidation of family values. Any state is interested in forming full-fledged and healthy personality, which brings positive results for society and country. Currently, the activity of Russian government is aimed at increasing of families' financial state, rendering additional social support for certain categories of citizens, creating significant opportunities for childbirth, that give positive results.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

THE METHOD OF ASSESSMENT THE EFFECTIVENESS OF WEB-SITES FOR BANNER ADVERTISEMENT ON FUZZY SETS THEORY

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ABSTRACT

This article deals with method of estimation the effectiveness of web-sites for banner ads by measuring communicative effects of sites for users. We propose to solve the optimization task for maximizing communicative effect of advertising campaign and find period of time for ad placement on web-sites under the budget limits. Communicative effect of site is calculated by the negation operator of the Hamming distance between two fuzzy numbers: "Target audience" and "Average user of the site." Fuzzy number "Target audience" is formed as a result of the determination by experts (marketers) the demographic and territorial characteristics of the target audience, and the fuzzy number "Average user of the site" is calculated according to the demographic and territorial metrics of the site. The sites and times for banners on them is the solution of linear programming task. This technique can help in marketing and management decisions, and can also be used for market research of preferences of different groups of the population.

KEY WORDS
fuzzy sets, site effectiveness, site metrics, communicative effect, banner ads, advertising effectiveness

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INTRODUCTION

The best sites for hosting the company's banners are the secret of success of advertising campaign. There are a lot of qualitative and quantitative factors that influence on defining the most effective web-sites.

The first Internet banner advertising appeared in 1994 that was the beginning of the rapid development of online advertising. The first methodology for assessment the effectiveness of banner advertising based on indicators such as:

1) Evaluation of indicators of growth the awareness, feedback, intentions to purchase;
2) The test of significance of components of a banner, for example, tests the impact of the animation, color, banner's size on the amount of feedback;
3) Evaluation of the impact of different factors on results, such as the test for assessment of the effect of the exposure, content, complexity, background on the awareness and feedbacks.

The first studies of the effectiveness of banner advertising, such as in [1], [2], [3] showed that the banner advertising increases consumer awareness of the brand, the company, it changes the attitude to the process of buying and number of visits of the sites. The research of efficiency through the number of clicks was performed by [3]. However, the feasibility of assessing of the online advertising effectiveness through a number of clicks has been questioned in studies by [4], [5], [6], because not all visiting of sites lead to the purchase, and the frequency of clicks on the banner advertising is on average, 0.5% of visits.

In the works by [7], [8], [9] there conducted the evaluation of the effectiveness and simulation of Internet advertising based on statistical data. However, all these techniques are useful for assessing only the banner advertising and not comparable to other types of advertising.

[10] suggests using the data of the envelopment analysis (DEA - Data Envelopment Analysis) to assess the relative efficiency of the process which has complex characteristics, which are converted into a single comparable figure. The feature of this method is that the specific weights of each factor are determined individually and, in contrast to the regression analysis, they are recounted from the position of maximizing the final effect. As independent characteristics there were considered the indicators that influence the effectiveness of banner advertising as emotional coloring, color, interactivity, animation, message length. As effectiveness indicators at the output there are used such as CTR (click speed), attitude to advertising and the number of responses.

The empirical studies by [11] on 111 companies showed that campaigns using a combination of online advertising and traditional off-line advertising lead to positive consumer reaction and synergies that also proved by [12].

Proposed a methodology to assess the effectiveness of online advertising based on Poisson-gamma model. Further, [13] develop a model for predicting the level of sales of keywords in online advertising, using the analysis of the hierarchy by Bayesian. There is the comparison of Internet advertising to other types of advertising. This approach allows us to estimate more accurately the effect of the campaign.

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Studies by [14] using the logit and probit of models show that the effectiveness of Internet advertising depends not only on the characteristics of the advertising and the site, but also on the type of the advertised product. The distance to the physical point of sales is the most important factor for the goods of search type.

[15] suggested the use of multicriteria linear programming (MCLP) to predict the potential users of online advertising using information from users' browsers about clicks and requests for Internet users, and displaying the most appropriate advertising for them. This model has shown its prospect when compared with models like Support Vector Machines (SVM), Logistic Regression (LR), Radial Basis Function Network (RBF Network), k-Nearest Neighbour algorithm (KNN) and NapveBayes.

Also review of literature provides methodology for assessing the effectiveness of online advertising from the perspective of firms, exposing ads on their sites. In the work, [9] proved the existence of Nash equilibrium situation for the market of advertisers of oligopolistic type. Through the calculation of sensitivity to the cost of advertising per thousand clicks (CPM) competitors are provided by the method of calculating of the best price per CPM for the firm.

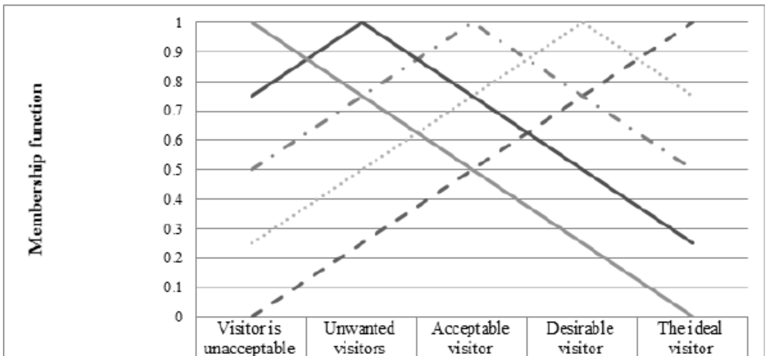
Advances in technology and the Internet leads to the increase of the amount of online advertising. Foreign studies show that the efficiency is influenced by many factors. Depending on factors stood out as the most important are the different methodologies for assessing the effectiveness of online advertising. As a general result it is possible to classify the procedure as following. First, the methodology for assessing the effectiveness of online advertising, based on factors related to the quality of the advertising campaign - color, animation and banner placement and information. Second, methods that calculate the effect of advertising depending on the placement of online advertising and the ways to select the target audience. The third method of calculating the effectiveness of online advertising depends on the charSacteristics of the offered goods and services. It should be noted the development and complexity of techniques and tools for assessing the effectiveness of online advertising, the research and incorporation of new factors of competitiveness of e-commerce.

METHOD

The banner advertising has two main effects: the communicative and economic effect. With this in mind, we propose the following model for evaluating the effectiveness of sites, their selection and calculation period of advertising on sites:

1) Formation of an image of the target audience by defining its characteristics. The characteristics of the target audience are determined based on the information that can be accessed using web page counters of the attendance: gender (male / female), age (under 18, 18-24, 25-34, 35-44, 45 and older), the country residence, region of Russia. The image of the target audience is formed by making expert assessments of each characteristic. We propose the following scale of linguistic assessments "highly desirable, desirable, possible, unwanted, unacceptable."

To evaluate the target audience there is introduced a fuzzy number "Target Audience by characterization i" and its five linguistic terms (values of fuzzy number): "The ideal visitor μ_i (A_1)", "Desirable visitor μ_i (A_2)", "Acceptable visitor μ_i (A_3)", "Unwanted visitors μ_i (A_4)", "Visitor is unacceptable μ_i (A_5)". Membership functions of the characteristics of the target audience to the linguistic terms are determined by the ratio shown in [Fig. 1] [18].



	Visitor is unacceptable	Unwanted visitors	Acceptable visitor	Desirable visitor	The ideal visitor
highly desirable	0	0.25	0.5	0.75	1
desirable	0.25	0.5	0.75	1	0.75
possible	0.5	0.75	1	0.75	0.5
unwanted	0.75	1	0.75	0.5	0.25
unacceptable	1	0.75	0.5	0.25	0

Fig.1: Type of membership functions describing the value of linguistic variable "Target audience".

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2) The second step there is the selection of the potential sites for banner advertising. For each of the analyzed sites, the attendance statistics of pages is collected which has the same demographic and territorial characteristics that have been used to form an image of the target audience. The data may be collected using tools of Yandex metrics or other site effectiveness counters. Experts determine the value of the proportion of Internet users that can be attracted by the most popular of the studied sites [0, 1], for example, m=0.5. In order to describe the typical / average website visitor, there entered fuzzy numbers for each of the demographic and territorial characteristics of the "Average visitor to the site by i-th characterization." For a qualitative description of a fuzzy number in terms of human understanding there are identified five linguistic terms (values of linguistic variable) with the corresponding node points that are uniformly removed from the maximum share: "Major share of Internet users (0.5)", "Significant proportion of Internet users (0,375)" "Average number of Internet users (0.25)", "Small proportion of Internet users (0,125)", "No Internet users (0). [16]" The calculation of the membership functions of the site characteristics to each linguistic term are presented by the formula [17]:

$$\mu_i(C_j) = \{ \frac{\quad}{\quad}, \qquad if\ y_i \le d \le m:$$

where $\mu_i(C_j)$ – is the value of the membership function of a characteristic for the i -th linguistic meaning;
d_i - the proportion of all users in the region by characterization;
m - maximum share determined by experts;
y_j - the values of the nodal points of the i -th linguistic meaning.

Type of membership functions has the form shown in [Fig. 2].

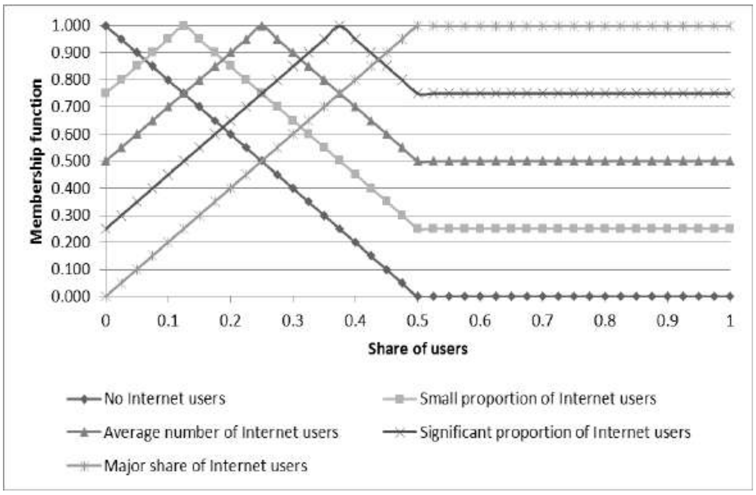

Fig. 2: Type of membership functions of fuzzy terms of "Average visitor to the site by characterization i "

....

3) The assessment of communicative efficiency of the site is calculated. For each analyzed site there is determined the Hamming distance [18, 19] between the fuzzy number "Target audience by characterization" and the corresponding fuzzy number the "Average visitor to the site by characterization." The greater the distance between fuzzy numbers means the less communicative effect of this website is. Consequently, the "Communicative effect" for each characteristic is calculated as the negation operation of the found distance, the overall communication effect of site is calculated as average of demographic and territorial characteristics:

$$K = 1 - \sum_{i=1}^{J} |\mu_i(A_j) - \mu_i(C_j)|$$

where K – is the communicative effect of a site for this advertising campaign;

$\mu_i(A_j)$ - the value of the membership function of i-th characteristic for the j -th linguistic value of number of " Target Audience by characterization i ";
$\mu_i(C_j)$ - the value of the membership function of i- characteristic for the j -th linguistic value of number of "Average visitor to the site by characterization i".

4) The selection of sites for banner advertising comes down to the optimization task of linear programming with the following characteristics. Unknown variables are time of placing banners on the site. The objective function is to maximize the communicative effect of ad campaign. The cost of banner advertising per one day and the budget form the restrictions of the problem.

Target function: $\sum_{l=1}^{n} K_l * d_l * t_l \rightarrow max$,
Changing cells: t_l
Restrictions: $\sum_{l=1}^{n} C_l * t_l \leq B, t_l \geq 0, t_l = integer$,

where K_l – is the communicative effect for the site,
d_l - the share of visitors in the region,
t_l - the period of advertising on the site, day.
C_l - the cost of advertising on the site, rub. / day.
B - Advertising budget.

The solution to this problem can be found by using the package "Solver" in MS Excel. As a result, there are defined the sites and period of time that are advisable to place advertising for achieving the maximum communicative effect of ad campaign with the audience. The presented method is a tool to support decision-making. The method is realized in MS Excel and it is suitable for firms of all spheres of activity.

RESULTS

In our research were investigated the sites in city Kazan (Russia), which combined in groups of content of the sites: goods and services, businesses, cars, culture, news and media, entertainment, education. For each of the groups there were identified demographic and territorial characteristics of traffic through the site [20]. There were investigated several types of target audiences and identified the sites with the most communicative effect, shown in [Table 1].

Table 1: Communicative effect of the sites for different target audiences

Type of the target audience	Most popular categories of sites
Women under 18 years old, mostly living in Russia, Moscow	News & Media, Culture, Entertainment
Young men 25-34 years old, mostly living in Russia Kazan	News and Media, Education, Culture
Women over 45 years old, primarily living in Russia, Volga region	News & Media, Auto, Enterprises
Men and women, 35-44 years old, mostly living in Russia, St. Petersburg	News and Media, Education, Culture
Students living in cities with the population over 1 ml. people	News and Media, Education, Goods and Services
Pensioners living in large cities and CIS countries	Culture, Entertainment, Education

It should be noted the following feature of the method: the less specific characteristics of the target audience are (the large number of desirable characteristics which close to each other) increases communicative effect of sites with a large number audience and decreases communicative effect of sites which designed for a narrow audience. Thus, setting narrow characteristics of the target audience allows determining the sites with a large attendance precisely by the target audience, but possibly with low rates of attendance as a whole over the Internet, and therefore lowering prices for banner advertising.

This method also allows to explore consumer behavior of different segments of the population and to make market research for preferences and interests of buyers. This information can be very useful for strategy creation of company [21].

Modern web counters have been improved and in addition to the basic characteristics of users, such as gender, age and territory, they allow to recognize additional features as the interests and activities. Any new features can be used in the proposed method, and will improve the accuracy of the calculation of the communicative effect of the site.

CONCLUSION

The Internet is an indispensable part of modern economic relations. The development of the Internet has led to the emergence of Internet advertising which is presented in the form of banners in certain parts of sites. According to the company Net craft on 01.01.2014, the Internet had 861.4 mln sites. Among such a large number and variety of places of banner advertising, the site selection is a challenge. Sites like Google, Yandex offer their advertising system, but the cost of such services may not be suitable for a small business or advertising budget. In this study, the method of choice and calculation of the optimal time of banner advertising on the sites has been proposed. The method is based on the calculation of the communicative effect of Internet sites and solving the optimization problem to achieve the maximum communicative effect of an advertising campaign with budget constraints. The communicative effect was calculated using the negation operation of the Hamming distance between two fuzzy numbers "Target audience" and "Average visitor of the site. Fuzzy number "Target audience" is formed as a result of determining the preferred characteristics of the target audience by an expert (marketer), and the fuzzy number “Average visitor of the site” is calculated according to the metrics of the site. [22]

The proposed method enables to make management decisions in conditions of a multi-criteria selection and a large number of alternatives. The solution of the optimization problem makes it possible to reach the maximum efficiency indicators of an advertising campaign in the given economic conditions. The development of tools of the Internet metrics allows to use not only demographic and territorial characteristics of the target audience, but also to determine their interests and specialization.
This method can also serve a tool of market researches of the population, since with the obtained values of communicative effects of sites they can make websites ratings of the most popular sites for different population groups.

The proposed method is implemented in MS Excel environment and is an effective tool to support decision-making.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

JUSTIFICATION OF DIRECTIONS OF RESEARCH FOR ENSURING ENVIRONMENTAL INDICATORS OF ENERGY INSTALLATIONS OF TRANSPORT PURPOSE

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ABSTRACT

Energy installations of transport purpose for toxic emissions occupy the first place among all types of transport. In total there are over 650 million cars with internal combustion engines (ICE). Tighter environmental legislation on emissions of harmful substances with exhaust gases (OG) forces developers and engine manufacturers to look for new solutions to the organization of an effective workflow (RP). The complexity of the solution of this problem lies in a multitude of factors influencing the course of intra cameral processes, automobile diesel engines are operated in a wide range of load variations and the rotational speed of the crankshaft (CV), which significantly affect the course of the processes of mixture formation and fuel combustion in the cylinder. The use of multiphase fuel injection is one of the effective means of reducing emissions of toxic substances in diesel. The organization of a uniform distribution of fuel in the combustion chamber (CS) increases the self-ignition and combustion centers, thereby reducing the unevenness of the temperature field and reducing the number of high-temperature zones in the CS. Reducing the toxicity of diesel engines with direct injection of fuel is one of the most acute problems of engine building. Therefore, work is needed aimed at a more in-depth study of work processes that could meet environmental standards without significantly increasing the cost of diesel.

KEY WORDS
toxic substances, exhaust gas of diesel engines, engine parameters, environmental

INTRODUCTION

Emissions from road transport in Russia are about 20 million tons per year. The exhaust gases of ICE contain more than 200 names of harmful substances, including carcinogenic ones. Obviously, while there is fuel of oil origin, the growth of a car park with traditional engines will continue. Such an amount of harmful substances harms the health of mankind and the entire environment.

The purpose of the study is to justify the direction of research to ensure the environmental performance of power plants for transport purposes.

The objectives of the study are:

1. To conduct an analysis of ways to ensure the regulatory requirements of environmental indicators.
2. Substantiate the directions of research to ensure the environmental performance of automotive tractor diesels.
3. Systematize the main indicators of power plants for transport purposes, taking into account the requirements of the standard for toxicity and customer requirements.

METHODS

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Theoretical method of research directions to ensure environmental indicators of power plants for transport purposes. In the work, analytical studies of technical, economic and environmental indicators of serial and new vehicle designs were made with the aim of reducing emissions of harmful substances with exhaust gases.

Scientific novelty. Generalization of research directions to ensure legislative requirements for toxicity, taking into account the consumer characteristics of power plants for transport purposes.

The practical importance of the work is to justify the use of systems to ensure environmental quality indicators in power plants. The proposed recommendations can be implemented in the design of new, as well as currently produced power plants for transport purposes.

RESULTS AND DISCUSSION

The validity of the theoretical positions of the work is confirmed by experimental studies, reflected in the works of other authors on this topic.

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The use of motor transport in human life has become an integral part of social development. However, with motorization of society, such a serious social problem as pollution of the environment by harmful emissions of exhaust gases is associated [1]. In recent years, as a result of a significant increase in the car fleet, gross emissions of harmful substances by motor vehicles have increased significantly, which adversely affects the environment and human health. Therefore, environmental protection is one of the priority activities of governments of different countries [2].

A couple of decades ago, the purchase of diesel cars was positioned in Europe as an environmentally sound choice and was even encouraged in some countries by tax preferences. As a result of state policy, the share of such vehicles now in the car fleet of France reaches 80%, Spain 70%, in Britain exceeds 50%. The average in the EU is 55%. This is due to the higher efficiency and environmental safety of such engines, as well as the fact that more raw-materials (gas oil, fuel oil) are produced from oil for the production of diesel fuel than gasoline [3].

In some major cities with the largest number of vehicles per unit area, the content of harmful substances in the atmosphere has reached or is approaching a concentration dangerous to human health.
Scientists are trying to find a compromise between reducing the toxicity of exhaust gases and fuel consumption. The costly-ness of design decisions on these issues and their inherent shortcomings hinder their universal distribution.

According to experts, emissions of road transport to the atmosphere are up to 90% for carbon monoxide and 70% for nitrogen oxide.

The first legislative requirements for limiting emissions of toxic substances by diesel engines were issued in 1973 in California, and in all other US states - since 1974. These requirements limited the emissions of carbon monoxide and the sum of hydrocarbons and nitrogen oxides. Smoke rates were calculated when operating in diesel overclocking modes by external characteristic and the maximum value, respectively, 15, 20 and 50% on the Hartridge scale [5]. In 1990, the USA adopted the "Clean Air Act", which verifies the environmental performance of vehicles (ATS). It uses two basic test procedures: checking the concentration of carbon monoxide and hydrocarbons at idling speed; load tests to estimate emissions of nitrogen oxides and carbon black. The US legislation in the field of the environment from the harmful effects of motor vehicles has three main functional blocks: regulatory (standardization of environmental indicators of automatic telephone exchanges during their production and operation), administrative (organizational mechanisms for access, control and prohibition of ATS operation by environmental indicators) and economic sanctions and benefits that stimulate the production and use of more environmentally friendly automatic telephone exchanges) [6]. Since 1972, Regulations No. 24 of the United Nations Economic Commission for Evrope (ECE) have been in force in many Evropean countries, setting limits on the smokiness of exhaust gas for diesel engines. Prior to 1988, there were regulations that limit the emission of hazardous substances by trucks, established in accordance with the recommendations of the UNECE document - Regulation No. 49. The standards for emissions of harmful substances in accordance with the requirements of ECE Regulation No. 49 are presented in [Table 1].

Later these norms were called Evro-1. The Evro norms are periodically reviewed and tightened. Also, tougher requirements are imposed on diesel fuels. For example, the sulfur content of Evro-4 fuel is reduced by 40 times compared to fuel in accordance with GOST 305-82 [7].

The first technical regulation in the Russian Federation adopted in accordance with the Federal Law "On Technical Regulation" was a special technical regulation "On Requirements for Emissions of Harmful (Pollutant) Substances by Automotive Equipment Issued for Use in the Territory of the Russian Federation" approved by the Government of the Russian Federation from October 12, 2005 No. 609.

The technical regulation establishes mandatory emission requirements depending on the ecological class of automotive equipment. The fulfillment of these requirements must be ensured at the production stage. Assessment of compliance with the established requirements is carried out at the stage of issuance of vehicles, that is before their operation in the territory of the Russian Federation.

Table 1: Standards for emissions of harmful substances

EEHK OON №49	Specific emission of harmful substances, g / (kW • h)			
	NO_x	CO	C_mH_n	PM, (solid particles)
Evro-1 (before 01.10.1995 y.)	8,0	4,5	1,1	0,61
Evro -2 (after 01.10.1995 y.)	7,0	4,0	1,1	0,15
vro -3 (after 01.10.2000 y.) ESC ETC	5,0 5,0	2,1 5,45	0,66 0,78	0,1 0,1

Evro -4 (after 01.01.2005 y.) ESC ETC	 3,5 3,5	 1,5 4,0	 0,46 0,55	 0,02 0,03
Evro -5 (after 01.09.2009 y.) ESC ETC	 2,0 2,0	 1,5 1,5	 0,25 0,25	 0,02 0,03
Evro -6 (after 2015 y.)	0,5	1,5	0,13	0,01

One ESC – European Steady Cycle – steady-state tests;
ETC – European Transient Cycle – transient testing

The UNECE Regulations No. 24, 83, 49 and 96, as amended by various levels of amendments, referred to in paragraph 8 of the Technical Regulations, and which the Russian Federation is obliged to apply as a member country of the Geneva The 1958 Agreement. The establishment of requirements for different environmental classes through the UNECE Regulations harmonizes national Russian legislation with the legislation of the European Union, however, taking into account the current level of development of the domestic economy, the technical regulation provides for a phased transition to compliance with international standards for emissions of harmful substances. In particular, it is stipulated that the release of 100% of the automotive equipment of the ecological class (Evro-3) takes place from January 1, 2008, from January 1, 2010, the entry into force of the ecological class (Evro-4), from January 1, 2014 - ecological class (Evro-5).

The European Union pays special attention to the requirements of environmental safety of vehicles. Currently, three EU Directives No. 72/306, 88/77, 2005/55 in various versions are in effect in the European Union regarding environmental safety, which establish requirements for emissions of harmful substances with exhaust gases from engines of vehicles of categories N2, N3, M2, M3, as well as the ecological classification of vehicles by class - EVRO-3, EVRO-4, EVRO-5. In addition, these EU Directives set the time frame for the introduction of requirements for an environmental class. In particular, EVRO-3 standards have been established in Europe as mandatory since 2002 for vehicles of categories M2, M3, N2, N3, EVRO-4 standards have been introduced simultaneously for all vehicle categories since 2005. Currently, for vehicles of categories M2, M3, N2, N3, the EVRO-5 requirements are mandatory, which entered into force in 2008. These Directives, like many others operating in the EU, were prepared as a result of work similar to the one, which is carried out at the World Forum for Harmonization of Vehicle Regulations (WP.29) of the United Nations Economic Commission for Europe (UNECE), which resulted in the adoption of more than 120 Regulations annexed to the Geneva Agreement.

The working processes of engines, the problems of the formation of toxic substances in general and in OW DVS, in particular, have been and are being studied by many scientists: Bolotov AK, Brozet DD, Voinov AN, Gayvoronsky AI, Grekhov L. V., Zvonov VA, Zeldovich Ya.B., Zlenko M.A., Ivaschenko N.A. and others.

The products of combustion of hydrocarbon fuels, under normal conditions (atmospheric pressure, temperature) and complete oxidation, are water, carbon dioxide. Substances are not toxic. They account for 99 – 99,8% of the volume of exhaust gas [8]. The chemical formula of oxidation thus looks as:

$$C_mH_n + (m + n/4)O_2 = mCO_2 + (n/2)H_2O \qquad (1)$$

Combustion of fuel in the actual working cycle of ICE differs from normal conditions in the first place:
- the time of the process, when the combustion of the fuel-air mixture (FA) occurs in a short period of time;
- the thermodynamics of the process, that is, the presence of high temperatures and pressures in the cycle;
- the amount of fuel and air involved in the combustion.

As a result, toxic components appear in the exhaust gases of the ICE, the content of which in the exhaust gas is 0,02-1% by volume. The main pollutants of the environment are products of incomplete combustion (carbon monoxide CO, hydrocarbons CH) and nitrogen oxides NOx. There are various options for assessing the severity of these substances on the environment [9]. What unites them is that nitrogen oxides are more toxic than unburned hydrocarbons, and CnHm is more harmful than carbon monoxide.

The change in the total toxicity of the engine from the composition of the mixture and the relative values of individual components in it is shown in [Fig. 1].

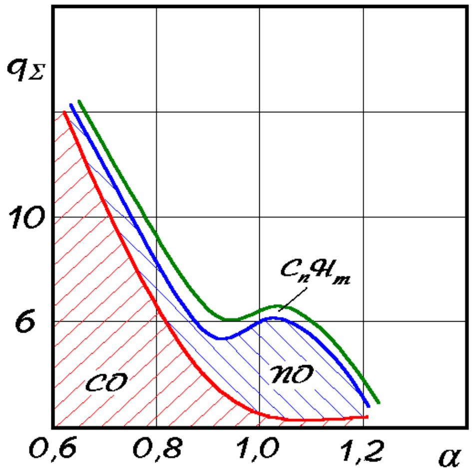

Fig. 1: Total toxicity of exhaust gases.

For α <0,85, the toxicity is mainly determined by the CO content.
For α> 1.0, the toxicity is determined by the NOx content.
At α = 0,90 ÷ 0,95 - the value of CO and NOx in the total toxicity is approximately the same.

The toxicity of diesel engines when operating at medium loads is practically determined by NOx. At high loads, soot is added to them. At low loads, NOx decreases, but CnHm increases.

In diesel engines normalized emissions of carbon monoxide CO, unburned hydrocarbons CnHm, nitrogen oxides NOx and PM solid particles (soot). Approximate composition of exhaust gases of diesel engines is presented in [Table 2]. When combustion of 1 kg of diesel fuel, about 80 ... 100 g of toxic components are released (20 ... 30 g of carbon monoxide, 4 ... 10 g of hydrocarbons, 20 ... 40 g of nitrogen oxides and other.) [9].

Table 2: Composition of exhaust gases of diesel engines

Components	Toxicity	Diesel
Nitrogen, %	-	76…78
Oxygen, %	-	2…18
Water vapor, %	-	0,5…4
Carbon dioxide, %	creates a greenhouse effect	1…10
Carbon monoxide, %	+	0,01…0,5
Nitrogen oxides, %	+	0,001…0,4
Hydrocarbons, %	+	0,01…0,5
Soot, г/м^3	can carry carcinogens	0,01…1,1

Emissions of carbon monoxide CO depending on the composition of the mixture are shown in [Fig.2]. The minimum CO emission is observed at Gm / Gb = 0.03, which corresponds to the air excess ratio α = 2,3.

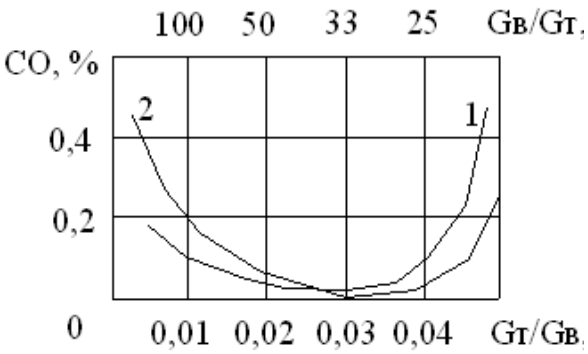

Fig. 2: Influence of mixture composition on CO emissions in direct injection diesel engines: 1 – supercharged diesel; 2 - diesel with free inlet.

Thus, the main factors that determine the toxicity of diesel engines is the presence in their exhaust gases of nitrogen oxides and soot. The total share of these components in the total resulted emission of harmful substances is more than 95% (NOx accounts for 49,8%, for the Republic of Moldova – 44,9%) [9]. Consequently, the main task of reducing the toxicity of exhaust gasoline engines is to reduce the release of NOx and soot.

SUMMARY

As a result of the studies, the following conclusions can be drawn:

1. The analysis of ways of maintenance of normative requirements of ecological indicators of power installations of transport purpose, as a result of which it is revealed that the majority of them lead to complication of the engine systems demanding significant financial and time expenses.
2. The directions of the research are substantiated for ensuring the environmental performance of auto tractor diesel engines, which are solved in a complex manner and depend on constructive, regulating, regime and technological factors.
3. The main indicators of power plants for transport purposes are systematized taking into account the requirements of the toxicity standard and customer requirements that allow rational development of combined and hybrid power units based on internal combustion engines with original design solutions.

CONCLUSION

The paper summarizes the main directions of scientific research to ensure legislative requirements for toxicity, taking into account the consumer characteristics of power plants for transport purposes.

The review of the literature made it possible to draw the following conclusions:

1. The analysis of the stages of standardizing the values of the release of major explosives by international UNECE Regulation No. 49 (diesel engines for trucks and buses) and No. 83 (cars and commercial vehicles weighing up to 3,5 tons) was conducted.
2. The review of software complexes for modeling the working process of a diesel engine, which have the optimal capabilities for solving the tasks, has been reviewed.
3. It is established that the transition to higher environmental standards leads to a complication of the engine systems and its rise in price.
4. It is revealed that the task of increasing the technical and economic and environmental indicators is solved in a comprehensive manner. the engine performance depends on many factors: constructive, adjusting, regime, technological. It is accepted that it is necessary to carry out studies of the influence of each factor on the engine performance separately.

Also, analytical studies of technical, economic and environmental indicators of serial and new vehicle designs were made to reduce emissions of explosives from exhaust gases; The analysis of numerous studies on the operating modes of transport ICE in operation shows that they are characterized by frequent regime changes and a significant proportion of the idle and low load operation time; The analysis of factors determining the importance of ecological and economic parameters of internal combustion engines is carried out; Technical solutions aimed at achieving the required quality indicators, which allow to reduce the amount of harmful emissions, with simultaneous improvement of economic indicators are proposed; Priority directions for the conditions for preserving the urban air environment without pollution of explosives should develop the production of electric vehicles and vehicles with power plants operating on compressed air, cryogenic nitrogen and hydrogen [10].

To reduce air pollution, it is necessary to develop works on the development and creation of new technologies for obtaining energy carriers through renewable sources, combined and hybrid power units with original design solutions.

General conclusions and recommendations on further research for creating environmentally safe and energy efficient engines are formulated.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

INDIVIDUAL PROFILE OF INTELLECTUAL CAPITAL AS AN INSTRUMENT OF INTANGEBLE ASSETS MANAGEMENT

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ABSTRACT

In this paper, the author offers methodology for diagnosing intellectual capital at macro, meso- and microlevels on the basis by building individual profiles of the enterprise's intellectual capital and their comparative analysis. Under the individual profile of intellectual capital the configuration of individual factors for the facility is meant which includes explicit variables that directly change the state of intellectual capital and latent variables that affect intellectual capital in the exercise of management influence on the direct variables that make up their composition, which allows us to determine the most effective instruments of influence on intellectual capital. The basis of this methodology is the use of the method of factor analysis, which allows to group all the data under consideration into factor groups, which are characterized by the same dynamics of changes in indicators. Further, based on the correlation-regression analysis within each factor group, variables that directly influence the formation of intellectual capital are singled out. The construction of such a profile at several levels allows not only to identify the features of the formation of a higher level, but also to establish coordinated guidelines for the development of intellectual capital on a "top-down" basis. This article presents the approbation of this method at the macrolevel using the example of creating individual profile of the intellectual capital of countries with innovative drivers of development (according to the WEF methodology) as a reference profile and a petrochemical industry enterprise of PJSC "Kazanorgsintez". As a result of the comparative analysis, recommendations have been developed on the development of the intellectual capital of the enterprise.

KEY WORDS
Intellectual capital, intangible assets, World Economic Forum, measurement of intellectual capital

INTRODUCTION

Issues related to the assessment of intellectual capital (IC) have emerged almost from the very beginning of the conception of intellectual capital in the late 90s of the twentieth century [1]. A huge contribution to the systematization of methods for assessing intellectual capital introduced K.E. Sveby [2]. In the course of studying the methods in question, we identified the most important advantages and disadvantages inherent in the techniques were arranged into 4 groups [Table 1]

Thus, we formulated the main features that were later embodied in the author's method of diagnosing intellectual capital.

First, it is necessary to use financial and non-financial indicators for a more detailed consideration of the components of intellectual capital.

Secondly, the use of methods of correlation-regression analysis is recommended to determine the internal interrelations of the components of the intellectual capital of the enterprise.

METHODS

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In order to solve the problems identified in these methods, the author developed a methodology for constructing individual profiles of intellectual capital at the macro- and micro-levels. In turn, the individual profile of intellectual capital implies the configuration of individual factors for the facility, which include explicit variables that directly change the state of intellectual capital, and latent variables that affect intellectual capital in the management of direct variables that are part of the IC.

This technique involves the implementation of 3 consecutive stages, identical at all considered levels. The only difference is the sets of indicators considered at each level.

Let's consider the contents of these stages.

Normalization of data at a certain level:
This stage is necessary to achieve the goal, since most of the variables included in our proposed individual profile are heterogeneous in content, nature and units of measurement.

Conduct a factor analysis of the entire data set to identify groups of indicators, combined into factors:

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To do this, we needed a tool that could combine heterogeneous indicators into specific groups, thereby creating a computable aggregate for measuring the dynamics of the indicators of intellectual capital. The factor analysis was carried out using the IBM SPSS Statistics software. Using this program, you can get the following results at this stage:

A. The significance of the factors for each time period over which the entire array of variables will be distributed. These series of data will later be used in the process of subsequent correlation-regression analysis.

B. Matrices of rotated components using the varimax method, which will display the distribution of variables by factors. In the future, it is on the basis of this list of variables that we can distinguish between explicit and latent variables.

Table 1: Advantages and disadvantages of methods for assessing intellectual capital [2,3,4]

Group name	Calculation methods included in this group	Advantages	Disadvantages
Market Capitalization Methods (MCM)	Market- to book value, The Invisible Balance Sheet, Calculated Intangible Value, Investor assigned market value (IAMV™), FiMIAM	Easy calculation, applicable for express IR analysis	The difference between book value and market value is not fully explained by intellectual capital
- Return on Assets methods (ROA)	Value Added Intellectual Coefficient (VAIC™), Economic Value Added (EVA™), Knowledge Capital Earnings,	Allows to estimate the cash flow generated by the intellectual capital	It is difficult to separate a part of the income attributable to the use of intellectual capital
Direct Intellectual Capital methods (DIC)	Human Resource Costing & Accounting (HRCA 1), HR statement, Citation-Weighted Patents, Technology Broker, Accounting for the Future (AFTF), Inclusive Valuation Methodology (IVM), Total Value Creation, TVC™, Intellectual Asset Valuation, The Value Explorer™, Intangible assets statement, Dynamic monetary model, EVVICAE™	Allows to estimate in a monetary form the components of the intellectual capital	subjectively determine the cost of such components as human capital and the reputation of the company - The cost does not take into account the synergistic effect of the interaction of the components of the IC
Scorecard Methods (SC)	Intangible Asset Monitor, Holistic Accounts, IC-Index™, Value Creation Index (VCI), Knowledge Audit Cycle, Intangible assets statement, Meritum guidelines, Value Chain Scoreboard, IC Rating™, Intellectus model, IC-dVAL™, Danish guidelines, Public sector IC, Topplinjen/ Business IQNational Intellectual Capital Index, SICAP, IAbM, Regional Intellectual Capital Index	Allow to describe in as much detail the state of components of intellectual capital	- Do not give an answer to the question of the integral state of the intellectual capital of the enterprise and its internal structure - Do not allow to estimate the intellectual capital in monetary form

Identification of explicit and latent variables that affect the formation of a factor:

The construction of a model for the allocation of direct variables, according to our approach, implies carrying out a regression analysis in which the values of the factor obtained in the course of factor analysis are used as a dependent variable, and as independent variables the variables entering the factor according to the matrix of the rotated components.

Due to the construction of the model, we obtained dependencies on variables that directly influence the formation of the factor.

In accordance with generally accepted rules [5], the constructed model must meet the following criteria:

1. The value of the coefficient of determination is above 0.7;
2. The modular value of t-statistics is higher than t-critical;
3. Lack of autocorrelation.

If the model does not meet at least one of the above criteria, the model is rebuilt, but with a decrease in the number of independent variables per unit. This procedure continues until the model meets all the criteria.

As a result of building a profile, we can get the following information:

1. What intellectual resources, characterized by the considered indicators, are interrelated and what is the nature of these interrelations at the researched level.
2. Which of the intellectual resources are the most manageable, that is, what resources are possible effective impact for improving the intellectual capital of the facility.

Based on these two fundamental aspects of the profile, one can assess to a certain extent the perfection of the composition and structure of the profile of the intellectual capital of the object.

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To create a formation of individual IC profiles, one needs systems of indicators which enable it to be comprehensively characterized. In the above study, we examined the indicators characterizing intellectual capital at macro and micro levels.

Macro level

Currently, there is a large number of methods, to some extent describing various aspects of the country's competitiveness, in which elements of intellectual capital are considered [6, 7-11, 12, 13]. But the acknowledged leader in the issue of integrated assessment of intellectual capital is the Global Competitiveness Index (GCI) [7-11]. A big advantage of the GCI methodology is the division of countries into 3 main groups, which makes it possible to compare the dynamics of the competitiveness of countries with different levels of development. Another important role is played by the fact that in the GCI methodology the indicators characterizing innovation activity at the enterprise level are considered in more detail, which is the basic element of the intellectual capital of the country and the region. The GCI methodology implies the use of 113 indicators, from which we selected indicators that are drivers of increasing competitiveness through innovative development of the country.

The second group of indicators was considered at the micro level. For the convergence of the results and the interconnection of individual profiles at the micro and macro levels, it was necessary to use a system of indicators corresponding to the indicators at the macro level [Fig. 1].

Fig. 1: Indicators of intellectual capital at micro and macro levels.

In a process of selecting indicators at the micro level, the author put forward a priority criterion - these indicators should be collected centrally in any region of the country, being a part of statistical reporting, annually (or quarterly) submitted by the enterprise. The author also suggests indicators that can be included in the list of statistical reports because of their informative ness and ease of information collection.

The second necessary criterion in the selection of indicators is their universality, that is, the indicators can be used in any industrial enterprise, regardless of the industry and the characteristics of the company's strategy.

Thus, we selected the following 20 indicators for assessing intellectual capital at the macro level and 15 indicators at the micro level, presented in [Fig. 1].

Main part

To approbate the proposed methodology, the author constructed a number of models. At the macro level, the model of intellectual capital of economically developed countries with innovative production drivers according to the WEF classification is constructed. The study used data from 37 countries that are members of this group for 2015. The choice of this group of countries is due to the need to identify a reference profile with which a comparative analysis at the micro level will be carried out.

As a result of regression models, we have identified the following results at the macro level: in Factor 1, five direct variables were identified: "the quality of personnel training"; "The ability of the country to retain talent"; "Accessibility of new technologies"; "The level of assimilation of new technologies"; «Intellectual potential». In the second factor group, only 1 variable "payroll / productivity" is direct.

For an acceptable comparison of individual profiles of intellectual capital, it was necessary to transpose the selected indicators at the macro level to comparable indicators at the micro-level, as shown in [Fig. 2]

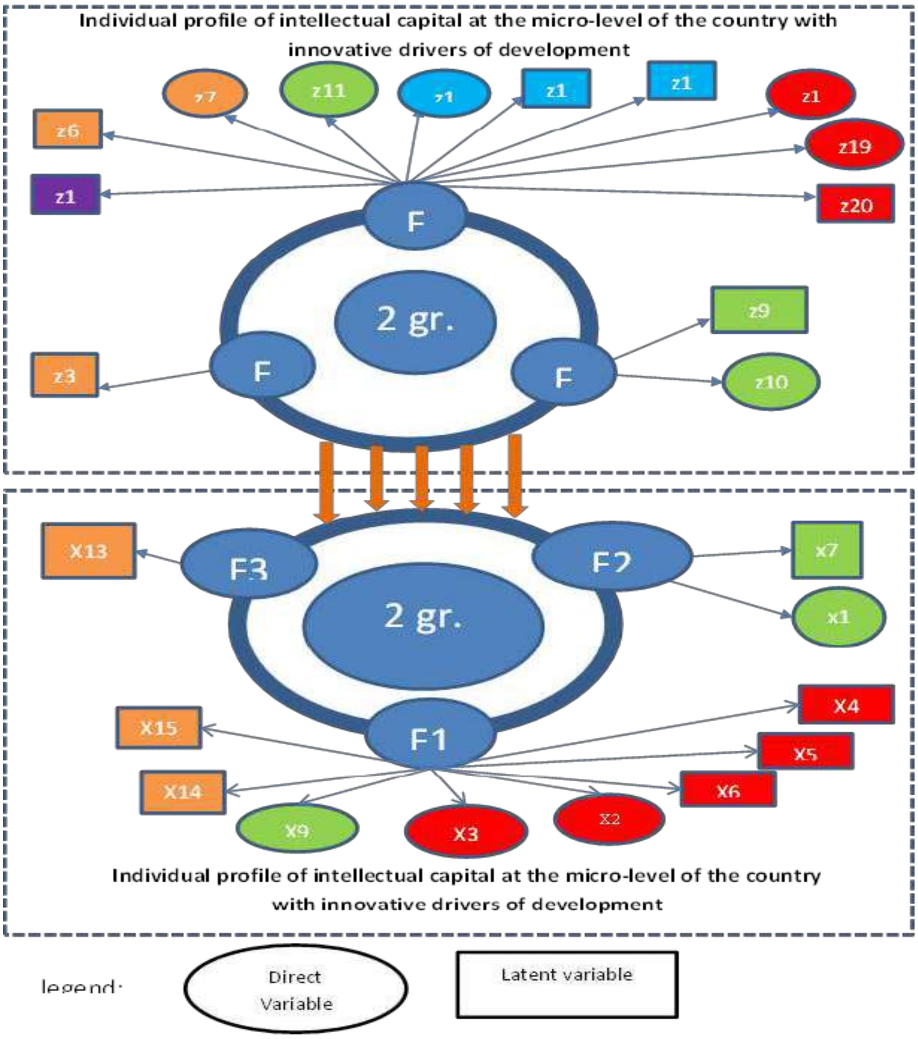

Fig. 2: Individual profile of intellectual capital, characterizing countries with innovative drivers of growth at the micro- and macro level.

At the micro level, we selected a large petrochemical enterprise of the Republic of Tatarstan: PJSC "Kazanorgsintez" ("KOS"). The study used indicators that passed the normalization procedure on a quarterly basis for the period 2009-2015. for PJSC "KOS".

In the study of explicit variables, we also found explicit variables in 2 factor groups. In the first group, two direct variables were discovered: "Staff turnover rate (%) in terms of average annual" and "Costs for payment of the main part of wages". In the second group, the explicit variables are "The coefficient of turnover of a character with an experience of more than five years (%) in terms of the average annual" and "Training costs (thousand rubles)"

When comparing the profile of the intellectual capital of PJSC "Kazanorgsintez" with countries with innovative drivers of development, we obtained the results presented in [Fig. 3].

In general, there are several important features. Firstly, in the most significant factor F1, PJSC "KOS" has much fewer variables: in particular, there are significantly fewer variables from the block of innovation activity, most of these indicators are distributed among 3 factor groups, but in this group, "CBS" degree than in the individual profile of countries with innovative activities observed indicators characterizing the staffing and wages. The second similar factor is F2 at the level of countries with innovative activity, it characterizes the staffing and wages, however, in "CBS" this indicator also includes the indicator from the group of personnel training.

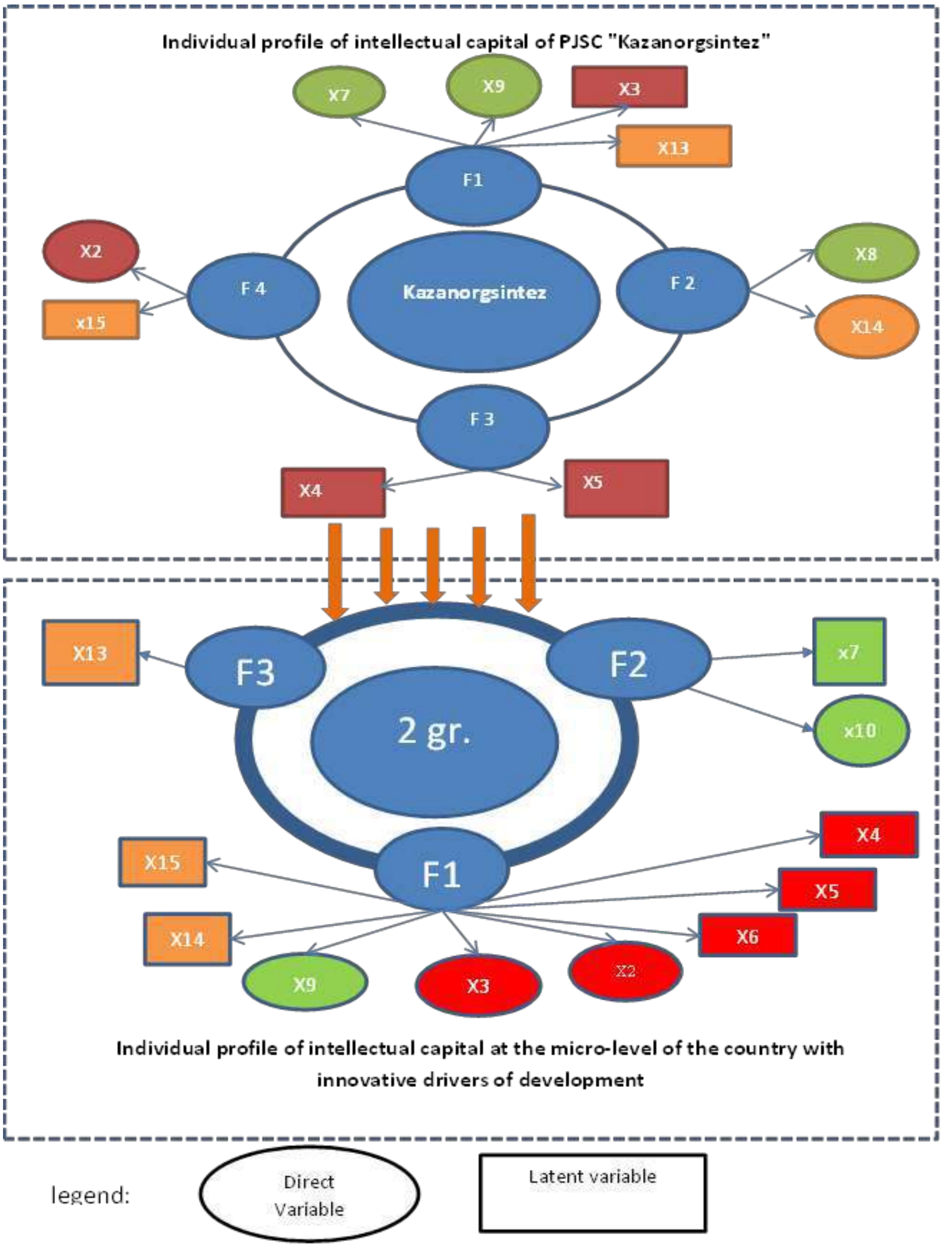

Fig. 3: Individual profile of intellectual capital, characterizing countries with innovative drivers of growth and PJSC "Kazanorgsintez".

The third factor group F3 of countries with innovative drivers of development is characterized by indicators from the training system group, however at the level of "CBS" such a dependence can be characterized by both F3 and F4. This does not give grounds for talking about the similarity of these factor groups. As for the general structure, the profile of PJSC "KOS" has 9 out of 10 coinciding indicators with the profile of countries with innovative drivers of development. Thus, we can conclude that the profiles of the intellectual capital of a given enterprise are sufficiently similar to those of economically developed countries.

SUMMARY

The analysis showed that the factor groups of the enterprise are similar in configuration with the benchmark indicators of countries with innovative economies.

A big advantage of PJSC "KOS" is a relatively large number of coinciding direct indicators that affect the formation of intellectual capital. However, the problem at PJSC "KOS" is a large number of factor groups, which may indicate a lack of systematicity, a weak connections between the blocks of management of intellectual capital, which is a consequence of the evolutionary development of some of them. To solve this problem, the company needs to develop a clear strategy for managing intellectual capital, on the basis of which horizontal interrelationships between functional blocks from the field of R & D management and management should be built. Another problem of the enterprise is an ineffective system of motivating staff. This conclusion can be drawn from the fact that the structure of the profile does not include indicators of costs for the payment of a bonus fund, which is the most important in the formation of intellectual capital in innovative countries.

CONCLUSION

The approach proposed by the author on the basis of building individual profiles of intellectual capital at the enterprise level allows:

1. Conduct an analysis of internal resources and factors of the internal environment in the process of developing and adjusting the enterprise development strategy.
2. Identify the most important indicators for the formation of an enterprise's intellectual capital, integrate them into the system of performance indicators of the enterprise and create a system of incentives that ensure their implementation.
3. Based on the company's profile, it becomes possible to build a system of management tools for the correction and growth of the enterprise's intellectual capital.

For purposes of regional management of the economic sphere, the construction of intellectual capital profiles of enterprises allows:

1. Create a generalized profile of the industries and manufacturing industry in the region as a whole. This profile allows identifying key breakthrough growth points and developing specific government support programs aimed at developing key areas.
2. Conduct a comparative analysis of enterprise profiles by economic activities, clusters and municipalities.
3. Develop strategic documents on the development of the region and municipalities.

CONFLICT OF INTEREST
There is no conflict of interest.

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FINANCIAL DISCLOSURE
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ARTICLE

POLLUTION OF THE ATMOSPHERE IN THE CRIMINAL CODE OF THE RUSSIAN FEDERATION: THE PROBLEMS OF LEGISLATIVE REGULATION

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ABSTRACT

The uniqueness of the Earth's atmosphere, as the most vulnerable object of the environment, is shown in the article. The atmosphere maintains the natural properties of the Earth, the marine environment and inland waters of states, since it is the most important resource of moisture and the main link in the global circulation of water. The specificity of atmosphere and its main difference from other major components of the natural environment is that the atmospheric air is its extremely dynamic element. The article analyzes all the main legislative acts in the sphere of protection of the atmosphere and other components of the natural environment. Based on the comparative analysis of the provisions of Article 251 of the Criminal Code of the Russian Federation and Article 8.21 of the Code of Administrative Offenses of the Russian Federation, the authors distinguish between criminal and administratively punishable pollution of the atmosphere; they consider atmospheric air as the object of this crime (not the atmosphere); offer to concretize in Part 1 of Article 251 of the Criminal Code of the Russian Federation, the consequences of pollution, using the following formula: "if these acts have resulted in significant pollution or any other change of the natural properties of the air, posing a threat to human health, plant and animal life"; and propose to use quantitative and monetary criteria for its delimitation from administratively punishable pollution.

KEY WORDS
the atmosphere; atmospheric air; the Criminal Code of the Russian Federation; the Code of Administrative

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INTRODUCTION

The atmosphere, as the envelope of air around the Earth, consisting mainly of nitrogen and oxygen, is a unique natural object. The specificity of the atmosphere and its main difference from other components of natural environment is that atmospheric air is extremely dynamic and flexible element. Air masses often cover immense transboundary distances within a few hours.

At present, air protection law has been formed in the Russian Federation, the main sources of which are the Constitution of the Russian Federation; Federal Law of May 4, 1999 "On the protection of atmospheric air"; Federal Law of January 10, 2002 "On Environmental Protection", etc.

MATERIALS AND METHODS

The work was performed on the ground of the following materials: the provisions of Article 251 of the Criminal Code of the Russian Federation, Article 8.21 of the Code of Administrative Offenses of the Russian Federation, the provisions of the Federal Law of January 10, 2002 "On Environmental Protection", the Federal Law of May 4,1999 "On the protection of atmospheric air", regulating liability for air pollution, the provisions of the decision of the Plenum of the Supreme Court of the Russian Federation of October 18, 2012 "On the application of legislation by courts on liability for violations in the field of environmental protection and nature management", as well as statistical data on the assignment of punishment by the courts of the Russian Federation for atmosphere pollution.

The reliability of the obtained results is ensured on the basis of the analysis of significant and necessary scope of legislative norms, statistical data, practice materials, and the use of modern methods for investigation of legal regulations: historical and legal, logical formal and legal, comparative law, system-structural, etc.

RESULTS AND DISCUSSION

In the doctrine of environmental law, atmospheric air is considered as a special kind of natural resources, which is not subject to either sovereignty or state ownership [1]; as one of the types of international natural resources [2]; as an object of common property and common use [3].

The atmosphere – is the most important and most vulnerable natural object, in terms of preserving of its properties from pollution. The pollution of any other environmental object (water, marine environment, land, forests) always inflicts harm to the atmosphere. Unlike other natural components, it is constantly under the influence of negative processes, connected with the use of destructive means of warfare, increased volcanic activity, mass motorization of the population, development of animal husbandry and poultry farming, the use of chemicals in agriculture and forestry, etc. Millions of tons of dust, gases, vapors annually enter the atmosphere, as a result of industrial enterprises operation, production of electric and thermal energy, utilization and burning of industrial and domestic waste. More than half of Russia's urban population lives in conditions, where the degree of air pollution is estimated as high and very high. [4]

Administrative and criminal law measures are of great importance in protection of the atmosphere, as well as other components of the environment, along with environmental, organizational, scientific, technical and educational activities.

It is noteworthy that the Federal Law of January 10, 2002 "On Environmental Protection" uses the term "atmospheric air", and Article 251 of the Criminal Code of the Russian Federation - the term "atmosphere". It seems, that these notions have the same meaning, since air forms the atmosphere as a respiratory environment for all living organisms. The atmosphere is around the Earth and rotates with it. The concept of "atmosphere" is introduced by science in order to distinguish it from the troposphere and stratosphere, located between the atmosphere and outer space.

When depicting the constituent elements of a crime, described in Article 251 of the Criminal Code of the Russian Federation, the legislator also uses the concept of "pollution", as well as in cases of crimes, concerning pollution of water and marine environment. However, in the disposition of Article 251 of the Criminal Code of the Russian Federation, the legislator uses the concept of “pollution” for description of consequences, but not the actions. In addition, he uses it in the title of Article 251 "Pollution of the atmosphere". Moreover, in the disposition of Part 1 of this article, the pollutants are pointed out.

Pollution of the atmosphere can be defined as a violation of the established rules for the emissions of hazardous substances into the atmosphere, in concentrations, exceeding the standards of its quality, i.e. the natural composition of atmospheric air.

The issues of delimitation of criminally punishable actions and administrative offenses, connected with air pollution, are the most challenging in judicial practice. Attention is drawn to the fact, that the body of administrative offense is described much broader, than the body of atmospheric pollution in the Criminal Code of the Russian Federation. In Article 8.21 of the Code of Administrative Offenses, the concept of violation of the rules for protection of atmospheric air is used. This violation may not entail pollution of the atmosphere. In addition, in the Code of Administrative Offenses of the Russian Federation, administrative responsibility is also envisaged for the atmospheric pollution treat.

Part 3 of Article 8.21 says: "Violation of the rules of operating, or failure to use structures, equipment or facilities for gas purification, and for controlling the exhausting of harmful substances into atmospheric air, which may cause pollution there of While in Article 251 of the Criminal Code of the Russian Federation, the body of atmospheric pollution is described as material, that is, its obligatory element should be the real consequences in the form of pollution, or other changes in the natural properties of air, causing harm to human health or death of a person. The attention should be paid to the different names of substances, emitted into the atmosphere; in part 1 of Article 8.21 of the Code of Administrative Offenses of the Russian Federation they are designated as "harmful substances", and in Part 1 of Article 251 of the Criminal Code they are designated as "pollutants". We think, this difference appears from the fact that the violation of the rules for the protection of atmospheric air is broader than the concept of air pollution. There is also a difference in the name of the object of encroachment. In Article 8.21 of the Code of Administrative Offenses of the Russian Federation, it is designated as atmospheric air, and in Article 251 of the Criminal Code of the Russian Federation – as the atmosphere. It seems, both variants mean the natural mixture of gases, which forms the sphere of the Earth.

V.A. Yakushin defines the subject in other way. In his opinion, the subjects of this crime are: "a) pollutants; b) atmospheric air, as the element of natural environment; c) installations, structures and other objects". [5] However, if we proceed from the established understanding of the crime subject as a material expression of the crime object, it should be recognized that pollutants, as well as installations, structures should be attributed to the objective side of the crime, but not to its object.

According to O.L. Dubovik, the subject of crimes, described in Article 251 of the Criminal Code of the Russian Federation, is the atmospheric air, that is, the natural mixture of gases from the surface layer of the atmosphere, developed during the evolution of the Earth, outside residential, public, industrial premises and production areas. [6] In turn, as the subject of violation of the rules for the emission of pollutants into the atmosphere, and the violation of operation of installations, structures and other facilities, N.A. Lopashenko considers the rules, regulating this emission and operation of these facilities. [7]

The problem, which at first glance is simple, concerning the nature of the object of air pollution, causes difficulties in literature. If strictly proceed from the description by the legislator of the disposition of Article 251 of the Criminal Code of the Russian Federation, atmospheric air should be recognized as the object of atmospheric pollution. The atmosphere, as a subject of pollution crime (Article 251 of the Criminal Code) is too general and abstract concept. As a result of this crime, carried out in Russia, the atmosphere is not polluted in Germany or in Canada, but in Russia, and over a certain territory (in particular locality, some other place). In other words, atmospheric air is polluted in a certain area, just as in the case of water pollution, harm is not caused to the entire river, lake area and groundwater, but to the waters of a particular river, a particular lake, etc. Therefore, the notion “atmospheric air” is preferable for the object of encroachment in Article 8.21 of the Code of Administrative Offenses of the Russian Federation.

The object of atmospheric pollution is interpreted in literature also ambiguously. According to E.N. Zhevlakov, the object is the relationship in the sphere of protection and rational use of the atmosphere and environmental safety as a whole [8]. B.V. Yatselenko describes this object as a relationship, the realization of which is aimed at ensuring the preservation of atmospheric air from pollution [9]. A.I. Chuchaev treats the object of this crime as the relationships in the protection of atmospheric air from pollution [10]. As the object of an offense in considered sphere, O.N. Kuznetsova recognizes public relations in protection of atmospheric air, the management of its rational use, which are infringed by the unlawful actions of the subject [11]. A.V. Namchuk considers environmental safety as the main object of the crime, described in Article 251 of the Criminal Code of the Russian Federation [12].

From our point of view, describing the object of atmospheric pollution, some authors over interpret it, i.e. they are headed by cause-effect links and thereby expand it, by including, for example, environmental safety or management of atmospheric air rational use. In our opinion, the definitions proposed by B.V. Yatselenko and A.I. Chuchaev are more acceptable, with only clarification. Public relations provide protection of atmospheric air not from any pollution, but only from techno genic pollution, that is, proceeding from illegal human activity.

As for the objective side, its attributes are more successfully reflected in the body of criminal offence, since in Part 1 of Article 8.21 of the Code of Administrative Offenses of the Russian Federation it is formulated as "exhausting harmful substances into atmospheric air", and such an emission can be done without violation of any rules. While in part 1 of Article 251 of the Criminal Code, the violation of the rules for release of pollutants into the atmosphere is considered as criminal offence.

On the objective side, the pollution of the atmosphere, stipulated in Part 1 of Article 251 of the Criminal Code of the Russian Federation, involves: 1) violation of the rules for release of pollutants into the atmosphere and 2) violation of the operation of installations, structures, and other facilities, if these acts have resulted in pollution or any other change of the natural properties of the air.

Violation of the rules for release of pollutants into the atmosphere or violation of the rules for the operation of installations, structures and other facilities can consist in: 1) exceeding the MAC norms or temporarily agreed release of pollutants into the atmosphere; 2) exceeding the norms of acceptable physical impacts; 3) release of pollutants into the atmosphere without the permission of specially authorized state bodies; 4) harmful physical impact on the atmosphere without permission of the competent authority, when it is obligatory in accordance with the legislation of the Russian Federation.

Atmospheric contamination is the bringing of pollutants into the composition of atmospheric natural air or the formation of air pollutants in concentrations, unallowable in terms of legislation.

In part 1 of Article 251 of the Criminal Code of the Russian Federation the disposition is imperfect: the release of pollutants into the atmosphere (in fact, pollution) has resulted in pollution. Already the beginning of emission of these substances is contamination. In this regard, I.V. Popov notes that it is not possible to differentiate between administratively punishable pollution and consequences, since any unjustified release of substances into the atmosphere results in air pollution [13].

E.N. Zhevlakov says that real danger to the health of population and the environment can be caused by extremely high air pollution. In accordance with a number of regulatory legal acts, its criteria are the content of one or several substances, exceeding the maximum allowable concentration (MAC): by 20-29 times in case of maintaining this level for more than two days; by 30-40 times in case of maintaining this level during eight hours or more; by 50 or more times. [14]

At the same time, the literature introduces a monetary criterion for distinguishing between criminally punishable and administratively punishable pollution of the atmosphere, and some other components of natural environment. Thus, I.V. Popov proposes to estimate the extent of criminally punishable damage to the natural environment on the basis of methodology and also (tariffs), approved by the Government of the Russian Federation; and in case of their absence, all incurred expenditures for the restoration of the natural environment to the level, which has existed until the moment of crime, should be taking into account in the process of determining the extent of this damage [15].

SUMMARY

While determining the criminally punishable damage to the natural environment, both the quantitative and monetary criteria should be used. If extremely high pollution of the atmosphere is observed, then the existence of the elements of crime is obvious (part 1 of Article 251 of the Criminal Code of the Russian Federation), and in other cases (pollution during a long time with a low exceedance of MPC (for example, by 1-2 times) monetary criterion should be applied. Of course, both these criteria have to be defined in the Decree of the Government of the Russian Federation.

In order to determine the line of delimitation of criminally punishable and administratively punishable pollution of the atmosphere (or atmospheric air) more precisely (as far as possible) in Part 1 of Article 251 of the Criminal Code of the Russian Federation, in our opinion, it is necessary, after the words "other facilities", to add: "if these acts have resulted in significant pollution or any other change of the natural properties of the air, posing a threat to human health, plant and animal life".

CONCLUSION

To summarize, we want to note a fairly low level of penalization of air pollution, as well as some other environmental crimes in the Criminal Code of the Russian Federation. On the one hand, the legislator tries to strengthen the differentiation of criminal responsibility, depending on the nature and degree of danger to society of the crime committed and its consequences, to expand the list of alternative sanctions, due to the penalties, not involving the imprisonment, etc. This trend is also typical for European states. In recent decades, there has been a tendency to depenalization of minor offences. New sanctions, alternative to imprisonment, have been developed, and measures for re-adaptation of convicts have been strengthened [16]. House arrest, probation, and other conditional measures are widely used [17]. However, on the other hand, we should note the obvious discrepancy between the nature of responsibility, the degree of danger of air pollution and some other environmental crimes, and the enormous harm, which is caused to the natural environment. And at the same time, criminal law provisions on responsibility for air pollution are rarely used in practice. The very few criminal cases are instituted annually in Russia, in the matter of which courts impose either a fine, or conditional sentence, and numerous facts of atmospheric pollution are qualified as administrative offenses.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

SOME LANGUAGE DIFFICULTIES FOR TRANSLATION AUTHENTIC PROFESSIONALLY-ORIENTED TEXTS ON PHYSICS

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ABSTRACT

The article deals with the language problems of the translation of authentic professional English-language texts on physics into Russian. The relevance of the problem under investigation is due to the extensive use of Internet resources for education, as well as developing international scientific cooperation. The purpose of the article is both to identify the difficulties of translation, and to develop recommendations for overcoming them. The author analyzes the lexico-grammatical characteristics of texts that cause difficulties in understanding them. The leading method to investigate this problem is the lexico-grammatical analysis of authentic texts. As a result of the research, some ways of overcoming the discussed problem are suggested. The article may be of interest to English teachers when preparing teaching aids and manuals on languages, seminars and special courses on English in the field of translation of authentic texts on physics and dictionaries of the English and Russian languages and for students of non-linguistic universities.

KEY WORDS
linguistics, English language, translation, authentic text, term, polysemy, homonymy, receptive dictionary.

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INTRODUCTION

The relevance of teaching the translation of authentic professional English-language texts has increased at the present time in connection with the extensive use of Internet resources by students, as well as with developing of international scientific cooperation. It is important for Bachelors to read and translate scientific works correctly, as well as be able to express their ideas at conferences, on pages of scientific journals. To do this, it is necessary to study the lexical and grammatical features of the scientific style, which make it difficult to translate them into Russian. Expansion of the scope of authentic professional English-language texts actualizes the problem considered in this article.

Such foreign scientists as S. Bernardini [1], S. Colina [2], J. Fraser [3], D. Kelly [4], D. Kirali [5], Ch. Braley-Klein [6], Br. Mossop [7], Ch. Nord [8], C. Peveratti [9], A. Pim [10], and others, have studied the problem of linguistic and grammar peculiarities of authentic texts translation.

There are also works by Russian linguists, for example E.Yu. Dolmatovskaya [11], R.I. Maryasova [12], S.V. Mokhova [13], I.P. Pavlova [14], G.V. Perfilova [15].

METHODS

While preparing the article such methods as study research, analysis, synthesis, studying and generalization of linguistic research were used.

Special literature, manuals and textbooks on translation theory, research theses and articles on specifics of authentic texts were investigated during the study. We described theoretical aspects and key concepts of the research, basic features of authentic professional texts translation from English into Russian.

RESULTS

Let us dwell on some of the most common typical language difficulties that prevent the accuracy and completeness of the understanding of authentic texts on physics see [Table 1].

Table 1: Lexical-grammatic difficulties of translation of authentic professional english language texts

№	Lexical difficulties	Grammatical difficulties
1	Unknown words (common and terms)	Multifunctionality of grammatical forms
2	Polysemantic words	The polysemanticism of grammatical forms
3	Homonyms (absolute)	Grammatical homonymy
3.1	Homographs	_
3.2	Homophones	Grammatical homophony
3.3	Paronyms	_

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Polysemantic words

Authentic texts on Physics contain a large number of unfamiliar words for students, both common and terms: general scientific and highly specialized. It is noted that many-valued words, both common and terms (general scientific and special) cause difficulties for bachelors in the translation of authentic texts. Let's look at some examples which vividly show how many meanings English words have when they are translated into Russian [Table 2].

Table 2: Polysemantic words when translated into Russian

№	English	Part of speech	Russian	Meanings
1.	solid	adjective	*твердый*	hard, firm, strong, steadfast, rigid
			сплошной	continuous, entire, compact, blank, massive
			прочный	lasting, strong, durable, firm, rugged
			солидный	solid, massive, massy
			цельный	whole, integral, entire, perfect, all-in-one
			крепкий	strong, hard, sturdy, fast, robust
			надежный	reliable, secure, safe, sound, dependable
			плотный	dense, tight, thick, close, compact
			массивный	massive, rugged, voluminous, massy
		noun	*твердое тело*	solid
			тело	body, flesh, frame, figure, corpus
			массив	massif, block
2.	latitude	noun	*широта*	latitude, breadth, width, catholicity, amplitude
			обширность	amplitude, latitude, hugeness
			свобода	freedom, liberty, latitude, play, disengagement, unrestraint
			широтная характеристика	latitude
			терпимость	tolerance, toleration, forbearance, indulgence, liberality, latitude
			районы	latitude
			местности	latitude
4.	factor	noun	*фактор*	factor, agent, agency
			коэффициент	coefficient, factor, ratio, rate, index, multiplier
			множитель	factor, multiplier
			момент	moment, point, momentum, instant, minute, factor
			особенность	feature, peculiarity, singularity, characteristic, particularity, factor
			движущая сила	driving force, motive force, motive power, momentum, mover, factor
			агент	agent, medium, envoy, factor, emissary, courier
			посредник	intermediary, mediator, agent, broker, middleman, factor
			комиссионер	commissionaire, broker, salesman, jobber, huckster, factor
		adjective	*управляющий*	control, administering, regulatory, factor

Homonyms

In accordance with the form, homonyms are divided into absolute homonyms, homographs, homophones and paronyms.

Absolute homonyms are words in a language that are the same both in sound and in writing. For example: sound [saund] - healthy (in good condition; not damaged, injured, or diseased) and sound [saund] – sound (vibrations that travel through the air or another medium and can be heard when they reach a person's or animal's ear).

It is necessary to draw students' attention to homographs, the words which are identical in spelling, but differ in pronunciation and meaning.

For example:

1) minute [mɪnɪt] (about time) – "short distance, moment" and minute [maɪ`nju:t] – "small, smallest";
2) object [`ɔbʤekt] – "a thing" and object [əb`ʤekt] – "to object, protest";
3) row [əu] – "series, range, row, variety, line, sequence" and row [rau] – "quarrel, row, altercation, contention, bickering, disagreement".

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Homophones are identical words in pronunciation, but differ in writing and meaning, also often prevent accurate translation of authentic professionally oriented texts on physics, for example:

1) wait [weɪt] – "expect, await, watch, stay" and weight [weɪt] – "weight; mass, gravity, array";
2) (semiconductor) grate [`greɪt] (semiconductor) – "lattice, grille, grid, grating" and great [`greɪt] – "significant, large";
3) weak [wɪ:k] – "weakly, low, feeble, faint, slight" and week [wɪ:k] (monitoring) – "hebdomad, weekly (control)".

While listening to authentic texts, there are difficulties in the presence of text-words in words, paronyms, which differ in sounding only by one phoneme.

The perception of such words often causes difficulties for bachelors-physicists due to insufficiently developed phonemic comprehension skills. The distorted auditory images of these words lead to fuzzy visual-motor images. As a result, they are confused in reading, in speaking, and in writing. For example:

1) affect [ə`fekt] – (verb) "to influence someone, affect, manipulate, react, reverberate" and effect [ɪ`fekt] – (noun) "influence, impact, effect, power, sway, action";
2) expensive [ɪks`pensɪv] – "expensive, dear, costly, darling, precious, pricey, high-priced" and expansive [ɪks`pænsɪv] – "capable of expanding, extensive, vast, large, broad, wide";
3) turn [tə:n] – "roll up, turn aside, cut down, transform, convert, turn into, transmute, render" and torn [tɔ:n] – "torn, disrupted, lacerated, in rags, disrupt".

A special case of paronyms is pseudo-international words, which, in their phonetic or graphic form, are associated with international vocabulary. They cause difficulties of various kinds in translating the full text or one of the sentences [Table 3].

Table 3: Translation of pseudo-international words into russian language

№	English	Wrong translation into Russian	Correcttranslation into Russian
1	academic	*Академик* – academician (noun), lit. a member of an academy, especially of the Royal Academy of Arts, the Académie Française, or the Russian Academy of Sciences	*академический* – academic (adjective) academical, collegiate; *учебный* – training, educational, academic, school, instructional, practice; *академичный* – academic, academical; *теоретический* – theoretical, theoretic, academic, speculative, abstract, notional; *университетский*– university, academic, collegiate, academical; *noun* *ученый* – scientist, academic, scholar, savant, erudite, boffin; *преподаватель* – teacher, instructor, lecturer, professor, academic, reader; *профессор* – professor
2	accurate	*аккуратный, упорядоченный, дневальный, аккуратный, дежурный, организованный, спокойный* – orderly; (adjective) *аккуратный, опрятный, чистый, изящный, чистоплотный, неразбавленный* – neat; *осторожный, внимательный, заботливый, аккуратный, бережный, точный* – careful; *опрятный, аккуратный, чистый, неплохой, значительный, довольно хороший* – tidy; *аккуратный, элегантный, опрятный, приведенный в порядок, в состоянии готовности, изящный* – trim; *аккуратный, опрятный, нарядный, щеголеватый, крепкий* – trig; *аккуратный, уютный, удобный, плотно прилегающий, укрытый, укромный* – snug; *точный, четкий, аккуратный, определенный, тщательный, ясный* – precise; *хороший, приятный, красивый, славный, милый, аккуратный* – nice; *подтянутый, упругий, аккуратный, напряженный, в хорошем состоянии, туго натянутый* – taut; *аккуратный, опрятный, ловкий, искусный* – natty;	*точный* – accurate (adjective) *точный* – accurate, exact, precise, just, precision, strict; *тщательный* – thorough, meticulous, rigorous, close, accurate, precise; *меткий* – accurate, precision, on target, well-directed; *калиброванный* – calibrated, accurate; *правильный* – correct, right, proper, regular, sound, accurate

		пунктуальный, аккуратный, точный – punctual	
3	technique	*техника* – equipment	*способ, метод* – method (noun); *техника* – technology, engineering, technics, mechanism; *метод* – way, mode, process, how; *способ* – way, method, process, manner, means

Grammatical homonymy

Difficulties in understanding the content of authentic texts arise due to the multivalence, homonymy, homophony and multifunctional grammatical forms of English [17]. It is important to take into account the grammatical characteristics of oral messages. First, these are the abbreviations of the form of auxiliary verbs that sound the same [18], for example: he'd put it... [hid'put it] (he would put or he had put).

Secondly, the homonymy of inflections and words, for example: his assistant's laboratory or his assistants' laboratory? [ə`sist(ə)nts] (he's and his).

To overcome such difficulties when listening, a systematic practice in the perception of phrases with similar forms is necessary, which will ensure the prediction of different meanings and its refinement with reliance on the subsequent context.

DISCUSSION

At Kazan Federal University, more attention is paid to translation of authentic, professionally-oriented foreign language texts from the second year of bachelor's training in the course of Foreign Language. In the subsequent training the curriculum of undergraduates includes such disciplines as "Academic writing" and "Academic communication". Teaching translation of authentic texts is an integral part of those disciplines. Teachers of the Department of Foreign Languages for Physics and Mathematics and Information Technologies have developed manuals designed to prepare bachelor students for the use of English as a means of professional activity, namely the formation of skills and abilities to work independently with documents and special literature in English to obtain professional information, maintaining professional contacts and conducting research work.

It is important to note that when selecting text material, the informative value of texts and their correspondence to students' specialty are served as the main criterion. Most of the texts of the manuals are taken from original English and American scientific literature.

However, as a lot of researchers note, translation of authentic, foreign-language vocational-oriented texts presents significant difficulties for students of the I-II courses. At the same time, some methodologists propose to reduce the level of complexity, simplifying and adapting the texts set forth by speakers of a foreign language [4]. At the same time, there is an opinion that this way does not help to solve the problem of accessibility of authentic scientific texts for students' understanding. It helps to remove difficulties only during the educational process, but does not help to overcome these difficulties during the self-translation of complex professional texts, both in the educational process and in the future in professional activity [5].

One of the optimal ways of learning to overcome difficulties independently in the process of translating authentic professionally-oriented foreign language texts is the formation of skills using a system of exercises that assures the mastery of the basic receptive dictionary, on this basis the construction of a "potential dictionary", training to understand the structure of various types of sentences, and also the structure of texts as a whole [19].

At the same time, the choice of authentic texts should include analysis of content, logical composition structure and language design. This will reveal the presence of new information for students in texts, increase the motivation for learning a foreign language, highlight the most important components (classifications, wording of concepts or problems, arguments for and against one or another point of view, conclusions, generalizations, etc.) in them, as well as language tools-signals that allow to foresee the further content of the text – words belonging to the category of connectors [2]. Possession of them, according to the researchers, helps to understand semantic links in a text, development of an author's idea, and also provides the depth of understanding of a message in translation.

It is recommended to work on problem words in pre-textual exercises in order to overcome intralinguistic interference. Moreover, at this stage homophone should be presented in writing, and homographs are in sounding. This creates associations between a form of words and their meanings. Then text exercises can teach students to draw on the context.

SUMMARY

Summing up, we note that the translation of authentic texts on physics causes considerable difficulties not only because of the presence of unfamiliar words, both common and terms (i.e., general scientific and narrowly specialized, lexical and grammatical homonymy), but also the use of a large number of formulae and physical and mathematical symbols in scientific literature, as well as lexical units that do not have equivalents in their native language. The foregoing points to the need to continue research in this direction and the importance of developing practical recommendations for overcoming the problem under discussion.

CONCLUSION

To conclude all mentioned above, it's necessary to underline that the following recommendations are of great importance for foreign language teachers at institutes of higher education. They can raise effectiveness of teaching English and can be applied for bachelors' training at any educational level.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

THE FORMATION OF THE READER'S CULTURE AS CONDITION FOR THE DEVELOPMENT OF THE EDUCATOR'S COGNITIVE PERSONALITY

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ABSTRACT

This article deals with the problem of declining interest and quality of reading among students in Russia and the world, actualizarea the issue of development of the reading culture of today's youth. The article discussed effective methods and technologies of formation of reading culture as a condition of development of the cognitive personality of the teacher. This paper analyzes the results of empirical research of the level of development of reading culture of students of Kalmyk state University of Russia, summarized the first results of the practice of introducing future teachers to the reading that was used in the classroom of a foreign language. The article noted a fairly high need for reading among the students not only the academic literature but also art. The authors have proved that the development of reading culture of future teachers can be considered as one of the objectives of professional training at the University. The article can be recommended to specialists of the education system.

KEY WORDS
education, teacher, cognitive, reading, culture, books, university, professional, personality.

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INTRODUCTION

There is a frightening and growing change in the attitude of the young generation to reading in the world. This process is countered by the cultural and educational policies of most developed countries in the field of reading. This policy is characterized by an understanding of the role of reading as an essential factor of social development; increasing the activity of public organizations in supporting reading; a high degree of diversity in the objectives, scope, content of tasks, the composition of the partners involved and the means they use.

Reading is a complex mental process and, above all, a process of the semantic perception of written speech and its understanding. The complexity of this process is due primarily to its heterogeneity: on the one hand, reading is the process of direct sensory cognition, and on the other, it is a mediated reflection of reality. Reading cannot be regarded as a simple action; it is a complex activity, including such higher mental functions as sense perception and attention, memory and thinking [1].

Cognitive development of the personality is an important component of the person's overall intellectual development in the conditions of modern relations. It is put forward as a particularly significant one, because it socializes the personality and becomes the basis of its active life. The formation of a creative personality, striving for knowledge of the world is impossible without the purposeful development of cognitive processes (attention, memory, thinking), which are the basis of man's intelligence. The study of cognitive abilities is becoming relevant at the present time in connection with the significant changes in society associated with the current level of production and its technotization. The educational process has also tasks for the development of the intellectual capabilities of the personality. It is quite evident that without a high level of intelligence, productive professional activity is impossible.

The purpose of the study. The purpose of the article is to analyze the socio-psychological aspects the reader' personality and to reveal the place that the reader's culture takes in shaping the personality. It is significant to study the level of development of the reader's culture. International experts consider reading as a problem of the entire educational system, as for the educators and psychologists, they note not only the lack of interest in the books for schoolchildren, but also the low level of perception of the text, the poor possession of reading technique, the drop in verbal literacy, which undoubtedly affects the general level of communicative and speech culture.

The task of the modern education system in the context of implementation and implementation of the Federal State Educational System (FSES) is not only the development of specific subject knowledge and skills within individual disciplines, but also a set of universal educational activities. One of such universal

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learning activities is reading. The UNO considers reading as an index to the life expectancy of the population.

MATERIALS AND METHODS

The problem of development of readers' culture in higher educational institutions has been actively discussed since the beginning of the twenty first century by Bogdanova R.U., Vershlovskiy S.G., Galactinova T.G., Kazakova E.I., Klarin M.V., Lebedev O.E., Rogovzeva N.I., Tugov U.M. and others. Conceptual apparatus of pedagogics of reading was defined (culture of reading, reader's activity, reading abilities). European research shows correlations between reading initiation and success not only in education field, but in life in general.

Tatyana Vladimirovna Chernigovskaya [2007], a psychologist and linguist, suggests that hypertext should soon lead to readers' stratification based on her research. Humanity increasingly relies on external storage media, and this trend has an effect on our memory and attention [2]. This leads to distributed cognition: various electronic devices join the cognitive processes and personalities are shifted. The invention of external memory is an extremely important event in the history of humanity, which in practice means that information is going beyond the biological substrate. Information has become potentially immortal.

This is the goal (saving the information for posterity) that humanity tried to accomplish, inventing tricks to put memory in someplace more reliable than human brain. This is why writing is priceless and we should remember that everything we have now, the civilization and the technology, exists thanks to writing and texts.

Reading is connected with a variety of cognitive processes, with organization of attention and memory. And memory is now organized differently in human brain as well. We seek information outside of ourselves instead of within ourselves.

Instead of digging deeper into my brain and trying to remember the information, I try to remember the place where it is stored.

In the future, there will be elitist literature that few will be able to read, yet alone understand. Reading will eventually become (and is already becoming) acriteria for social stratification. Domination and development of abilities of speech communication in cyberspace requires significant change in methods of teaching to read and write. Gavriluk notes that literary preferences are mostly linked to professional activities [3]. Scientific literature by specialty is ready by 56.7%. Around one fifth of teachers choose detectives, adventures, Russian and foreign classics, fiction, historic literature. An alarming symptom is that about one tenth of them said that they read very rarely and in small amounts. For the group where the basis of professional activities is reading, it's an evaluation index of general cultural potential.

Students' reasons for reading are most often compensatory, less often educational. Readers' expectations are various. Studentship is a sensitive period of readers' culture formation.

Transfer to Federal State Educational System in Higher Education System under professional conditions actualizes reading as a special extracurricular activity of students – bachelors and especially masters. The main students' reasons for reading include: joy from reading; special readers' expectations; the requirements of educational system; formation of reading tastes under the influence of peers [4; 5].

The paradoxes of training a reading pedagogue stem from the fact that youth's values are significantly different from older generation's values. The experience of an older pedagogue is not enough to solve relevant problems of initiation of reading as a source of cognition in kids. Youth adapts better and faster than adults, they are more resilient to stress and have an easier time navigating the constantly changing world. Free-for-all reading means availability, alternativeness, variability and continuity.

Reading is often seen as a significant condition in accomplishing social success and personal development. Decreasing interest in reading among the younger generation has a worldwide scale. Good readers have a big memory capacity and an active creative imagination. They have better speech skills, more precise formulation and more fluent writing. These people are more critical and independent in their thinking and behavior. Teaching kids to love reading is a matter of pedagogic honor of Amonashvili Sh. A. (1986) [6]. In international practice there are various solutions to this problem – teaching love of reading, the development of reading culture, continuous education.

In New Zealand, USA and Finland there is a position in schools – reading teacher – a specialist who helps kids to overcome the difficulties associated with reading process. Sukhomlinskiy V.A. suggested that "school should become a true cultural center only when there are four cults: cult of homeland, cult of person, cult of books and cult of mother tongue" [7].

In the National Curriculum of "Primary education" and "Preschool education" bachelors there are subjects "Children's literature" and "Library science". Students complete creative tasks such as describing pictures, telling stories and fairytales based on a plot picture, writing essays based on proverbs, writing book reviews, analyzing literary works of various genres, poetry readings.

In the first semester the goal was to form and improve reading abilities of future primary education teachers, to widen and elaborate their literary horizons. There is a special block that consists of practical work on expressive reading and storytelling.

The main exercise of analytic-synthetic nature was an interpretation of stories, fairytales, poetry and diverse folklore. Students actively used their school experience while writing essays and it was difficult to overcome its schematism: more than 80 % of students conveyed the information about the story and then quickly proceeding to the ideological conclusions. In school they were taught to write essays in three parts: introduction (theme), main part (retelling of the story and information about heroes) and conclusion (the main idea of the story as understood by the reader). This school pattern is probably known to a lot of philologists.

As a result of the survey we came to the conclusion: a teacher with formed creative expertise ("meaningful adult") is able to actively influence the training and development of reading pedagogue's culture. 50 students (1 – 2 year, bachelors) participated in our survey.

RESULTS

The results of the survey suggest that a significant part of respondents like to read. 50 % of the first year students prefer paper books and 23 % prefer e-books. 62 % of the second year students prefer paper books and 30% prefer e-books. It's useful to note that 54 % of students like to read every day.

However, at the same time only 49 % of the students of the 1st course of respondents visit the library systematically and 76.5 % of the students of the 2nd courses recognize the importance of the book in the life and professional activity of the teacher.

"Do you read?" – the question was answered by 15 % of respondents in the way that they cannot imagine their lives without reading; 30 % – that they do not really like reading; 55 % – that they do not have time to read. The second question revealed how the modern youth spend their leisure time: "Is reading one of the ways of spending your leisure time?" – 40 % of the respondents said that reading is one of the ways to spend their leisure time; 55 % - that reading is not one of the ways of spending their leisure time and 5 % answered that reading is one of the ways of spending their leisure time but only if the literature is included in the curriculum. The third question determined which genre or repertoire of readable literature is most preferable: "What exactly do you prefer to read?" – 75 % of the respondents answered that they read newspapers or magazines; 30 % read fiction and 20 % read scientific literature. The fourth question made it clear what motivates young people to read: "What is the reason for your reading?" – 55 % of the respondents answered that the motive for their reading is personal interest, or hobby; 25% have cognitive interest; 20 % have educational tasks and 10 % just want to pass the time, they often read because they are bored. The fifth question helped to understand the reasons for lowering the interest in reading: "Why do you think the desire for reading has decreased now?" – 45 % of the respondents said that the book and reading are becoming obsolete under the pressure of the Internet; 40 % believe that there is no active reading advertising and 15 % think that parents read less themselves, and they read far less to their children.

The cognitive component of the professional mobility of the teacher ensures the sensitivity of the specialist to the system analysis of the whole educational process allows us to state, observe, and study the permanently arising contradictions at different stages in the organization of subject-subject interaction, the constructive resolution of which ensures the quality of the pedagogical result. In particular, they appear to be relevant and fairly common.

Cognitive mobility as an integrative dynamic characteristic of the cognitive sphere of the teacher; it determines the efficiency, competence and productivity of professional and pedagogical activity, represents the unity of the three components – motivation (the need for professional development, creativity, self-actualization), style (range, awareness and adequacy of choice in the conditions of professional and pedagogical activity), reflexive component (management of professional behavior, processes of development and self-development) [5, p.5 – 6]. Cognitive mobility of the teacher is the basis of the professional mobility of the specialist, as it ensures the quality of performing professional functions, and also determines the readiness and the ability of the individual to realize them in productive creative work. In this regard, the main goal of innovative educational programs in the system of adult education is the application of new mobile strategies, effective technologies, the introduction of intensive ways of including listeners in active cognitive activities, and also determining the forms, content and means of organizing this activity on this basis. Traditionally, an important place in the educational process of the adult supplementary education system is occupied by: lectures (presentation by the teacher of one of the topics of the course for the purpose of setting and highlighting a specific problem, and creating conditions for students to understand the information provided and stimulating interest in the subject); seminar classes (interactive form of the analysis of teaching materials, allowing listeners to develop the ability to independently navigate, interpret information on the stated topic, form their own points of view).

At the present stage, practitioners in the field of adult education are increasingly conscious in giving preference to intensive ways of organizing pedagogical interaction with listeners, which to a greater extent allow students to take subjective position with respect to their own education.

DISCUSSION

The next stage in the development of the readers' culture of teachers is the research reading of the text, its interpretation of using knowledge on the theory of literature on the principle of inseparable connection between the content and form of the work of art. It is necessary to study children's books as special forms of publication and art, their reference apparatus, which helps the teacher in the work of forming the junior reader. Students remember their favorite books of their childhood, prepare their presentations, and write essays, recommendations and reviews. The task is given to observe the effectiveness of this work in the children's room or in individual communication with the child, to establish the characteristics of children's perception of books and works, to draw conclusions about their pedagogical skills in fostering interest in reading and literature.

A special block of teaching material is a workshop on expressive reading and telling. The students are offered to study voice technique, pronouncing norms of intonation, some ways of memorizing the text, methods of performing the analysis, get acquainted with national character and language. For example, the slogans and mottoes are well positioned in the British culture and language. The students were offered to make a research on the British mottoes, which represent some of the most important traits, for example, justice, honesty, responsibility and diligence:

"Work supports all"	"Nothing without labour"
"Honesty is the best policy"	"Freedom and justice".

The students were supposed to make speech scores of expressive reading of mottoes and improvise in classes of extracurricular reading with children. The reader's culture of the schoolchildren is formed precisely in complex exercises, in the interaction of listening and speaking, reading and writing. The students of the "Primary Education" profile know the laws of drawing up a preschooler's library, a junior schoolchild and a teenager; they learn how to recommend works from the circle of children's reading so that listeners would become keen readers.

SUMMARY

The students make a personal repertoire of reading list for schoolchildren, based on the typology of the reader groups. By the end of the study, the future teachers called the laws of the reader's formation in primary classes, formulated by Professor N.N. Svetlovskaya [8]. This researcher formulated the stages of the development of the reader's independence of younger schoolchildren.

CONCLUSION

The students also prepare talks for parents about family reading and development of the motivation for children's reading, knowing the components of reading activity and the main actions of a qualified and competent reader [9]. Most students subsequently know how to apply knowledge in pedagogical practice: they organize extra-curricular work with books and lessons in literary reading in accordance with in-depth literary and methodological training. Reading books promotes self-awareness and personal development.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

THE MODEL OF CONDITIONS FOR TRAINING CREATIVE SELF-REALIZATION OF STUDENTS-DESIGNERS

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ABSTRACT

In this article, the problems of preparing future designers are considered and an attempt is made to develop a model of creative students` self-realization (future designers). Personality of student is considered as a controlled system. "Control levers" are: professional skill, creativity, the spiritual content of the personality of the teacher and the organization of educational and creative activities. The proposed model of the educational-creative activity is considered as a system of conditions that facilitate education of creative personality of a future designer. The conditions of self-realization of the education subjects are identified, which are components of the model of organization of educational-creative process. Any model can be considered primarily as a subjective reflection of objective conditions. Students and teachers in their activities operate on models of the educational process, i.e., on beliefs about composite the elements and capabilities of actors in it. The analysis showed the existence of a relationship between creative self-realization and some personality traits of students and result of their activities. In the combined action of the pedagogical conditions of the educational, research, artistic and creative activities, there is a stable positive dynamics of creative self-realization of students, which ensured the development of the creative thinking characteristics.

KEY WORDS
student, self-realization, creative, design, pedagogical conditions, model

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INTRODUCTION

In modern conditions of rapid development of information technology the important function of education is the formation, education and development of creatively active personality, able to efficiently and to solve new problems by non-standard ways. This requires new goals, objectives of education, approaches to the construction of the educational process. Especially it is important for training future of designers.

The design consists of creativity, therefore, the professional designer needs to "keep abreast". Students upon completion of the program must be prepared to deal with a range of creative tasks. It is important to arouse the student`s interest in creative activities that will help to reveal his creativity to form a creative personality, able to climb "to create a "second nature" and "spiritual beings".

Our goal is to try to develop a model of creative self-realization of the future designers and to check its effectiveness.

MATERIALS AND METHODS

Model is the analog (the alternative) of the original, reflecting some of his characteristics. The model can be not only a material object, re-giving properties and actions of a real object, but a mathematical formula, drawing, table, text, etc. It is immaterial (abstract) model.

We consider a model as a unity of components:

· the student is the subject of the educational process,
· professional skills and creativity of the teacher
· the educational-creative activity of subjects

To unleash the full force of each component of the model, we consider what the model as a control system. We will focus on theoretical positions. The next question we are interested in- the possibility of considering student's personality as an object of management. Before moving to the system conditions, it is necessary to prove that the subject of the educational process (the future designer) is the controlled system.

A detailed analysis of the problem of models and modeling in science is given by R.V.Gabdreevin his book "Modeling in cognitive activity of students". Some foreign authors in their works deny the possibility of a common model definition. The literature indicates two approaches to the definition of a model. The first is the allocation of specific properties – similar to the original models. The second focuses on its specific function in the knowledge – the heuristic function of the alternative of the original. Despite the fact that every phenomenon countless counterparts, the models can be considered only those that satisfy a number of requirement, the main thing is the relevance of the approach, differences to the original models in terms of specific cognitive tasks. The concept of the model should not be replaced by the concept of analog. The analogy serves as a model only when it is used for the purpose of knowledge of the original, i.e. it is a heuristic substitute. The main condition that the analogue could be considered as a model of the object – the isomorphism (homomorphism) between him and the object of study. (The concept of isomorphism refers to the system objects specified in their operations or relations). The nature of the simulated objects can be very different from physical bodies to a system of signs or statements [1, p. 6].

The definition of a model given many scholars, such as L. O. Walt, V. A. Vennikov and A. A. Zinov'ev, I. I. Revzin, K.E.Morozov, I. B. Novik, V. A. Shtoff and others. In the definition of the model by V. A. Shtoff consists of 4 things: 1) a model is represented mentally or financially implemented system; 2) it reproduces or reflects the object of study; 3) it is able to protect the object; 4) the study provides new information about the object. I. B. Novik highlights the important and difficult stage in the simulation (model building and her choice): «Under the modeling we understand the method of indirect practical or theoretical operating object, which is investigated is not directly the object itself, but uses an auxiliary system (quasijet), under a specific objective according to the cognitive object that is able to replace him at certain stages of learning and giving in its study, eventually, information about the simulated object» 3) it is able to protect the object; 4) the study provides new information about the object. I. B. Novik highlights the important and difficult stage in the simulation (model building and her choice): "Under the modeling we understand the method of indirect practical or theoretical operating object, which is investigated is not directly the object itself, but uses an auxiliary system (quasiobject), under a specific objective according to the cognitive object that is able to replace him at certain stages of learning and giving in its study, eventually, information about the simulated object" [2]. A specific feature of the model is its intermediate position: the model is always between the perceiver and the world. It stands in a twofold relation: on the one hand, to the original (similar system), and the other to the knowing subject (as heuristic alternative original). Consider the formula: original – model – system. The relationship «original-system» are only parts of the model. Thus, any model is an analogue of the original, and this analogy is the premise, the possibility of functioning as a model. Analogue is becoming a model when there is the subject of the action and the object that is modeled. Modeling is a necessary condition for the existence of this relationship (formula) and models. The model, therefore, is the result of the modeling [3].

In pedagogical literature strongly argues the idea of educational development and educational models. System to have the ability to achieve the goal - the end result, it needs to be at least managed and, therefore, to include managed elements. Central position in the model is students (future designer K. K.) [4, p.54].

As you know, the person himself controls his behavior and activities in accordance with their needs, thoughts and feelings, worldview. But when it comes to human control, the question arises: how legitimate is to talk about it? As noted by V. G. Afanasiev: «In fact, whether it is possible to control the person to regulate his deeds and actions, because man is not a machine, he does not, like machines, levers and buttons, pressing on which to guide actions in the right direction. Man is endowed with will, consciousness itself is able to act purposefully, consciously control their thoughts and deeds. Inherent in it are unusually complex and subtle qualities, the very thought of foreign interference in its Affairs seems blasphemous». After analyzing the problem, V. G. Afanasiev gives a positive answer to this question: «To control a person means to affect him» [5, p. 204]. The proposed model of the educational-creative activity is considered as a system of conditions conducive to the achievement of the main result – the education of the creative personality of a future designer. Turning on the need for the educational-creative activity, the subject develops the professional skills and artistic skills through the development of creative activity, aesthetic and emotional-valuable attitude, creative direction and creative abilities. All these qualities are the qualities of creatively self-actualizing individuals.

The system can be considered as managed in that case, if she has a number of properties. These include determinism, dynamism, availability of managed parameters and properties of gain and feedback. The first property – determinism of the system suggests that external influence should cause the appropriate nature and the nature of the impact of certain changes. S. L. Rubinstein wrote: "in its practical expression the question of the determinism of psychic phenomena is the issue of controllability, the possibility of their directional changes in the desired man way" [4, p. 226]. He concludes with the concern management person of fundamental importance: "In life everything is deterministic. And no it's nothing predefined, determination of any human action and the commit happens at the same time" [6, p. 285].

Determinism of human activity is manifested in the fact that the external action is in a certain causality of his actions. Knowing these patterns and acting accordingly to the person it's to get him a certain, pre-foreseen and planned behavior. The study of the influence of the conditions to be a designer it is the knowledge of the patterns.

The second feature is the dynamism of man as a system is manifested in the fact that under certain conditions, it is influenced by external influences is able to move from one state to another. Management aims: to transfer the controlled system into a state corresponding to the goal. The dynamism of man as a system is manifested in the ability influence to survive the successive mental States and their relationship with stable personality traits. It is known that the properties and qualities of personality are based on iterative mental States.

The person is like the dynamic system because under the influence of the teaching and everyday work, he develops his professional skills, gradually moving from ignorance to knowledge, from inability to ability, from inability to ability, etc., in short, is continually evolving. But here the mental state how would modulate professional skills and abilities.

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The third property is the presence of managed parameters of the person – following system requirement. These settings are multilevel in nature, we can point to two of them, are closely interrelated: first, the closest (the most agile, responsive to external conditions), level constitutes the ideal model of the future activities generated in the human mind on the eve of the deployment of the behavioral act and clarifying the process of practical implementation of this model. In this ideal model, you can highlight the image of the object, which will be sent to the activity, purpose of activity, the motive of the activity and ways of working. The ideal model of future activity is formed on the background of a certain mental state. Hence, as controllable parameters at the next level, all the above-mentioned mental phenomena are appearing. The second one (more remote level of controllable parameters) makes properties and qualities of the personality, beliefs, firmly acquired knowledge, skills and abilities.

On the first level are solved practical tasks, i.e. tasks that are not directed to the person directly, and the products of labor that has value for other people, for society as a whole. In the second case, we are talking about managing the development of the individual, i.e. the task is directly aimed at the person, although ultimately affects the products of labor.

The fourth property is a property of amplification. Professional workmanship has a great importance, basic structural components of which are abilities, knowledge and skills. For a certain period of time the contractor performs significantly more work than the less able, i.e., has high «amplification factor».

Of particular importance are skills. They concentrate all subjective human capabilities associated with direct practical interaction with the environment. Ultimately, the effect of abilities and knowledge is in direct connection with the quality of the skills that play the role of a tool by which man realizes his purpose, embody it in deeds. The «amplification factor» depends on the motivation of human activity, which determines the degree of actual use of all forces. The feedback controlled system. Realizing the idea is that people compared the intermediate outcomes of its activities with the original model, with his plan.

The above properties allow us to consider the identity of the student as a managed system. It only need to have "the levers of control". These are the professional work of the teacher, which includes skills – pedagogical and art (we believe that only the master can raise the master); the spiritual content of the personality of the teacher; organization of teaching and creative activity. Condition for creative self-realization of students - the system is phased to develop in students the values of knowledge, self-knowledge, self-actualization, co-creation; mastering by the students the culture of teaching and research, artistic and creative activities; implementation of co-creation students and teachers in addressing teaching, research and artistic and creative problems and tasks; overcoming barriers to creative self-realization of students. An important place in this process belongs to the skill of the teacher. The skill of the teacher in our work is regarded as one of the important conditions for creative self-realization of students. We believe that the professional work of the teacher is integral education, which includes a number of internal components (mastery and spiritual content of the personality) and external ones (social and economic status in society) and factors of creative self-realization of students as "persons appear when they are taught the individual" (A. G. Asmolov).

RESULTS AND DISCUSSION

Theoretical analysis of the works allowed to identify the conditions that facilitate self-realization of subjects of education. The most important of them is the creative organization of pedagogical process, comprising the following components: the systematic and progressive formation of values, knowledge, self-knowledge, self-actualization, co-creation; mastering by the students the culture of teaching and research, artistic and creative activities; implementation of co-creation students and teachers in addressing teaching, research and artistic and creative tasks and assignments; overcoming barriers to creative self-realization of students. Others, important and necessary, in our opinion, the condition is the professional work of the teacher. It is considered as an integral education, which includes a number of internal components (mastery and spiritual content of the personality) and external ones (social and economic status in society). These conditions are the funds in relation to the educational-creative process, but to highlight the conditions of the target. These include, for example, the system gradual formation of the values of knowledge, self-knowledge, self-actualization, co-creation. It should be noted that the conditions-goals are a means of creative self-realization of students of is art-graphic faculty. Forming the system of values of knowledge, self-knowledge, self-actualization, thereby, creates conditions for mobilization of internal and external activity of the student in terms of self-realization, the desire to be creative. Conditions-means allow the prevention of barriers – obstacles in the way of creativity or contribute to their overcoming. Leveling these barriers is already very definitely and condition. But in some cases barriers play an important positive role. For example, the formulation of problematic questions stimulates thinking and is therefore a condition of its development. These conditions are components of the model of organization of educational-creative process. Any model can be considered primarily as a subjective reflection of objective conditions. Students and teachers in their activities operate on models of the learning process – ideas about composite the elements and capabilities of actors in it.

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The notion of the subjective model of educational-creative activity characterizes cognitive activity of the student. The model aims to regulate the conduct, activities, and creates in his head. The educational-creative process – a long process, based on a subjective model (source) the student creates a holistic, forward-looking strategy. Based on this model, the student outlines the goals, stages of development and the programme of effective cognitive activity. Subjective dynamic model of educational process acts as a specific form of thinking. The special difficulty experienced by the freshmen, for whom the learning process is new. Their subjective model is based on certain ideas about the University and methods of work in it. In the process of training activities, this model gradually developed, amended and supplemented. The teacher also has a model of the educational process on the basis of which he interacts with the students and control their activities. R. V. Gabdreev indicates the importance of dynamic modelling real objects in the process of studying at the University, as it determines the production of student strategies (subjective model of activity) [7, p. 31]. It acts as a unity of reflection of the constituent elements of the educational process and the process of the activities and capabilities of the subject in it. When building a particular model, the student does not perceive all characteristics of the reflected object (conditions activities, activity and principal activities). Many of his properties would be lost and discarded as irrelevant. This well-known psychological fact would have been impossible without a specific regulatory process that manages the construction of the model. Work is already formulated models also involves the regulation: they do not function by themselves but from the angle of activities. All this allows to represent the process of constructing a subjective model as the process of self-regulation. In the case where the modeling of the external world is reflected in the regulation, there is an awareness activity. But the models can operate independently, outside the control of regulation, such activities can be described as unconscious.

SUMMARY

There are differences of ideas about the organization of educational and creative process of subjects: teachers and students. To optimize the learning conditions should take into account the views of not only teachers but also students.

Creative teachers work in accordance with his subjective model of the educational-creative process. Conditions that they considered to be most important presented and in their activities. The obtained results allowed to conclude that the classes must necessarily be exploratory, and to apply a variety of techniques, activating mental processes of the student and requiring independent and creative solution of learning tasks. [8]

CONCLUSION

The analysis showed the existence of a relationship between creative self-realization and some personality traits of students and result of their activities. Due to the combined effect of the pedagogical conditions of the educational, research, artistic and creative activities, students ' self-realization, there is a stable positive dynamics of creative self-realization of students, which ensured the development of such characteristics of creative thinking: associative, emptiest, reflexivity, contradiction, problem orientation, intuitiveness, etc. This is also facilitated by gradual formation of students ' values, knowledge, self-knowledge, self-actualization, co-creation; students the mastery of culture, educational, research, artistic and creative activities; collaboration with students and teachers in addressing teaching, research and artistic and creative problems and tasks, and overcoming barriers to creative self-realization of students. [9]

The changes that occur in personality, reflected in the result of their learning activities – in progress.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

TO THE QUESTION OF ORGANIZATION FREE LEGAL AID BY THE LEGAL CLINICS OF THE EDUCATIONAL ORGANIZATIONS OF HIGHER EDUCATION

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ABSTRACT

In the modern conditions for innovative development of Russia, the development of the higher education, including legal one, is very important. It is connected with a role of education during evolution of society and also with the fundamental value of the right for education in the system of the rights and freedoms of any person. The main forms of getting legal education in Russia are legal institutes, faculties of universities and also colleges. Educational process is organized so that to train a lawyer of a wide profile who can be used at any position demanding legal education, and at the same time having profound knowledge in a certain area of legal activity. Therefore, all students study a wide range of legal sciences, along with social, economic, humanitarian and general education disciplines. Legal education has a great value for development of legal system of Russia, which is aimed at training of specialists in legal spheres. The main and core objective of the system of higher education at the present stage is training of qualified and competitive experts. The list of abilities or competences has to be created with direct participation of employers, experts and potential clients. It is also necessary to underline the fact that competences are rather mobile and significantly change [1] eventually. The legal clinic (consultation) is one of the main directions of training a creative and competitive person as an expert, who is able to put and solve professional problems independently and competently and to promote and take personal part in the effective regulation of legal relations. Eventually, it is implemented in higher educational institutions of the legal sphere for the development and strengthening of legality, law and order.

KEY WORDS
Free legal aid, non-state system of free legal aid, legal clinic (consultation).

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INTRODUCTION

The realization of the right for getting a qualified legal aid is constitutionally guaranteed, and directly connected with the institute of free legal aid (further – FLA) [2].

The first attempt of creation of legal clinic can be referred to the middle of XIX century. Its birth has occurred in the Kazan University. D.I. Maier was the main initiator for introduction free legal aid by students whom he taught into the educational process.

In his work "About the meaning of practice in the system of modern legal education" he tried to prove the need for a "clinical" form of training for future lawyers. Showing an analogy between getting legal and medical education, D.I. Maier wrote: "It is indeed, that the lawyer's rank, as well as a rank of the doctor is practical. As the practical training of students for medical science happens at school, just the same way practical preparation of the lawyer has to be made at the same place" [3].

According to the existing Russian legislation, the legal clinics act as the independent legal entity or structural division of the educational organizations of the higher education [4], which are special subjects of non-state system of free legal aid. Nowadays, the practice of creation of legal clinics as structural divisions of the educational organizations of the higher education is widely used. The establishment of organizational features of procedures for creation and implementation of activity, forms and order for giving legal aid by legal clinics emphasizes their special place in the non-state system of giving FLA.

MATERIALS AND METHODS

Respectively, a legal clinic of the educational organization represents the specialized educational division, which is created by taking into account some features of personnel potential, material supply and so on, that provides higher educational institution.

A number of peculiar features of a legal clinic are normatively prescribed. First of all, legal aid is given to the special subjects which are structural division of the educational organization of the higher education. The decision of FLA creation is made in the order established by the charter of educational institution for decision-making for creation of structural division of educational institution. The legal clinic carries out its activity on the basis of the provisions, stipulated in the order provided by the charter of educational institution [5].

Secondly, the analysis of the Federal law "About Free Legal Aid in the Russian Federation" allows to draw a conclusion that it contains the common and special objectives of implementation FLA. And the last are enumerated dew to legal clinics and include legal education for population and formation of legal skills for implementation of legal aid by students [4,6]. Therefore, legal clinics are urged to solve problems of training, formation of professional legal consciousness and legal culture of students. As a rule, the implementation of practical activities is carried out by students attending practical lessons. However, for realization of an integrated approach to such training there is

"The legal clinic" in the Naberezhnye Chelny Institute of Kazan Federal University. It operates in the law department as a separate structural division.

The data of students' polls from the law department, which are carried out annually, are important for the purpose of examination in what way their participation in the work of legal clinic influences the level of knowledge and formation of practical skills [7].

About 80% of respondents have considered the possibility of obtaining new knowledge to be important. More than 70% of students have stated that the possibility of practical application of theoretical knowledge and mastering some practical skills and abilities is the main inducing reason. About 60% of people have noted that consultation of citizens stimulates their participation in scientific activity. More than 40% of students have mentioned that such approach to training influences the level of sense of justice, professional ethics, and also influences positively for a microclimate in a group.

Besides, students have noted that visiting of legal clinic influences positively for the progress in their studies. Training in legal clinic has multivariate character and includes: meeting of visitors, holding business games, trainings, interviewing, analysis of different cases, consultations, organization of office-work, etc.

Therefore, functioning of legal clinics promotes improvement of methodology of training, completion of the gaps, arising while students pass a traditional training course and educational process [8, 9].

RESULTS AND DISCUSSIONS

Legal clinics represent a positive example of integration of legal education, science and practice. The types of legal aid, provided by legal clinics, have complete and acceptable character that is their distinctive feature. We have the following types in the university: legal consultation in oral and written form, drawing up statements, complaints, petitions and other documents of legal character [5].

In our opinion, in this particular case, there is a need of consideration of a question for possibility of implementation of activities for legal education with legal clinics.

It should be noted that the students of legal clinic of the Naberezhnye Chelny institute of KFU were actively recruited in the actions dedicated to the legal education and legal informing; students prepared information booklets and presentations on vital themes. Our students together with their teachers-tutors prepared thematic model of lessons (legal hours).

The work in clinic became one of the directions of organization for production and externship of students. Skills, which are formed by students during consultations concerning legal questions in an oral and written form; designing of the statement, complaint, petition, statement of claim and other documents of legal character; representation of interests of citizens in civil legal proceedings, form the competences necessary for practical activities.

The legal clinic in the Naberezhnye Chelny Institute provides free legal aid concerning any legal questions. Students hold consultations (oral and written), help everyone with drawing up addresses, complaints, claims, drafts of statements of claim.

Special conditions for the participation in providing FLA for legal clinics are established: voluntariness, personal interest and presence of necessary level of common cultural and professional competences of students (listeners). These abilities are gained by the students in the course of development of the appropriate educational programs. are standardly established The level of professional competences of the students, necessary for providing free legal aid is defined by educational institution itself independently [5,10].

The obligatory condition for the organization of work of legal clinic is providing legal aid under the control of the persons who have the higher legal education. These people are also responsible for students' training, and the activity of legal clinic.

For the organization of providing FLA it is necessary to supply material and technical resources and inform the citizens about obligatory minimum of information.

The material and technical resources are formed by educational institution. Fixing of the obligatory minimum of information, which is brought to the attention of citizens, promotes realization of the principle of availability for FLA.

The legal clinic informs citizens about: the place of its location, phone, fax, e-mail address and (or) the address of website in the Internet (if technically possible); working hours; some information about types of the provided free legal aid; Provision of legal clinic [5].

CONCLUSION

Taking into consideration the organization of educational process, legal clinic represents a specific form of the organization of educational process for students referred on fixing particular theoretical knowledge, practical skills and abilities while providing free legal aid, and their participation in activities for legal education.

It is interesting to note here, that D.I. Meyer also suggested introducing clinical education which would allow students to transfer theoretical knowledge into practice. He drew an analogy between legal and medical preparation: "Really, the lawyer's rank, as well as a rank of the doctor, – practical and therefore as practical preparation of pupils for medical science happens in school, it's in the same way practical preparation of lawyer has to be made in the same place" [3].

At the same time the carried-out analysis allows us to select certain demands for the organization of providing FLA by legal clinics: the complex service, including the need of carrying out interviewing, reception of applications, preparation of drafts of complaints, etc.; voluntary nature of involvement of students (listeners); accountability of providing FLA to teachers-tutors; ensuring access to the location of a legal clinic and free movement in rooms for persons with limited opportunities of health.

Providing legal aid by legal clinics includes several specific tasks which do not concern them as structural units of educational organizations. They are: ensuring the appropriate quality of legal aid, corresponding to the level of professional competences of students (listeners); integrity of information with limited access, including personal data (safety of the data which aren't relating to public information); ensuring special-purpose character – protection of the rights and the interests of citizens protected by the law; the limitation terms (urgent character) caused by need of protection and restoration of the violated right at the scheduled time [11].

Thus, clinical legal education is the comprehensive training program of vocational preparation for lawyers, providing carrying out studies in various forms, training of students and providing free legal aid by them to separate categories of citizens, under the leadership of teachers-tutors.

Therefore, the legal clinic represents structural unit of the educational organization of the higher education which activity is referred on providing legal aid to separate categories of citizens on the basis of voluntariness, accountability, accounting of level of professional competences of students [12]. For formation of unified law-enforcement practice it is necessary to fix the concepts "legal aid", "legal education", "legal education" in a legislative order.

As an option for discussion the following definition of legal aid is offered: it is a set of the actions directed to protection of the interests of the citizen, violated in rights and protected, including legal consultation and (or) legal education. Legal clinics and their activities for providing FLA are subjects to complex legal regulation. The improvement of the legislation, the development of unified educational and methodical recommendations about providing FLA by legal clinics will promote the qualitative organization of work of these subjects of non-state system of providing FLA.

CONFLICT OF INTEREST

There is no conflict of interest.

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None

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ARTICLE

FORMATION OF PRIORITY DISEASES AMONG URBAN AND RURAL ADOLESCENTS

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ABSTRACT

Comparative analysis of probabilistic standardized risks of disease incidence among adolescents in Kazan and in the RT showed that during the period under study from 2004 to 20015 they had significant differences. In 2004, high risk both in Republican indices, and in the city was revealed only in one disease class - the class of pregnancy. In 2015, according to Republican indices, the most significant in formation of diseases were high risks in the following disease classes: Neo, ED, injuries, DD, MSD, and GUD. While in the city of Kazan, there were no diseases, which could be referred to the given category. It should be noted that all indices were in the moderate risk zone, and the prevalence risk revealed the decrease of such classes as CA, NCD, and the class of pregnancy. Among rural adolescents, the studied indices were distributed as follows: the particular focus was on the classes of Blood Diseases and Abnormal Symptoms, Ear Diseases, Circulatory Diseases (CD) – within moderate risk. Important is the fact that there was not any class of diseases, which could be in the range of high risk. Such dynamics remained among the cohort under study in the year of 2010 as well; this fact may be probably associated with carrying out of medical and preventive work and a regular medical check-up of the cohort under study. Beginning from 2012 to 2015 high risk of disease incidence among rural adolescents was determined only in the class of Blood Diseases, and all the rest disease classes were at the moderate risk level.

KEY WORDS
high risk, moderate risk, disease classes, adolescents, city, rural settlement, morbidity

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INTRODUCTION

Adolescents represent a group of young people aged from 10 to 19 years old, which is often considered to be a healthy group in human consciousness. The causes of many serious diseases developing at the age of maturity are laid in adolescence. The Secretary General of the United Nations in September, 2015 declared launching of the Global Strategy, which pursued the global aim “to ensure every woman, every child and adolescent everywhere with possibilities to realize their rights to physical and mental health, social and economic opportunities, as well as full and equal participation in shaping prosperous and sustainable societies” based on nine key areas of activities. Guidance on implementation of global accelerated actions for health of adolescents (AA-HA!) will help the countries and programs in planning, carrying out and monitoring the measures on addressing the needs of adolescents in the field of healthcare in accordance with Global strategy [1-3].

The health of adolescents and youth of the Russian Federation is of utmost importance and priority in solving the tasks of the State policy and is a major element guaranteeing the success of the country development. The official statistical data indicate constant decrease of the adolescent population and the reduction of their proportion among the country’s total population [4]. Thus, for the period of 1995—2012, the adolescent population aged 15—17 years old fell by one half. There were 7 391 861 adolescents aged 15—19 years old in Russian Federation in 2012 representing 5.2% of the total number of country residents. Unfavorable trends were observed in disease incidence among adolescents: for the last 10 years (the years 2002—2012) the total morbidity among older adolescents (15—17 years old inclusive) increased by 37.5% — from 161 782.0 to 222 500.9 per 100 000 population of corresponding age [5].

Special studies showed that the real indices of adolescent morbidity exceeded the official ones by a factor of 1.5 – 2. Thus, for the period 1995-2012 the number of Adolescents aged 15-17 years 2 times. In the Russian Federation in 2012, adolescents at the age of 15-19 years was 7 391 861, which was 5.2% of the total number of inhabitants of the country [6]. In the whole, the level of disease incidence of the child population increased by 68.4%, and that of adolescents — by 98.4% for the last 20 years. The level of disease incidence among adolescents was 1.7 times significantly ($p < 0.05$) lower than among children [7].

In Russia, in recent years the first four places were traditionally occupied by the respiratory diseases, injuries, poisoning and certain other consequences of external causes, the diseases of the skin and subcutaneous tissue, and the digestive diseases. The diseases of the genitourinary system instead of infectious diseases rank fifth. The first five places account for 75.8% of all revealed pathology. Conditions and lifestyle have a very significant effect on formation of the adolescent health [7-9]. At present they are characterized by considerable study loads, intensification of the educational process, poor adherence to a healthy lifestyle, and etc. Unfavorable effect of social risk factors on the adolescent health is particularly important. Therefore, a comparative analysis of the differences in probabilistic standardized risks in the formation of certain groups of diseases among rural and urban adolescents for the period from 2004 to 2015. is an important.

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MATERIAL AND METHODS

Methods

Morbidity study was carried out with application of epidemiological approaches [10]. In-depth analysis of the adolescent morbidity was carried out on the basis of annual reports (statistical form No.12) of the medical healthcare institutions in the city of Kazan and in the RT for the period from 2004 to 2015. Absolute values, intensive (per 1000 population) and extensive indices (morbidity patterns) were used to characterize the population health indices. "Methodological foundations for assessment of the population health regional risk due to the effect of unfavorable environmental factors and rationale for integrated management decisions directed towards decrease of their impact" were used to determine differences of probabilistic standardized risks of formation of certain disease groups among adolescents [10].

Comparison of the overall morbidity indices characterizing the examined population cohorts was carried out by means of Student T-test according to the formula:

$$t = |x_1 - x_2| / \sqrt{\sigma(\overline{x})_1^2 + \sigma(\overline{x})_2^2}$$

T = x1 – x2

where, x 1 and x 2 = average values in compared groups
σ(x) = the mean-root square error of the mean value

To determine differences in indices of a newly diagnosed disease Fisher statistics was used:

$$F = \frac{(\varphi_1 - \varphi_2)^2 \square (n_1 - n_2)}{n_1 \square n_2}$$

φ_i = the value of the proportional morbidity measured in radians
n_i = the number of observations

Such approach is explained by the fact that recurrences may take place in one and the same person in the sampling observed in overall morbidity. Taking into consideration this peculiarity, the probabilistic characteristic of indices is constructed on the basis of Poisson distribution indicating the application of Student T-test [11].

At the next stage we compared the values of probabilistic standardized (in respect of the city and the Republic) risks of prevalence of 18 disease groups among adolescents based on annual medical examinations in 2004-2015. The values of the first quartile of the series were chosen as the upper limit of acceptable risk. The value of the second quartile (median) served as the index of the upper limit of the moderate risk, and the value of the third quartile – as the increased risk [Table1]. All calculated values of probabilistic risks exceeding the upper limit of the increased risk were referred to appropriate absolute values of high risk diseases.

Table 1: Scale of disease gradations

ICD diseases	1 quartile	2 quartile	3 quartile
NCD	0,393	0,525	0,789
Neo	0,393	0,619	0,817
BD	0,393	0,604	0,712
ED	0,393	0,453	0,501
PD	0,393	0,674	0,525
ND	0,393	0,541	0,634
O&AD	0,393	0,738	0,914
Ear D	0,393	0,738	0,914
CD	0,393	0,688	0,735
RS	0,393	0,426	0,475
DD	0,393	0,679	0,891

RESULTS

Comparative analysis of the disease groups under study in the Republic of Tatarstan and the city of Kazan revealed high risk among diseases in adolescents only in the class of pregnancy and delivery (Preg & Del) in year of 2004 [Fig. 1].

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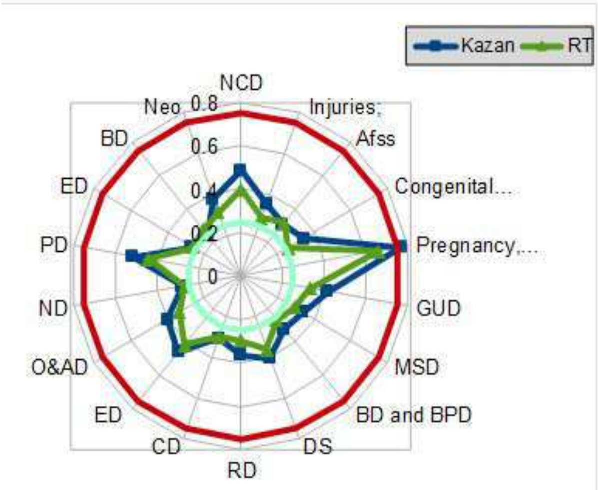

Fig. 1: Probabilistic normalized risks of prevalence of diseases among adolescents Republic of Tatarstan and Kazan in 2004.

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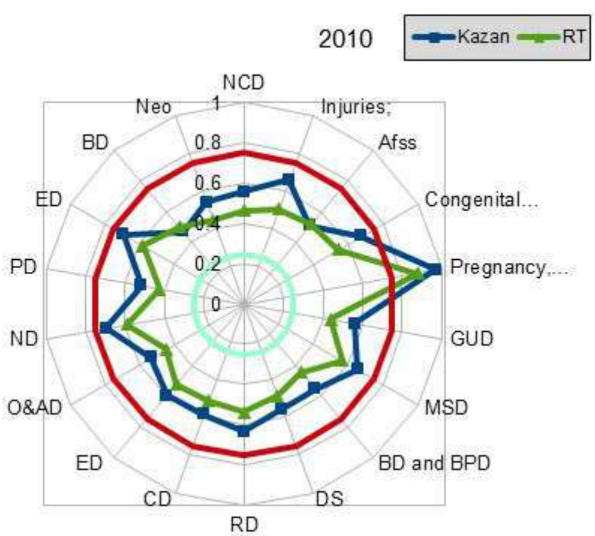

Fig. 2: Probabilistic normalized risks of prevalence of diseases among adolescents Republic of Tatarstan and Kazan in 2010.

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In 2010 a moderate risk was revealed in the following disease classes: the endocrine diseases (ED), injuries, poisoning and certain other consequences of external causes (INJ), neoplasms (Neo), nervous diseases (ND), respiratory diseases (RD), circulatory diseases (CD), digestive diseases (DD), musculoskeletal diseases (MSD), genitourinary diseases (GUD), and congenital anomalies (CA) in the Republic of Tatarstan. High risk both in Republican indices, and in the city was revealed only in one disease class - the class of pregnancy [Fig.2].

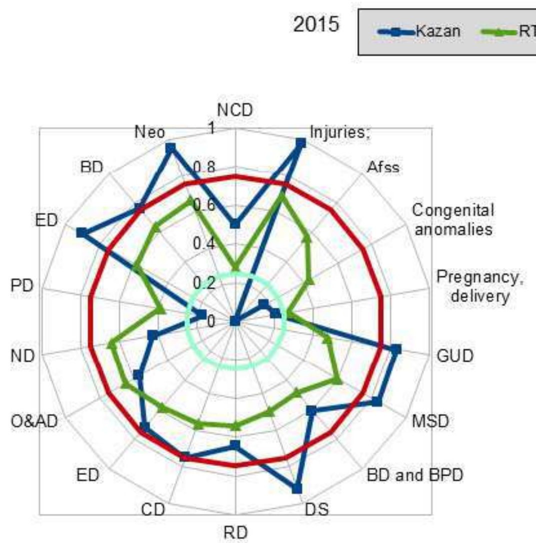

Fig. 3: Probabilistic normalized risks of prevalence of diseases among adolescents Republic of Tatarstan and Kazan in 2015.

In 2015, according to Republican indices, the most significant in formation of diseases were high risks in the following disease classes: Neo, ED, injuries, DD, MSD, and GUD [12]. While in the city of Kazan, there were no diseases, which could be referred to the given category. It should be noted that all indices were in the moderate risk zone, and the prevalence risk revealed the decrease of such classes as CA, NCD, and the class of pregnancy [Fig. 3], being a very good index characterizing the health among the urban adolescents. [fig 4]

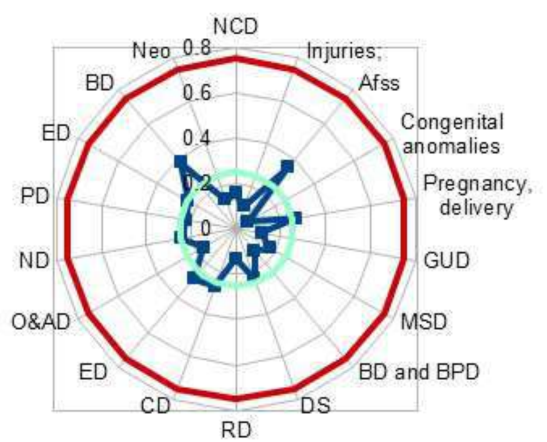

Fig. 4: Probabilistic normalized risks of disease prevalence among rural adolescents in 2004.

Among rural adolescents, the studied indices were distributed as follows: the particular focus was on the classes of blood diseases and abnormal symptoms, ear diseases, circulatory diseases (CD) – within a moderate risk. Important is the fact that there was not any class of diseases, which could be in the range of high risk. Such dynamics remained among the cohort under study in the year of 2010 as well; this fact may be probably associated with carrying out of medical and preventive work and a regular medical check-up of the cohort under study, the work of school physicians and pediatricians [Fig 5].

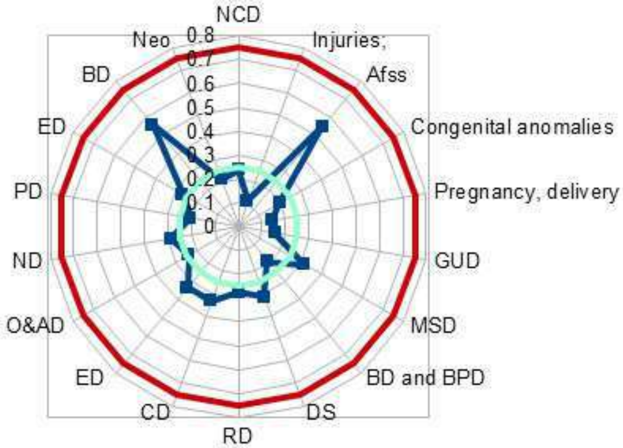

Fig. 5: Probabilistic normalized risks of disease prevalence among rural teenagers in 2010.

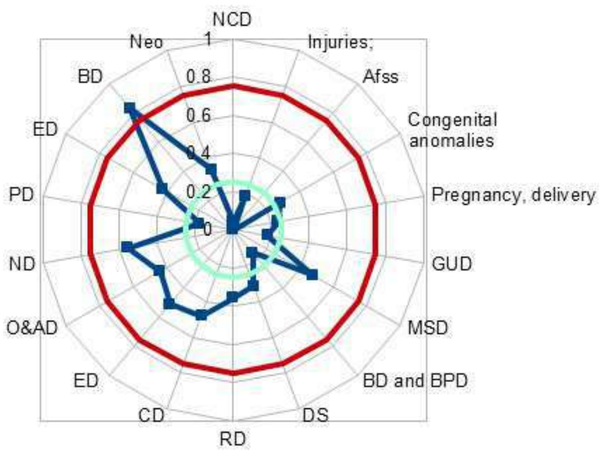

Fig. 6: Probabilistic normalized risks of disease prevalence among rural teenagers in 2015.

Beginning from 2012 to 2015 high risk of disease incidence among rural adolescents was determined only in the class of blood diseases, and all the rest disease classes were at the moderate risk level [Fig. 6].

We can assume that adolescents living in rural areas have less diverse nutrition, and they consume little amount of protein-containing foods unlike the urban adolescents [13,14].

DISCUSSION

For the purpose of getting the work on preservation and strengthening of the students' health going, it is necessary to ensure the restoration of the system of rendering medical aid to children in educational institutions by implementation of measures for reactivation of medical rooms in general educational organizations, their provision with modern medical equipment, as well as social support of doctors and nursing staff working in educational institutions.

It becomes obvious on the basis of the carried out studies that to solve the problems of the adolescent health a systemic approach within the frames of legislation improvement, development and implementation of special federal and regional programs is required.

CONCLUSION

Comparative analysis of adolescent morbidity allowed identifying high risks for the period under study in the Republic of Tatarstan, which progressed during the given ten years. The indices in the city of Kazan were in the moderate risk zone, and the disease prevalence risk revealed the decrease of such classes as CA, NCD, and the class of pregnancy. The results of analysis of the rural adolescent population showed slight increase of morbidity indices by the year of 2010 in the disease groups, and they were identified as having a moderate risk of their prevalence among adolescents. According to our data, high risk of forming the only disease class – the class of blood diseases was observed in rural adolescents from the cohort under study.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

LEGAL ASPECTS OF INTERNATIONAL ACADEMIC MOBILITY OF THE UNIVERSITY

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ABSTRACT

International academic mobility of teaching staff, researchers and students, is an important direction of development of higher educational establishments in the Russian Federation. Currently, academic mobility and the means of its increasing occupy a special place among other areas, since the provision of free mobility of human resources is the main requirement for the formation of pan-European educational space, and the Bologna process development. Other areas are intended to ensure mobility as a priority. Thus, the increase in the level of academic mobility depends on the progress in other areas. As a rule, mobility today is considered in the broader context of the internationalization of higher education. The most common definition of the internationalization is presented as multidimensional, deliberate process of international/intercultural aspects of teaching/learning, research, outreach activities and management of the organization. The highest priority for university management is increasingly considered as integral. If internationalization is also treated as a priority task, like politics, then the mobility should be expanded. It has to become the mainstream, and should not be considered only as an instrument. To implement the process of internationalization of higher education, it is necessary to go beyond mobility. Going beyond mobility in internationalization includes the internationalization of the curriculum; more international attention to the programs of state final certification; the definition of "international" competencies for all; the internationalization "at home" through extracurricular activities; online and distance learning; transnational education (sectoral university towns, programs abroad, etc.); the internationalization of research and outreach activities at the local level.

KEY WORDS
academic mobility, quality, human resources, students, international academic mobility, higher

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INTRODUCTION

Integration of national economies began with the exchange of goods, but now it includes the international flow of human resources. The controlling role of the state over the immigration has shifted towards the use of migration process, in order to assist in obtaining of economic benefits. Globalization helps to increase the level of migration. Today, many states participate in the competitive struggle in the global economy of knowledge. A similar set of pressure factors influenced the need for higher education at the international level [1,170]. Countries compete worldwide for human resources, and governments believe that strong system of higher education, promoting the high quality of students and teachers, is an important competitive advantage.

Universities assume the role of production facilities in the economy of knowledge, ensuring the obtaining and new application of knowledge, required by the state. In this new paradigm of higher education, universities become responsible for attracting and producing highly qualified personnel and economically applicable research.

Higher education has become one of the key channels for new global flows [2, 159].

METHODS

Part 2 of Article 105 of Federal Law No. 273-FZ of December 29, 2012 "On Education in the Russian Federation", which entered into force on September 1, 2013, identifies important vectors for the development of education, in terms of cooperation between countries, through the establishment of obligation of the Russian Federation to promote the development of cooperation in the following areas: international academic mobility of students, teachers, research scientists and other education workers; establishment of partnership relations between Russian and foreign educational organizations; attraction of foreign citizens for training in Russian organizations, engaged in educational activities; development of documentation for the recognition of education and qualification, received abroad; participation in the activities of various international organizations in the field of education, in accordance with the international treaties of the Russian Federation.

Legal basis for the international cooperation in the field of education includes: the Constitution of the Russian Federation (Article 15, etc.), international treaties of the Russian Federation, and legislative acts of the Russian Federation.

The block of international treaties is represented, first of all, by numerous bilateral treaties and agreements on cooperation in the field of education (Agreement between the Government of the Russian

Federation and the Government of the Republic of Yemen, on Cooperation in the Field of Culture, Science, Education, Sport and Tourism (Moscow, December 17, 2002); Agreement between the Government of the Russian Federation and the Government of the Republic of Serbia, on the Mutual Recognition and Equivalence of Educational Documents and Academic Degrees (Moscow, April 10, 2013), etc.), as well as a number of multilateral agreements (for example, the Agreement on Cooperation in the Field of Spread of Knowledge and Adult Education (Moscow, January 17, 1997), the Agreement of the Member States of the Commonwealth of Independent States on the Recognition of Documents on Higher/Higher Professional Education (Minsk, May 31, 2013) and other).

RESULTS AND DISCUSSIONS

Academic mobility is an international movement of scientists and teachers for conducting scientific and teaching activities, sharing experiences, research results and other professional goals.

The main goal of international academic mobility for the student consists in the opportunity:

- to receive a full European education in the chosen field of study;
- to have the access to famous centers of knowledge, where the leading scientific schools are traditionally formed;
- to expand knowledge in all areas of European culture.

The objectives of expanding academic mobility for teachers are the following: the formation of a proper Euro-concentrated labor market, free movement of labor; exchange of experience and professional development; getting those opportunities, which for some reason are not available in their "own" university; overcoming of national isolation and taking pan-European perspective; provision of joint educational programs.

According to the data, published by the UNESCO Institute for Statistics, the mobility of students from different countries has doubled over the past 15 years from 2 to 4.3 million [3]. [fig 1]

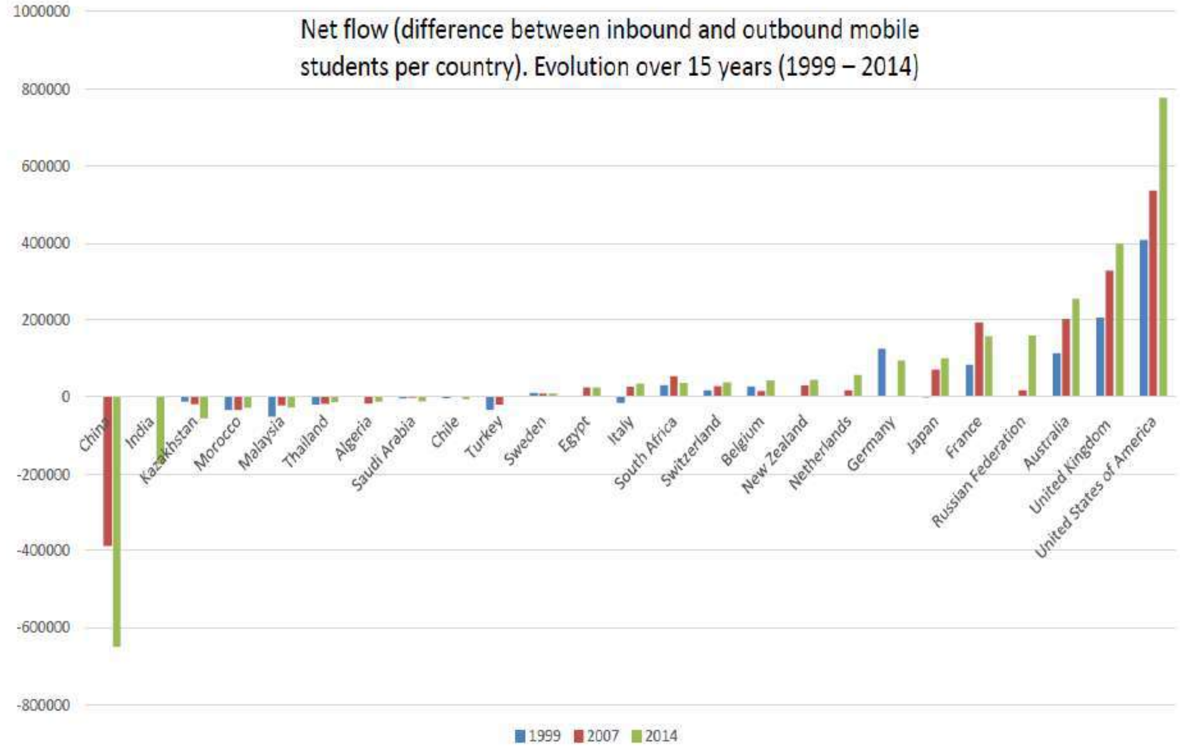

Fig. 1: The trends of mobility [10].

These data characterize the academic statistics of students from different countries, who want to obtain not only short-term training experience abroad, but complete higher education [4].

According to UNESCO research, more than 2.7 million of students study outside their national territory [2]. Students from Asian countries constitute the largest part of all students in educational establishments abroad.

Most students, participating in academic mobility programs, face difficulties both in their daily lives and in their academic activities.

The results of survey, carried out for students, studying abroad, show that they have family, financial, psychological and social problems [5, 28]. Psychological barriers and difficulties are connected with such aspects of student life as homesickness, or fear of new environment and social medium. Social difficulties are usually associated with problems of communication with family and friends. The level of emotional stress of students differs in each specific case [6].

Students, participating in academic mobility programs with the use of credit system (credit units) have also certain difficulties. The research of this problem points out at insufficient level of recognition in universities the semesters, conducted by students abroad, and credits (credit units), received abroad [7]. Students, who participate in academic mobility programs and use the credit system (credit units) during training, are faced with the fact, that they do not know the education system of other countries, they have problems due to the difference in the structure of curricula, programs, the time of examinations [7]. In turn, insufficient level of knowledge of a foreign language is a significant obstacle to the academic mobility of students, and not only for those, who are registered in programs, using the credit system (credit units) [7].
In the generally accepted definition, internationalization is a multidimensional, planned process of international (intercultural) education (learning, research, outreach activities) and management of an educational organization. In turn, internationalization for the administration of higher education establishments is an integral part of the overall strategy for the development of educational organization, which is considered as a process, promoting the improvement of quality.

SUMMARY

International academic mobility in the system of higher education is almost the single and the most important aspect of internationalization.

The tasks, set befor the system of Russian higher education in the field of academic mobility are formulated in the state program of the Russian Federation "Development of Education" for 2013-2020, adopted on October 11, 2012 at the Session of the Russian Federation Government [8]. In this case, the main direction should be the formation of pan-European educational space, which is implemented through such programs as Tempus. This is one of the programs of the European Union, aimed at promotion the development of higher education systems in partner countries (non-EU members). Integration of countries into a single educational space - is an area of higher education in the context of the Lisbon Strategy and the Bologna Process.

Additional difficulties for the participants in the program of academic mobility are created by the problem of recognizing Russian documents on education abroad. With the transition of the higher education system to the level Bachelor-Master, this issue should be solved.

Also, problems exist with the recognition of foreign educational documents on the territory of Russia, otherwise called nostrification. In accordance with Federal Law No. 385-FZ of December 03, 2011 "On Amendments in Certain Legislative Acts of the Russian Federation, in Order to Improve the Procedures for Recognition of Educational Documents, Academic Degrees and Academic Titles", the documents of foreign states on the level of education and (or) qualifications, subject to the international treaties of the Russian Federation, and (or) issued by foreign educational organizations, the list of which is established by the Government of the Russian Federation, are recognized in the territory of the Russian Federation [3]. The main problems are the underdevelopment of the recognition centers at the regional level, and a good deal of time to consider the package of documents.

The legal basis for the implementation of academic mobility in the Russian Federation exists, but it does not reveal the original concepts, which contribute to confusion. It is intended for individual cases of mobility and does not involve mass variants.

One of the main obstacles to the integration of Russian education into a unified system of higher education is the non-recognition of diplomas of the majority of Russian educational establishments abroad, in spite of the Lisbon Convention, signed by Russia in 2000, on mutual recognition of education certificates.

The Convention contained the following: “Each Party shall recognize the higher education qualifications conferred in another Party, unless a substantial difference can be shown between the qualification for which recognition is sought and the corresponding qualification in the Party in which recognition is sought” [2]. However, it is recognized de facto, that Russian diploma should be issued not by a country, but certain university or employer, who are leery of the educational documents of the Russian Federation.

The issues of recognition and confirmation of educational documents are considered in Articles 106 and 107 of the new Federal Law "On Education in the Russian Federation" [9]. The presence of a system of recognition of foreign diplomas indicates that the national system is not yet integrated into the pan-European system. According to Article 107 of the above-mentioned law, "the recognition in the Russian Federation of education and (or) qualifications, received in a foreign country, is performed in accordance with the international treaties of the Russian Federation, governing the recognition and establishment of the equivalence of foreign education and (or) foreign qualifications, and legislation of the Russian

Federation" [1]. The procedure of recognition is regulated by the Order of the Ministry of Education and Science of Russia from December 24, 2013 № 1391 "On Approval of the Administrative Regulations for the Provision of State Service for Recognition of Education and (or) Qualification, Received in a Foreign Country, by the Federal Service for Supervision in the Sphere of Education and Science" [10]. The fact, that this procedure is regulated at subordinate level indicates that the system of nostrification of foreign documents in Russia has not been developed; it operates only in certain cases. As for Russian students abroad, there are recognition procedures, which make it difficult to create and implement joint educational programs.

In the process of development of qualification recognition procedures, it is important to consider such aspects, as the age trajectories of students, and the relationship between adult training and higher education, in the framework of the concept of lifelong learning.

The Bologna Process proposes the creation of a standard diploma, or at least an annex to it, reflecting the entire process of education in the generally accepted standard units. This makes the procedure of nostrification unnecessary. A relevant legislative proposal in this area will be the provision of joint diplomas at the level of federal legislation.

CONCLUSION

The legal regulation of joint educational programs, in general, and academic mobility, in particular, should be carried out in the following main directions:

1) reduction of national legislation, in accordance with the norms and principles of international law;
2) complete and systemic regulation of relations in education;
3) the use of foreign experience, adaptation, taking into account the Russian specific features.

The state, which guarantees academic mobility as for a separate economic entity, and in the form of joint educational programs, is represented, in our opinion, in the form of a system of normative legal acts of various regulation levels:

- legal definition of initial concepts;
- more precise delimitation of the autonomy of higher educational institutions;
- the possibility of issuing joint diplomas;
- development of procedures for checking the quality of other services, provided by the higher educational institution.

In addition, for the local level of the university, it is necessary to develop standard documents, which will ensure the implementation of academic mobility in specific cases. There are the following documents:

1) Organization of educational activities, using the network forms for the implementation of educational programs;
2) Regulations on international academic mobility;
3) The procedure for development of joint educational programs;
4) The procedure for registration of a foreign supplement to diploma.

It is also important for us to create a legal basis for international cooperation in the field of education. The current legislation provides a solution of this issue for the organizations themselves, so there are only separate links. The creation of such a framework will simplify relations in the field of education, and lead to a faster and easier integration into the pan-European education system.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

SCIENTIFIC AND RESEARCH ACTIVITIES OF UNIVERSITY STUDENTS

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ABSTRACT

Modernization of higher education in Russia aims to train a competent, qualified graduate, who can work effectively, improve his professionalism, and be ready to compete in the labor market. To meet the requirements, which are imposed to specialists at the present stage, the student should have analytical, creative thinking, interest in cognition. Without these qualities, it is impossible to develop a harmonious personality. Undoubtedly, such a person should be physically developed. Being engaged in creative activity, mastering knowledge and skills, a person should be healthy to live a full life. In the process of self-perfection, a person will be able to maintain and even to improve his physical health. Chernyshevsky N.G. says that physical perfection is a consequence of purposeful formation, and not a gift of nature. At first glance, physical education is far from scientific research, from professional and production, economic relations. But in fact, it is organically involved in them, because only in such a way an individual can be improved, brought up and developed.
In this article, the authors want to define what is the scientific research work of students (hereinafter SRWS).

KEY WORDS
specialist, student, research activities, development, implementation, achievements.

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INTRODUCTION

Taking the courses of lectures in various disciplines, the student participates in seminars, prepares reviews and reports on the topics of disciplines. In order to do this, he studies various articles, materials and other literature. After the graduation, a former student comes to the workplace, where he must have research skills, and to achieve success in work and to improve his skills, he should have the necessary fundamental and special knowledge. Being in creative search and having some skills of creative solving practical problems, a graduate of the university will be able to adapt quickly to changing production conditions. [1]

There is no doubt that SRWS is one of the most important forms of the training process. As mentioned above, students carry out the simplest research when they prepare reports, term papers and projects. So, we can conclude, that all students are engaged in research work, in one form or another. Although, unfortunately, only a small part of the students are engaged in SRWS more deeply, going beyond the curriculum. But such students develop in themselves very important qualities: the ability to think creatively, to be responsible, to be able to defend their own point of view.

Many disciplines, studied by the students (especially in the junior courses), seem to them uninteresting, and therefore boring. In this case, it is necessary to meet such a teacher, who will support their endeavors and expectations.

Lomonosov writes in his works, that it is necessary to encourage those students, who want to perform their own research in study-free time.

Of course, now Russian science is experiencing not the best of times. Insufficient financing of educational establishments leads to the outflow of talented young people from higher educational institutions; there is the ageing of teaching staff, and people, who are not competent and incapable of teaching, are left in the staff of the university. And this, unfortunately, reduces the highest level of education, for which the Russian system has always been famous. Although, the investments in SRWS are not a big part of the budget expenses of the university. Basically, students need moral support. [2]

In particular, our institute has recently paid increasing attention to the organization of scientific research work of students.

The purpose of this article is to review briefly some forms of SRWS.

One of these forms is the scientific research work, which is included in the training process, in accordance with the curricula, and is conducted, respectively, during class time.

It should include lecture courses and lessons with the elements of scientific research. In the process of this activity, the student has to develop a detailed plan, containing description of the work stages, to select the necessary literature, to carry out the processing and analysis of the results, to prepare the report.
Another form - is the scientific research work, which is performed by the student in his study-free time.
Promising direction in this context is the need to create student scientific research laboratories (SSRL) in universities, where research activity will be conducted, and simultaneously the students' research and training work will be organized.

The main form of scientific work for students of junior courses is the preparation of reports and presentations, performance of tasks, which require an elementary scientific search, as well as participation in project groups with different directions, if there are any.

In the period of practical training, SRWS can be carried out in the form of individual tasks, on the topic of some bottlenecks in production. For example, this can be the execution of tasks, aimed at improvement of various technological processes, certain equipment, the organization of labor. The student can also collect the actual material and perform its primary processing, in order to use it in the course and diploma papers. During the execution of the course or diploma projects, SRWS requires of the student to develop special sections, including the elements of scientific inquiry and research, which should be performed in the process of solving the real tasks of certain enterprises. SRWS, conducted at an adequate level, used by the student in the graduation project, can result in its further implementation in the production, and to be a real research.[3]

At some departments of Naberezhnye Chelny Institute of Kazan (Volga Region) Federal University, the complex graduation works are implemented. These works are developed by several graduate students; each of them prepares some separate section. Such thesis works can be carried out at the request of the enterprise, where students completed graduate internship. The commission for the defense of thesis works, in addition to university teachers, includes the representatives of the enterprise. This commission evaluates each theme of the graduation work, and also makes a decision about the possibility of its using at the enterprise.

In an ideal scenario, universities should develop a list of bottlenecks in production together with enterprises, and then form the themes of course and diploma papers. Such an approach will provide an opportunity to more effectively use the scientific and creative potential of students, as well as to help them participate in solving specific tasks of production.

It was mentioned above, that in addition to academic research work students are engaged in scientific studies during extracurricular time. Such investigations can be carried out in the form of participation in planned state budget and business-contractual works, conducted at the department of the university, in the work of student bureaus or special student research laboratories. Students, who are the participants of such laboratories, can take part not only in solving various economic and engineering tasks, but also to give lessons, for example, in affiliated schools. [4]

There are various collective forms of creative work for students. These are the previously mentioned student research laboratories, design engineering departments, whose members the students are, as well as technological and economic bureaus, scientific and computer centers, etc.

The diagram, showing the forms of scientific activity of students, is presented in [Fig. 1].

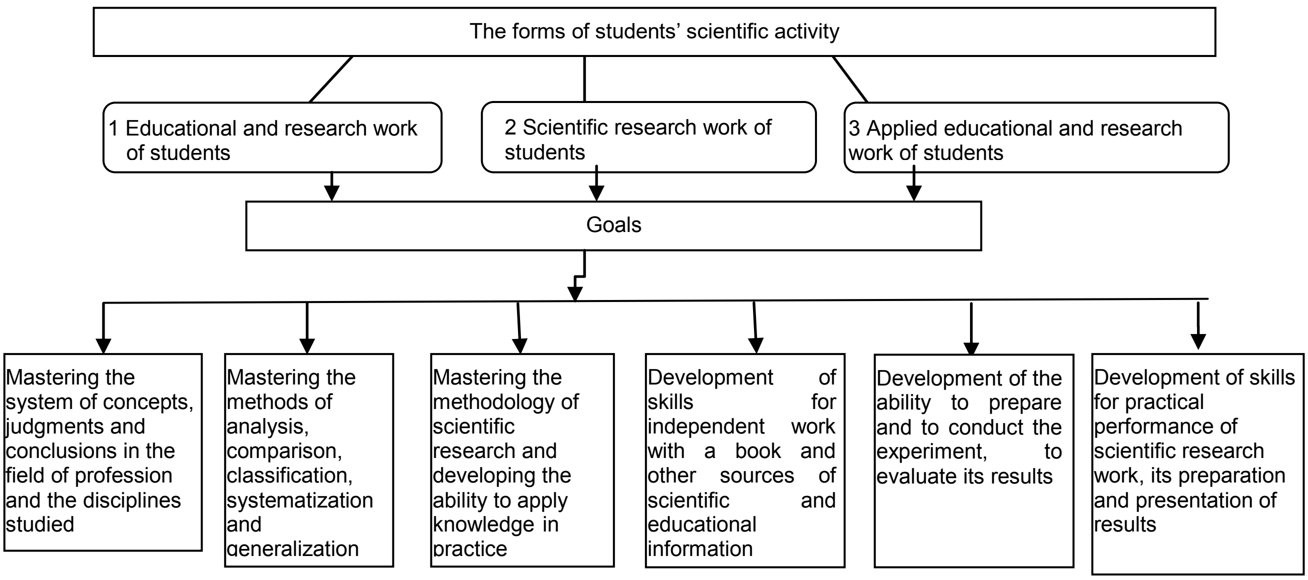

Fig. 1: The forms of scientific activity of students.

In the process of student's research, we can distinguish the following stages: the first stage is the emergence of ideas; further, the concepts and judgments must be formed; then hypotheses are put forward; after this it is necessary to generalize scientific facts and to give proofs of the correctness of hypotheses and judgments.

Most of the current scientific problems in the field of production can't be solved or corrected, using some universal methods. Therefore, cooperation of the teacher and the student in the process of scientific research work should be the factor, with the help of which the main aspects of the problem can be defined. The attention of the student should be directed to the certain sections of the information search and, thus, the teacher can help the student to solve the issues, arising in the process of research work, independently.

If we consider in more detail the issues of experimental research, we can conclude that technological investigations require control over a large number of those factors, which affect the output indicators of processes.

Any investigated production technological process, which is affected by a variety of factors, should be considered as a system. This system will be insufficiently organized, and the individual factors, influencing it, will be difficult to determine. The main method of studying these systems is statistical, and the method of carrying out the experiment is active or passive. Planning is used in case of active method of performing the experiments. Planning implies the possibility of choosing the way, using which you can actively interfere in the process and influence the system. The object of the research, on which an active experiment is carried out, is called a controlled object. If it is known in advance, that it is impossible to choose the way of influencing the state of the system, then the experiment is passive. [5]

Mathematical planning of the research experiment, choice of the factors variation, the final mathematical processing of the results obtained are carried out with the help of special techniques, the specific features of which are considered in specialized literature.

After the completion of the research (both theoretical and experimental), it is necessary to perform summarizing analysis of the results obtained. During this procedure, the hypotheses are compared with the results of the experiment. If such an analysis reveals discrepancies, then additional experiments are carried out. After the analysis is completed, scientific and production conclusions are formulated, and scientific-technical report is drawn up. [6]

METHODS

The All the characteristics of the study, including the level of complexity, form and period of the research, are determined by the teacher, taking into account the student's course and specific of tasks, put before him. The formation of scientific research activities of students, as a rule, includes several stages.

The first stage corresponds to the initial course, when the student has to:

1. Learn how to define the problem;
2. Be able to put forward hypotheses;
3. Formulate the necessary number of questions;
4. Find sources of information on a given topic;
5. Learn how to freely navigate in these sources, as well as in the reference literature.

Also at the first stage, the student should be able to create simple projects and to present them. More often in the first year of the university the research work is collective. Despite the fact that the topic, as mentioned above, is defined by the teacher, each of the students contributes to the overall work.

At the second stage, the students should include in SRWS the ability to create a research situation. Operation activities are extended and become more complex. It is a period, when the student must proceed to individual independent activity.

The third stage takes place in the senior courses of the university. At this stage, the projects and topics for the research are more complex, the judgments and conclusions should be more extended, i.e. the level of formation of universal actions should be increased.

RESULTS

The main result of the research activity is an intellectual, creative achievement, through which the realness is established.

After carrying out the various stages, all the materials should be titled, rubricated, and linked in logical sequence. Then the student can start writing the final text of SRWS, in which special attention should be paid to formulations and definitions.

DISCUSSION

In the process of scientific research work of students, the most difficult is to systematize the collected materials, to summarize and analyze them. Difficulties can arise when drawing up a plan of SRWS and, of course, when writing its text. The student should define the idea of the work structure already at the time of intention formation. Therefore, it is necessary to teach the students to draw up a plan in several versions, applying different methods. For example, to use as a basic the chronology of the problem research in the structuring of sections. This will allow to reveal the advantages and disadvantages of each of the structural variants, or to define the issues, covering individual aspects of the problem, systematically reflecting its content. [7]

Academician D.S. Likhachev wrote about the scientific text:

1. The main feature of scientific language is its clarity.
2. Other advantages of scientific language are facility, brevity, ease of passage from sentence to sentence, simplicity.
3. Each written phrase should be checked by ear, reading it loudly.
4. The use of pronouns should be avoided.
5. Pay attention to the quality of words. Be careful with new words, especially borrowed from foreign languages.

CONCLUSIONS

Based on the material, discussed in this article, we conclude that the scientific research work of students is one of the components of training work, which includes the motivational field for the student (its provision is assumed by the teacher), methods and various forms of scientific knowledge, which are necessary for a full-fledged scientific research process. The level of participation of students in scientific work at the current stage of education, its diverse forms and methods require the complex approach to its planning and organization. Comprehensive program of students' research work should provide a sequence of activities and forms of SRWS, in accordance with the logical chain of the training process. [8, 9]

In order to use the scientific potential of universities more fully in the training of modern highly qualified specialists, and to create a harmonious system, SRWS should be planned in a comprehensive manner.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

PUBLIC-PRIVATE PARTNERSHIP AS A FACTOR OF EFFECTIVENESS OF INTERACTION BETWEEN THE BANKING AND REAL ECONOMY SECTORS OF THE REGION

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ABSTRACT

The purpose of this study is to substantiate the need of use of public-private partnership (PPP) in the interaction of banking and real sectors of the economy, especially when financing the capital-intensive infrastructure projects, or low-profit economic sectors (health care, culture). The authors' position is founded on the results of the analysis of development indicators of the Republic of Tatarstan (RT), carried out under the conditions of gradual adaptation to modern economic trends. On the basis of economic and mathematical modeling, the positive influence of factors (investments in fixed capital and gross regional product) for lending to real sector of the Republic of Tatarstan was proved in the study. The volume of loans to real sector of the economy was forecasted up to 2020, taking into account three variants of development (pessimistic, optimistic, baseline). To ensure the sustainable development of the regions, and effective functioning of regional market of banking capital, it is necessary to study the regional differences in the structure of production, the investment attractiveness of the region, and simultaneous formation of a complex of macroeconomic conditions, including the deployment of a system of active development institutions, primarily banking, as well as public-private partnership.

KEY WORDS
public-private partnership, interaction of banking and real sectors of the economy, the Republic of

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INTRODUCTION

The need to increase the participation of banks in the dynamic development of the region follows from the interdependence of successful development of banking system and the economy as a whole. On the one hand, commercial banks are interested in a stable economic environment, which is necessary condition for their activities. On the other hand, the stability of economic development largely depends on the degree of soundness and elasticity of banking system, its effective functioning. At the same time, since the interests of an individual bank as a commercial entity, are oriented toward maximizing profits at an acceptable level of risk, the participation of banks in financing the economy is carried out only if there are favorable conditions.

Russian and foreign experts examined various aspects of interaction between the banking and real sectors of the economy at the regional level. In the process of searching the ways to improve the effectiveness of this interaction, special attention was paid to public-private partnerships in financing the real sector of the economy.

Some researchers, based on the study of regional and sectoral structure of interaction between banking and real sectors of the economy, believe that the decrease in the quality and intensity of interaction between the banking and real sectors of the economy is due to the inaccessibility and inadequacy of bank resources to the needs of regional economy subjects, as a consequence of total growth of financial and economic risks (Rakhmetova A.M. (2015)). At the same time, state intervention in the relationship between banking and real sectors of the economy, without complex stimulation of private initiative of the subjects from both sectors, has a short-term post-crisis effect. It is not effective from the point of view of simultaneous achievement of internal and external interaction effects [1].

The researchers paid special attention to the prospects of public-private financing of infrastructure projects, which are capital intensive and very important for the development of the region (Protopapas et al. (2012)) [2, 3]. The interrelation between infrastructure financing and increase in the efficiency of regions was revealed in the studies. Thus, according to the investigations of P. Arbués, J.F. Baños & M. Mayor (2015), the direct impact of transport infrastructure on the economy of the region is manifested through the following factors: employment growth in the construction sector during the period of infrastructure formation, reduction in fuel consumption, saving of time. Herewith, the indirect impact includes: increase in the productivity of regional economy, optimization of companies' location, gain in the efficiency of household activities [4].

In comparison with 2015, the rate of development of Russian market of PPP projects in 2016, in quantitative terms, was equal to 124.5%. In 2016, there was also a positive dynamics in the growth of PPP projects market in monetary terms. The adverse trend of 2015 on the negative dynamics of private investments attraction in infrastructure projects was reversed. Mildly speaking, it can be said about overcoming the negative factors of the post-crisis period, influencing the market of PPP projects in 2015 [5]. The data on the dynamics of PPP projects number for the period 2013-2016 indicate a positive trend of growth, especially in 2016, when the growth rate amounted to 150.06%, compared to 2013. The main reason for many organizations to participate in PPP was the increasing need in services, primarily in those branches, which are capital-intensive and low-profitable.

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METHODS

The Republic of Tatarstan is traditionally one of the leading regions of the Russian Federation in terms of key macroeconomic indicators. The Republic ranks 6th among the subjects of the Russian Federation for the volume of gross regional product; it ranks 4th for agricultural output, 3rd for investments in fixed capital, 5th for industrial production and construction, 8th for retail turnover, 6th for new housing supply [Table 1] [6, 7].

Table 1: Rating of the Republic of Tatarstan among the subjects of the Russian Federation and the regions of Volga Federal District [4, 5]

Macroeconomic indicators	Among the subjects of the Russian Federation		Among the regions of Volga Federal District	
	2015	2016	2015	2016
Volume of gross regional product	6	-	1	-
Industrial output	5	5	1	1
Agricultural output	4	-	1	-
Milk production	2	1	2	1
Investments in fixed capital	4	3	1	1
Scope of work performed for the type of activity "construction"	5	5	1	1
New housing supply	10	6	2	2
Retail turnover	9	8	2	1
Nominal average monthly salary of one employee	27	28	1	2
Natural increase per 1,000 population	13	12	1	1
The level of recorded unemployment	13	13	4	3

In 2016 in the Republic of Tatarstan, despite the persistence of geopolitical tension and sanctions regime, the key macroeconomic indicators showed stable dynamics, exceeding the average Russian trends. Information on the sources of financing of attracted investments in fixed capital is presented in [Table 2].

Table 2: The sources of financing of attracted investments in fixed capital of the Republic of Tatarstan, % [8]

Indicators	2012	2013	2014	2015	2016
Investments in fixed capital, total	100	100	100	100	100
Attracted funds, including	52,5	48,2	38,7	34,3	28,2
bank credits	9,5	16,9	13,9	11	9
borrowed funds of other organizations	4,1	1,7	3,1	3,1	5,1
budgetary funds	23,7	18,7	10,9	11,6	8,9
extrabudgetary funds	1,9	1,7	2,4	3,4	2,9
other	13,3	9,2	8,4	5,2	2,3

Credits account for the largest part of the attracted investments, according to the results of 2016. [Table 3] presents data on the loans, granted to legal entities and individual entrepreneurs in the Republic of Tatarstan from 2012 to 2016.

Table 3: Loans, granted to legal entities and individual entrepreneurs in the Republic of Tatarstan, million rubles [9]

Indicators	01.01.2013	01.01.2014	01.01.2015	01.01.2016	01.01.2017
Loans, total	612 487	743 297	744 928	908 484	1 657 682
Indebtedness	480 056	538 024	664 573	832 120	804 868
including overdue	15 474	18 799	17 874	19 607	20 760

The Republic of Tatarstan ranks tenth in the rating of "Agency for Strategic Initiatives", due to the wide practice of implementing municipal concessions in housing and utilities infrastructure, and successful investment projects in health care [10].

The data on the ranking of Russian regions in terms of the level of PPP development and compliance with the established KPI for 2016 are presented in [Table 4]. Designations:

- KPI - the set value of the indicator for the level of PPP development in the subject of the Russian Federation for 2016;
- achievement of KPI - the difference between the final indicator and the set value for 2016;
- IP – summery integrated indicator of rating analysis of the subject of the Russian Federation for 2016.

Table 4: The rating of Russian regions by the level of PPP development and compliance with the established KPI for 2016 [11]

Regions	IP -2016, %	IP -2015, %	Difference, %	Rank in 2016	Rank in 2015	KPI-2016, %	Achievement of KPI, %
Moscow	90,1	60,2	29,9	1	1	75	15,1
Moscow Region	82,7	47,9	34,80	2	8	55	27,7
Samara Region	82,7	59,6	23,10	3	3	62,5	20,2
Novosibirsk Region	72,5	57,40	15,20	4	4	67	5,5
St. Petersburg	70,2	59,9	10,30	5	2	80	9,8
The Republic of Tatarstan	66,1	43	23,10	8	10	66	0,1

Despite the positive dynamics of most of the indicators, credit institutions failed to realize their potential fully in the investment process. At the same time, it should be noted, that further interaction between banking and real sectors of the economy is largely determined by the objective economic conditions, in which the banking sector is developed, and therefore it has to be stimulated by joint efforts of lending institutions, the Bank of Russia and the state.

In order to identify the factors, affecting the volume of loans to the real sector of the Republic of Tatarstan, economic and mathematical modeling was performed. The data for the last 3 years in the monthly section (from January 2014 to December 2016) was selected for the study. The choice of the factors, affecting the investigated indicator, was made on the basis of qualitative and quantitative analysis of the investigated phenomena. The information for the correlation analysis for 2014, 2015 and 2016 was taken from the Bank of Russia website, Federal State Statistics Service, data of relevant ministries.

The following parameters were analyzed in the model:

- Y - the volume of lending to legal entities of the Republic of Tatarstan, million rubles (dependent variable);
- X1 - gross regional product of the Republic of Tatarstan, million rubles;
- X2 - the level of inflation, %;
- X3 - the key rate, %;
- X4 - the average number of employees, working in the economy of the Republic of Tatarstan, thousand people;
- X5 - investments in fixed capital of the Republic of Tatarstan, million rubles;
- X6 - overdue indebtedness of the enterprises of the Republic of Tatarstan to credit organizations, million rubles;
- X7 - deposits of legal entities in credit organizations of the Republic of Tatarstan, thousand rubles;
- X8 - loss-making organizations of the RT, %, characterizing the ratio of financially non-productive organizations to the total number of enterprises in the region;
- X9 - debts of the RT enterprises to credit organizations, million rubles.

Regression analysis was carried out for four main factors, which have a correlation with the volume of corporate loan portfolio for 2014-2016 [Table 5].

Table 5: Regression analysis data

Independent variable	Coefficient	Standard error	t-statistics	p (or α)
Y	93681453,13	16558432,12	5,66	0,01
X_1	4,85	1,14	4,26	0,01
X_5	3,90	1,01	3,85	0,01
X_7	0,01	0,01	0,51	0,61
X_8	-12714,70	27096,01	-0,47	0,64
X_9	-1,08	1,13	-0,95	0,35

Thus, based on the results obtained, the regression equation will be the following:
Y = 93681453,13+4,85x1+3,90x5+0,01x7-12714,70x8-1,08x9,

where Y is the volume of lending to legal entities, million rubles;

X1 - gross regional product of the Republic of Tatarstan, million rubles;
X5 - investments in fixed capital of the Republic of Tatarstan, million rubles;
X7 - deposits of legal entities in credit organizations of the Republic of Tatarstan, thousand rubles;
X8 - loss-making organizations of the RT, %;
X9 - credit debts of the enterprises of the Republic of Tatarstan, million rubles.

RESULTS

Based on the obtained model, the volume of lending to real sector of the economy of the Republic of Tatarstan was forecasted for three scenarios (pessimistic, baseline, optimistic) [Table 6]. Predicted values of corporate lending in the Republic of Tatarstan are presented as progressive total, on a quarterly basis.

Table 6: The results of forecasting of lending to legal entities of the Republic of Tatarstan, million rubles

Date	Volume of lending to legal entities		
	Optimistic forecast	Baseline forecast	Pessimistic forecast
01.01.2018	1711607,41	1433209,67	1154811,93
01.04.2018	1107458,04	822381,91	537305,79
01.07.2018	1401337,26	1109456,3	817575,35
01.10.2018	1629389,45	1330580,08	1031770,71
01.01.2019	1923350,83	1617460,72	1311570,61
01.04.2019	1319689,8	1006632,97	693576,13
01.07.2019	1614046,59	1293707,36	973368,12
01.10.2019	1842566,01	1514831,14	1187096,27
01.12.2019	2057583,21	1724856,16	1392129,12

According to the forecast of socio-economic development of the Ministry of Economy of the Republic of Tatarstan for 2017-2019, formed in accordance with the baseline scenario for the development of Russian economy, recommended as the main by the Ministry of Economic Development of the Russian Federation, as well as the current trends in economic development, it can be said the following [12]:

- in 2017-2019, the growth rate of investments in fixed capital in the Republic of Tatarstan in comparable prices is planned at the level 101% - 103.1%;

- the increase in the volume of investments during forecast period will be ensured by means of large-scale modernization of the republic's industry, preparations for holding the 2018 FIFA World Cup and the World Championship of professional skills according to WorldSkills standards in 2019, as well as by means of the activities of residents of special economic zones of the industrial-production type "Alabuga" and the technology-innovative type "Innopolis", as well as the territory of advanced social and economic development "Naberezhnye Chelny".

DISCUSSION

Current infrastructure in use of contractual forms of PPP in Russia is aimed at achieving the goals, defined in strategic documents, where the subjects of banking sector of the economy have an important role in ensuring the progressive innovative development of national economy.

The main problems of interaction between banking and real sectors of the region are the following: the lack of macroeconomic stability, unstable financial position of enterprises, active growth of overdue indebtedness of enterprises to credit institutions.

Among the factors, which can affect the attractiveness and effectiveness of PPP projects, implemented in the RT, it is possible to single out a complex developed engineering infrastructure. Tatarstan is provided with practically all infrastructural elements of economic and commercial activities, which differ in the types of activities, the nature and scope of performed functions, provided services, and ways of their support.

For today the innovative infrastructure of the Republic of Tatarstan includes:

- two special economic zones (zone of industrial-production type "Alabuga" and zone of technology-innovative type "Innopolis");
- technopolis "Himgrad";
- network of technoparks, the most significant of which are the innovation and production technopark "Ideya", technopark in the sphere of high technologies "IT Park", technopark JSC "KNIAT";
- industrial parks, the largest of which is the Kamsky Industrial Park "Master";
- the Center of Nanotechnologies of the Republic of Tatarstan.

In general, created engineering infrastructure is aimed at improving the technological development of small and medium businesses of the republic, as well as at solving the issues of import substitution with domestic products and technologies.

SUMMARY

Sufficiency of resources is an integral component of regional forms of interaction between banking and real sectors of the economy. In this regard, it is very important to use temporarily free public resources, within the framework of the state's incentive policy, not for the short-term resolution of problems, but for the formation of complex mechanism for the redistribution of resources, functioning in the interests of both sectors.

With the help of correlation-regression analysis, it has been shown that such factors as investments in fixed capital and gross regional product have a positive impact on lending to legal entities in the Republic of Tatarstan. The forecast of the volume of lending to the real sector of economy by regional banks proves the hypothesis, that the use of public-private partnership instruments has a potential for development in the Republic of Tatarstan. This thesis raises the question of implementing additional measures, aimed at stimulation of use of PPP mechanisms.

CONCLUSION

As a factor for increasing the effectiveness of interaction between banking and real sectors of the region's economy, public-private partnership instruments are especially important in financing of capital-intensive infrastructure projects and low-income, but socially important, sectors of the economy, such as health care, education, and culture.

- In order to ensure sustainable development of regions and effective functioning of public-private partnership instruments, it is necessary to take into account regional differences in the structure of production and the investment attractiveness of the region.
- The forecast of the volume of lending to real sector of the economy by the regional market of banking capital testifies to the need for the development of public-private partnership instruments in the Republic of Tatarstan. To this end, it is necessary to stimulate the growth of extra-budgetary investments in infrastructure projects, to improve the efficiency of pre-project preparation, as well as to implement PPP in digital economy.
- The goal of increasing the private investment in Russian infrastructure projects can be achieved through facilitating the access of private investors to large infrastructure projects, with simultaneous implementation of mechanisms for ensuring equal and fair economic conditions for participation of public and private partners in such projects [13, 14].

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

THE STUDY OF RUSSIAN REALITIES IN MULTI-ETHNIC ENVIRONMENT

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ABSTRACT

One of the topical issues of Russian language teaching methodology is the development of linguocultural competence of students, the development of cultural and linguistic tolerance for the studied language and the Russian people in a multiethnic environment. The interrelation of language and culture, a broad view of the language as an asset of a nation spiritual wealth, the approach to a language as a cultural and historical environment that forms a linguistic personality is one of the fundamental methodological principles. In this paper, the authors analyze the realities of Russian language as one of vocabulary components with a national and a cultural content. According to the authors of the article, the study of Russian language realities in a multiethnic environment enriches the vocabulary of students; it expands the knowledge about the culture and the cultural artifacts of the studied language country; it fosters respect and tolerance to a studied language, to a foreign culture; it forms the language identity of students in the process of intercultural communication. The authors use the realities that denote Russian folk games as the materials of the study. The article presents the linguistic and the cultural analysis of realities, the scheme for the development of universal learning activities in the process of a new word-reality learning.

KEY WORDS
Russian language realities, polyethnic environment, linguodidactics, linguoculturology, vocabulary enrichment.

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INTRODUCTION

The modern period of Russian language teaching methodology at school is characterized by an increased interest in the cultural function of the language, the introduction of students to national culture. This kind of familiarization is associated with an intensive growth of international contacts and the development of intercultural communication. Activating migration processes affect the change of student content at school. At present, Russian schools are characterized by polyethnicity. Nowadays the process of education at polyethnic schools is understood not just as the assimilation of knowledge and skill system that make up the instrumental basis of learner's competencies, but also as a process of a personal development, the gaining of spiritual and moral experience, social, linguistic and cultural competence, the cultural and the linguistic tolerance to the language under study and to Russian people.

Modern methodology of Russian language teaching addresses the problems of linguoculturology and the concept of "dialogue of cultures". Linguoculturology is characterized primarily by a holistic and systematic examination of culture and language in linguistic units. This judgment has been studied in many scientific works (see: Alyokhina [1], Andramonova [2], Erofeeva [3], Khabibullina [4], Murzina [5], Nurullina [6], Rakhimova [7], Safonova [8] Yusupova [9]). During Russian language teaching, a teacher needs to have an understanding of such concepts as a language picture of the world, a linguistic personality, the national and the cultural component of vocabulary, phraseology, aphoristics (nonequivalent, background, connotative vocabulary, national images, symbols, key words), a text as a phenomenon of culture (precedent texts).

Russian language lesson is focused on familiarizing students with an aesthetic sense of word understanding, and its careful treatment. It is the vocabulary with all the expressive possibilities, with its wealth and abundance is the key to aesthetic content understanding of a word and a text as a whole. The work with a word during Russian language lesson is aimed at schoolchildren speech enrichment, the introduction to the understanding of an aesthetic quality of a word and a respectful attitude to the values of Russian culture [10]. A famous scholar F.I. Buslaev believed that "the gift of the word is directly associated with perception and impression, so that words are the living correlation of things for consciousness" [11: 85].

In order to comprehend the content of Russian national culture values, a teacher refers to the words-realities of Russian culture, to stylistically marked vocabulary, to equivalent and non-equivalent vocabulary. The main goal at the lessons of the Russian language is the immersion in the world of Russian language and Russian culture, the awareness of the language as a phenomenon of culture, a cultural and historical environment embodying the history, the culture and the customs of Russian people. It is possible to educate students about an aesthetic sense of the word only through the realization of Russian culture value depth.

MATERIALS AND METHODS

In the 60-ies of the XX-th century the linguistics, along with other related sciences (for example, psycholinguistics, sociolinguistics, ethnolinguistics) develops a new independent trend: linguoculturology in connection with the works by A.D. Arutyunova, V.N. Telia, V.V. Vorobyev, Yu.S. Stepanov, V.A. Maslova, V. Shaklein and other researchers. Linguoculturology studies the relationship of language and culture, including various aspects and directions: the problems of intercultural communication (V.V. Krasnykh, E.F.

Tarasov, D.B. Gudkov), the forms of cultural reflection in a language (R. Vodak, V.I. Karasik), the speech reflection of ethnic behavior (Yu.A. Sorokin), cultural concepts (Yu.S. Stepanov), language personality and linguistic consciousness (Yu.N. Karaulov, A.A. Leontiev) [12: 35].

The subject of linguoculturology study is the following one: the paremiological and phraseological language foundation; connotative, background, nonequivalent lexicon; speech behavior and speech etiquette, etc.

The national component of culture is reflected most vividly in Russian non-equivalent vocabulary, which is closely related to the objects and the phenomena of material and spiritual culture of Russian people, with the history of Russian people.

According to many linguists, the notion of "reality", which does not have the same interpretation, is close by content to the term "non-equivalent vocabulary". S. Vlahov and S. Florin believe that realities make the part of non-equivalent vocabulary as an independent circle of words that "names the objects that are characteristic of life (life, culture, social and historical development) of one people and are which are alien to another people; being the carriers of national and/or historical coloring, they, as a rule, do not have exact correspondences (equivalents) in other languages, and, therefore, cannot be translated "on general grounds", requiring a special approach" [13: 47].

The following groups of the equivalent vocabulary are distinguished in Russian: the realities of culture: historicisms (arshin, verst, pood, pound, caftan, armiak, volost, county); the objects of Russian people everyday life (rassolnik, okroshka, bagel, shirt, apron, felt boots, mittens, cart, horse cloth); the words from folklore (promised, Grandfather Frost, Snegurochka, Serpent-Gorynych, Kashchei the Immortal, Baba-Yaga, wood goblin, whangdoodle, the hut on chicken legs); mythological creatures (house spirit, mermaid, devil, kikimora); traditions, holidays, rituals (Pancake week, Trinity, Christmas); musical culture (balalaika, accordion, gusli); choreography (lady, round dance, Russian folk dance); Russian folk games (gorodki, blind Tom, catch, lapta).

Such Russian realities as mistress, Petrushka, Kamarinskaya, buffoons, chastushka, shchi, loaf, honey, kalach, kvas, ruble, kopeck, ten-copeck coin, fifty kopecks, etc. have a vivid national coloring.

At the lessons of Russian language, students learn the world of Russian language and Russian culture, regard the language as a phenomenon of culture, embodying the history, the way of life and the customs of Russian people. In our opinion, the study of Russian language realities in a multiethnic environment performs several functions: it expands the lexical vocabulary of learners and the knowledge about the culture and the cultural artifacts of the studied language country; it prevents the emergence and the development of so-called "cultural shock"; it fosters tolerance; it creates a positive emotional-sensual environment in relation to the facts of foreign culture; it develops communicative and cultural competence; it facilitates the process of acculturation; it allows students to become active participants in the process of intercultural communication.

Schoolchildren get acquainted with the linguistic and cultural description of a reality, consider this reality in the context of verbal artifacts and in the context of art works, sometimes compare it with the realities of other cultures, another language.

So, the material of the study are the examples of realities, denoting Russian folk games, in particular the game of catch.

During the analysis of Russian language realities, the following research methods were used:

- the method of comparative analysis: the studied linguistic and cultural phenomena are considered through the prism of these phenomena perception by the native speakers of Russian language;
- the method of associative experiment: the processing of verbal associations of subjects to understand language consciousness and the possibility of its structures description, the development of an associative field of reality;
- descriptive-analytical method: the analysis of scientific literature on the topic of research, scientific concepts in modern studies, language and text materials;
- the philological method based on the use of quotations from artistic works and oral folk art.

RESULTS

In our work, we offer the linguistic and the cultural analysis of the reality "catch", which denotes the Russian folk game. The analysis is based on the scheme proposed by the methodologist L.G. Sayakhova and L.K. Mullagaliyeva [14].

Linguistic and cultural analysis of the word "catch":

1. Associative field: a mobile game, a play, children's fun, Fire, Instrument, Tandem, Kerosene, Running, Fishing, Catch-up game.
2. From the history of the word origin. Catch is formed from the verb "to burn" in the meaning "to love, to suffer from love." In different areas, catch has different names: separation, scammers, swells, oprel,

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ogorelysh, Gori-stump, Gori-oak. Catch was not considered as the play for children at first: only girls and single young men played in it. The guy who was chosen as the host, could choose a girl, get acquainted with her, communicate, i.e. the guy chose his bride. According to the "Tale of Bygone Years": "A wife was chosen at merrymaking, dancing, and at different devil plays."

The birth of catch is associated with pagan rituals and holidays: the meeting of spring, when the goddess Lada was famous. She was considered as the patroness of marriages; the holiday of Yarila or Ivan Kupala. Catch was played on holidays and festivities, when many people gathered. Catch is considered as the play for children now.

Earlier the children played it during the early spring in Russia, when the first snow began to go off. Otherwise, this is how the game was commemorated: "As spring comes, the whole earth is buzzing. // As the spring came, the whole earth blossomed. // Spring! Spring! It is so red! // You look back and forth! // And what kind of voices are these? Children play!"

3. The vocabulary portrait of the word. The dictionary of the Russian language by S.I. Ozhegov and N.Yu. Shvedova presented the following description of catch reality: "this is a Russian folk game in which one of the participants catches others running away from him in turns and in pairs" [15].
4. The word in people wisdom. Counting rhyme: "Burn, burn clear, // not to go out." // One, two, boldly, // Look at the sky - // The stars are burning, // Cranes are shouting: // "Gu-gu-gu, I'll run away! // Gu-gu-gu, I'll run away!"
5. The text portrait of the word.

"- We left the table and went into the garden to play catch, and a young gentleman appeared here. <...> He decided to play catch with us.
- It is impossible to play catch with you!
- It's very possible! He is such an inventor! He catches, and starts to kiss!
"Whatever, Nastya, you're lying."
"Whatever you say, I'm not lying. I got rid of him by force. He spent the whole day with us." (A.S. Pushkin "Mistress-peasant woman").

DISCUSSION

According to the scholars, "the goal of linguocultural analysis is to show the way linguocultural situation is reflected in the text, its general cultural content and values. It is known that the cultural meaning of the text is manifested in its subjects, in composition (plot, story, characters) and in a title. But all this becomes available through the linguistic fabric of a text, organically related to the cultural connotation. Therefore, linguocultural, or conceptual fields, culture concepts, or linguocultures (V.V. Vorobiev), logoepistems (V.G. Kostomarov) are considered at the lexical level - the integrated units of language and culture. The task of linguocultural analysis of a text at the lexico-phraseological level is to identify linguistic units with national and cultural semantics, to compare them with the facts of the native language and culture, to identify the general and nationally specific in linguistic units" [16: 176].

The main trends of linguistic cultural education:

1. The acquaintance with the statements of writers, scholars about Russian language, Russian culture, forming such a value orientation of students, as the attitude to the Russian language.
2. The study of extralinguistic (non-language) material.
3. The study of the texts with a national-cultural component.
4. The study of speech behavior stereotypes, including speech etiquette, the information about Russian culture, about everyday life, traditions, the customs of Russian people; about the spiritual and material values of Russian people as a national and cultural community.
5. The study of nationally-marked units of language (the words of various lexical-semantic groups, special vocabulary, the words relating to images-standards, phraseological units, etc.).
6. The study of people spiritual culture concepts.

At the lessons of Russian language, students immerse themselves in the world of Russian language and Russian culture, understand the language as the highest manifestation of culture, which combined the history, the way of life and the customs of Russian people. The study of Russian language realities certainly contributes to the expansion and the enrichment of student vocabulary. The word carries a different semantic function - conceptual, grammatical, emotive, functional-stylistic; the word provides the acts of verbal communication among people.

The goals of student vocabulary enrichment are the following ones: 1) the number of words increase and the improvement of speech; 2) the learning to use new words.

The increase of the number of words assumes a gradual addition of new words to the existing ones. The perfection of speech is the clarification of a known word lexical meaning and the scope of its use, in the use of a word in spoken and written speech [17].

CONCLUSION

The system of vocabulary work during the study of Russian language realities is aimed at the development of universal educational activities (hereinafter referred to as UEA). According to FSES, the main functions of UEA are self-development and self-improvement of students, the development of tolerance in a multicultural society, the development of the world picture in a subject area, etc [Table 1].

Each of the stages of a new word learning (in our case these are the realities of Russian language) is aimed at certain UEA development. At each stage of the linguistic and cultural analysis of a word-reality, the development of UEA takes place.

Table 1: of vocabulary work of students

Word study stages	UEA development
A word semantization: historical, linguistic and cultural aspects	*Cognitive UEA* (a student conducts a search job, finds information, develops a verbal statement in oral and written form)
Examination of a word in the context of verbal artifacts (in proverbs, sayings, riddles, the phraseologisms with personification, metaphorization)	*Regulatory UEA* (the creation of creative search and mental stress atmosphere at a lesson: the solution of problem situations, the monitoring of material by the use of special questions)
Associations with a word	*Communicative UEA* (the ability of a student to express his thoughts fully and accurately in accordance with communication tasks and conditions)
The work with a text	*Personal UEA* (the student understanding of the need to preserve and protect their native language as the part of the Russian national culture, and also to work on their own speech development)

Thus, the system of vocabulary work of students has a communicative orientation - it is focused primarily on the development of students' linguistic flair, the linguistic knowledge about a new subject of research. To master speech, to learn to think means to join the human race, its culture.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

CULTURAL PECULIARITIES OF THE BRITISH, ITALIANS AND TATARS IN PHRASEOLOGICAL UNITS

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ABSTRACT

This article is devoted to the description of phraseological units, reflecting national and cultural characteristics of the British, Italians and Tatars. In the process of the comparative analysis were revealed similarities and differences of the studied phraseological units. The system of images fixed in the semantics of the national language is the sphere of the concentration of cultural information in the natural language. Phraseological units that characterize a person, as well as his behaviour in different situations, represent a fairly large group and are used more often. Phraseological units serve as the means of accumulating and transferring standards and stereotypes of national culture. All the material and spiritual values developed by mankind for centuries and characteristic of the culture of a certain community are reflected and preserved in phraseological units. The peculiarity of the author's use of phraseological units is manifested in the fact that phraseological units are transformed by various methods. The practical significance of studying this problem lies in the fact that the study of unrelated heterogeneous languages makes it possible to apply the results of the study in teaching the English, Italian, Tatar languages, in linguoculturology courses, cross-cultural studies, phraseology and compilation of phraseological dictionaries.

KEY WORDS
phraseologisms, comparative analysis, foreign language, English, Tatar, Italian languages.

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INTRODUCTION

Phraseological foundation of every people in its numerous images reflects the history of life, material and spiritual culture of the nation.

Phraseological unit is an important expressive means of the language; it is a set expression with an independent meaning. In their majority, phraseological units (PhU) are created by the people, and therefore their close connection with the interests and routine occupations of ordinary people is traced. In the phraseology of any language, that is, in a layer that, by definition, is nationally specific, a system of values, social morality, attitude to the world, to people, to other peoples is displayed. PhU most clearly illustrates the way of life, geographical position, history and traditions of one community or another, which is united by one culture [1].

The histories of different countries are intertwined, become the object of studying in other countries, there is a constant exchange of cultural elements, terminology, etc. between the languages. Many literary languages replenish their vocabulary by borrowing from other languages. In this regard, a contemporary man feels the need for necessary qualifications not only in their native but also in the target language. People have the need to analyze the phenomena, to describe the concepts, being not peculiar to their national culture, but existing in the cultures of other countries, so there is a dialogue between them, direct or indirect contacts that are in constant evolution; as a result, the designation of some concepts are adopted [2]. In this light, comparative aspects of phraseological studies are of a great interest, both for the development of the General theory of phraseology and for the study of common and distinctive features of the studied languages, interrelations and differences in their subsystems [3].

According to Vinogradov, following types of phraseological units are distinguished: phraseological fusions; phraseological unities; phraseological combinations [4].

Studying idiomology of different languages, one can come to the conclusion that many "plots", acts and situations, reflected in the PhU, have similar features. In addition, each language is able to find only its own language tools for referring to these acts and situations. These tools are associated not only with the language, but also with the surrounding world, the way of life. In idiomology the relationship between objective conditions and the concrete material, social and moral aspects of life is expressed [5].

MATERIALS AND METHODS

The specific nature of the material under study and the assigned tasks have determined the choice of methods of the linguistic analysis. The main methods used in the work are: the comparative-typological method, the method of a component analysis, as well as the inductive method in identifying and interpreting the national-cultural specifics of PhU.

Following types of activities were conducted during the research of idiomatic expressions: selection of the most common idiomatic expressions of the English, Italian and Tatar languages; selection of appropriate equivalents in the languages under research; classification of idiomatic expressions into groups.

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RESULTS

In the framework of the research, the classification of phraseological units was carried out on the following three groups: PhU, which describe a person's character, social status, material welfare; PhU, which describe a person's appearance; PhU, which describe a person's behavior in different situations.

The language takes place between the outer world surrounding the person and his inner world. The so-called world picture of a person arises in the course of contacts with it. There is a certain difference between the perception of the world by one or another ethnos. An important channel for translating the mentality of representatives of a particular ethnos, culture is the language of society. Phraseological units due to sustainability and usage in speech accumulate and contain cultural information about the society and the world. They fix a person's guidelines in the surrounding world and his worldviews. The mere fact of the existence of phraseology is a linguistic universal, because there is no language without phraseological expressions [6].

Phraseological units, which are called "microfolklore", preserve and reproduce the mentality and culture of the people – of its creator. Character traits, perception of the world, the way of life of representatives of one or another ethnos are reflected in phraseological units. At the same time, being the units of a secondary nomination, phraseological units do not directly name an object, but characterize it through the certain image, which is perceived by native speakers in accordance with their knowledge of their culture, competence. At the very core of the figurativeness of a phraseologism there is not a single element of reality, but the particular fragment of the world. Phraseological units are a kind of microtexts, linguistic signs, denoting the subject of reality, which is often the whole situation.

The following tables represent the examples of the phraseological units that we selected for the analysis: [Table 1,2,3]

Table 1: Phraseological units, which are used to describe a person's character, social status, material welfare

English phraseological units	Italian phraseological units	Tatar phraseological units
a big cheese	testa quadra	зур түрә
a live wire	testa calda	ет борчасы
a pain in the neck	una spina nell'occhio	җан көеге
salt of the earth	sale della terra	дөнья тоткасы
has a heart of gold	ha un cuored'oro	алтын йөрәкле
even stevens	della stessa risma/pasta	бериш
rolling in money	nuotare nell'oro avere le tasche ben fornite	акчада коена
a jack-of-all-trades	mani di fata / tuttofare	кылны кырыкка яра
a darkhorse	incognita	кара ат
an apple of one's eye	la pupilla dell'occhio	куз карасы/алмасы
a gatecrasher	un'ospite indesiderato	чакырылмаган кунак
chalk and cheese	ci corre come tra il giorno e la notte; sono diametralmente opposti	җир белән күк
has a head like a sieve	dimenticone	тишек баш
has a head in the clouds	avere la testa tra le nuvole	хыял дөньясында йөзү
as mad as a hatter	fuori di senno picchiatello	тилеш-милеш
has neither house nor home	senza letto nè tetto	каккан казыгы да юк
touch-me-not	permalosa/non-mi-toccare	чебентимәсчеритәр

Table 2: Phraseological units, which are used to describe a person's appearance

English phraseological units	Italian phraseological units	Tatar phraseological units
laughing stock	pagliaccio / buffone	әдәм көлкесе
the dead spirit of somebody	somigliare come due gocce d'acqua	ике тамчы су кебек
as cool as cucumber	di sangue freddo	салкын канлы
neat as a new pin	vestito di tutto punto	инәдән җепкә киенгән

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as red as a cherry	rosso come una mela	битләре алмадай
ugly as a sin	brutto come il diavolo	җен кебек ямьсез
looks like a picture	bello come il sole	рәсемдәге кебек

Table 3: Phraseological units, which are used to describe a person's behavior in different situations

English phraseological units	Italian phraseological units	Tatar phraseological units
on cloud nine	essere al settimo cielo	кош тоткандай
better would not melt in one's mouth	far finta di niente	мәхлук булып кылану
turn a blind eye	chiudere un occhio	күрмәмешкә салыну
butterflies in one's stomach	ha la tremarella / ha il culo che fa così	калтырап төшү
grin from ear to ear	la bocca che pare un forno	авызы колакка житкән
take (something) to heart	prendere a cuore	авырга алырга
wind round one's little finger	giocare / imbrogliare come un bambino	агачатка атландырырга
lazy bones	poltrone / pelandrone fannullone / pigrone	ата ялкау хөрәсән ялкавы
as bump as a rock	uno che non ha la testa	сарык / кабак баш / тинтәк баш

DISCUSSION

As Linguists, educators consider language as cultural and historical environment, expanding the standard borders of the object of studying, activating language features, reflecting peculiarities of national mentality [7]. Comparative-typological research of phraseological units in modern English, Italian and Tatar languages is an essential contribution to the study of general theoretical questions of phraseology on the example of different-system languages. Phraseologism is often the property of only one language. Phraseological units, unlike proverbs, are not complete sentences. The aesthetic aspect of the language is enhanced with the help of phraseological expressions that are not translated literally, but reinterpreted.

On the other hand, the use of phraseologisms makes it difficult to understand and translate from a foreign language. The semantic cohesion of phraseological units varies widely enough: beginning with the difficulty of deducing the meaning of phraseological units from its components to phraseological combinations with the meaning resulting from the meanings of their constituent words.

According to the point of view of Professor A.V. Kunin, the phraseological unit is a combination of potential words with a completely redefined meaning and a combination of potential words with real words with a partially redefined meaning [8].

According to Academician V.V. Vinogradov, all phraseological units are the expressions in which the meaning of one element depends on the meaning of the other [9].

Professor N.N. Amosova insists that this term is applicable only to the so-called "stable contextual units" – units in which it is impossible to replace any of the existing components, without changing the meaning not only of the whole unity, but also those elements that remain intact [10].

CONCLUSION

On the basis of the selected data and analysis of the main factors contributing to the emergence of phraseological units in the languages under study, we can draw the following conclusions:

1) many PhU in the languages in question of an international character, that is, their origin and interpretation coincide;
2) some PhU, which exist in one language, have analogues in other languages, but the same quality or behaviour of a person causes different associations in different languages;
3) each language has its unique, specific PhU that do not have analogues in other languages;
4) PhU, which owe their origin to the work of literary figures, are mainly the property of their people and rarely take root in other languages;
5) the analysis of PhU showed that the British are very reserved, hardworking, freedom-loving, independent, witty people. Tatars and Italians, unlike the English, are much more emotional. Tatars are neat, diligent, religious, cautious people. Italians, in their turn, are quick-tempered, non-punctual, appreciate family traditions, pay great attention to external beauty.

Phraseology is the most valuable linguistic heritage, which reflects the vision of the world, national culture, customs and beliefs, the history of the people speaking it. This means that thanks to phraseology, one can penetrate into the past and the present of the language and the culture of its native speakers.

The use of these materials is a great help in teaching not only linguistic competence, enlarging linguistic structures and vocabulary, replenishing the students' level of knowledge, but also in the educational aspect, demonstrating their own achievements [11].

Thus, the national-cultural distinctiveness of phraseological units is especially evident when comparing three different-structural languages, which showed that in English, Italian and Tatar there are more or less similar images and symbols.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

LIFE CYCLES SYNCHRONIZATION OF REAL AND FINANCIAL SECTORS OF ECONOMY

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ABSTRACT

The paper aims to justify the need to take into account the phases of the life cycle of the real and financial sectors when assessing the prospects for their interaction and development of offerings to improve the effectiveness of such cooperation in the context of economic re-industrialization. The authors' position is based on the results of the analysis of the life cycle of the economic sectors carried out in the article, taking into account the indicators of the level of economic development that goes through four stages (generation, growth, maturity and decline) and changes in the economic conjuncture of the market. Based on a detailed analysis of the dynamics and rates of change in 29 indicators, a theoretical model of the life cycle of the sectors of the Russian economy has been derived. Using the synchronization method, the dependence of the phases of the life cycle of the real and financial sectors of the economy on the parameters of the development of the economic sectors was carried out, the periods of their greatest genetic difference were determined. The analysis of the comparability of the life cycle in the context of the real and financial sectors of the economy has shown that the financial sector has virtually no factors of interaction with real sector. During the periods of drastic market alterations, the contradictions in sectoral interaction are exacerbated, as in the financial sector of the economy there are behavioral business models that do not take into account the needs of business entities in investment resources in the context of implementing the policy of re-industrialization.

KEY WORDS
interaction of the banking and real sectors of the economy, life cycle, re-industrialization, Russia,

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INTRODUCTION

The development of the national economy supposes an additional study of the issues of interaction between the real sector of the economy and the banking system, there has arisen a need for comprehending new phenomena and processes occurring in the economy, developing an adequate model for interaction between the real and banking sectors of the economy.

Owing to the credits, obtained from tending agencies, only 8% of the fixed investments are financed in the Russian Federation [1]. Credits to the real sector of the economy extended by the banking sector make up 54,4% of GDP, which is quite a small amount compared to this indicator in other developing countries [2]. There is an insignificant share of assets of non-credit financial organizations under the dominance of the banking system, which cannot provide a sufficient level of domestic lending [3].

For completeness of the conducted research, in our opinion, it is necessary to reveal the current stages of the life cycle of the sectors under consideration. To do it, D.V. Chernov [4] divides the phase of growth into several components: accelerated growth, growth, formation. The introduction of intermediate phases is very justified, since, for example, most of the branches of the Russian Federation are reflected in the cycle of formation, which presupposes the slow formation of an industry that is far from the stage of spring but not characterized by its rise.

According to the study [4], there was a gap in the life cycles of the real and financial sectors as early as 2012. The financial sector was in a phase of growth. The real sector, represented by such industries as light, coal, chemical and petrochemical, construction, transport, is marked during the formation phase, while the agro-industrial complex, the engineering industry of construction materials, are marked in the phase of formation close to the origin. The authors understand the phase of formation as the formation of a behavioral business model that, with effective interaction, can ensure the growth of an industrial sector. Accordingly, the financial sector has already developed behavioral business models that determine their effective performance, while the real sector is at the stage of their formation. It is logical to assume that the tendency of discontinuity of life cycles only increases with time, creating obstacles for effective management of interaction for the purposes of reindustrialization. At the same time, the growth rates are also different, which only increases the created sectoral gap [4].

When considering the life cycle of business entities in the real and financial sectors of the economy, there is a fairly significant variance between the stages that largely determine the approaches to managing their interaction. There is a coincidence of stages during periods of growth and stability in economic development. During economic downturn and rapid market changes the real sector is experiencing a downturn and, unlike the financial sector, has a long recovery period. The main difference in the development of the sectors of economy being researched is the pace with which they go through the stages of the life cycle: the rates of the real sector are several times lower than the rates of the financial one. In this case, there is no interdependence between these rates, the financial sector is developing regardless of the real and the increase in the rate of the first one is reflected only in a slight increase in the rate of the second.

A particular feature of the financial sector is the high rate of development, survival in a crisis and changing economic conditions, relative stability due to support measures from the Central Bank, high institutional growth rate, possession of large volumes of investment resources [5, 6].

METHODS

The construction of the life cycle of the sectors of economy in the paper is carried out in accordance with the analogy of the Porter's model [7], taking into account the indicators of the level of economic development that passes through four stages (generation, growth, maturity and decline) and changes of the economic conjuncture of the market.

When analyzing the phases of the life cycles of the real and financial sectors of the economy, the fact that the lack of long-term funding is also determined by the low degree of influence of the instruments of monetary policy of the Central Bank of Russia on interaction in the chains "Central Bank-Bank-Real Economy" [8, 9, 10].

Using the synchronization method, the dependence of the phases of the life cycle of the real and financial sectors of the economy on the parameters of development of the economic sectors was carried out. To do this, D.V. Chernov in his study [4] applies the method of expert evaluation of Russian economic sectors, which is based on 18 components, that reflect the degree of their development. Some of the components are calculated for a ten-year period (revenue growth rate, profitability of the industry), the rest are based on market conditions for the period from 2008 to 2012. Based on the results of each industry, a common score was put down for all the parameters studied, with the help of which they were ranked in descending order. Depending on the rank, the stage of the life cycle of the industry was determined. These data were processed and grouped in order to study the trends in the sectors of the economy based on the indicators included in their industries.

RESULTS

In order to derive the life-cycle curves, we have analyzed 29 key indicators [11] that characterize their activities for the period from 2006 to 2015 (Appendix 1). On the basis of a detailed study of the dynamics and rates of change in 29 indicators, a theoretical model of the life cycle of the sectors of the Russian economy has been drawn [Fig. 1].

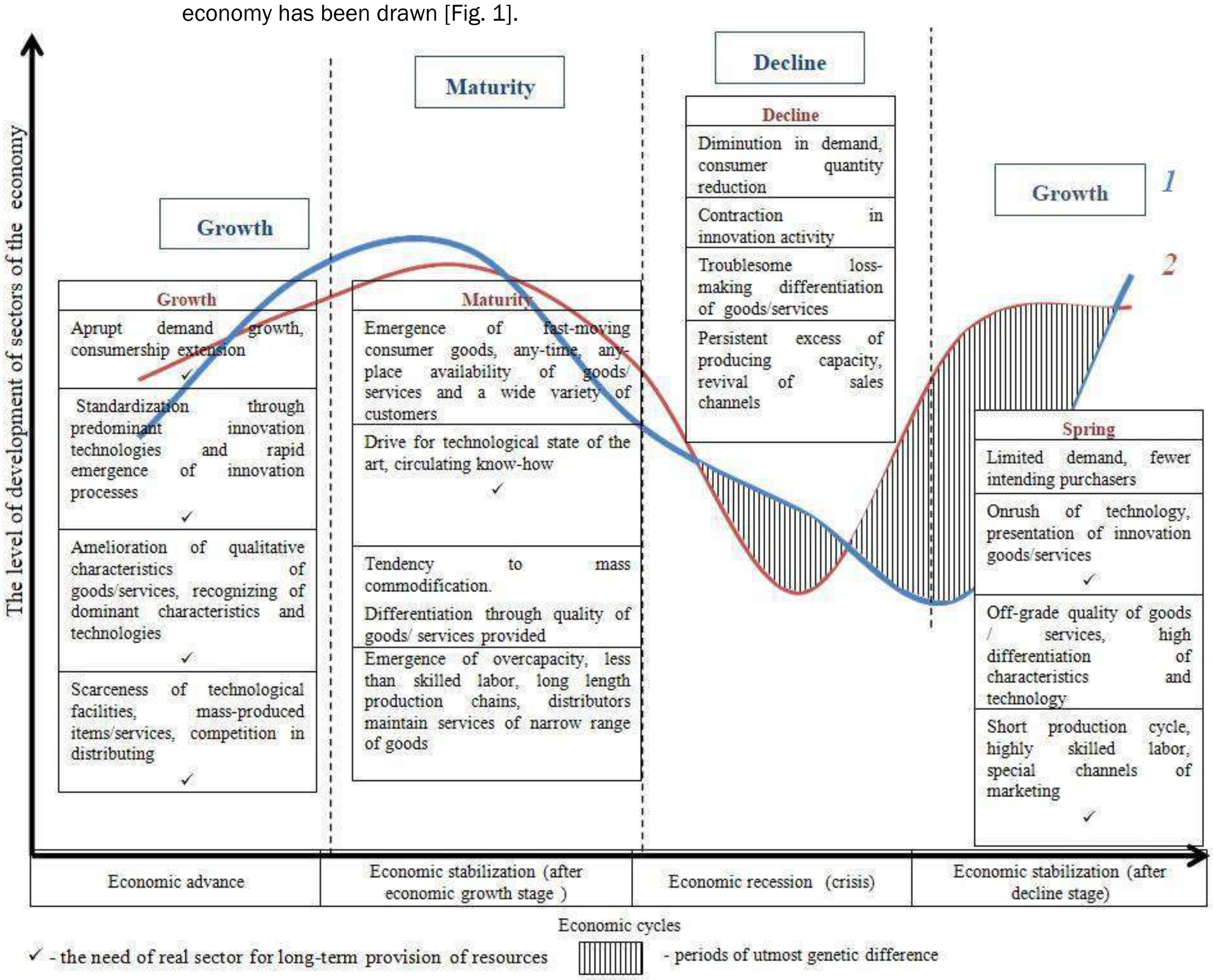


Fig. 1: Synchronization of the Life Cycles of the Real and Financial Sectors of the Economy in the Context of Reindustrialization: 1 – financial sector, 2 - real sector, respectively.

The model of the dependence of the phases of the life cycle of the real and financial sectors of the economy on the parameters of the development of the sectors of the economy comprehended the following important parameters for managing the interaction of economic entities, such as growth in revenue, investment into fixed assets, profitability, competitive posture in the industry, the level of innovations, international expansion, import displacement, the share of the national market. Correlation coefficients (K) are determined based on the results of the modelling, the values of which vary from (-1) to 1. The level of dependence of phases of the life cycle of sectors on the selected parameters is determined by comparing the coefficients of correlation: K> 0,6 - the level of the dependence is high; K <0,6 - the level of the dependence is low. If the level of sector coefficients is the same, the indicator belongs to the category of harmonious interaction; the level of coefficients does not coincide - to the category of disharmonious interaction.

To define the factors of breakthrough interaction, the level of interdependence of the above indicators was assessed. The instruments for the breakthrough interaction between the financial and real sectors of the Russian economy are the determining factors for the coordinated and unbalanced development of the economic sectors, the management of which gives the ability to synchronize and compare the cycles of the real and financial sectors of the country. They potentially comprise: the volume of investments into fixed assets, the rate of revenue growth, the level of industry innovation, the share of the national market, resistibility to the crisis [Table 1].

Table 1: The analysis of factors of breakthrough in interaction between the financial and real sectors of economy

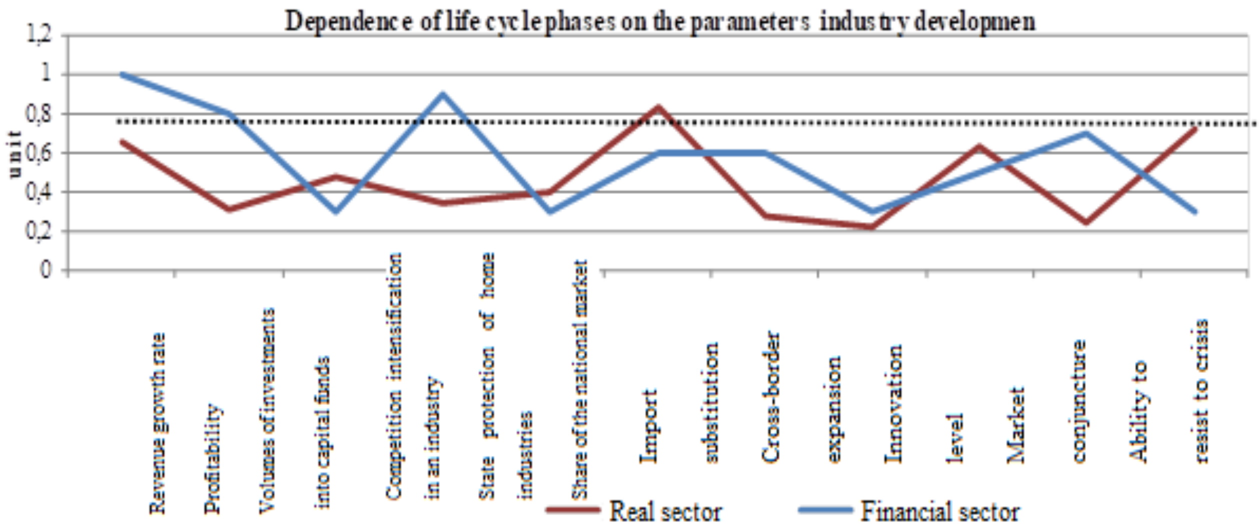
	Quantity of dependent factors	Pace of revenue growth	Earning power	Investment volumes into capital funds	Competition tension in industry	State protection of home industries	Occupation of national market	Import substitution industrialization	Cross-border expansion	Capitalization on all market opportunities	Innovation level	Market conjuncture	Ability to resist crisis
Revenue growth rate	4		0,8	0,7	-0,1	0,0	0,5	0,4	0,4	0,6	0,2	-0,3	0,5
Profitability	3	0,8		0,4	-0,1	-0,2	0,4	0,4	0,5	0,4	-0,1	-0,5	0,1
Amount of investment into basic capital fund	4	0,7	0,4		-0,2	-0,3	0,4	0,6	0,5	0,3	0,6	-0,3	0,5
Competition intensification in an industry	1	-0,1	-0,1	-0,2		0,7	0,5	-0,3	-0,4	0,3	0,2	0,4	0,1
State protection of home industries	1	0,0	-0,2	-0,3	0,7		0,3	-0,3	-0,3	0,5	0,2	0,5	0,2
Occupation of national market	4	0,5	0,4	0,4	0,5	0,3		0,3	0,2	0,8	0,6	0,3	0,7
Import substitution industrialization	2	0,4	0,4	0,6	-0,3	-0,3	0,3		0,9	0,3	0,3	-0,4	0,2
Cross-border expansion	2	0,4	0,5	0,5	-0,4	-0,3	0,2	0,9		0,3	0,1	-0,5	0,1
Capitalization on all market opportunities	4	0,6	0,4	0,3	0,3	0,5	0,8	0,3	0,3		0,5	0,3	0,7
Innovation level	4	0,2	-0,1	0,6	0,2	0,2	0,6	0,3	0,1	0,5		0,3	0,6
Market conjuncture	1	-0,3	-0,5	-0,3	0,4	0,5	0,3	-0,4	-0,5	0,3	0,3		0,4
Ability to resist to crisis	4	0,5	0,1	0,5	0,1	0,2	0,7	0,2	0,1	0,7	0,6	0,4	

One Aggregation of the Assessment of Factors of Sectoral Interaction in the Context of Reindustrialization on the Basis of Phases of the Life Cycle of Economic Entities is Presented in the Form of [Fig. 2].

Table 2: Phases of the life cycle of economic entities

Phases of development of the economic life cycles				
Real sector				Financial sector
Spring	Growth phase			Growth phase
	Formation	Growth	Rapid growth	
Agroindustrial complex Mechanical engineering	Chemical and petrochemical industry Light industry Coal-mining industry Building Transport	Mining operations (remaining types) Manufacturing industries(remaining types) Pharmaceutical industry Electric-power industry	Food industry Home food industry	Banks and investment companies

Fig. 2: Assessment of the factors of sectoral interaction in the context of reindustrialization based on the



Phases of the Life Cycle of Economic Entities.

....

The analysis of comparability of the life cycle in the context of the real and financial sectors of the economy has shown that the financial sector has virtually no factors of interaction with the real sector. During the periods of abrupt market changes, the contradictions of sectoral interaction are exacerbated [12], as in the financial sector of the economy there are behavioral business models that do not take into account the needs of business entities in investment resources in the context of the re-industrialization policy. To solve this problem, in our opinion, it is necessary to manage the interaction of the sectors taking into account the behavioral business models of the financial sector of organizations, which will create prerequisites for convergence of life cycles and elimination of existing contradictions.

SUMMARY

The maximum level of dependence of the phases of the life cycle of the sectors of the Russian economy in terms of reindustrialization is observed in relation to the following factors by sectoral interaction in order of decreasing importance: revenue growth rate, industry innovation level, that is, the improvement of these factors leads to resolving contradictions and increasing in the pace of transition of the sector to the next stage of their life cycle. The factors of sectoral interaction that most closely reflect their discrepancy are: profitability, competitive tension in the industry, import substitution, market opportunities and resistibility to crisis.

CONCLUSIONS

- The analysis of synchronization of the phases of life cycles of the real and financial sectors of the economy is appropriate when determining the requirements of the real sector of the economy in domestic long-term financial security. Shortage of long-term funding leads to the fact that Russian companies have to rely on financial resources such as undistributed profits of organizations, state and municipal budgets, as well as foreign borrowings, availability has significantly decreased, with investment financing.

•The synchronization of the phases of life cycle of the real and financial sectors of the economy depends on various parameters of economic development. The interaction factors most reflecting the mismatch of the sectors are: profitability, competitive tension in industry, import substitution, market conditions and resistibility to crisis.

•In terms of reindustrialization, resolving the contradictions between the development of sectors is facilitated by the improvement of such indicators as the rate of revenue growth, the level of industry innovation, and the share of the national market. In our opinion, in the current economic and political trends, the concentration of efforts to improve the effectiveness of interaction on these factors has a great potential, especially in the context of the reindustrialization of the Russian economy.

CONFLICT OF INTEREST
There is no conflict of interest.

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FINANCIAL DISCLOSURE
None

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ARTICLE

LINGUISTIC PECULIARITIES OF BRITISH AND RUSSIAN STANDUP PERFORMANCES: CROSS-CULTURAL CONTRASTIVE STUDY

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ABSTRACT

Humour has a unique ability to unite people, it helps us to look at circumstances from a different angle, brings people together. However, it becomes a torture in cross-cultural communication, as it requires cultural and linguistic fluency in its comprehension. Our study compares humour in Russia and the UK, which is vividly represented in standup comedies that become more and more popular with the audience. By examining the process and ways comedians affect the audience using gesticulation and figurative language we have come to the conclusion that despite obvious cultural and linguistic differences, preferences in topics we can single out a certain degree of deviation in both cultures from "a control type" in cross-cultural comic space. Key characteristics of standup performances were identified under analysis: urgency of the topic, national color, special ways of achieving a comic effect, including the use of stylistic devices (hyperbole, repetition), colloquialisms, vulgarisms, bathos, non-verbal language (gestures, pauses), discourse markers. Our research was based on the rating assessment tool that allowed us to prove null hypothesis - the degree of deviation in Russian stand up is higher than in British stand up.

KEY WORDS
Humour, Russian stand up, British Stand up, cross-cultural study, statistical methods in linguistics.

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INTRODUCTION

Humor is one of the most basic types of human activity. Many definitions of this complex phenomenon present it as a kind laugh, a slight, kindly mockery, a good-natured ridicule of a person's weaknesses, the ability of the mind to react cheerfully to the phenomena of the environment, kindly show the shortcomings of human nature.

Though humor is "one of inseparable constituents of any language or culture" [1], there can be found little research in the character of this phenomenon, especially in the aspect of contrastive analysis of some linguistic features of humorous texts. Contrastive analysis allows to enhance "a proper understanding and comprehension of speech of the communicants" [2].

The present investigation attempts to identify specific linguistic features of standup performances of British and Russian comedians. The statistical analysis of the frequency of the occurrence of some linguistic verbal and non-verbal phenomena allows to define similarities and differences in the choice of ways of creating a humorous effect by comedians of the two countries.

The timeliness of the research can be justified by the lack of study of Russian standup performances, which can be explained partly by the fact that standup genre is relatively new in Russian society. The first performances of standup genre (a kind of a comic performance, in which, a performer acts on stage and speaks to a live audience, using a microphone) were shown in "Comedy Club" programme, TNT channel.

In contrast, in Great Britain standup originated in the XVIII-XIX centuries and became a mass phenomenon, one of the most popular genres of comic discourse in the XX century, since 1970s adopting the American style of standup.

Most scientific studies on the discourse of stand-up comedy are focused on a single language or culture (Polish [3]; English [4], [5]; Nigerian [6], [7]).

Standup performances are created to sound spontaneous, but in fact are prepared in advance (with the exception of some cases of improvisation), with the use of specially selected language units: the seemingly spontaneous stand-up performer "exchanges energy" with the audience by arousing some reaction from the audience [8].

The interpretation of the term "stand-up" by different researchers differs depending on the approach applied. Mintz interprets "stand-up comedy" as "... an encounter between a single standing performer behaving comically and/or saying funny things directly to an audience unsupported by very much in the way of costume, prop, setting, or dramatic vehicle" [9], thus focusing on the comic behavior and speech of the presenter.

Chlopicki also accentuates the interaction of the performer and the audience, mentioning some practices used by comedians - "dividing the audience and addressing individuals, drawing them into a conversation, and possibly putting them down; challenging the audience's predictable views" [10].

Adetunji (2013) focuses on the interactional context, which is based on the co-presence and co-operation of comedian and audience: “the local linguistic and extra-linguistic forms and background knowledge, relevant to the production and consumption of humour, and oriented to by both comedian and audience” [11].

Thus, the previous scientific background shows that the phenomenon of standup is complex, involving linguistic, social and cultural aspects.

Methods

The hypothesis is that Russian stand up represents humor as a complex linguistic and cultural phenomenon, and therefore there are certain differences between the cultural and linguistic aspects of the comic in both languages. In order to examine the hypothesis we used theoretical and empirical methods; some statistical techniques: mean and variance; ranking for determining the significance of difference between the mean scores of the two matched groups and nonparametric method. Methodologically the article is based on a sequence of three actions: At the beginning we selected the authentic data from the comedian's shows from YouTube's recordings using Real Player software. We focused on the performances of three comedians Ruslan Belyi, Stanislav Starovoytov, Nurlan Saburov (dating recently, 2014-2017). British comedians in the top decile were Ricky Gervas, Eddie Izzard and Jimmy Carr. They were chosen for the reason of their popularity and the unique style of their jokes. In the selected routines for this study the audience reactions showed that their stories were highly appreciated and accompanied with extensive laughter, yelling and clapping. The analyzed data shown in [Fig.1] represent the difference in frequency of gesticulation, repetition, colloquialisms.

The total duration of all the clips is 13 hours of which six hours are Russian stand up comedies and six and forty minutes are British comedies. The present study is aimed at discovering peculiarities of Russian and British stand up humour. The authentic data are generated into eight data sets.

We found the mean scores in both groups, which indicated their equivalents with regard to linguistic aspects of comedians. The analyzed data shown in [Table 1]. It represents the mean score of the verbal and non-verbal phenomena and the average in a number of standup performances in both cultures.

Ho - the variables do not have a rank-order relationship in the population presented by the sample.

To reject Ho is to say that there is a rank order relationship between the variables in the population.

Critical p (n =8, α = .05)

We ranked the score order separately for each variable with the highest score getting a value of 1. Thus, the number of occurrences takes on a ranked order (such as the greatest exponent receiving one to the lowest exponent receiving eight).

We used the ranking method to identify the most significant group in terms of the frequency of use of linguistic phenomenon.

We carried out a statistical analysis of the frequency of the occurrence of some linguistic verbal and non-verbal phenomena in the standup performances of Russian and British comedians [Table 1].

Table 1: Mean scores, variance and ranking of Russian and British standup humour

Verbal and non –verbal phenomena	Russian stand up jokes		British stand up jokes		
	Mean and Variance	Rank	Mean and Variance	Rank	p
1. Repetition	390 ± 103.6	2	275 ± 137.5	4	p>0.05
2. Hyperbole	89.3± 66.8	6	204 ± 57.5	5	p<0.05*
3. Discourse markers	286.6 ± 34.9	3	384 ±49.1	2	p>0.05
4. Pauses	29.6 ± 9.4	8	75.3 ±12.6	8	p<0.05*
5. Bathos	36.6 ± 7.7	7	114 ±26.6	7	p<0.05*
6. Gesticulation	3035.6 ±1366.7	1	2266 ±179.5	1	p<0.05*
7. Colloqualisms	272.3 ±69.8	4	120 ±27.0	6	p<0.05*
8.Vulgarisms	238.3 ±130.3	5	291 ±30.0	3	p>0.05

* received data are reliable

Ranking revealed a discrepancy in all the groups except gesticulation, which confirms our main hypothesis. In the second stage we calculated the difference between ranks and difference squared (see [Table 2])

Table 2: Difference between ranks and difference squared

Verbal and non –verbal phenomena	Russian stand up rank	British stand up rank	d	d^2
1. Repetition	2	4	2	4
2. Hyperbole	6	5	1	1
3.Discourse markers	3	2	1	1
4. Pauses	8	8	0	0
5. Bathos	7	7	0	0
6. Gesticulation	1	1	0	0
7. Colloqualisms	4	6	2	4
8.Vulgarisms	5	3	2	4
Total				**14**

We computed Spearman's correlation (p) using the following formula.

The sample size (n) for the analysis was determined as n=8
p=1-(6×∑d_i^2)/(n(n^2-1))
p=1-(6×∑d_i^2)/(n(n^2-1)) = 1-(6×14)/(8(8^2-1))=1 - 84/504 = 1- 0.16=0,84
p=0,84 as n = 8

The critical value of p for (n = 8 , a = .05) the appropriate sample size p = .715

The correlation coefficient takes value 0.84, which indicates a perfect association of ranks. Correlation coefficient proves strong relationship between the data. We would like to reject the null hypothesis because the absolute value of the obtained p (.84) is larger than the critical p (715)

The next stage of our research was based on the rating assessment tool.

H0 - the degree of deviation in Russian stand up is higher than in British stand up.

To reject is to say that there is no deviation at all, or the deviation is rather low.

We divided the bulk of the verbal and non-verbal language phenomena into 4 groups. The first group is represented by Hyperbole and Repetitions. Both phenomena are used with the purpose of strong emphasis. Thus, they are the indicators of strong effect on the audience. Bathos and Discourse were grouped in the second. The third contains Pauses and Gesticulation. The last group is presented by Vulgarisms and Colloquialisms. Rating assessment scorecard is based on the idea of referents value assignment and standardization. We completed the table with the a_((j)) mean scores in lines and group numbers in columns (i) The Referent value in our case is the maximum of the compared values. All the values are shown in [Table 3].

Table 3: Reference value selection by indicators

(i= 1,2,3,….n)	(j = 1,2,3,...,m). (1)	(j = 1,2,3,...,m). (2)	Referent value max
GROUP 1	390	275	390
	89.3	204	204
GROUP 2	286.6	384	384
	29.6	75.3	75.3
GROUP 3	36.6	114	114
	3035.6	2266	3035.6
GROUP 4	272.3	120	871
	238.3	291	291

We calculated the fractions with max. as denominator parameter. The received values are shown in the [Table 4]

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(x_ij)=(a_ij)/(maxa_ij)

Table 4: Standardization of values

Group number	a/ max	b/max
GROUP 1	1	0.7
	0.43	1
GROUP 2	0.74	1
	0.4	1
GROUP 3	0.3	1
	1	0.7
GROUP 4	1	0.4
	0.8	1

The rating was determined by the formula and the result are shown in [Table 5]

$$P_j = \sqrt{(1 \pm x_{1i})^2 + (1 \pm x_{2j})^2 + \ldots + (1 \pm x_{ni})^2},$$

R1r=√(1-1) ²+(1-0,43)²= 0,57
R1b=√(1-0,7) ²+(1-1)² = 0,3
R2r=√(1-0,74) ²+(1-0,4)²= 0,65
R2b=√(1-1) ²+(1-1)² = 0
R3r=√(1-0,3) ²+(1-1)²= 0,7
R3b=√(1-1) ²+(1-0,4)²= 0,6
R4r=√(1-0,8) ²+(1-1)²= 0,2
R3b=√(1-0,01) ²+(1-0,466)²= 1,24

Table 5: Rating based on the received values

Group	R1	R2	R3	R4
Russian	0,57	0,65	0,7	0,6
British	0,3	0	0,3	0,2

S rus= 0,78
S br= 0,03

The performance of these indicators is shown in Spider diagram 1.

As we can see, the degree of deviation is higher in Russian stand up that rejects Ho.

RESULTS

The monitoring of the data revealed that despite the diversity and heterogeneity of stand up genre there can be traced some common features with regard to the means of expression. The analyzed data shown in [Fig. 1] represent the difference in frequency of gesticulation, repetition, colloquialisms.

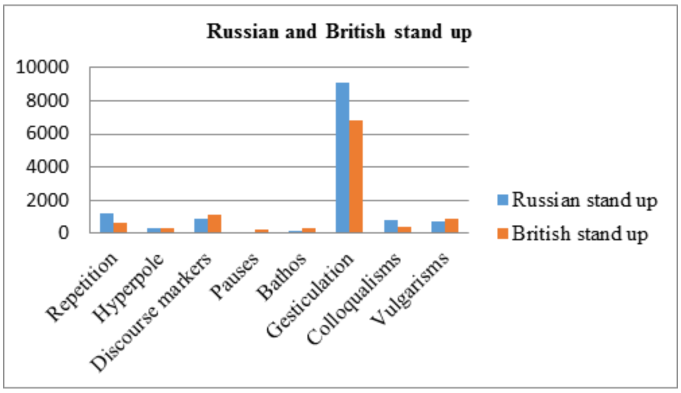

Fig. 1: The difference in frequency of verbal and nonverbal phenomena.

Following the concept of "a control language" proposed by B.A. Uspensky [Uspensky 1967: 56] we calculated the deviation from the standard in Russian and British stand up. The idea of a control language is based on the concept of comparison. The control language stands out on a deductive basis. By defining a reference language and transforming the transition from a reference language to specific languages and vice versa (for different levels). The results show that British stand up is close to the control language in Group 1 that are Repetitions and Hyperbole indicators of effect onto the audience and Group 3 Pauses and Gesticulation. Russian stand up is characterized by a stronger deviation from the standard.

With regard to the means of expression in the speech of stand-up comedians, a hyperbole (i.e., a figure of speech consisting of exaggerating with the aim of emphasizing the individual characteristics of the object, event or person) is often used by the British comics [Fig. 2]. Most often, a hyperbole serves to exaggerate situations familiar to viewers, which leads to a comic effect.

The analysis of the comedian's verbal humor from a linguistic perspective allowed identifying one more characteristic of the stand-up comedian's discourse - the use of repetition. Though the comedians prepare their jokes beforehand, they are presented orally, thus repetition which is a common feature of any spoken discourse is frequently used by the comedians to create a humorous effect. Humor mainly arises from "the tension created by some kind of a series being established" [12]. Repetition can be used to strengthen the rhythmic pattern of a joke. These can be repetitions of syllables, often found in slips of the tongue, repetition of words and situations. The study revealed that stand-up comedians often use repetition of the same patterns in order to intensify the audience's reaction and to assure that the audience has understood the absurdity of the joke.

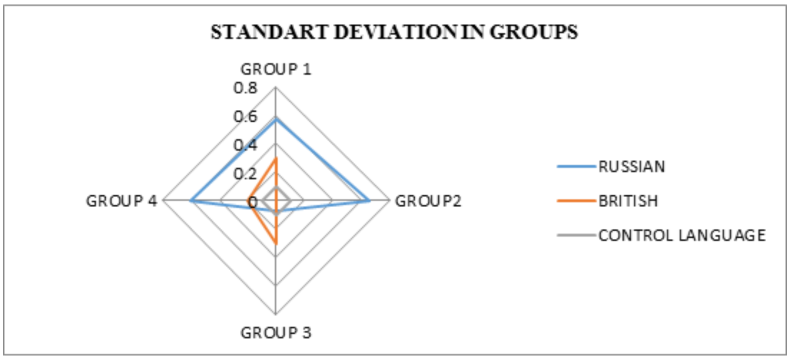

Fig. 2: Standard deviation of verbal and nonverbal phenomena in Russian and British stand up.

DISCUSSION

Stand-up comedians usually begin to tell a fairly plausible story, then reducing it to an absurdity, describing obviously exaggerated situations and events, aiming at retaining and increasing the comic effect from the previous jokes.

The bulk of the analyzed stand-up performances reveals that British stand-up has a distinct stylistic feature - a wide usage of the irony, while the Russian comedians prefer straightforward ways of presenting jokes. Thus, the British stand-up comedians' jokes are often "masked" by irony, while the humour of their Russian colleagues lies on the surface - the text is devoid of ambiguity, allusions, etc. As for the topics of speeches both Russian and British stand-up comedians deal not only with everyday situations, but also some radical subjects such as politics, religion, sex, etc. Thus, any situation can be brought to the point of absurdity, and any absurdity can be made ridiculous.

Speaking about the differences between Russian and British stand-up one should distinguish the differences in the manner the comedians present their jokes, that is the differences of nonverbal nature. Russian stand-up is dynamic, with active gesticulation [Fig. 1] to achieve a comic effect. This phenomenon in humor in its extreme form is called slapstick comedy - an eccentric style of humor, featuring excessive physical activity often reduced to an absurdity. Thus, the usage of gestures not only supports what the comedian is talking about but also keeps the audience's interest and attention. Using pauses in speech is one of the strategies used by the comedians with the aim of keeping the audience's attention and exhilaration at a maximum.

CONCLUSION

The research revealed that the stand-comedy genre occupies its niche in the Russian humorous discourse. In general, standup combines two aspects: the text (the prepared material) and its presentation in front of the audience. The ability to convey a message, using the commonly accepted language, correct verbal and non-verbal means can significantly affect the outcome. A specific feature of the interaction between the comedian and the audience consists in the necessity of the presenter to keep the attention of the audience for a long time; therefore, the speech of comedians is rich in speech signals, which pursue this goal.

The analysis of the standup performances allowed to identify the key characteristics of this type of discourse: urgency of the topic, national color, special ways of achieving a comic effect, including the use of stylistic devices (hyperbole, repetition), colloquialisms, vulgarisms, bathos, non-verbal language (gestures, pauses), discourse markers.

The study of British and Russian standup performances leads to the conclusion that there is less deviation from the control model in British standup compared to Russian standup, the control model (language) being a certain model which contains all the comic peculiar to all languages the aim of which is to arouse laughter of the audience.

The further study of standup could be into peculiarities, similarities and differences of this phenomenon in different languages, ways of translation of standup performances from one language to another, using standup performances with the educational aim in order to introduce “new strategies and educational technologies into the process of teaching” [11].

CONFLICT OF INTEREST

There is no conflict of interest.

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None

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ARTICLE

THE ROLE OF PHRASEOLOGICAL UNITS IN THE FORMATION OF LINGUISTIC-CULTURAL AND CROSS-CULTURAL COMPETENCE OF FOREIGN STUDENTS

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ABSTRACT

The most recent research on methodology of teaching Russian as a foreign language recognizes importance of supporting students' advanced language skills with socio-cultural competence as a state-of-the-art pre-requisite for successful mastering a foreign language. One of the reasons for communicative failures in the context of intercultural interaction is the low level of linguistic and cultural competence of foreign phones. The study of units, possessing an ethno-cultural component, including phraseological units and aphorisms, can, on the one hand, increase the level of Russian speech culture, and, on the other hand, create obstacles in intercultural communication, in case of incompetent or inappropriate use of phraseological units. The purpose of this article is to summarize the observations over the mastering of Russian phraseological units in the speech of foreign students of the advanced stage of training. With this purpose, we examined the use of idiomatic units in the poetic texts of Silver Age studied by foreign students-philologists; described the possible structural and semantic transformation of idiomatic expressions, and also made assumption that the use of phraseological units in the Russian speech is assessed differently by representatives of Chinese, German and Romanian culture.

KEY WORDS
Phraseological units, linguistic-cultural competence, socio-cultural competence, intercultural

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INTRODUCTION

Teaching Russian as a foreign language at an advanced level involves not only developing the student's analytical and practical skills necessary for his or her further scope of business, but also the ability to manage communication, creating emotions, impressions and assessments necessary for a person at a certain moment. It is also important to form skill to overcome various communication barriers that hamper the communication process or guide its course in a way that the communicant does not need. To teach and to learn this, it is first necessary to understand that communication is a complex process affecting various aspects of the subjectivity of its participants. A tool language used during intercultural communication is foreign to all or some of the participants of this intercultural interaction, therefore, the formation of sociocultural competence of foreign language learners is a requirement in preparation for intercultural communication.

In situations of intercultural communication in a foreign language, the language serves as a communication tool, be it foreign to all, or to some participants of this international discourse. Therefore, development of the sociocultural competence is a necessary part of training in intercultural communication.

Intercultural communication focuses on intercultural conflict situations, ways of predicting and overcoming ethno-communicative conflicts (Edward T. Hall, S.G. Fast, Yu.E. Prokhorov and others).

However, the work on communicative and behavioral level of cross-cultural communication (development of the scenarios and models of verbal behavior) should be preceded by work on improving the cognitive level of cross-cultural competence of students, namely: possessing information about the similarities and differences of the interacting cultures. While language can and should be considered as an integral part of this culture. However, such linguistic units that differ in national and cultural specific character, should be subject to particularly close examination, since it is particularly in phraseological units and aphorisms a socio-historical experience of the people is generalized and the system of values reflected.

As the object of study in this work, we selected phraseological units, sayings.

The choice of phraseological units of language as an object of study does not contradict the fears expressed by various researchers regarding the "linguistic development of the learning process of intercultural communication" [1], since the direct object of study is the transformation of the original phraseological units in poetic texts. This approach allows us to accomplish a number of specific tasks:

1. to present examples of the use of the original phraseological units in the poetry of the Silver Age of Russian Literature;
2. to demonstrate possible transformations of phraseological units;
3. to analyze the changes in the structure and semantics of the transformed variants;
4. to establish the features of the functioning of different variants in texts of literary works and, possibly, in intercultural communication.

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METHODS

During the research, the following methods were used: descriptive-analytical: analysis of scientific, scientific and methodological literature; socio-pedagogical: study of the process of work of foreign students with Russian poetic texts in class on the history of Russian Literature at the Kazan Federal University (Kazan), and also in reading classes (Lektüre III) at Justus Liebig University Giessen; analysis of the speech of the trainees (in particular, oral answers, essays), analysis and generalization of the personal experience of the authors and teachers of the Russian Language Department in Kazan Federal University. In the description of phraseological units, the methods of the component, transformational and stylistic analysis of the language and the hermeneutic interpretation of the poetic text were also used.

The theoretical and methodological basis of this study is the provisions of the linguistic culture (E.M. Vereshchagin, V.G. Kostomarov and others), intercultural communication (Edward T. Hall, S.G. Fast, Yu.E. Prokhorov and others), theory and methodology of teaching foreign languages and Russian as a foreign language (T.M. Balykhina, A.N. Shchukin and others.), scientific and theoretical developments of linguists J. Ageeva [2], G.A. Golikova [3], D.N. Davletbaeva [4] and M.Yu. Varlamova [5].

RESULTS

Knowing the world around us, a person fixes the result of his knowledge in the language, however, the language not only reflects the real world, but reflects it, presents to us its interpretation created by the human consciousness, and, thereby, creates a new reality in which man lives.

Teaching, revealing the peculiarities of the country's culture, history, customs and traditions of the native country and the country of the studied language, contributes to the effective formation of the linguistic and cultural competence. Native culture is mastered most deeply through interaction with similar and different ways of perception and circumstances in a different culture and in interaction with them. Different phraseological units serve to absolutely close understanding and revealing the mentality, the world outlook of people. It is mainly because of them it becomes possible to trace the development of language and thinking.

In most cases, the native speakers do not often use the original phraseological units. Due to various kinds of changes, phraseological units change, and their transformation takes place. Through the use of different phraseological units (including transformed catchphrases) in texts of fiction studied in Russian as a foreign language, students are given an example of the unusual use of a phrase they know in a slightly different way. In this case, the initial imaginative impulse is in a phraseological unit. However, let us pay attention, first, to the fact that the processes remain "behind the text." Successful communication requires the use of a sharp philological unit not only by the addresser, but also by the addressee. Secondly, in examples of this kind, the implementation of the general language metaphor is brought to the limit, the language clichés are destroyed (compare, galloping like mad – mad galloping).

Furthermore, ‘idioms are carriers of cultural information about the world and the society, conveying it directly (in denotation), or indirectly (through associations and images relevant to standards, symbols and stereotypes of national culture). Therefore, phraseological units may be considered as a bank of national wisdom and wits that sustain and pass the nation's genuine mentality and culture from generations to generations” [6].

Contemporary linguists offer numerous definitions of the term 'a phraseological unit'. For example, V. Teliya asserts that 'phraseological nature of these units lies in their reproducibility' [7]. N. Shanskiy notes that 'attribution of particular word combinations to phraseology or, on the contrary, their exclusion from phraseological units is determined by whether they are entirely drawn from memory or created in the process of communication' [8].

We can often see many phraseological combinations and various sayings in poetic texts. In this case, the phraseological models in the poetic text can be changed (due to the loss of some element or by word formation), transformed, but they retain their original meaning embedded in them. An example is the following phraseological units, functioning in poetic texts.

Phraseological unit "Quieter than water, lower than grass" meaning very timid, modest, not attracting attention is often used in poetry. Be happy with your life, / Behave quieter than water, lower than grass! [Blok]. Sometimes the authors poetically transform this combination, using the plural to enhance the emotionality, demonstrating the significance of a large number: We are already / not quieter than waters, / lower than grasses - / anger / of working people / thickens in the air [Mayakovsky]; Quieter than waters, lower than grasses - Scrubby devil [Block]. Sometimes poets omit part of the phraseological unit, but its meaning remains the same: Having been pampered from the five-year doing nothing/ strong as washstands, / still live - / behave quieter than water [Mayakovsky].

The phraseological unit "Do not pour water out" - inseparable friends - in the poetic text is transformed by using the verb in the second person singular to stylize the colloquial version of the use of this phrase: Before / each / bristled like a hedgehog, / and now / friendship, / you do not pour water out [Mayakovsky].

In one example, B.L. Pasternak contaminates two phraseological units ("As if has sunk in water " - disappeared, disappeared without a trace, and "Sunk in Lethe" - to be completely forgotten): Suddenly, the fuss and the noise of the game, / Drooping round, / Falling into the tartaras / As if has sunk in water [Pasternak]; ... I drink waters from Lethe. / I'm banned from despondency by the doctor [Akhmatova]. The two authors quite independently of each other use synonyms from ancient mythology, denoting the underground realm of the dead. Only if B.L. Pasternak narrates about the deepest abyss, then A.A. Akhmatova speaks of the river of oblivion, Lethe leading to the realm of the dead, having drunk the water of which, the souls of the dead forget the earthly life. In this passage, the meaning of the second phraseological combination is realized.

From the phraseological phrase "Ends into the water" - to destroy all the evidence of something - V.V. Mayakovsky uses only the second part, but the meaning of the whole unit is guessed, it is clear what the poet writes about. This excerpt becomes especially interesting, since the speech in the poem is about birds throwing into the water (the swiftness of the movement of these creatures can be compared with the metaphor of transience of time). The category of time here is also indicated not only in its direct meaning, but also in terms of the change, the speed of life that sweeps, imperceptibly like a gull. Therefore, the ambiguity of the semantics of the phrase "into the water" is amplified, the associative series becomes wider, which attracts a lot of attention: Only Demyan has a mustache outward, / and a whale / inward. Years are gulls. / They will fly out in a row - / and into the water / /To stuff the belly with fish / Hid out the gulls. / In essence, / where are the birds? [Mayakovsky].

Such a phrase as "bread and water", for example, in various combinations, indicating "smth. that is extremely necessary": Moscow will be repeated in Paris, / New fruits will ripen, / But I will say about the close by, / Wanted more than bread and water [Mandelshtam]; What did you know, except bread and water, / hardly / getting by / from day to day? [Mayakovsky]; You need more bread, more water, / here it is: / "Citizens, for the guns! [Mayakovsky]. Mixing these two words with another conjunction or without it, changes the meaning of the saying into "poor life": They did not sit down at dinner to the cauldron / And they ate silently / Bread, water, / When suddenly somebody shouted: / - Everybody's to the quarter-deck! [Pasternak]. In the following passage there is a clinging, a fusion of two components, only one verb eat is used (when usually words are used in combinations to eat bread, but to drink water). With bread I eat with water I swallow / bitterness, sorrow-sadness. [Tsvetaeva]. The expression "to keep on bread and water" - not to feed, to keep hungry - is also used in poetic texts: The Emperor? / On water? And black crust? [Mayakovsky]. The author uses in this poem transformation of phraseological combination - the replacement of the second element (not bread, but only a black crust) to enhance the semantic effect.

As it can be seen from all the above examples, poets often used phraseological phrases, sayings, set expressions in their work. Familiarity with the poetic texts of foreign students, who receive a qualification of philologist-specialist in Russian Philology, helps to increase receptive vocabulary by incorporating idiomatic, and wider, aphoristic units of language, and, therefore, improve his linguistic competence.

Russian poets of the Silver Age sometimes modified the phraseological units in their works, guided by their original meaning. Comparison of all possible transformations (such as changing the grammatical form or lexical composition, replacing the component of a phraseological unit) of the same phraseological unit in different poetic contexts allows foreign students to develop their analytical and prognostic language abilities, increase motivation in the educational process as a whole.

It is important to emphasize that the poets of the Silver Age, transforming in their poetic texts, set phraseological combinations, introducing new, and author's interpretations in them, preserved, however, their original significance and assessment. Transformations of phraseological units in poetic speech helps to demonstrate to foreign students, on the one hand, the "multi layered ness" of its meaning, and on the other, to isolate certain constants of the Russian mentality that are reflected in the language.

DISCUSSION

Special attention and further study deserves the fact that, according to our subjective observing (not supported by statistical data), Chinese students after studying phraseological units better interpret their use in texts and try to use them in the process of communication, sometimes making mistakes. German students, even at the advanced stage of training, on the contrary, avoid using set phraseological expressions in the speech. Representatives of the Chinese culture expressed their opinion in the class, according to which the use of phraseological units inevitably makes the speech brighter, more colorful and more refined. Whereas representatives of the German culture several times claimed that behind the use of phraseological units other motives are hidden, namely: the desire of the communicant- the bearer of the Russian culture - to confirm his or her thoughts, conclusions or evaluations with popular wisdom, to receive their collective approval. Moreover, speech, rich in phraseological phrases, was more often interpreted as unconvincing and banal. If these observations are confirmed in further studies, then it becomes possible to develop recommendations on the use of phraseological units in speech, depending on the culture of the communicant.

CONCLUSION

All of the above-mentioned benefits of movies used in learning enhance students' motivation and progress, and help them minimize mistakes in their inter-cultural communication. Culture-through-languages competence development equips international students in their speech and behavior with profound knowledge of culture-specific linguistic phenomena (including knowledge of the origin and use of idioms and popular set phrases), thus enabling their meaningful communication in situations of inter-cultural interaction.

Together, this makes it possible to increase the motivation of students and the effectiveness of the educational process, as well as to avoid typical mistakes in intercultural interaction. As a result of the application of the linguistic and cultural competence that allows foreign students to form their speech and behavioral activity on the basis of a linguistic and cultural outlook, (including the lexical background of phraseological units and set expressions), it is possible to achieve better communication in cross-cultural interaction.

Application of culture-through-language competence that allows foreign students to build their speech and behavior upon culture-specific linguistic intelligence (including based on knowledge of the lexical background of idioms and fixed phrases) renders comprehensive communication possible in the context of cross-cultural interaction.

CONFLICT OF INTEREST
There is no conflict of interest.

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FINANCIAL DISCLOSURE
None

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ARTICLE

FORMATION AND MANAGEMENT OF INVESTMENT PORTFOLIO OF PENSION SAVINGS OF THE PRIVATE PENSION FUNDS IN AN UNSTABLE ECONOMY

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ABSTRACT

The study of the mechanism for implementing the regional social projects through the integration development of regional budgets, the resources of non-state pension funds in order to achieve stable economic growth in the regions and the simultaneous resolution of social problems are the most important areas of this study. A set of issues related to changes, both in the development of the regional economy, and in the rethinking of the investment activities of the state and non-state pension funds and its social results in the implementation of regional social projects, creates a situation of particular relevance to the research topic. The basis of research in the field of constructing the investment portfolio models was laid in 1952 by Nobel laureate G. Markowitz. The portfolio investment topic began to be developed by the foreign scientists-researchers: J. V. Bailey, M. Scholes, R. Ingle, J. Tobin, W.F. Sharpe, J. Litner, G. J. Alexander, S. Ross, as well as Russian researchers: A.V. Melnikov, V.V. Dombrovsky, A.O. Nedosekin, E.V. Kozlov, V.I. Chugunov et al. At the same time, it was the pension problems in the scientific community that received attention primarily from the social or economic point of view. This is reflected in the works of M. Leibowitz, Ch. Trowbridge, J. Boule, L.M. Vicera, Z. Bodi et al.; in our country - in the works of A.K. Solovyov, V.M. Bonchik, A.G. Sholomitsky et al. The study purpose is to examine the features of managing the investment activity of a non-state pension fund in an unstable economy. The lack of clear algorithms and insufficient elaboration of economic models for the investment portfolio formation, taking into account the modern socio-economic trends, have determined the choice of research topic.

KEY WORDS
integration, social protection, pension savings, private pension fund, non-commercial organization, social

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INTRODUCTION

In an unstable economy, the need to improve the quality of management of non-state pension funds, their reliability, as well as the development of forms and methods of managing companies, the formation of an attractive investment climate in modern Russia, determine the relevance of this study. In connection with the social and economic reforms carried out in the Russian Federation, including the pension system reform, the state seeks to shift more and more rights and responsibilities in the field of material security of the population in the period of old age to the employers and workers themselves. [1]

In the conditions of economic stagnation, it should be noted that the degree of studying the forms and types of activity of the non-state pension funds in resolving a set of socioeconomic issues in the subjects of the Russian Federation lags far behind the needs of domestic practice. In this regard, it is sometimes impossible to solve numerous pressing issues in the relevant areas. [2]

METHODS

The theoretical basis of the research is represented by the results of fundamental scientific works of leading domestic and foreign scientists devoted to the problems of analyzing the essence and efficiency of the non-state pension funds.

The system approach, decision theory, optimization methods, theory of managing the complex socio-economic objects, as well as the methods of logical system and economic-statistical analysis are used as the methodological basis for the study. The methods were used in various combinations at different study stages, depending on the goals and tasks to be solved. This combination of methods has helped to ensure the analysis reliability and the validity of conclusions made by the authors. [3]

RESULTS

The main results that make up the scientific novelty of the study include the solution of the following problems:

- -it is formulated the main objectives, outlined the tasks and formed the concept of managing the investment activities of a non-state pension fund in an unstable economy;
- -it is clarified the concept of a non-governmental pension fund as a non-profit organization in the field of social security through the relationship regulation and taking into account the interests of groups and/or individuals,
- -it is made a comparative analysis of the interpretation of the non-state pension fund;
- -it is clarified the system of indicators of assessing the efficiency of additional pension security in the non-state pension funds and the mechanism of its application,
- -it is determined the main factors stimulating the development of investment activity of the non-state pension fund,

- -it is revealed the peculiarities of developing the market of non-state pension security as an important investment component in the largest industries: fuel-energy, oil-gas-chemical and machine-building.
- -it is developed the proposals for further improvement of the investment activity of the non-state pension fund.

The results obtained by several methods differ depending on the information users. From the standpoint of public authorities, reliability and stability are the most important criteria, therefore, the indicators obtained in accordance with the methodologies of "Expert RA" and A.A. Talykova are important for them. The participants and potential investors of a non-government pension fund think that reliability is also a significant criterion along with the return on investment criterion, which is more oriented towards the methodology of A.A. Niyazbayeva. [4]

According to the methodology of A.S. Oshchepkova the performance ratio shall be of interest to all concerned users. It reflects the dynamics of any of the above effectiveness criteria.

Thus, the above methods are based on different indicators. They are interpreted differently, which indicates the need to refine the methodological base. The rating assignment is the most visible way of assessing the investment activity of a non-state pension fund. The main factor in building the funds' ratings is reliability.

DISCUSSION

Considering the interpretation of the notion of a non-state pension fund, one cannot notice a strong polarization in this definition. We share the point of view of V.I. Chugunov, who considers a non-state pension fund as a non-profit organization in the field of social security. This non-profit organization specializes in the accumulation of voluntary basis of pension contributions by the insured persons. It shall deal with investment and individual accounting of pension savings; appointment and payment of non-state pensions to the fund participants, as well as implementation of additional professional insurance for individuals. [Table 1]

Table 1: Comparative analysis of handling the non-state pension fund (by authors)

Author	Content of the non-government pension fund
V.I. Chugunov	The author considers a non-state pension fund as an independent legal entity that finances its activities from its own resources (part of income from placing the reserves and savings, as well as property to support the statutory activities) and the depositors' funds (target contributions) or at the expense of the founders. On the other hand, it is viewed as a social institution that has some obligations to the participants and concerned persons. Therefore, the pension reserves and pension savings are formed in its own property structure, respectively
N.A. Istomina	considers the non-state pension fund as an institutional investor that differs from the intermediary in that it assumes obligations to pay income from the invested funds.
D.V. Ermakov	defines a non-state pension fund as a special organizational and legal form of a non-profit organization that provides social security. This organization carries out the activities on non-governmental pension provision of fund participants in accordance with the non-state pension security contracts.

In today's economy, one of the important issues is investing money in various financial instruments. JSC "NPF Sberbank" is a special organizational and legal form of the non-profit social security organization. It allows investing free cash in order to obtain a pension in the future. Therefore, to evaluate the performance of JSC "NPF Sberbank", it is necessary to take into account the influence of inflation processes occurring within the economy on its investment activity.m [5]

In modern conditions, JSC "NPF Sberbanka" is a leader in the mandatory pension insurance market. Over the past six years, the amount of investing in its pension reserves has increased eight-fold. At the beginning of 2016, it amounted to 13,953,105 thousand roubles. The amount of pension savings of JSC "NPF Sberbank" also significantly increased by 241,326,484 thousand roubles from 1,995,975 thousand roubles in 2009 to 243,322,459 thousand roubles in early 2016. [Fig. 1]

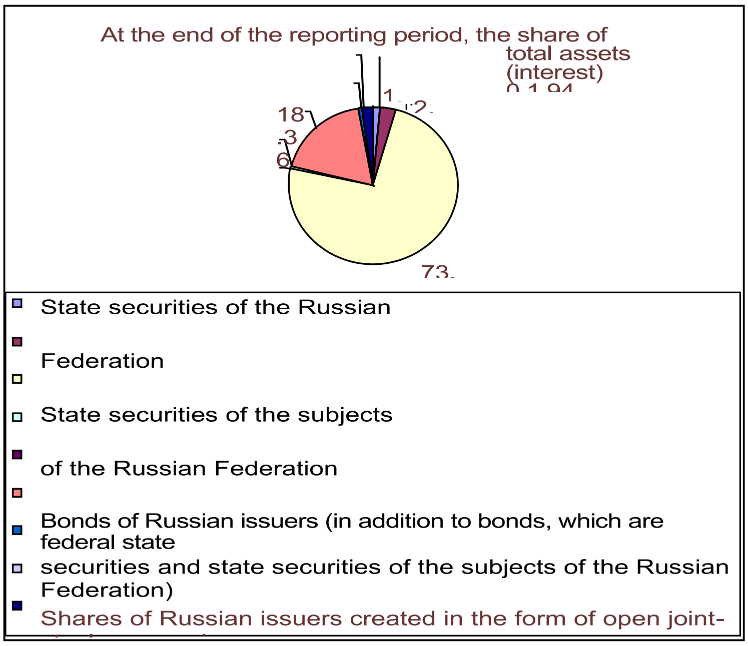

Fig. 1: Structure of the investment portfolio of JSC "NPF Sberbank" for compulsory pension insurance at the end of 2016.

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The amount of income from investing pension savings of JSC "NPF Sberbank" increased by 16,315,528 thousand roubles in early 2016 compared with 2009. Therefore, the dynamics of the result of investing pension savings of JSC "NPF Sberbank" can be considered hopping.

At the beginning of 2016, the essential parts of the investment portfolio of JSC "NPF Sberbank" for mandatory pension insurance are investments in bank deposits and investments in bonds of Russian issuers. Investments in bank deposits and investments in bonds of Russian issuers are 44.49% and 36.81% respectively. The investment portfolio structure of JSC "NPF Sberbank" for mandatory pension insurance changed significantly at the end of 2016 compared with the beginning of the year. At the end of 2016, the main investment portfolio shares of JSC [6]

"NPF Sberbank" for mandatory pension insurance are investments in bonds of Russian companies (73.93%) and investments in cash in bank deposits (18.36%). This indicates that the Russian market has changed on the securities market.

Dynamics of investment activity indicators of JSC "NPF Sberbank" for 2010-2016 is presented in [Table 2].

Table 2: Dynamics of investment activity indicators of JSC "NPF Sberbank" for 2010-2016 (as of the beginning of the year)

Indicators	2016	2015	2014	2013	2012	2011	2010
Amount of pension reserves, thousand roubles	13,953,105	10,247,20 8	7,860,617	5,513,399	3,598,201	2,391,157	1,694,18 8
Pension contributions, million roubles	2,637.6	2,531.0	2,222.9	1,827.8	1,411.4	342.7	198.21
Amount of pension savings, thousand roubles	243,322 459	74,247,08 3	72,518,10 1	40,756,52 0	21,976,375	6,687,101	1,995,97 5
Amount of income from investing pension savings, thousand roubles	16,442,354	1,743,164	3,764,424	2,172,105	554,756	458,843	126,826

To assess the effectiveness of investment activities of JSC "NPF Sberbank", the following indicators are taken into account: number of clients; amount of payments; reliability; yield and reserve amount. The net profit of JSC "NPF Sberbank", despite the difficult macroeconomic conditions in 2016, increased by 2.5 times. It increased due to an increase in assets following the transition campaign of 2013-2015, increasing the return on investment and due to tight cost control. The main growth was observed in the following indicators: the amount of pension reserves has increased more than eight-fold and amounted to

13.953 billion roubles. The amount of income from investing pension savings has increased significantly and amounted to 16.442 billion roubles. [7,8]

Thus, JSC "NPF Sberbank" adheres to a cautious investment strategy with an optimal ratio of the profitability level and the reliability level. In 2017-2018, it is necessary to develop a personal individual planning program to increase the number of clients of JSC "NPF Sberbank" especially for the client. It is the individual approach to social benefits that affects an increase in future pensions. The individual pension plan is a supplement to the basic pension, the amount of which a future pensioner will form independently with the help of JSC "NPF Sberbank". All pension savings can be bequeathed to the heirs. At the same time, JSC "NPF Sberbank" shall increase the profitability on individual pension plans in the long term, so that it is higher than inflationary processes. [9]

SUMMARY

The organization of non-state pension funds became the solution of one of the urgent tasks on changing the social field of the Russian Federation. It is needed to move from the state pension security to the non-state pension insurance. The insurance nature of pension payments through the Pension Fund of the Russian Federation has significantly changed the essence of many aspects of the domestic pension system. First of all, it touched upon the ideology and organization of the pension rights accounting system. Despite all the difficulties and limitations in managing the financial resources of a non-state pension fund, it should be borne in mind that the investment of the fund's assets should ensure a long-term fulfillment of pension obligations in the sufficient amount.

In the context of economic stagnation, the management of the financial resources of a non-state pension fund has the ultimate goal to choose the most effective areas of use of pension reserves and own property. This is necessary to obtain the greatest investment profit for fulfilling the obligations to depositors and participants.

When assessing the reliability of a non-state pension fund, the following criteria can be proposed for use. The first criterion is the volume of pension reserves and pension savings, which characterizes the scale and size of the fund's activities. The second is the property cost to support the statutory activities. Since the fund's own resources are a source for the development of its investment activities, they characterize its financial stability and autonomy. [10]

The third criterion is the activity duration of the non-government pension fund in the pension market. This experience should allow making pension products as much as possible adapted to the needs of any client of the pension market. The most effective is the long-term functioning of the fund.

The fourth criterion is the composition of the founders of the non-state pension fund. It includes, as a rule, the largest economic entities with a stable financial position, extensive experience in the financial market and high profitability.

The fifth criterion is the business reputation of a non-state pension fund. This is the most important indicator of the fund's activities. The sixth criterion is the diversification of the fund's investment portfolio. In this regard, the financial instruments should be low- or risk-free, ensuring a rate of return above the inflation index. The seventh criterion is membership in the self-regulating organizations. It is necessary as an additional guarantee to ensure the fulfillment of the fund's obligations to the activity participants. In order to provide additional guarantees for the fulfillment by the organization's members of their obligations to the citizens, the membership in the self-regulating organizations creates its own reserve funds.
Thus, the above criteria allow considering the effectiveness of a non-state pension fund based on the integration of quantitative and qualitative assessments, taking into account their dynamics. [11]

CONCLUSION

In modern conditions, the indicator of the effectiveness of financial resource management system for a non-state pension fund should be the solution of the following tasks:

- -the internal management information on liquidity risk should be an integral segment of the overall management information on the fund's risks and should be taken into account when assessing the external economic changes;
- -definition of limits should regulate a strict quantitative relationship between the operational limits and the liquidity risk level;
- -accounting for mandatory requirements of economic standards and formation of reserves in making optimal management decisions;
- -periodic analysis of the effectiveness of the fee financial resource management;
- -the developed free resource management technology should facilitate the adoption by the leadership of the non-state pension fund of more effective decisions on the allocation of financial resources - the decisions that are strictly substantiated by quantitative calculation. The effective use of the fund's free resources is achieved by placing the funds in volumes, which are larger than normal.

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The social and economic effects of just creation of a pension accumulation system and effective investment of pension funds can be expressed not only in the pension system improvement. They can act as a measure of stabilizing the economic system of society and strengthening the financial markets. This will make a fairly optimistic forecast for an increase in the socio-economic development in the country, both in the medium and long term.

CONFLICT OF INTEREST

There is no conflict of interest.

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FINANCIAL DISCLOSURE

None

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ARTICLE

MEDIA IMAGE OF THE CITY IN THE CONTEXT OF THE STRATEGY FOR SOCIO-ECONOMIC DEVELOPMENT OF THE REGION

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ABSTRACT

This article is devoted to the analysis of the image of the Russian city Naberezhnye Chelny, which is created by local mass media. The authors consider this topic actual, because for this city with a population of more than 500 thousand people, the problem of outflow of young people is typical. At the same time, the good conditions for comfortable living, training and work are created Naberezhnye Chelny. This is evidenced by the latest achievements of the city - the first place in the rating of the ecological development of Russian cities, the first place in the rating of the quality of housing and communal services of the country and so on. The authors think that mass media form a negative image of the city of Naberezhnye Chelny. The results of the content analysis, the survey of the population and the questioning of school leavers confirm this. On the basis of the data obtained, several basic problems concerning the image of the city were identified, and ways of their solution were suggested. The statements and conclusions formulated by the authors can be used as a basic material for actions to create a positive image of the city. In addition, the study's method of analysis of the media image of the city can be used to study this problem in other localities.

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KEY WORDS
media image, sub image, city, mass media.

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INTRODUCTION

Today the formation of the image of any subject and object is largely dependent on the mass media, which have the ability to present information in a positive and negative light. The image of the city is one of the most important semantic results of the activity of local mass media. For Naberezhnye Chelny as a city that recently received the status of a territory of advanced socio-economic development, the formation of a holistic media image becomes important.

One of the main participants and at the same time the most active subjects of forming the media image of the city are the media. The solution of most problems of the city doesn't depend on local media, which are not able to change the architecture or the economic indicator in the city. But in the forces of the media to create a positive image of the city from its residents, to tell about interesting places, people, to encourage visiting cultural events. Urban media, processing and transforming information, thereby affect the transformation of urban reality. So, the information positioning of the city is technologically and represents a set of actions aimed at promoting positive information about the city in the media environment, forming a positive attitude towards it. At the same time, there are a number of problems related to the media's capabilities in designing and positioning the image of the city. Therefore, the problems identified in the study will help to find the correct path of development of the city in the information and cultural plan. [1]

MATERIALS AND METHODS

The theoretical basis of the study are works of E.N. Bogdan [2], I.V. Rogozina, T.N. Galinskaya [3] and L.V. Khochunskaya [4]. Forming the basic means of creating a media image, we relied on the development of scientists in the field of political socialization O.V. Korzheneva [5], imagology R.B. Kvesko [6]. Thanks to the works of the classics of Russian psychology of journalism as A.E. Levchenko [7] and E.E. Pronina [11], we identified the main psychological aspects in the formation of the image.

A special role in the study was played by publications in the field of urban planning by K. Lynch [8]. Publications of researchers I.S. Semenenko [8], V. Vakhshtein [9] helped to understand the potential of the media in the process of designing the media environment. Theoretical developments G.G. Pocheptsov [10], T.N. Galinskaya [11], T.A. Morozova [12] contributed to the definition of the concept of the image of the city and its laws of functioning.

For the solution of theoretical tasks we have used techniques such as description, comparison, analysis, content analysis, and questionnaire survey. We used the author's questionnaire "Image of the city" among the eleventh graders of the city of Naberezhnye Chelny, this allowed us to obtain a characterization of the image of Naberezhnye Chelny, to identify the emotions and feelings most clearly manifested in the recipients in the perception of the city. In the course of the research we identified the most important transformations of the urban environment and the positive qualities of the city, on which it's necessary to emphasize the publications of local mass media. We also conducted a survey "What is our city?" among the population in the social network "VKontakte".

The materials of the study were the publications of three local electronic media (Chelninskiye Izvestia, Chelnybiz.ru, Chelny LTD). A total of 3,096 materials were analyzed (Chelninskiye Izvestia - 1342, Chelnybiz.ru - 987, Chelny LTD - 767) for 2015-2016 years. in the process, the authors studied the strategy of socio-economic development of municipal formation Naberezhnye Chelny city until 2030. Also, the materials for the study were the results of sociological research - a survey of 459 schoolchildren, a survey of 3399 residents of the city of different ages and in-depth interviews of 8 journalists of the city's media.

RESULTS AND DISCUSSION

As a result of studying the theoretical literature, we came to the conclusion that the image of the city as a result of media includes two equivalent components. The first is an image as a complex of positive and negative characteristics expressed by definitions and nouns. The second is an image as a system of sub-sketches, representing different spheres of the life of the city. To determine the characteristics of these components of the image, we conducted a content analysis, with the results of which we want to acquaint you. To begin with, we studied the characteristics that give our city the media in its materials. Despite the presence of negative nominations "gray", "shabby", the use of such epithets as "comfortable", "clean", "unique", "attractive", suggests that local Internet media are trying to lay down an image of a pleasant life a city that has prospects for development. It is noteworthy that some positive and negative characteristics of the city are contradictory and mutually exclusive: white and gray, well-organized and shabby, a leading city and an outsider city, unique and not historical, clean and an ecological disaster zone. From this it follows that in the minds of the journalists themselves there is no established image of the city, and they do not have a clear view of that its boundaries can be revealed to the audience.

The authors considered the image as a system of sub-sketches, representing different spheres of the city's life. So, the following sub-sketches of the city were singled out: political, urban, economic, eventual, criminal-deviant, natural-ecological, innovative, cultural, historical, scientific and educational.

The content analysis of journalistic materials showed that the most common are event, criminal-deviant and urban sub-sketches. The smallest amount of material is devoted to the historical sub-sketch. The results show that local online media form a multi-faceted collective image of the city, but elements of its structure are uneven in quality and quantity characteristics.

Next, we analyzed the entire array of publications dedicated to the life of the city with the aim of identifying dominant in their connotation: positive, negative and neutral. Quantitative analysis showed the predominance of neutral and negative information in the media.

In addition, a study was made of the genre and psychological characteristics of journalistic materials. The authors found that in local publications the priority is given to a small amount of material. Thus, information genres occupy 89.1% of all materials.

We have also identified methods of image construction and methods of influencing the audience in the materials studied media. So, the most common method of construction became the method of visualization (38.8%), and the most popular method of exposure has become a method of suggestion (68.7%).

The study will address not only the psycholinguistic aspect of the image, but also hermeneutic. With the aim of identifying the impact of media on the audience, a survey was conducted among the population in a social network "Vkontakte" and a survey of graduates. The views of eleventh-graders are a very important indicator, because if a small number of eleven-graders leaves the city, then from the point of view of urbanism the city is considered successful.

The survey revealed that most residents (71%) formed a negative impression about Chelny. And at the end of the survey, 68.4% of high school graduates going to leave the city after graduation.

The survey results also showed that the majority of graduates (55.1%) refer to Naberezhnye Chelny neutrally. Moreover, the questionnaire allowed the authors to find out the main disadvantages and advantages of the city, which helped to build recommendations for the formation of a positive image of Naberezhnye Chelny.

Based on the results of the study, a number of basic problems related to the formation of the image of the city of Naberezhnye Chelny were revealed. The authors suggested ways to solve them.
The first problem is that local city media form the image of the city that does not correspond to the priority image lines of the strategy "Naberezhnye Chelny-2030".

There are no materials in the information space of the city in which "sign places", "local myths", "place geniuses" are formed, which form a unique image of this territory. Also, in journalistic materials, the concepts "city-innovator", "city of start-ups", "a city with a rich history", and a "cultural city" are not at all present in the strategy of the city "Naberezhnye Chelny-2030". Only a small part of publications in the media are devoted directly to the city and its advantages. It should be noted that journalists of local publications make attempts to create a positive media image of the city, but at the moment a number of mistakes are allowed in its design.

The decision can be a column about successful residents of the city who have realized their ideas. Another solution may be to have regular media coverage of new projects developed in the city. Journalists can conduct interviews with future designers and architects, talk in detail about the concepts, create a discussion of city residents about the proposed ideas for transforming the environment.

The second problem is that a large amount of crime news provide the image of the city bias in a negative direction.

The solution, according to the authors, is the creation of balance between the main headings of publications and dosed transfer of criminal information.

The third problem was that local Internet media create an image that is uneven in structure and content in terms of subimage. The overwhelming majority of materials are devoted to criminal topics, problems of improvement and urban events, and the cultural and historical sphere does not receive adequate coverage.

The authors of the study recommend to increase the number of materials about the historical past members and create a special project dedicated to the cultural institutions of the city. The fourth identified problem was the monotony of the genres used by local journalists in stories about the city. The authors believe that journalists can try themselves in new genres. For example, in reviews, city reports, longread, portrait sketches or games.

Another problem the authors see a lack of visibility of the city's image in the media (original photography, paintings, drawings, infographics, charts, plans, interactive maps and time lines).

In this regard, We recommend journalists to improve visual content about the city. A special recommendation is the creation of infographics on the future of the city: what other innovative features will be built, projects among architects.

The authors realize that the possible reasons for these problems are a small staff of local media, as well as the formed information culture of the audience, accustomed to the perception of hedonic texts. In support of these words is an interview with journalists from eight different media in the city, which was conducted as part of our study. The authors found a contradiction between the desire of journalists to create a positive image of the city and their activities aimed at covering its negative sides.

The identified problems of constructing the image of the city in local mass media are quite difficult but can be solved by our proposed action. The main difficulty in implementing these recommendations is the small staff of the editorial staff of the urban media, who, in the new information environment, are carrying out an already significant amount of work.

CONCLUSION

The media image of the city is a complex multifaceted notion that needs to be thoroughly studied. The study carried out a comprehensive analysis of the processes of designing the media image of the city of Naberezhnye Chelny and defined the role of the media in creating and promoting the image of a modern city. It depends on journalists how many residents and guests will see the city - beautiful or dirty, bright or dull, promising or dying. It media is able to place necessary accents in the multifaceted image of the city, but they often are held hostage to ratings and site traffic. Representatives of many mass media noted in an interview that he would like to write more positive material, but the audience will need a crime and scandals. If you do not give readers and viewers what they want, you can lose popularity, which will entail an outflow of finance. In addition to the media, the image of the city is formed by other actors, including power, city activists, users of social networks, tourists. Together these communities create a unique semantic picture of the city, which can be studied for more than a decade.

For successful promotion of the city, a directed and controlled media image creation policy is needed that will be attractive to the external target audience: the media image should broadcast a recognizable visual image of the territory, slogan-positioning, cultural, natural, symbolic dominants of the site and others. In our opinion, the accounting media and strategy of the media image of the area will outfit the space to become more constructive.

In conclusion, it should be noted that Naberezhnye Chelny is favorable to life, education and work of the city in the opinion of many urbanists. The media are the creators of public opinion and in their power to help people see all its facets.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

REGIONAL LANGUAGES OF THE RUSSIAN FEDERATION IN MASS MEDIA: LEGISLATIVE SUPPORT

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ABSTRACT

The mass media, being a social institution, are closely connected with the functioning of society and political activity of the state, on the one hand, they affect the public consciousness but on the other, they are an object of constant state control. The media participate actively in the implementation of state policies and this ensures effective political management and development. At a time when the language is one of the important socio-political components, the issue of the extent to which the legislative base is reflected in the functional power of the language in the media is one of the major issues and this has become the object of analysis of this paper. First, the main legislative acts of the bi-component regions of the Russian Federation (national regions with 2 co-official languages – Russian and national language), which directly or indirectly regulate the activities of regional media, will be reviewed. Further, the quantitative ratio of such indicators as normative acts and regional media will be considered. In the end, the degree of mutual influence of the above-mentioned indicators will be estimated. The analysis will determine the effectiveness of government measures in the bi-component regions of the Russian Federation in the development of national languages by means of regional media. As a result, it is possible to apply the experience of bi-component national subjects in carrying out an effective language policy that assumes a positive correlation between the legislative framework and the activities of regional media.

KEY WORDS
language policy, co-official languages, regional languages,

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INTRODUCTION

The current stage of society development is characterized by the growth of ethnic self-awareness of peoples, rethinking of values and the desire of peoples to preserve their language. The question of the role of the media in supporting national languages causes different opinions. The scientists emphasize "the importance of strengthening the position of the minority language through understanding it as an ethno-unifying factor, and culture as a dominant national symbol," they also believe that "... it is the spheres of education, culture, communication and information at the present stage of development of the titular languages of the republic that can become primary and determine their functional capacity "[1].

Moreover, it will be legitimate to classify the media as a priority communicative sphere, since they are an important factor in the formation of social space. In the document "The viability and the danger of language disappearance ", adopted in 2003 at the UNESCO conference, "new areas of language use and the mass media are singled out as one of the criteria for assessing the state of the language; "[2]. Community media play an essential role for these populations by consolidating the perception of belonging to a group, becoming spaces for providing information and for the expression of local or regional sensitives. It also fulfills an educational and cultural aim, as it preserves the local identity of the native language and culture in a contemporary context [3].

Moring and God enhjelm affirms with the premise that 'a language would always require the support of full and comprehensive media services on all platforms and genres'. ... Moring's idea of "functional completeness" is about how minority language populations use the media that is offered. It can be considered the flip side of the concept of institutional completeness. This depends to some extent on the offering, as minorities that have access to little media in their own language are likely to use that which is available as complementary to media in the majority language (Moring, 2007) [4]. Aline Sierp affirms that the media allows minorities to bring their cause to the attention of the public by direct recourse to a medium reaching a big group of people of different backgrounds in a very short time. The media helps to reconnect speakers to their language and culture. Media use can improve the skills of in perfect speakers, languages can be modernized by the addition of new technical vocabulary related to contemporary life and a standardization of language use can take place [5]. According to Riggins it can even become a democratic tool by encouraging people to play an active role in the future of their region and their locality [6].

The important role of mass media in promoting minor languages is underlined by scholars as «one of the most powerful instruments for standardizing, changing or consolidating languages and cultural identities. Present in the landscape, and in the intimacy of every home, they shape values, attitudes and even identities, like a fine rain that eventually penetrates the being's every pore» [7].

László Vincze Whilst notes that in monolingual settings the linguistic aspects of media use are less the focus of attention, in bilingual settings they play a weighty role. Media can offer a vital arena where speakers may encounter their language and/or their language group, which can be of great importance, especially as people spend more and more of their leisure time with the media [8].

Analyzing the mass media of a particular national republic or region, it is necessary to pay attention to the degree of the presence of a regional language within the region, since it is the peculiarities of its functioning in this society that allow to determine the level of its prestige, development strategy, and also the potential threat for the existence of a regional language.

The European Charter for Regional or Minority Languages, which prescribes a number of measures ensuring the use of regional and minority languages in the media, is an undeniable confirmation of the media validity in strengthening the prestige of the language. [9]

As mentioned above, the direct influence of state bodies on the media is obvious, but at the same time, the authorities do not bear direct responsibility for the functioning of regional languages in the media. Support for regional or minority languages can be realized by the authorities through financial assistance; the provision of moral and political support for requests for the allocation of radio frequencies by radio and television channels broadcasting in regional and minority languages; the organization of technical assistance to ensure the presence on the Internet of regional or minority languages [10]. The degree of elaboration of state measures on language policy in the field of mass media can directly reflect the extent to which regional or minority languages are represented in the media space of the region.

MATERIALS AND METHODS

The material for the work are the legislative and regulatory documents of 15 bi-component republics of the Russian Federation with co-official languages: the Republic of Adygea, the Republic of Altai, the Republic of Bashkortostan, the Republic of Buryatia, the Republic of Ingushetia, the Republic of Kalmykia, the Republic of Komi, the Republic of Sakha, the Republic of Northern Ossetia - Alania, the Republic of Tatarstan, Republic Tuva, the Republic of Udmurtia, the Republic of Khakassia, the Republic of Chechnya, the Republic of Chuvashia. The criterion for selecting legislative acts was the definition of specific tasks of the media in supporting the regional language. Also, to determine the level of the effectiveness of legislation in the process of popularization of regional languages in the mass media we collected the data on the number of native speakers of the titular ethnic group and the number of the mass media, which operate in the national language of a specific region or in two state languages (the national language of the region and Russian). For direct analysis quantitative description of the main types of media in each of the examined regions was carried out.

RESULTS AND DISCUSSION

The analysis of the legislative base of the bi-component republics of the Russian Federation shows that in each examined region there are a number of regional laws, decrees, state programs that support and develop national languages through the media. First of all, we note that the prevailing number of legislative and normative acts, directly or indirectly regulating the functioning of the national language in the media, was identified in the Republic of Tatarstan (10) and the Chechen Republic (8).The Republic of Adygea (2), the Republic of Northern Ossetia-Alania (1), the Republic of Tyva (3), the Republic of Udmurtia (3), the Republic of Khakassia (3) possess a weak regulatory base, that is, the least number of the above mentioned documents. The common thing for the main legislative documents of all the national regions of the Russian Federation is the setting of the goal to provide conditions for the support and development of regional languages, as well as the sufficient volume of functioning of the regional languages along with the Russian in all areas of mass communication. The main normative document guaranteeing the presence of a regional language in the media of the analyzed republics is the laws on languages of the national republics, in each of which there is an article proclaiming the regional state language as the language of the media. For example, Article 18 of the Law on the Languages of the Republic of Tatarstan prescribes the publication of republican newspapers and magazines, television and radio programs to be broadcasted in Tatar and Russian [11]. Such formulation is given in the Article 17 of the Law on Languages of the Republic of Tyva: "The publication of newspapers and magazines, the TV and radio broadcasting are carried out in Tuvan and Russian languages" [12]. It should be noted that Northern Ossetia-Alania is the only republic that does not have in its legal framework any law on languages other than the Constitution that proclaims Ossetian and Russian as state languages. In the Republic of Tatarstan the Law "On the use of the Tatar language as the state language of the Republic of Tatarstan" provides citizens with the right to "receive information in the Tatar language through the republican and municipal media, including online publications established to disseminate information in the Tatar language as a state language" (Article 2). A similar legal document exists in the Republic of Buryatia. The law "On Measures to Support the Buryat Language as a State Language of the Republic of Buryatia" states that public authorities of the Republic of Buryatia have to work towards increasing the volume of television and radio broadcasting in the Buryat language in the air and cable media, periodical and online publications of the republican and municipal levels in accordance with the regulations of the Government of the Republic of Buryatia [12]. Undoubtedly, it should be noted that these documents contribute to ensuring the strength of the positions of the Tatar and Buryat languages in the media.

The Republics of Buryatia, Kalmykia, Tatarstan, Tyva and Chechnya have one more important legislative document. They are long-term State Programs aimed at preserving and developing national languages that plan to implement the media event. The State Program of the Republic of Buryatia "Preservation and Development of the Buryat Language in the Republic of Buryatia" includes activities aimed at "... the formation of ethno-linguistic tolerance in the society, the media and the Internet space in the Republic of Buryatia" [12].

Language can legitimately be called the most powerful tool for preserving the national cultural heritage. Within the framework of regional language policies of such territories as Altai, the Republic of Tatarstan, the Republic of Sakha, the Republic of Chechnya, legislative measures aimed to implement the regular activities on the development native language are taken. In Ingushetia, the plan of events timed to the annual Decade of the Ingush language includes such events as "a cycle of television programs and roundtables ..." and "media coverage of events for the Decade of the Ingush Language and Literature"[12]. The maintenance, preservation and development of language are impossible without strengthening the national identity of the ethnos. National policy programs conducted in the Republics of Altai, Tatarstan, Bashkortostan, Buryatia, Komi, Sakha, Udmurtia, and the Chechen Republic are aimed at this processes. The state program "Unity of the Russian nation and ethno-cultural development of peoples in the Republic of Bashkortostan" were created to support the broadcasting of such programs as "Dictionary", "Mother tongue", "Learn the Bashkir language" and others in Bashkir and Russian languages on the Bashkir satellite television channel [12].

The Action Plan for the implementation of the 2016-2018 strategy of the state national policy of the Russian Federation for the period up to 2025 and the concept of the state national policy of the Republic of Sakha (Yakutia) monitor the ethnic language diversity of the Republic of Sakha (Yakutia) [12].

The documents regulating the activities of regional media in the national languages or guaranteeing support from the state are of special importance. We found out the similar normative acts in the Republic of Kalmykia: "On the Republican Children's Newspaper in the Kalmyk Language" (March 12, 2003), "On the Annual Prize of the Head of the Kalmyk Republic for the Kalmyk Language" Kelnibilg ", one of whose tasks is" to encourage journalists of the regional mass media, radio and television to cover the problems of the Kalmyk language and national education ". In the Republic of Sakha, the Act "On State Support for Mass Media published in the languages of the indigenous minorities of the North in the Republic of Sakha (Yakutia)" (dated November 10, 2011) and the State Program of the Republic of Sakha (Yakutia) " printed and electronic media for 2012-2019 "(12 October 2011) is being implemented [12]. Support for regional media of the Republic of Khakassia is implemented by the Law "On grants of the Republic of Khakassia in the field of mass media" (dated May 19, 2011). The effectiveness of the legislative and regulatory framework for the activities of regional media cannot be judged without the indicators of the level of the use of the regional languages in media. The review of bi-component republics' media in the Russian Federation allows to find out the main mass media (newspapers, magazines, radio, television) in every region functioning only in the regional language as well as in both regional and Russian languages. The republic of Tatarstan dominates in this case having 166 mass media in Tatar and Tatar/Russian. The level of functioning of the Chechen language in the Republic of Chechnya (80 media) and the Bashkir language in the Republic of Bashkortostan (79 media) in the sphere of mass communication can be assessed as high enough in comparison with other republics of the Russian Federation. The Republic of Adygea, Altai, Ingushetia, North Ossetia - Alania, Udmurt Republic and the Khakas Republic are the least represented in the media.

Summary indicators of the number of regional media and their legislative justification are given in [Table 1].

Table 1: Quantitative data of regional mass media and their legislative justification

Region	Number of legislative and documents regulating the activities of regional media.	Number of regional media outlets
Adygea	1	10
Altai	3	17
Bashkortostan	4	79
Buryatia	5	33
Ingushetia	3	13
Kalmykia	6	35
Komi	5	30
Saha	5	36
North Ossetia Alania	1	21
Tatarstan	10	166
Tyva	3	26
Udmurtia	2	11
Khakassia	3	11
Chechnya	8	80
Chuvashia	4	41

CONCLUSION

Language performs a unifying function in the sphere of political regulation of the language situation, being a reliable tool that strengthens the instinct of the people to preserve their native language and culture. The national languages of the analyzed regions of the Russian Federation are one of the main state attributes. Quantitative analysis of laws, decrees, government programs of bi-component regions of the Russian Federation shows a relatively strong legislative base providing support to regional languages in the media in the Republic of Tatarstan and the Republic of Chechnya. In this case, we can talk about normative documents as an instrument of the state, which is called upon to contribute to building strategies for strengthening the position of the national language, not only legally, but also equal coverage of the media sphere, and therefore spreading to other spheres. Adygea, Altai, Ingushetia, North Ossetia-Alania, Udmurtia and Khakasia showed a weak legislative base in media regulation in regional languages. This picture directly affected the results of studying the main types of regional media in the regions of the RF. The media of the Republic of Tatarstan and the Republic of Chechnya are most fully involved in the preservation, development and popularization of the regional language. Low indicators on documents of state regulation of the functioning of national media in the Republics of Adygea, Altai, Udmurtia and Khakassia give corresponding results in the sphere of regional mass media. Analysis of the functioning of national languages in the media of bi-component regions of the Russian Federation suggests that regional and minority languages are one of the main components of the cultural heritage of the peoples of the Russian Federation and still require the planning and implementation of effective measures to protect them, especially regarding the representation and active functioning of national languages in mass communication. And the primary task in this procedure should be the strengthening and improvement of the legislative and regulatory framework.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

THE CONCEPT OF LEAN MANUFACTURING IN GEOLOGICAL EXPLORATION ACTIVITIES

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ABSTRACT

Maintenance of geological exploration and the preparation works it requires is particularly interesting and topical issue nowadays. Total Productive Maintenance is a necessary part of efficient production in geological prospecting. Total Productive Maintenance (TPM) can be used to ensure reliability and serviceability of geological exploration equipment. It is said to be one of the tools of lean manufacturing. The TPM system is aimed at increasing the efficiency of equipment and reducing maintenance costs. The following factors significantly affect the cost of exploration: the introduction of new and modernization of existing production assets; strict following the established sequence of geological prospecting according to its stages and sub-steps; the quality of geological survey designing; territorial location of geological exploration; organization of supply of geological exploration enterprises; natural conditions; the level of prices for material resources and the level of wages. The main ways to reduce the cost of exploration are related to the improvement of drilling equipment and technology, production and workforce management.

KEY WORDS
production enterprise, efficient production, lean manufacturing, costs, Total Productive

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INTRODUCTION

In current economic situation, well-organized production process is said to be the key to success of enterprises. To achieve the efficient level of production it is necessary for every staff member to fully understand his responsibilities throughout the whole process of end product cost determination in accordance with the requirements of all stakeholders.

The development of production relations has an impact on the modernization of management systems. Lean production concept is a tool that allows to achieve a high level of production system development, as well as to increase its efficiency. One of the main objectives of the system is to reduce costs and to manage the production enterprise, basing on elimination of all types of losses. The main aim of lean manufacturing is not to reduce costs, which could subsequently lead to a decrease in product quality but conversely to reduce the losses that exist in each workplace [1].

In practice, it is difficult to identify the losses if their nature is not absolutely clear. Moreover, all losses are connected with each other, and the concept of redundancy is of relative nature. Therefore, the problem of identifying the losses becomes very debatable as employees couldn't decide at once what can be regarded as losses. Practice shows that at the beginning enterprises are guided by seven typical types of losses, and then develop their own loss scheme that is understandable and convenient to work with. For example, in geological exploration enterprises, losses could not be represented in their classical version, they have their own peculiarities. The losses associated with overproduction are mostly of indirect nature. These might be the losses appeared due to drilling more wells than actually required in case the technology was more accurate; excess of processing areas; additionally taken samples (also associated with losses due to excessive processing). The most significant losses in geological exploration are: the loss of time (wait-on-cement time; delivery expectation time, equipment and water supply; the time between the stages of procedures (the sequence of procedures often requires time) [2].

Losses due to excessive transportation arise in geological exploration as well. For example, when it is necessary to have constant water supply while drilling wells. According to environmental requirements, it is prohibited to use water from many surface sources, therefore water carriers are used, consequently, this is accompanied by additional costs. The location of geological sites and transportation of machinery and pipes also lead to the increase of overheads. Losses associated with stock surplus occur when the bulk solids consumed in drilling are not used completely. They remain unused and are stored in warehouses, so, new lots are ordered. This leads to inefficient consumption of supplies and additional storage costs. These overheads include the costs of unused equipment maintenance [3]. Excessive movements connected with the logistics of drilling sites, the locations of workshops and warehouses require extra spending.

Losses associated with defects can be due to non-compliance with technology and ignoring the stages of wells drilling. All these would require reworking and additional checks. There may also be an overload of equipment and people involved, uneven work related to climatic and geographical factors, transportation of equipment. These losses must be eliminated in order to reduce geological exploration costs and obtain the maximum profit [4].

Initially, lean manufacturing originated in car manufacturing, which is said to be more standardized industry compared to geological exploration. If an enterprise manufactures products, then there must be a certain algorithm of actions aimed at obtaining the final product. In this case, lean manufacturing will help optimize processes that add value to the consumer, as well as shorten the time for processes that do not bring value but meet customer needs and have no risks [5].

From our point of view, the use of lean manufacturing tools could be the simplest solution that allows us to significantly reduce losses, constantly improve the whole range of business processes, increase the transparency and manageability of the organization, use the potential of each employee of the company, increase competitiveness and obtain a significant economic effect without bearing large financial inputs.

METHODS

To ensure the reliability and serviceability of geological exploration equipment, there can be used Total Productive Maintenance (TPM). It is one of the tools of lean manufacturing. The TPM system is aimed at increasing the efficiency of equipment and personnel, decreasing the number of breakdowns and reducing maintenance costs. The ability to repair equipment in no time can significantly reduce production downtime.

General maintenance of equipment is a necessary part of efficient production in geological exploration because preventive repair work can save the company from accidents and respectively, from additional costs and downtime. The quality of planning plays a key role in the course of scheduled actions as it is necessary to analyze a lot of different information, both on the statistics of equipment breakdowns and on the parameters characterizing the condition of the equipment at the moment.

The quality of repair planning is influenced by the logic of fault management processes and the correctness of the forms filled on repair request and many other factors. Unscheduled work is in charge of taking actions to recover from accidents connected with equipment. This can happen if the planned repair did not remove all possible risks, and the breakdown occurred in the long run. In this case, it is necessary to repair the equipment as quickly as possible, eliminating the downtime of the work team and ensuring continuity of work [6].

Furthermore, maintenance staff together with operating workers have to develop regulations for conducting autonomous maintenance by operators, indicating the scope of work, periodicity, control methods, tools and materials used. It concerns all types of equipment. Additional visualization of the equipment is achieved by using magnetic cards. Throughout the repair process or the exploitation of the equipment, the card is fixed to a special magnetic board.

The most reliable type of repair work is scheduled maintenance. It implies the priority of maintenance and repair of critical equipment, for example, if the time of the scheduled service life has expired - the equipment must be replaced, even though it can still work. Using this approach, almost all company's equipment would be repaired but the company's costs rise. That's why this approach can be used only for critical equipment, the breakdown of which can lead to downtime and cause big losses. Equipment like trailer cars should be repaired according to the maintenance plan due to the actual condition of the equipment, i.e. it is necessary to control the work of existing equipment not waiting for its breakdown, replace it basing on the deterioration of its parameters. The implementation of repair work under this scheme reduces reliability but at the same time decreases the costs comparing to the first option. At the same time, it should be noted that the second approach requires profound monitoring system.

The following activities are carried out during the period of preventive maintenance (PM): control over the admission of repair teams to work; identification of unproductive time losses; implementation of proposals for improvements in the production cycle; development of detailed equipment repair schedules, indicating the planned start and completion of work; organization of operative elimination of the situations arising in the period of PM and leading to an increase in the duration of equipment repair; carrying out a comparative analysis of the implementation of the main repair stages, which helps to use working time properly and not to make the same mistakes in the future [7].

Overall Equipment Effectiveness (OEE) is a key indicator in the TPM methodology. It reflects hidden opportunities, reveals the potential for improving equipment and processes' efficiency. At the same time, OEE does not estimate the efficiency of the repair service. This indicator is influenced both by the production processes, and by the maintenance and exploitation of the equipment. This indicator is a measure by which the productive share of the planned production time is determined.

RESULTS

As We have formed a list of equipment that requires special attention, in terms of its readiness for work, productivity and quality. Observation of the OEE value was taken as a conventional starting point. Having found that OEE value is different from the targeted one (for example, it decreased compared to the previous period), it is necessary to determine what this decline is explained by.

Data collection for OEE calculation begins with recording the downtime periods of all equipment. It is accomplished by filling in a special form and aims at identification and careful analysis of the loss of efficiency and productivity with a view to their further elimination. Further, the head of the drilling shop performs calculation of the OEE indicator and analyzes the losses in the operation of equipment and processes. Basing on OEE data, it is concluded whether it is possible to improve performance of the existing equipment or whether its capabilities have actually exhausted and new equipment is needed. [Table 1] lists the equipment for which the OEE is calculated as well as their service life and the value of the OEE indicator.

According to [Table 1], it can be concluded that most of the equipment has a combined score of all OEE criteria, that equals 75-80%. It is considered quite typical for this type of equipment and exploration enterprise in general. It should be noted that there is tendency for improvement. Another part of equipment has an OEE value of 90-100%, which indicates high-quality operation of the equipment, high speed and performance without accidents and stops.

Geological prospecting is less standardized industry and each case of forthcoming works is unusual and has its own peculiarities. Firstly, it is the presence of many non-permanent factors, which are either impossible to influence, or it would be very costly to do. Among them: prominence, climate, water supplies, habitable areas, population density, transport development, energy supply, etc. Secondly, the cost structure of prospecting, exploration wells and deep exploration wells construction for specific areas and purposes varies significantly.

Moreover, time-dependent expenses prevail in all cases. Therefore, the main way to reduce drilling costs is to increase the speed of drilling. The reasons influencing the speed of drilling: delivery; equipment and machinery supply; water supply; breakage of equipment; inefficient logistics, etc.

Table 1: The overall efficiency of the main production equipment as of 10.12.2016

№	Type of equipment	Inventory number	Production date	Year of commissioning	OEE index
1	Tire changer Sh-514	649	2007	01.12.08	75
2	Grinding machine 3K634	664	2008	01.12.09	75
3	Edging and cutting machine OOC	667	2007	01.12.08	75
4	Woodworking circular saw TsB6-2K	681	2007	01.12.08	75
5	Woodworking machine SFb-1	9683	2005	01.12.06	75
6	Milling cutoff machine 8G663-440	9666	2005	01.12.06	75
7	Woodworking machine D300	9682	2005	01.12.06	75
8	Tire changer Sh-515	9650	2005	01.12.06	65
9		9668	2005	01.12.06	70
10	Compressor station PV-10	9577	2003	31.12.04	65
11	Vertical drilling machine 2K522	955810	1996	01.08.97	75
12	Screw-cutting lathe16V20	961120	1999	01.10.00	75

The main factors that have a significant impact on the cost of exploration include: the introduction of new production assets and modernization of existing ones as well as progressive technology of wells drilling in accordance with geological and natural conditions; strict adherence to the stages and sub-steps of geological prospecting; the existence of a sound methodology for the production of geological exploration, which influences both the geological results and the size of costs; the quality of geological task performance, the strengthening of technological discipline and the establishment of strict quality control; the quality of geological survey design; territorial location of geological exploration; organization of supply of geological exploration enterprises; natural conditions; the level of prices for material resources and the level of wages. The main way to reduce costs is the improvement of drilling equipment, technology, production and labor management.

SUMMARY

Thus, the concept of lean production in geological exploration is described by eliminating identified losses, increasing labor productivity, improving quality and the organization procedures of geological exploration.
Throughout the research we came to the conclusion that the organization of works on the application of universal equipment maintenance in geological prospecting is said to be very topical issue and provides special interest.

The main risks that can arise in the process of implementing TPM are high costs, mainly connected with preventive actions and the possibility of technical errors due to the lack of qualifications of production workers in this field. Opportunities, which TPM provides are: the reduction of costs for equipment maintenance; increasing the productivity of equipment; improvement of interaction between employees of production, maintenance and repair units; reducing response time to emerging problems; reductions of equipment downtime.

Thus, the organization of the work with the help of TPM aims at:

- prioritizing the equipment on the basis of negative impact it could have due to breakdowns;
- drawing up algorithms for scheduled repair works and failures fixing time depending on priorities of equipment;
- synchronization of planned and urgent maintenance activities;
- synchronization of repair works with the purchase of spare parts and accessories, as well as with the accomplishment of work;
- control of existing processes of TPM.

In addition, it is necessary to pay attention to the improvement of planning which includes, first of all, the preparation of repair schedules.

In our opinion, the most efficient ways are: to use the network method in organizing scheduled maintenance; to provide systematic control and adjustment of regulatory framework of preventive maintenance systems, considering all internal and external factors.

CONCLUSION

Further improvement of preventive maintenance systems concerns the importance of its adjustment due to the specificity of geological exploration. For example, if the equipment is located outside the base, it would be difficult to conduct preventive maintenance. The main attention should be paid to preventive measures, maintenance of equipment but not to its repair. It is necessary to discuss the possibility of not fixing obsolete and outdated equipment but replacing it with the new one.

It is possible to reduce the time used for repairing if there is a scheme for this kind of work. The scheme might include the following sequence of steps: long-term planning and careful preparation for preventive maintenance, management and supervision of equipment repair, the repair process itself and quality control. The scheme of actions provided by operational repair team could ensure an objective evaluation of the work performed and to identify possible deviations from the plan in advance. The main thing is to control the compliance of preventive maintenance schedules. Constant analysis of schedules allows to react quickly to any change and take appropriate measures to prevent possible backlog. It is also necessary to analyze the performance of repair schedules, finding out the reasons for their non-fulfillment, and so, develop measures on mistakes correction basing on the results of the analysis. Overall Equipment Effectiveness is an indicator that gives an objective assessment of the state and performance of equipment (processes). OEE takes into account all losses (loss of time, loss in speed and loss in quality) leading to the result of measuring the real efficiency of the equipment. Thus, with the use of TPM in geological prospecting, it is possible to cut the number of breakdowns and malfunctions of equipment, to increase the period of its operation; to enhance the volume of geological exploration work; to optimize of stocks; to reduce the likelihood of harm to workers' life and health.

CONFLICT OF INTEREST
There is no conflict of interest.

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ARTICLE

APPLICATION OF LEAN MANUFACTURING METHODS IN IMPROVING THE QUALITY OF EDUCATIONAL SERVICES IN CONDITIONS OF DIGITALIZATION

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ABSTRACT

Origin and development of digital education are objective transformation of system of the general education to conditions of forming of a new digital civilization. The smart - means "smart", and the smart education is automated, managed and available educational process from any point – the most difficult system for creation and forming of new mechanisms of quality assurance of higher education institutes, increases in efficiency of flows of value creation, including the organization of network training, creation of the space stimulating and creating thinking to continuous enhancement. The article examines the idea of creating smart universities based on the introduction of lean manufacturing principles. The authors explore innovations in university management based on lean tools.

KEY WORDS
lean manufacturing, digital economy, digital education, smart education, innovations.

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INTRODUCTION

In the conditions of the increasing penetration of digital economy into activity of economic systems, there are new models of digital education.

In Europe till 2025 creation of the Single European university – informal merging of the universities in single educational space by means of Internet network is planned. This initiative has a number of specific projects on implementation, it is a single card of the student, mutual recognition of diplomas within new "Sorbonsky process", joint operation on enhancement of system of the higher education, strengthening of knowledge of foreign languages, providing training process throughout all life; widespread introduction of innovations and digital technologies in educational process, network of the European universities, social protection of teachers, investment attraction in an educational industry and protection of cultural heritage of the European identity.

According to Tsvetkova M. S. within promotion of the ideas of digital education a special role is played by a concept of resource availability an education smart, that is their openness and free access for all comers, at the same time the major emphasis is placed on a problem of quality of open educational resources in Web 3.0 space based on cloud and mobile computing [1].

This idea is positioned in a concept of global "network of knowledge" [2] as main objective of deployment of the available environment of digital education in the information society uniting (connecting) various educational resources in global network open for creativity of his citizens including in an educational cluster and in global media.

Table 1: Strategic vision of a role of the smart universities

Approach	Smart education	Results
Catalan university	Educational paradigm	The innovative approach in training applied to provide well thought over interactive environment of training in any student, in any place and at any time, using resources of various digital technologies along with other forms of training materials which are suitable for the open environment of training
Canadian recommendation on training	The concept of training through all life	An opportunity to study at own speed at any stage of life, thus, creating the positive relation to education value during all life
USA	Smart education and technologies of knowledge management create economy	Increase in competitiveness of the country and its further development connect with stimulation of system of electronic training and the subsequent transition to society of knowledge

However, according to us, at the heart of smart – the university general resource availability, it not the main.

The main goal of smart – education is to create the extending system (Pull system) from the final consumer (the employer, the government, the customer, the parent, the pupil) to the SMART University by forming of valuable educational trajectories and products.

In case of such approach by means of open virtual system there is a high-quality improvement of a cooperation for school students, students, teachers, an administrative personnel of the universities and stakeholders.

This cooperation will be performed not only in traditional formats, such as training, seminars, briefings, conferences and round tables, but also webinars, strategic sessions.

MATERIALS AND METHODS

Formation of the smart universities needs to be begun with the solution of such tasks as:

- development of effective model of the SMART University as factor of improvement of quality of education and educational services;
- implementation in higher education institutions of Russia of effective model of the SMART University;
- creation of the international network of the SMART University;
- forming of systems of trajectories of network educational services;
- forming of space of lean thinking.

The solution of these tasks will allow to create:

- effective model of implementation of a lean management in management practice by the universities;
- recommendations about forming of the digital environment of higher education institutes in partner higher education institutions;
- training courses for developers of by-products;
- virtual international network.
- systems of trajectories of network educational services
- space of lean thinking [3].

In [Fig. 1] the schematic diagram of the smart university is provided. Two main flows of value creation are the cornerstone of it - it is a flow of creation of professional competences and a flow of creation of an educational product. Result of implementation the educational of products shall become creation of new generation of the specialists capable to create innovations.

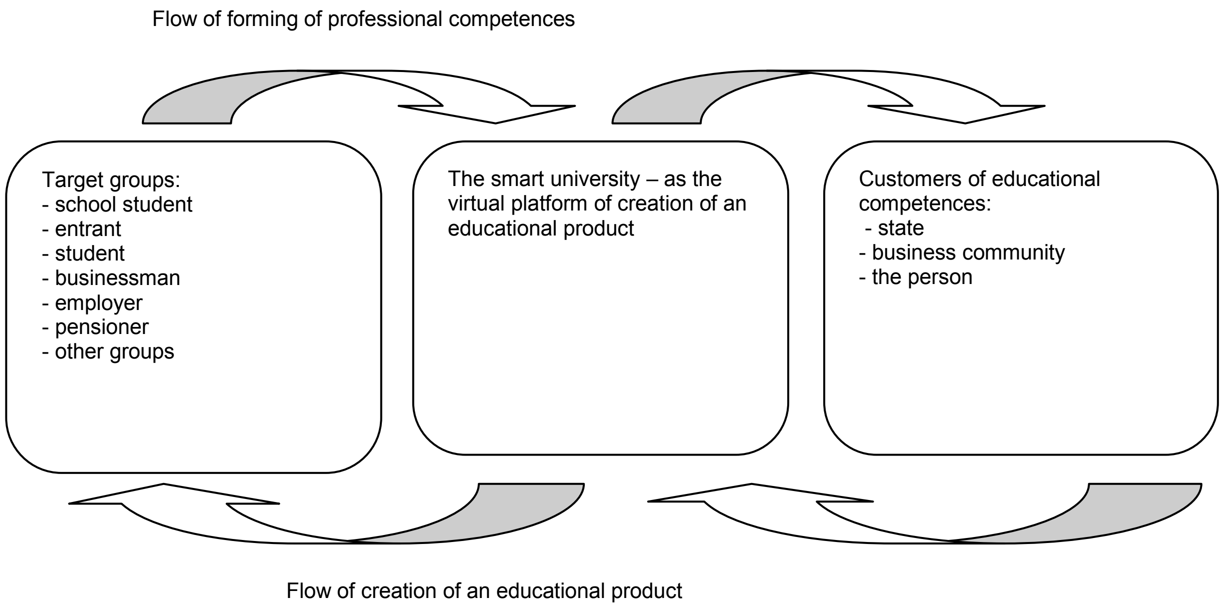

Fig. 1: Conceptual scheme of the SMART University.

These flows will be productive and effective only in case of availability of the dynamic and constantly developing center – the SMART University.

The concept of the smart university is built mainly through creation of the extending system.

At the same time, the smart university is not just the integrator of customers and consumers of an educational product, and live, flexible system where requirements to professional competences are created or cultivated, and educational products are created. Such model of functioning can be reached only in case of collaboration with other educational institutions (Living Lab), the entities and the organizations; implementations of the "acquired competences-use of knowledge" model, the fixed improved quality of distance training, QFD application – the analysis, where QFD as an alternative or addition to Living Lab [4].

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The concept of smart education – the flexibility believing availability of a large number of sources, a big variety of multimedia, a capability quickly and just to be adjusted under the level and needs of the listener. Smart education shall be manageable, provide flexibility of educational process, to be constantly oriented to changes of the external environment; it is essentially new educational environment combining efforts of teachers, specialists and pupils for use of the world knowledge and transition from passive content to active. And the technologies which are earlier under construction on information and knowledge are modified in the procedures which are based on network experience exchange and interaction on the basis of social services, a cloud computing, big data, various devices, natural interfaces, IT consumerism.

Also distribution of the extending system of influence of target groups on the smart university on the one hand, and on the other hand provision of a certain set of professional competences for new challenges, the forming of new market niches, industries advancing development is important.

Such concept can take place in case of implementation of a lean management as philosophies of activities and thinking.

RESULTS

As We will open content of tools.

1. Map development of a flow of value creation of educational process represents transactions which introduce the added value in educational process, excepting all possible types of losses. The card of a flow can consider as all chain entirely from the final consumer to the entrant or to be under construction for specific discipline. Map development of a flow of value creation reflects a current status of educational process where actions, transactions, expectations which don't add value for the final consumer, in other words those actions for which the final consumer shan't pay or wait are graphical reflected [5]. [Fig. 2]

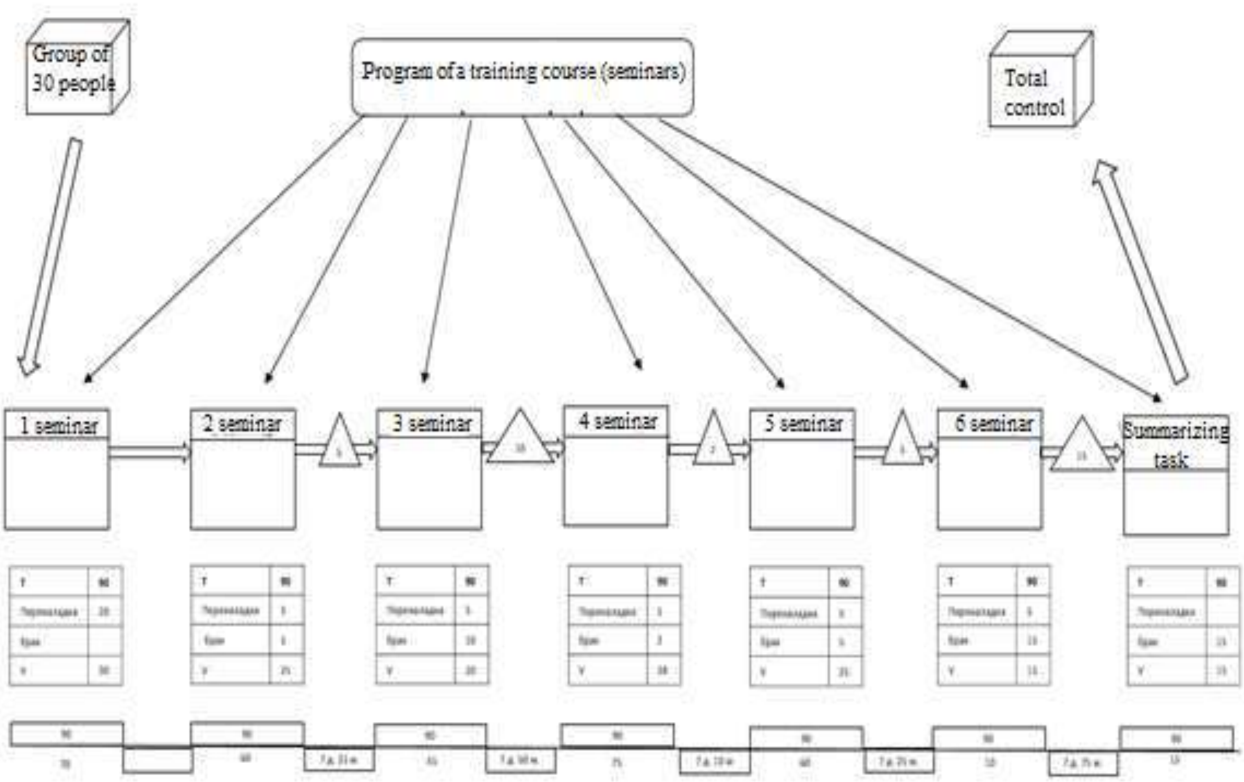

Fig. 2: Example of map development of a flow of value creation of a current status of process of holding auditor seminars.

From the card of a flow we see that time spent for all training process of group of students of 30 people on auditor seminar occupations constitutes - 630 minutes, time for expectation and correction of "defect" - 35 days and 185 minutes. At the same time, time of the added value which is important to the final consumer and for which he is ready to pay constitutes only 335 minutes for 30 people and to 11,2 minutes on 1 person, respectively [6]. [Fig. 2]

The main problems and the reasons of expectation and defect are:

- disagreement of materials of lecture and seminar occupations;
- the absent/ill students;
- failure to carry out of home works;
- readjustment of the service equipment (computers and multimedia equipment), etc.

The main solutions are:

- use of opportunities of the SMART University. Remote tracking and preparation of homework, correction of audit engagements for the students who are absent for any reasons;
- TPM implementation (General care of the equipment) for all hardware necessary for carrying out rates.
- use of the standardized transactions. [7] [Fig. 3]

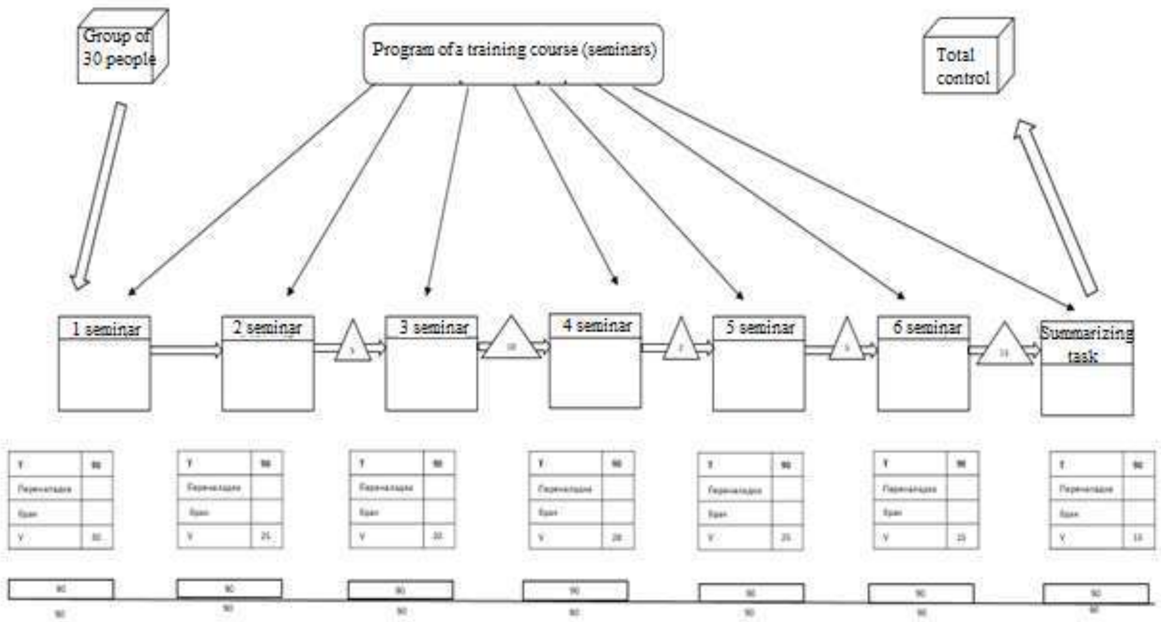

Fig. 3: The map of a flow of value creation of future condition of process of holding auditor seminars.

Time spent for all process and time spent for creation of the added value is equal 630 minutes for 30 people in this model, and is equal to 21 minutes on 1 person [8].

It allows to increase efficiency of acquisition of competences by each listener of a rate and to reduce losses at a stage of seminar occupations.

The card of a flow allows us to see "cycle time" – the spent time for all operating cycle and also to determine "step time" - all the time divided into speed with which the final consumer expects release of the specialist of the SMART University. Time of a step shall set the work speed (training speed) which shall correspond to the available demand precisely. [9]. The card of a flow of value creation can be provided both in "current", and in "future" conditions. It is reasonable to reflect an optimal variant of a chain of value creation where process "bottlenecks" will be embroidered in the card of a flow of future condition. Process bottlenecks, it places where processes are slowed down or stop. One more necessary condition for review of the card of a current status is reducing all possible expenses (determination of main types of losses) and by what method it is possible to increase efficiency of process. Tayiti Ono one of the main creators of a production system of the Toyota company, allocated 7 types of losses:

- losses because of an excess production;
- losses of time because of expectation;
- losses in case of unnecessary transportations;
- losses because of excess stages of handling;
- losses because of excess inventories;
- losses because of unnecessary movements;
- losses because of release of defective products;
- unrealized creative potential of employees.

Use of "supermarket" and Kanban for process of creation of the SMART University at all levels of educational process, where the consumer – the employer. The system of "supermarket" will allow the final consumer to receive that personnel which is necessary in this place at present. The kanban as an element of the extending system, will provide consecutive transfer of orders from the consumer to stages of educational process. Technologists of the SMART University will allow to track and visualize the Kanban by means of IT technologies. The kanban is one of the most effective and evident management tools process [10]. [Table 2]

Table 2: The scheme Kanban for accomplishment of the term paper during 1 semester (4 months)

Example of the Kanban card	**Level** 1		**Level** 2		**Level** 3		**Level** 4		Level 5
	K 15.09		K 15.10		K 15.11		K 15.12		K 30.12
	Choice/approval of a subject		Performance of work for 25%		Performance of work for 50%		Performance of work for 75%		Delivery of the ready term paper
	Control/check		Control/check		Control/check		Control/check		Control/check
	Availability of the document		Availability of the document		Availability of the document		Availability of the document		Availability of the document
	Admission		Admission		Admission		Admission		Admission

In case of implementation the Kanban in the electronic system of the SMART University, the task is issued proceeding from terms of expectation of ready result. The system "extends" process in time, and availability of electronic forms allows to perform material acceptance directly in electronic form, then material is checked to teachers, the decision on opportunity/completion and transition to the following stage is passed. When the following stage is resolved system highlights a card with other color (for example, yellow). Completion course at the third level or executions of the initial stage for several weeks until the end of delivery of the term paper, except as specified reasonable excuse of failure to carry out of a task is excluded [11].

Creation of the SMART University needs to be considered through application, and not just knowledge acquisition. Use of Living Lab and Gemba (if it is about the project, to create it directly on the place of value creation, for example, at the entity. The SMART University allows to do project developments far off from the university). Gemba in conditions the SMART – the university can represent that place where value is created. In case of project implementation by students together with the organization, on the project to transfer the main actions to the entity, so we will be able to track all nuances and to study a problem most in detail. [Fig. 4]

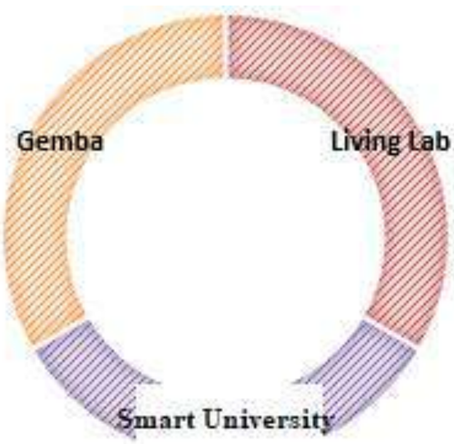

Fig. 4: The using of Living Lab and Gemba.

To determine external changes of need for a personal with the QFD analysis (Structuring functions of quality). [Nikolaev A.A., Learning organization as a possibility of forming of new quality of training in HIGHER EDUCATION INSTITUTIONS, is scientific – practical LEAN – a seminar "Implementation of the concept "Economical production" in the Republic of Tatarstan". Naberezhnye Chelny, – 2011] to Build additional education as production cycle with the step time depending on requirements of the market. Development of training under specific need of the market / the final consumer. This opportunity is given by the SMART University, Living Lab and the QFD analysis. Structuring functions of quality represents the tool visualized by means of the special matrixes used by the team of developers of the project. SFK is a view of the specialists having knowledge in different industries (usually it is economists, technologists, designers, designers) of forming of the new product based on "the consumer's voice" and consumer preferences.

Application Kaizen as fixed, continuous improvement and updating of training courses. Provision by teachers of all training materials (lectures, practical tasks, seminars, etc.) on updating of independent commission of experts. Kaizen the philosophy allows to enhance each process by involvement of creative potential, both students, and teachers, and an administrative personnel.

Use of the tool 5S (sorting, rational arrangement, cleaning, standardization and enhancement) in rationalization in educational activities – in administrative documentation, educational materials on virtual and real desktops of employees and students. This tool will facilitate transition to the SMART University and will allow to structure data in information flows.

DISCUSSION

To visualize and standardize all training processes of the SMART University (mobile applications, computers, message boards (andona)). Creation of the unified interface for intuitive perception of information.

To consider faculties, departments as U-shaped cells. To construct the scheme in which excessive "movements" and "expectations" will be allocated. It is possible to monitor excessive movements by means of Charts of Spaghetti. These movements can represent, both movements of students, and movement of necessary administrative information. Based on Charts of Spaghetti some processes of the SMART University can be completely transferred from physical to an electronic type. To reconstruct physical educational processes with maximum efficiency from the point of view of obtaining and skills of use of knowledge, forming of Lean thinking.

Table 3: The chart of Spaghetti for administrative transaction of the SMART University

he stage	Movement, in meters	Time spent for movement	Expectation min
1	500	10	15
2	200	4	15
3	300	6	15
4	300	6	15
Итого	1300	26	60

The general spent time for movements and expectations of signing constitutes 86 min. These losses from movement are well shown by the Chart of Spaghetti which can be applied not only to visualization of movement in administrative departments, but also in other types of educational process and activities of the university. [Table 3,4]

Table 4: Technologists of the SMART University of the Chart of Spaghetti by transfer to an electronic type

he stage	Movement, in meters	Time spent for movement	Expectation min
1	0	0	10
2	0	0	10
3	0	0	10
4	0	0	10
total	0	0	40

Having excluded physical participation in movement of the document, time expenditure decreased from 86 to 40 minutes.

CONCLUSION

Standardization - forming of "personal cards" with all information connected with educational and research activities of students for understanding by teachers of level of interest by students of the specific project or Living Lab. It is performed by means of technologies of the SMART University.

Creation of e-learning base on basic skills of specialties will allow to reduce considerably time of resident instruction with the teacher when studying the simplest fields of knowledge and to release time for studying of more complex materials requiring personal contact the student teacher.

The factor of improving the quality of education and educational services is the development of an effective model of SMART-University. The result of the introduction of this model should serve to create a generation of specialists with flexible analytical skills, capable of creating innovations.

The following tools were presented: Using supermarket materials and Kanban, Living Lab and Gemb, QFD analysis, Kaizen, also a 5S tool. The application of the foregoing tools can be ensured by any possible costs and thus it is possible to improve the efficiency of the process.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

THE ROLE OF FREE ECONOMIC ZONES IN THE INNOVATION DEVELOPMENT

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ABSTRACT

The level of development of the country's economy largely depends on the position of its companies on the world market. How quickly and by what means they are able to implement innovative transformations. Free economic zones can act as a tool to enhance the competitiveness of the country and the region [1]. The article is devoted to the description of the role of free economic zones in innovative development. The treatment of the content of free economic zones and their differences is given. The evolution of the development of free economic zones is considered. At the moment, the end point of the evolution of free economic zones is Advanced development territories, which takes into account and prevents mistakes of previously created zones. Practical effects of the impact of FEZ on the economy of the country and regions are revealed.

KEY WORDS
free economic zones, innovative development, investment, economy, competitiveness.

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INTRODUCTION

Dependence of the development of countries and regions on the level of growth of companies and global trends, changing market conditions significantly increases, which creates certain patterns of development of economic processes. Therefore, a scientifically substantiated solution of methodological and methodological problems of competitiveness management by industrial companies with the help of various instruments, and in particular a special economic zone, is an important task of economic theory and practice. [2]

At the same time, as practice has shown, a number of conditions are needed to implement this tool in order to increase competitiveness, which in turn requires improvement and further development of appropriate methodological support. It should be taken into account that economically and socially justified steps for the formation of a special economic zone can be carried out and have an effect only in the process of implementing a purposeful management strategy at macro and micro levels, an integrated consideration of these issues in conjunction with the overall goal of increasing regional competitiveness and an individual enterprise through optimization use of resources.

METHODS

The theoretical and methodological basis of the research is represented by achievements and well-known developments of domestic and foreign scientists in the field of the problem under consideration.

Logico-gnoseological analysis of the role of free economic zones in innovative development was based on the use of the dialectical method of cognition. A retrospective analysis of the role of free economic zones in the economies of countries and regions required the use of a historical-logical method of investigation. Achievement of the tasks posed in the study was based on the principles of systemic, interrelated and interdependent dynamics of socioeconomic relations. [3]

RESULTS AND DISCUSSION

The history of free economic zones began in ancient times and has been around for several centuries. Even the ancient Phoenicians, Egyptians and Chinese used free zones for the development of foreign trade. In that era, the zones acted in the form of free harbors and ports. The first free port was Carthage in 814 BC.

The first documented prototype of the free zone in world history dates back to 166 BC. e. and was created on the Greek island of Delos. But "more specifically the economic zone was created in 1520, when the Spanish conquistador Vasco de Balboa, who landed on the Panamanian coast, on the very isthmus that divides the two oceans, together with his people founded so-called" commercial ports ". It was here that for the first time in the world practice customs inspection began." [4] [Table 1]

As history shows, SEZs have undergone a long period of development and evolution from the simplest zones to more complex types of SEZs, taking into account the policy of liberalization, export-oriented industrial policy and deregulation. The first types of zones were the free cities like the Vatican, the Hanseatic port cities in the North and Baltic Seas: Hamburg, Lübeck, Bremen, Copenhagen, Koenigsberg from 1241, Free ports as the Greek port of Delos, the port of Leighhorn it is considered to be the first free port in the world), the sync ports in England in the 12th and 14th centuries in the counties of Kent and

Sussex (New Romney, Heath, Dover, Sandwich, Hastings), Venice and Marseilles since 1228, free trade zones zone). [5]

Table 1: Evolution of economic zones

Period	Type of economic zone	Feature	Examples
814 BC-1943	free ports, free trade zones	single-function, they were reduced or lacked export and import duties	Free trade zone Livorno, "porto-franco" Odessa, Vladivostok, Batumi
The first half of the twentieth century - 70-80 years of the twentieth century	the industrial and production economic zones	were oriented toward expanding exports or production of goods designed to replace the imports of the	"Industrial District of the free zone Manaus", Makiladoras in Mexico
70-80 years of the twentieth century - up to the present time	technical and innovation zones (technopolis, technoparks, etc.), service areas	technical and innovation zones (technopolises, technoparks, etc.), service zones intensive development of applied science and high	The research park of Harriot-Watt University in Edinburgh; The Trinity College Science Park in Cambridge; Leuven-la-Neuve in Belgium; Sofia - Antipolis in Nice.

Thus, we have systematized the evolution of the development of industrial-industrial economic zones in the world. [Table 2]

Table 2: Evolution of industrial-industrial economic zones in the world

Period of origin	Country	Type of economic zone	Purpose of establishment
814 BC	Carthage	Free Port	Development of Foreign Trade
166 BC	Island of Delos	Free Port	Ensuring a constant influx of slaves
1241	Vatican, Hamburg, Amsterdam, Stockholm, Lubeck, Bremen, Copenhagen, Kenigsberg	free cities	Growth of trading operations
1228	Smolensk	Free Trade Zones	Expansion of exports, development of the domestic market
1547	Italy (Livorno), Genoa, Venice, Marseille, Singapore, Hong Kong, Hamburg, Odessa, Vladivostok, Batumi	free ports "porto Franco"	Development of foreign trade
1943	USA	Import-substituting zones	Reduction of import tariffs for parts and components for the production of cars
1959	Ireland	Shannon Airport	Creation of jobs, increased passenger and traffic flows
1965	Mexico	Makila	Job Creation
1967	Brazil	Industrial Area Free Zone Manaus	Industrial Development
1970	China	export-industrial zone Shenzhen	Development of foreign trade
1989	Turkey	Aegean Free Economic Zone	The use of the geographical location of Turkey, proximity to the markets of the Near and Middle East, Western and Eastern Europe
2005	Russia	Industrial-production zone "Alabuga"	Creation of favorable conditions for the implementation by Russian and international companies of investment projects in the field of industrial production
2010	Russia	SEZ Togliatti	Improvement of the situation in the labor market of Togliatti and Samara region, creation of new jobs and the possibility of employing workers

Each of these zones is the result of the evolution of the previous one, in connection with which they are in many respects similar to each other. Analyzing it can be concluded that the territory of free economic zones is subject to a preferential tax and customs regime, there is no single regulatory framework at the time of establishment and functioning of the zone, and each of these types of zones includes, among others, budget financing. From the table, we see that most of the similarities have special economic zones and territories of advanced development. [6]

At the same time, the drafters of the law point to a number of differences in the areas of priority development from special economic zones.

First, the model for the functioning of the TOP includes an infrastructure that consists of various territorial zones: industrial-industrial, recreational - for the development of tourism and recreation, residential areas of staff - residents of the TOP. This makes it possible to create a full spectrum of vital functions of the TOP as a holistic system.

Secondly, when developing the draft law on TOR, a comprehensive approach that allows the state to establish various measures to support the residents of the TOP. For example, it provides for the possibility of receiving numerous benefits by residents of the TOP.

Thirdly, the regions will have the opportunity to create their own mini-zones that allow the use of TOP mechanisms for local attraction of investments and solution of problems of regional development.

Fourth, the territory of advanced development is created for 70 years, the period of its existence can be extended, which is not provided for special economic zones (they are created for 49 years) and zones of territorial development (validity is 12 years). An application for the creation of a TOP may be submitted by the leadership of any RF subject, in contrast to the zones of territorial development (ZTR). The list of regions on which ZTR can be formed is the government of the Russian Federation. [7] [Table 3]

Table 3: Comparative characteristics of the functioning of free economic zones

The criterion of	ZATO	SEZ	ZTR	TOSER
unified regulatory framework at the time of establishment	-	-	-	-
the presence of a management company	-	+	-	+
budgetary financing	+	+	+	+
creation of new jobs	+	+	-	+
clear criteria for selection of residents	-	-	-	+
not rigidly fixed terms	+	-	-	+
preferential tax conditions	+	+	+	+
preferential customs conditions	-	+	-	+
industrial production	+	+	-	+

The advantage of TACER in front of the SEZ is the period of existence, which can be extended, as well as more precise criteria for the selection of residents. A single regulatory framework at the time of creation and functioning is absent in all types of zones. To date, the most elaborated and detailed is the federal law on SEZ. Since the adoption of the law in 2005, 19 revisions have been made to it, which allowed the creation of a sufficiently detailed regulatory framework for this tool.

DISCUSSION

At the moment, the end point of the evolution of free economic zones is TACER, which takes into account and prevents mistakes of previously created zones. However, this does not mean that it is necessary to abandon previously created instruments, on the contrary, free economic zones should be supported as an instrument of regional policy where they proved to be effective.

As the world experience shows, special economic zones do not give immediate explosive economic growth, but they are long-term drivers of economic development.

For example, the payback period of industrial-industrial SEZs in the world is at least 8 years, and the peak efficiency is 10-15 years from the beginning of their operation. In this connection, the evaluation of the effectiveness of the entire system of functioning of the SEZ and the conclusion about the importance of the instrument as a whole for the Russian economy are currently not objective. The current stage of most SEZ projects is preparatory, pre-investment, therefore the budget efficiency of SEZ private projects under the current efficiency assessment system should be evaluated after the enterprises reach the designed capacity and upon reaching the minimum operating period of 10-15 years by the main residents. In this connection, in order to adequately assess the effectiveness of the SEZ, it is necessary to further improve the assessment system and classify the SEZ performance evaluation indicators for the stages of the SEZ project implementation: pre-investment (preparatory), investment and operational.

Most SEZs have a significant economic effect on employment growth, especially among women (in the SEZs of individual developing countries, their share in the total number of employed reaches 60-70%), to increase wages, contribute to the growth rate of employment growth.
In terms of types of SEZ, special economic zones and free ports have the greatest impact on the economic development of the region and the country as a whole, but taking into account the level of efficiency of their operation. [9]

Let us consider in more detail the practical effects of the impact of SEZ on the economy of the region and the country.

- Stimulation of investment inflow. So, for example, in Chinese FEZs, characterized by a successful practice of functioning, the total volume of attracted investments differs from $ 28 billion. in Shenzhen to 7.0 billion dollars. in Hainan. In the Pudong FEZ, a part of the Shanghai SEZ, the total volume of foreign investment amounted to 22.4 billion dollars, and the number of projects with foreign investment increased from 1628 to 10,000 for 1993-2003. Or another example: in India, the share of FDI in total foreign investment in individual FEZs was 38.8% in the FEZ Visakhapatnam, FEZ Chennai - 30.7%, FEZ Kochin - 13.7%, Nozda FEZ - 12.7%, SEZ Santa Cruz - 9.2%, Kondla FEZ 4.9%, FALTA FEZ - 4.0% in 2003.

- Stimulating exports. As foreign practice shows, the FEZ accounts for almost 100% of industrial exports in the Republic of Korea and Taiwan, 80% of all exports from the Dominican Republic and almost 100% of industrial exports, Mauritius - 77% of all exports and 95% of industrial exports, Philippines - 67% , Costa Rica - 51%, China - 57%, Turkey - 45%, Mexico - 45%. As can be seen, in a considerable number of countries, SEZs have become an important channel for the realization of national exports both in general and, first of all, industrial exports.

However, not all countries are characterized by such high indicators, a significant differentiation of the share of FEZ in national exports remains, which ranges from 1-1.5% to more than 50%. Thus, in the export of India to the SEZ is 5.2%, Brazil - 1.4%, Pakistan - less than 1%. The share of individual SEZs in the national export is also significantly different. So, in China the volume of exports varies from 48 billion dollars. in the ShenZhen FEZ, which is equal to 14.0% of the national exports to 2.5 billion dollars. in the Hainan FEZ, or less than 1.0% of the national exports. In India, the share of individual SEZs in their total exports is differentiated from 45% (SEZ Santa Cruz) to 3% (FALTA FEZ). [10]

- Increase in foreign exchange earnings. SEZs have become an important tool for foreign exchange earnings of individual countries. For example, for the years 1971-1994. Mauritius's free economic activity increased from 3% to 68.7%, in the mid-1980s. the level of export earnings of SEZs in the total export revenues of Indonesia, the Republic of Korea and Taiwan increased from 49% to 63%.

- Promotion of employment growth. In confirmation can be given such data: for 1971-1991. the number of employed in the FEZ Mauritius increased from 600 to 91 000 people, which is equal to 1/3 of all employed countries; for 1986-1994. the number of employed in the four FEZ of the Philippines increased from 23,651 to 70,000; for the years 1973-1994. in seven SEZ of Malaysia - from 21 000 to 123 000 people, for 1966-1994. the number of employed in the Mexican SEZ increased from 6,107 to 60,000 people. In China, the number of employed varies from 3 million. in Shenzhen to 1.5 million people. in Zsuhai. The amount of export earnings is determined on the basis of the subtraction from the total export of the net export volume.

For example, in the EPZ of Puerto Rico, the average annual growth rate of employed is 9% over the past 40 years.

- Increase in per capita GDP of the region. So, for 40 years the average per capita GDP in Puerto Rico, where the world's first export-production zone with the same name operates, has increased 45 times. For 10 years of GDP per capita in the Chinese SEZ Shenzhen increased from $ 602 to $ 2409.

- Achieving a "demonstration effect" for national companies and industries that are forced to increase the level of competitiveness of their products and services at a price and non-price level in order to survive in the domestic market.

- Increase the level of skills of the workforce and training of management personnel. In companies with foreign investment, as a rule, a network of training is created, which is important for developing countries and countries with economies in transition. The FEZ administration especially encourages such investors on the basis of providing them with special incentives.

- Raising the level of social and economic development of the region. Many depressed and backward agrarian regions have become economically developed regions of the industrial-agrarian sector. Examples include the Shannon zone in Ireland, Manaus in Brazil, the Madras FEZ in India, the ShenZhen SEZ and Shanghai in China, and many others. The comparison is of a different kind: the coastal regions of the PRC have a much higher level of economic development, a higher standard of living compared to the internal regions of the country where the liberalization policy in the SEZ is absent or has been carried out recently and has not yielded real results. An interesting example of one of the most effective free economic zones in Chinese practice is the Shenzhen Free Economic Zone. As of the date of the creation of the SEZ in the Chinese province of Shenzhen, the sectoral structure of the economy was of an agrarian nature, there were only a few pesticide production facilities and farm equipment. Currently, there are more than 10,000 industrial companies operating in the zone with a total capital of 30 billion yuan (or 4 billion dollars) and a total production volume of more than 60 billion yuan. The FEZ industry has a high level of competitiveness in the production of electronics, textiles, equipment for light industry, food and beverages, which form the basis of the FEZ industry structure. Within the zone, six types of high-tech industries are developing, including computers, software, telecommunications services, microelectronics, new materials, bioengineering, integrated circuits. Revenues from these industries account for 17.2% of the city's industrial revenues. Thanks to the restructuring and strengthening of company management, the economic indicators of the region's development have improved. Thus, GDP per capita grew by 21.5%, which is in absolute terms 11,400 yuan, the level of profitability (investment-to-profit ratio) increased from 11.9% to 13.25%. The aggregate GDP increased from 3.82 billion dollars. up to 23 billion dollars. for 1992-2002, and the average annual growth rate of GDP of the Shenzhen Free Economic Zone is 25%. For 10 years the state of the infrastructure has improved thanks to the construction of new and reconstruction of existing transport communications, water supply systems, electricity, roads, communication systems.

- They serve as an incentive for liberalization and reform of the country's economy as a whole. An example is the Chinese SEZ, with which the so-called so-called. the policy of "open doors", i.e. liberalization of access to foreign direct investment, foreign goods and services to the PRC, subsequently such a policy within the framework of national reform was carried out in the country as a whole. There are also negative aspects, at least, a limitation of the positive impact of FEZ functioning on the host economy. The operation of the zone has a limited impact on the state of the regional economy, there is a small share in the total FDI in the national economy of the country, which is caused by different reasons. These include the level of infrastructure development, the investment climate, the type of zone (for example, a duty free shop or a free port), the effectiveness of its functioning in terms of the number of registered and operating enterprises, the volume of attracted investments, Possible negative consequences of the operation of the SEZ on the regional economy and the economy of the country as a whole can be associated with a high proportion of the import component, which means a lower net export volume of the region, actual currency revenue, and newly created value. The granting of various kinds of benefits also affects the outflow of investments from other regions of the country where they are not provided or provided, but to a lesser extent, which increases the uneven regional distribution of investments, both national and foreign.

In general, SEZs have a limited impact on the economy of the country, their share in the main macroeconomic indicators of the national economy development, including in aggregate foreign investments, in the structure of employment, etc., is not large.

World practice knows many examples of unsuccessful development of national SEZ projects. One of the most famous and in fact became classic - the Dakar Export-Production Zone in Senegal. It was established in 1974. in order to develop export-oriented production, but failed to realize its goals. This is evidenced by the indicators of its activities. For 1986-1990gg. the number of employed has decreased from 1,200 people. up to 600 people, or 2 times., and the total export volume of the top 10 companies in the zone was estimated at only $ 14.7 million. The main reasons for the failure of this project are related to high administrative formalities, minimal volume of attracted investments, minimum employment, low level of labor productivity, high costs of companies for transport and other infrastructure, and lack of favorable conditions for renting production facilities. [11]

CONCLUSION

The history of free economic zones began in ancient times and has been around for several centuries. Even the ancient Phoenicians, Egyptians and Chinese used free zones for the development of foreign trade. The level of development of the country's economy largely depends on the position of its companies on the world market, how quickly and by what means they are able to implement innovative transformations. Free economic zones can act as a tool for increasing the competitiveness of the country and the region.

SEZs have a limited impact on the economy of the country, their share in the main macroeconomic indicators of the national economy development is low, including in aggregate foreign investments, in the structure of employment, etc.

CONFLICT OF INTEREST

There is no conflict of interest.

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ARTICLE

SYNTHETISM IN THE PROSE OF MIRGAZIYAN YUNUS

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ABSTRACT

The article explores different forms of synthesis of the principles of realist and modernist poetics on the example of early works of M. Yunus 'Walking philosopher' (novella) and 'The Feast' (short novel). It analyzes the multidimensionality of literary structure, imagery and stylistic features of his works. The work of M. Yunus is characterized by a special role of the author in the text and its publicistic nature that are specific to the genre of travel writing. The author shows his individual style of writing, proves himself a master of syncretic art who stands out by providing a deep philosophical analysis of the real-life material on unique topics. These very topics will then gain national colours in the work of M. Yunus slowly turning towards Psychologism. The philosophy of his works is a world of his enormous soul that searches for the meaning of life and strives for perfection and harmony.

KEY WORDS
Tatar literature, Realism, Modernism, Existentialism, subjective architectonics, Synthetism.

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INTRODUCTION

Different stages of literary development, especially the transient periods from one qualitative level to another, bring new examples of synthesis between preexisting literary movements. In the Tatar literature studies, the integration of elements from different artistic systems is studied in the works of the literary scholars D.F. Zagidullina [1: 187] and V.R. Amineva [2].

In Tatar literature of the 60-80s of the 20th century Synthetism is characterized by artistic principles of Realism and some relevant tendencies of the Literary Modernism [3: 187], [4]. The upgraded concept of Synthetism and its meaning is defined by sociocultural and historical conditions, particularly the end of the World War II and the following euphoria from formation of the consumerist society [5: 63-77]. Our hypothesis takes into account the existential constituent of the writer's artistic world and identifies Synthetism as a search for an effective creative method of depicting the extremely complicated reality.
As a term, 'Synthetism' was brought to the literary studies in the early 20th century. It was introduced by E. Zamyatin, who presumably borrowed it from Post-impressionist artists, in whose work he took his bearings [6: 162]. Framing the concept of Synthetism in the Hegelian triad, E. Zamyatin points at the achievements of the preceding literary phenomena, in this instance Realism and Symbolism: 'dialectically: Realism is a thesis, Symbolism is an antithesis, and at the moment the new third one is a synthesis which is essentially a microscope of Realism with telescopic lenses of Symbolism reaching to the infinity' [7: 185]. At the same time Zamyatin equates Synthetism with Neo-Realism. However, L.V. Polyakova, known in the Russian literary studies as Zamyatin-theorist, believes that Synthetism is part of Neo-Realism, as mode of thought is part of a literary school [8].

In Tatar literature, the synthetic mode of thought was first used in the early 20th century in the works by F. Amirkhan and Sh. Kamal. In her article 'Synthetism as a phenomenon of the national literary-historical process', V. Amineva wrote that 'the synthesis of principles and devices from the Realist and Modernist poetics is accomplished on the level of subjective architectonics of the literary pieces and conditional nature of the narrative; depiction of the psychological fundamentals of a human being that are exposed in limit situations; the plot, which has two angles – evident and concealed, metaphorical. Synthesis of elements from different artistic systems made it possible to link global universals with concrete socio-historical, mundane and psychological realia' [9: 197].

Having adopted the best traditions of the early 20th century Synthetism, the literature of the 60-80s takes the path of a dialogue between artistic and philosophical thought. In the 60-80s of the 20th century the syncretism of philosophical and artistic thought in Tatar literature was mentioned in the works by D. Zagidullina [10: 187]. The work of the Tatar author Mirgaziyan Yunus (1927-2014) belongs to this period of the literary development, and the synthetic discourse is in many ways defined by the method of his artistic thought. In this paper we chose to analyze his two stories labelled by the author himself as a novella and a short novel from his early works – 'Walking philosopher' and 'The Feast'.

MATERIALS AND METHODS

The novella 'Walking philosopher' (1961) combines principles of Realism, as a foundation, and nominally allegoric and symbolic images, as a construction material, which help to present a direct illustration of existential comprehension of the world.

The title disposes the reader towards philosophical perception of the text. M. Yunus' philosopher is a faceless, bodyless image against the machines that symbolize, on the one hand, technological progress, stereotypical mentality of the crowd, on the other, an outcast that the author does not identify with the rest of the world, the opposite world. In the narrative he does not philosophize, but on the contrary, is busy with mundane activities: he goes to get a simple job that does not require any technology. He is surrounded by creations of human: high buildings in the big city, a stream of cars that a pedestrian cannot stop. He is weak, lonely, according to Heidegger, 'thrown' in the ocean of products of human consciousness [7: 319-344]. This artificial 'fifth element', although depicted very realistically by the author, appears to the hero as evil, a hostile world. The symbolized essence of the image hides in its simplicity, so the reader, as Synthetism implies, 'finishes the picture' himself in his own mind. It can be a philosopher from any era, as the archetypical image of a thinker always remains unchanged. He can be imagined as Socrates, who lived in an unpretending way, Michel Foucault, who with his appearance created an image of an intellectual from Paris, Berdyaev, who wrote the article 'Man and machine'. In this article Berdayev wrote: 'What tragic is that the creation rebels against its creator, it no longer obeys him. The mystery of the Fall from grace is in the rebellion of a creature against the Creator. It happens again and again throughout the history of humanity. The Promethean spirit of human is not able to master the machines he created, handle the liberated fantastic energies. We can see this throughout all the processes of rationalization in the technological era where human is being replaced by machines. (...) Human labour is being replaced by machines, which is a positive achievement that should have ended human slavery and poverty. But the machine does not obey what human requires from it, it dictates its own rules. Human said to the machine: I need you to make my life simpler, to increase my power, and the machine answered him: well, I do not need you, I can do anything without you, you might as well be gone" [8: 13]. Continuing his thought about the philosophy of technology and the fate of humanity, N. Berdyaev calls this subject 'philosophy of the human existence' [11: 13].

Another human character is a representative of the opposite world who is also faceless. Author denotes him with a synecdoche Brass face ('Jiz mangay'), hinting at his profession as a policeman, and puts it in a metaphorical sense. Further on, the author leaves the reader an algorithm to finish the portrait, give the image a full body. He is an equivalent of a preprogrammed robot who does not step outside the box of stereotypical mentality.

RESULTS

The author builds the architectonics of the piece on binary oppositions: walking/driving a car, alive/dead, he/they, that go hand in hand throughout the entire piece, but in the end the first part, as a logical conclusion for one's earthly life, falls into oblivion, which proves the essence and irreversibility of the technological progress.

The existential problematics in literary pieces is often translated into a search for a meaning of life, so authors use limit situations. The term 'limit situation' was introduced by a German philosopher and psychiatrist, one of the creators of Existentialism, Karl Jaspers in his work 'Reason and Existenz': 'According to Jaspers, limit situations arise in the teeth of death, guilt, tough challenges in life, severe stress. In order to preserve itself, the human body mobilizes all of its inner reserves, and the senses sharpen to the limit. A limit situation may lead to a revelation, catharsis, elevate the person to a higher level of spiritual growth' [12: 125]. There are quite a few textbook examples for such definition of theoretic thought in literary fiction. In the novella 'Walking philosopher', death is exactly that limit situation where in death man finds freedom. And this choice of a plot line for some reason is not considered a tragedy, as it usually is by Western Existentialists. And here is why.

The question of death in the novella is interpreted according to the Japanese version of Existential philosophy. World War II, as a premise for formation of Existentialism, influenced the Japanese literature right away. 'In the west, existentialistic feelings had two levels of fright: "cosmic" caused by the painful awareness by an individual of his or her own mortality, and "social" fueled by alienation of an individual in the period of capitalism which intensified the feeling of despair and tragic nature of the human existence among the intelligentsia. Existentialistic sentiment in Japan took on a different direction than in the West. Here, the central problem that burdened an individual was not death, but social alienation" [13: 10]. For them death was not a problem, but a 'cleansed existence'. [14:10]. In M. Yunus' novella, the death of the philosopher is described as an escape from the pressing reality and transition into an idyllic reality, which is also described as an infinite space but this time a contrastive one: 'around is a spacious emptiness' ('Tirä-yündä irken bushlïq').

When looking at the literary piece from the historical point of view, the time and place of creating the novella – 1961, Plymouth, England – show the creative laboratory that the author was surrounded by. M. Yunus' works are characterized 'by a special role of the author in the text, the publicistic nature, that are specific to the genre of travel writing. Travel writing is a genre that implies Synthetism, which not only combines different kinds of elements, but suggests their deflection to each other, interpenetration, "saturation" with each other, intertwinement into one fabric' [15: 280]. M. Yunus is a Soviet child brought up in the Soviet realia. In virtue of his profession, M. Yunus, being a Soviet man, had a rare opportunity to get to know the world of the leading foreign countries. On the one hand, the novella 'Walking philosopher' draws a picture of the capitalistic West from the eyes of a Soviet person recovering from the memory all that was seen, just like a Post-impressionist artist, while on the other hand, the author presents to his reader an existential essay about the highly developed consumerist society.

In the short novel 'The Feast' ('Bäyräm', 1966) the author's main focus is on another problem of Existential philosophy. The problem of guilt interconnected with the problem of loneliness, freedom and responsibility for moral choices.

DISCUSSION

In many of his works the author puts his heroes in elemental spaces, or in uneasy spaces, like Blaise Pascal, who wrote: 'The eternal silence of these infinite spaces terrifies me' [16: 142]. In the socio-philosophical concept of the author the nominal infinite spaces of the four elements of earthly existence determine the existential sentiment of his heroes. There is ocean and seas ('The concealed blue world', 'The Feast', 'Fate of an albatross', etc.), a winter blizzard creating an illusion of the skies and the ground fusing into one ('The Feast'), the expanses opening up in front of a plane pilot ('Candles burn only in the candle holders'). On the one hand, this technique creates conditions leading to a 'limit situation', on the other, it graphically captures the very essence of Existentialism. For instance, in the short novel 'The Feast', sailors have to face the infinite ocean for months. The main character of the short novel Gabdrakhman Rakhmankulov is an image very close to the author himself that travels from one literary piece to another, which determines the cyclical nature of the narrative. The external architectonics of the text is the narrative elements related to the anticipation of celebration formed from nostalgic motives. The internal subjective architectonics bears the main ideological and aesthetic load of the narrative. It is expressed with an inserted retrospective story where the hero shares his 'New Year's holiday' memories from his childhood, that end up being far from 'festive', in the form of an inner dialogue.

The hero, young Gabdrakhman Rakhmankulov, on December 31, 1943 was sent on a mission to another village. He had to deliver hay alone on a horse. On his way he gets caught in the middle of a blizzard that soon turns everything into an infinite space ('Dönyanïng astï öskä kilä' – 'The world is turning upside down'). His feelings, his attempts to find a way is described by the author with the use of heavy colours of Expressionism ('Gabdrakham was left alone in the very thick of the roaring, howling blizzard' – 'Ükerep-ulap torghan qïshqï buran echendä Gabdrakhman ber yalghïzï ide'). As he returns back to his horse, he sees there a woman who was also lost. So here is where the hero faces the problem of choice interconnected with the moral law of Existentialism. In the aforementioned article 'Existentialism and Humanism' one of the theorists of Existentialism Jean-Paul Sartre explains its essence in detail: 'We cannot decide a priori what it is that should be done. [...] Man makes himself; he is not found ready-made; he makes himself by the choice of his morality, and he cannot but choose a morality, such is the pressure of circumstances upon him. We define man only in relation to his commitments; it is therefore absurd to reproach us for irresponsibility in our choice' [17: 315]. In the given situation each of them makes their own choice: the woman driven by her maternal instinct gives her warm coat to the boy to save him from dying and in the end dies herself. The boy does not leave his horse motivated by his fright of power and survives, but is left feeling guilty for what happened for the rest of his life. However, before the boy and the woman meet, the author gives a comment that could have justified his choice: 'Yalghïzlïqqa qarshï torïrlïq täjribä dä, mikhnättägelärneng tughrï yärdämchese – sabïrlïq ta yuq ide äle üsmer egettä ul chaqta. Yäshäü instinktï ghïna, tuqtargha irek birmichä, anï haman algha quid' ('At the time the boy did not have any experience that could help him fight the loneliness, he did not have that true friend helping those in trouble, the patience. It was only the survival instinct that did not let him stop and pushed him further').
Returning from his memories to the present, Rakhmankulov projects this feeling onto mothers, the closest women in anyone's life. In his stream of consciousness, he comes to a conclusion: a man cannot be happy or unhappy without women, without them life has no sense at all. As we can see, the author's solution to the problem is determined by an optimistic perspective to the existential picture. When human lives, when human moves, it is a celebration of its own.

Along with other inserted stories, in the greater story called 'Rakhmankulov' we see some features of the national character defined by modesty ('Tïynaqlïq digän närsäne anglamïylar ikän bolar' – 'Apparently, these ones do not understand what modesty is') and unexplainable sadness ('Bu turïnda söyläsäm, anglamaslar, dip qurïqtïm' – 'I was afraid they would not understand if I told them about it'). However, it is too early to say something about the specifics of national viewpoint as an individual style of Mirgaziyan Yunus. It forms later on, at the same time transitioning to a psychological level allowing to get even deeper into the inner world of the characters.

CONCLUSION

Thus, the novella 'Walking philosopher' and the short novel 'The Feast' by M. Yunus written using the synthetic way of thinking are great examples of the Tatar Realist literature of the 60-80s of the 20th century that manage to reflect the existential explorations of the writer. The work of M. Yunus is characterized by a special role of the author in the text and its publicistic nature that are specific to the genre of travel writing. From the very first pieces the author shows his individual style of writing, proves himself a master of syncretic art who stands out by providing a deep philosophical analysis of the real-life material on unique topics. These very topics will then gain national colours in the work of M. Yunus slowly turning towards Psychologism. The philosophy of his works is a world of his enormous soul that searches for the meaning of life and strives for perfection and harmony.

CONFLICT OF INTEREST

None

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None

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ARTICLE

METHODOLOGICAL HERITAGE OF KAZAN SCIENTISTS IN THE FIELD OF TEACHING THE RUSSIAN LANGUAGE

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ABSTRACT

The article is devoted to disclosing of methodological potential of scientists of the Kazan methodical school in teaching the Russian language in a multicultural environment. For the first time, a specially developed site reflects the scientific and methodological activity of representatives of the modern Kazan linguistic methodical school, whose founder is rightfully considered to be a doctor of pedagogical sciences. Professor L.Z. Shakirova. In the article the authors make an attempt to show the relevance of the materials of the site for studying, disseminating the experience of teaching the Russian language as a non-native. Identified the main methodological ideas of Kazan scientists: a textual organization of the didactic material with the features of the mother tongue based on data from the comparative-typological analysis of Russian and native languages; the concept of holistic training Russian and native languages; dialogue of languages and cultures; competence-based approach to the development of bilingual linguistic identity. The article may be of interest to practicing teachers of the Russian language working in a multi-ethnic audience, as well as for anyone who is interested in the problems of modern linguistic methods.

KEY WORDS
Kazan lingomethodicschool, lingvometodika, scientific school, scientific heritage, teaching of the Russian language

INTRODUCTION

The development of any science presupposes the development of scientific schools, scientific views that unite mentors and their students. In the teaching of the Russian language can be called such the most famous scientific schools that developed and developed under the leadership of leading scientists of the country, as «Moscow methodical scientific school of spelling on the grammatical basis» of A. V. Tekuchev; «Moscow methodical scientific school for the formation of the linguistic worldview» of M.T. Baranova; «Cognitive-semantic approach in the teaching of the Russian language» of L.A. Trostentsova; «Aksio logic linguistic methodology: ideological and value aspects in the school and university teaching of the Russian language» by A.D. Deikina and others.

As applied to the teaching of the Russian language as a non-native language (formerly the term "Russian language in the national school" was used), methodical scientific schools were formed and developed by L.G. Sayakhova (Bashkir State University), A. Anisimova (Chuvash State Pedagogical Institute), K. Z. Zakiryanova (Bashkir State University) and others.

Studying the scientific heritage in the field of teaching Russian language allows to determine, on the one hand, the many years of positive experience accumulated by methodologists, on the other hand, helps to outline the modern trajectory of the development of linguistic methods in the 21st century.

MATERIALS AND METHODS

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To achieve this goal, we used methods of research analysis, observation, description, comparison, generalization. The research involved the work of scientists on the theory and practice of teaching the Russian language, linguodidactics, the methodology of teaching the Russian language as a non-native, textbooks and teaching aids in the Russian language.

RESULTS

In the scientific community, the Kazan linguistic (KLSh), Turkic and linguistic methodical schools are widely known.
It should be noted that the Kazan linguistic methodical school is known far beyond the borders of the Russian Federation, the first publications about it began to appear in the 80s of the twentieth century. To date, the role of the Kazan linguistic methodical school, the scientific and pedagogical activity of L.Z. Shakirova wrote a lot for the development of the national linguistic methodology. In particular, it is worth mentioning such works as: "L.Z. Shakirova's contribution to the development of linguistic methodology in the Republic of Tatarstan" [1]; "An outstanding methodologist of the Russian language of the Russian Federation" [2]; "A man of amazing talent" [3]; "Methods of teaching the Russian language and Russian studies in essays on scientists of the Russian Federation and abroad: a biobibliographical reference book" [6]; "Scientific and methodological heritage of scientists of Tatarstan: Liya Zakirovna Shakirova" [4]; "The Russian language as a non-native in the Republic of Tatarstan: the problems of teaching in school" [9]; "Linguistic school of Leah Zakirovna Shakirova. In memory of the outstanding scientist of the Republic of Tatarstan "[5] etc.

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Over the last decade, special publications dedicated to the Kazan linguistic methodical school appeared: "Kazan lingomethodic school: past and present. Historical excursion» [6]; "Kazan Linguistic School:

Shakirova Liya Zakirovna: collection of articles and memoirs, dedicated to the jubilee of Doctor of Pedagogical Sciences, Professor Leah Zakirovna Shakirova," etc.

All these studies and publications, as well as the popularity of the scientific school in the methodical circles, paved the way for the development of a special site "Kazan Linguistic Methodic School" [7,8,9], which will reflect the multifaceted and long-term activity of both the scientific school itself and the head of the scientific school LZ Shakirova, and her students and colleagues in the field of methods of teaching the Russian language in school and university [10,11,12]. The site "Kazan linguistic methodical school", developed by the efforts of teachers and post-graduates of the Department of Russian Language and Applied Linguistics of the Institute of Philology and Intercultural Communication. Leo Tolstoy Kazan federal university, will allow to generalize and systematize the huge scientific and pedagogical activities of the founder of the scientific school - doctor of pedagogical sciences, Professor Leah Zakirovna Shakirova, as well as her students [13,14]. Since 1975, Leya Zakirovna has trained 3 doctors and 19 candidates of sciences in specialty 13.00.02 - theory and methodology of education and upbringing (Russian language, Tatar language). Liya Zakirovna's monographic studies, her articles and textbooks are in demand in modern linguistic methods, so they are addressed both by beginning scientists, practicing teachers of the Russian language, and by experienced linguistic methodologists [15,16,17].

The structure of the site "Kazan Lingomethodic School" (KLMSh) includes the following sections: 1. Information about KLMSh. 2. Liya Zakirovna Shakirova - the founder of modern KLMSh. 3. Representatives of KLMSh. 4. Studies devoted to KLMSh. 5. Textbooks and teaching aids developed by the representatives of KLMSh. 6. Conferences. 7. Contacts.

In preparing the materials for the section "Liya Zakirovna Shakirova - the founder of modern KLMSh", the author-developers turned to the research of Leah Zaikrovna, which number is more than 350, to the archival materials of the Kazan Federal University, the National Archive of the Republic of Tatarstan, K. D. Ushinsky (Moscow). A list of Liya Zakirovna's books from her personal library, donated in 2014 to the reading room of the Institute of Philology and Intercultural Communication, was also drawn up and placed on the site. Leo Tolstoy for use by students, undergraduates, graduate students, university professors. Despite the availability of publications reflecting one or another aspect of the scientific and pedagogical activity of the scientist, no special monographic study of the scientist's legacy has been conducted so far. To fill this gap will be a study, which is currently being conducted by the post-graduate student of the Department of Russian Language and Applied Linguistics, I.S. Fazliakhmetov in the framework of writing a Ph.D. thesis devoted to the linguistic legacy of L.Z. Shakirova.

In the section "Textbooks and tutorials developed by KLMS representatives" site users will pay attention to the fact that Liya Zakirovna, her students and colleagues are authors and co-authors of many textbooks and teaching aids in the Russian language for the Tatar school, in which the concept of taking into account the peculiarities of the native language of students in teaching Russian as a non-native (second) language, based on the results of comparative study of languages [10, 14]. A comparative method is embedded in the content of the Russian language textbooks, this is manifested in the fact that the authors use transpositional material for repetition and comparison: the names of paragraphs are given in two languages - Russian and Tatar, which allows, according to linguometodists, students to recall the material studied in the lessons of the native language (for more details see: [18,19,20].

In recent years, various conferences have been held, in which attention was paid to the dissemination and popularization of the ideas of the Kazan linguistic method school. For example, "V.A. Bogoroditsky and modern problems of research and teaching of languages: II All-Russia scientific-practical conference (Kazan, 2009); "Philology and Education: Modern Concepts and Technologies: International Scientific and Practical Conference (3-5 June 2010, Kazan, 2010); "Philology and Education: Modern Concepts and Technologies: All-Russian Scientific and Practical Conference, dedicated to the 90th birthday of Professor, Doctor of Education Leah Zakirovna Shakirova (February 14-15, 2011, Kazan, 2011); "Russian language and literature in the Turkic world: modern concepts and technologies: international scientific and practical conference (Kazan, 2012, Kazan, 2016).

CONCLUSION

We believe that the website "Kazan Lingomethodic School" will become popular, the materials presented will be useful for all users, will promote the dissemination of the methodological ideas of Kazan linguistic methodologists, among which are: textual organization of didactic material that made it possible to translate the idea of interconnected in the Russian language course studying the language and culture of the people, its bearer; the principle of taking into account the peculiarities of the native language of students, based on data from the comparative-typological analysis of the Russian and Tatar languages; the concept of holistic teaching of Russian and native languages; dialogue of languages and cultures; competence approach to the formation of a bilingual language personality.

DISCUSSION

Currently, we often visit various Internet sites, which is an integral part of our lives. And we hope that the creation of the site dedicated to the Kazan lingomethodic school will serve to disseminate the ideas of its representatives and help teachers to achieve maximum results when teaching the Russian language as a non-native language.

CONFLICT OF INTEREST

None

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ARTICLE

TRANSLATION PECULIARITIES OF COMPARATIVE CONSTRUCTIONS IN LITERARY WORKSTEAL

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ABSTRACT

The article deals with the translation peculiarities of comparative constructions in literary works. It offers various methods of full-fledged translation of such constructions, based on their semantics and functional features. The main way to represent comparisons in simple and complex sentences in Tatar language is to use postpositions. The meanings of these postpositions in Russian translation can be transferred by conjunctions, the instrumental case of nouns, etc. The analysis of translation of comparative constructions helps to identify the integral and the differential in the semantics and functioning of the conjunctions, which not only connect the components of the comparative constructions, but also create imagery. We used the following methods of linguistic analysis in the work: generalization and systematization, analytical, descriptive, comparative methods, etc. The singularity of comparative constructions in the Tatar and Russian languages is influenced by such factors as different mindset, intellectual heritage, worldview, historical development of the ethnos, their national culture and habitat. The presence of similar comparative constructions in the languages compared is due to the universality of human thinking, the common history and territory of residence. Analyzing translation of literary texts, functional and semantic correspondences can be revealed: comparative postpositions such as kebek, syman, kүk, etc. and comparative conjunctions such as slovno, tochno, kak budto, etc. (eng. like, as if, kind of); relative pair words in the Tatar language and correlative pairs in Russian; affixes of adverbs -cha/-chə, -daj/-dəj in Tatar and the instrumental case of nouns in Russian. It is impossible to establish strictly defined correspondences among certain connecting words in comparative constructions, since these postpositions and conjunctions do not differ significantly in terms of nuances in meaning.
The conducted research has practical relevance, since the results contribute to the study of the worldview of two ethnic groups.

KEY WORDS
comparative constructions, translation, semantics, postpositions, conjunctions, meta-words of comparison.

INTRODUCTION

The role of translation is of extreme importance in the modern dynamically developing world. In the light of the large-scale events – migrations, clashes and mixing of cultures – the desire to find a common language between different countries, as well as to understand the issues of non-conflict intercultural communication, is becoming especially relevant.

Thus, the existing interest in other cultures makes it necessary to conduct a more complete and comprehensive study of the language and develop such an area as intercultural communication and translation issues.

"Different cultures, different personalities, different mindsets, different literature, different epochs, different levels of development, different traditions and attitudes meet in translation", wrote V.N. Komissarov, a linguist and translation theorist [1].

Modern translation activities are associated with original texts different in style. Numerous studies on the problem of translation, which appeared in recent decades, note that the translation of a literary text is the most difficult.

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Literary translation has a number of features. It is quite difficult to convey the feelings and emotions of the author in the translated text. It is not enough to have a large vocabulary to achieve it, but it is also important to be able to translate the expressive means in the target text.

Expressive means help to create different characters in a literary work. Expressive means, their internal qualities and properties, influence the intensity and specificity of the phenomenon or object described in the text.

Nowadays the problem of transferring the stylistic devices of the language continues to attract the attention of researchers and translators [1-4].

The transferring of expressive means in translation of literary works represents a particular challenge. The translator faces the task to convey the writer's creative idea to the reader as accurate as possible, preserving original manner of narrative.

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In this regard, it is quite relevant to study the issues of translating comparisons that play a huge role in the cognition and perception of reality. Contrastive analysis of comparative constructions in languages of different structures allows us to reveal not only the universal and unique features of the studied structures, but also the cultural and national peculiarities of comparisons [5]. "On the one hand, linguistic worldview is formed by linguistic means reflecting linguistic universals. On the other hand, it can be formed by linguistic means that represent the features of national worldview. There is no single universal worldview, but there are many national ones, the uniqueness and singularity of which can be seen only

when comparing worldviews of different peoples speaking different languages" [6, 13]. Therefore, when translating comparative constructions the translator does not replace one worldview with another, but combines them. Moreover, to perform full-fledged translation of comparisons it is important to take into account both the semantics and the functional features of these constructions [7, 8].
Therefore, contrastive analysis of comparative units contributes to the identification of universal and unique components in the culture of Russians and Tatars, the study of the phenomenon of ethnic mentality, the disclosure of factors influencing the singularity of comparisons in the studied languages [9-14].

The purpose of our research is to identify the peculiarities of translation of comparative constructions in literary works, taking into account the specifics of the language.

METHODS

The following methods of linguistic analysis were used in the work: generalization and systematization, analytical, descriptive, comparative methods, etc. The methods of generalization and systematization were used to study the views of different researchers and linguistic materials as well. The analytical method was used in the analysis of the academic literature on the topic of the research, scientific concepts in modern Russian and foreign researches. Descriptive method is a system of research techniques used to characterize the linguistic phenomena at a certain stage of its development.

In the process of sampling and studying comparative constructions, the elements of structural and component analysis were used. General and specific features of Russian and Tatar languages were identified with the comparative method.

RESULTS

Analyzing translations of literary texts, functional and semantic correspondences can be revealed: comparative postpositions such as kebek, syman, kүk, etc. and comparative conjunctions such as slovno, tochno, kak budto, etc. (eng. like, as if, kind of); relative pair words in the Tatar language and correlative pairs in Russian; affixes of adverbs -cha/-chə, -daj/-dəj in Tatar and the instrumental case of nouns in Russian. It is impossible to establish strictly defined correspondences among certain connecting words in comparative constructions, since these postpositions and conjunctions do not differ significantly in terms of nuances in meaning.

DISCUSSION

We suggest considering the system of comparative constructions in the Tatar language and ways of translating them into Russian, basing on the example of literary texts. Such postpositions such as kebek, shikelle, syman, hətle, kadər, etc constitute the main part of representing comparisons in the Tatar language. The functions of these postpositions are differentiated to some extent and there are many similarities in the meanings of these postpositions. The use of these lexical and syntactic means draws a parallel between objects compared, so their similarity and common features are revealed. When translating the text into Russian, the meanings of these postpositions can be conveyed by such conjunctions as kak, slovno, tochno, etc., meta-words of comparison and the instrumental case of the noun and other connecting. For example:
Anyң jөze ut kebek yana, kүzlərе ərnү həm achu belən tuly ide / Lico eyo gorelo kak ogon', glaza byli polny gorya i nenavisti /Her face flushed like fire, her eyes were full of sorrow and hatred;
Ber tərəzəle, syerchyk oyasy hətle kechkenə genə bup-bush bүlmə. Hətta karavat ta yuk / Malen'kaya, slovno skvorechnik, komnatushka s odnim okoshkom, sovershenno pustaya, dazhe krovati net / A small room, like a birdhouse, with one window, is completely empty, there is no even a bed.

The next group of comparisons in the Tatar language consists of the meta-words of comparison such as ohshagan, həterlətkən, bulyp, etc. These words have their own lexical, semantic and stylistic properties, which should be taken into account during the translation. For example, the verb ohshagan used with nouns and pronouns in the instrumental case expresses the idea of likeness. The relevant word in Russian is an adjective pohozh. Also the meaning of this word can be conveyed by verbs with a similar meaning. For example:

Kyzlary da suep kaplagandaj ənilərenə ohshagannar, ənilərе kebek barysy da ehre səyakle, җirən chəchle, zur sory kүzlələr... / Docheri tozhe ochen' pohozhi na mat', takie zhe shirokokostnye, ryzhevolosye i s bol'shimi serymi glazami... / Daughters also look like their mother, they are also broad-boned, red-haired and with large gray eyes.

Different grammatical forms of the Tatar verb həterlətkən express a lower degree of similarity. These forms are used in combination with nouns and pronouns in the accusative case. When translated into Russian it corresponds to the meta-word napominaet. For example:

Kinolarda kүrsәtelә torgan nindider iske өyaz kalasyn hәterlәtә / Napominaet staryj uezdnyj gorod iz fil'ma / It resembles an old county town from the film.

Comparisons in the system of the parataxis / hypotaxis of the studied languages are represented in complex sentences, complex sentences coordinated by case endings and compound sentences in the Tatar language, in the complex sentences of the combined and separate structures and conjunctionless complex sentences in Russian.

Complex sentences expressing comparison differ from each other in the analyzed languages. Complex sentences the parts of which establish comparative relationship express the similarity of two events/situations. Two types of comparative sentences are distinguished in Russian linguistics: sentences with a deterministic relationship and sentences with a correlation relationship. However, in Tatar grammar they are considered within complex sentences with the subordinate part expressing the mode of action.

In Tatar comparative complex sentences, the subordinate part of the mode of action, which expresses comparative relationship, joins the main sentence with the help of the conjunctions gүya, gүya ki and connecting words such as әjterseң, diyarseң. Complex sentences with conjunctions gүya, gүya ki are mostly found in written literary language and translated as kak, budto, kak budto, etc. For example:
Alarnyң jөzlәre tynych, gүya ehshtәn soң bik nyk aryp dөn'yalaryn onytyp joklyjlar / Lica u nih spokojnye, budto oni spokojno spyat posle trudovogo dnya / Their faces are calm, as if they are quietly asleep after a busy day.

Complex sentences with such connecting words as әjterseң, diyarseң establish concretizing relations. Subordinated to the main sentence with the help of these connecting words, a subclause expresses a process or phenomenon to which another process or phenomenon, indicated by some part of the main sentence, is likened. These connecting words are also translated with conjunctions slovno, kak, budto, kak budto, etc. For example:

Kүzlegen boryn ochyna gyna ehlgәn Karp Vasil'evich kartlarcha ashykmyjcha, әkren genә atlyj, ә Gazinurnyң kүkrәgendә, әjterseң, kazan kajnyj, ul kolyn shikelle yurgalarga gyna tora / Karp Vasil'evich shagaet po-starikovski, medlenno, ochki u nego sdvinuty na samyj konchik nosa, a v grudi u Gazinura slovno kipit kotel, on vse norovit pustit'sya vskach', kak zherebenok / Karp Vasilyevich walks as an old man, slowly, his glasses are shifted to the very tip of his nose, and it is boiling like a cauldron in Gazinur's chest, he wants to start galloping like a colt.

In complex sentences coordinated by case endings, the form of the predicate of subordinate clause expresses the subordination between its parts. Connecting words in the sentences of this type are the affixes -myni/-meni and the affixes of adverbs - cha/-chә, -daj/-dәj. In Russian they are translated with the conjunctions slovno, budto, kak budto, etc. For example:

Professor da, Maһirә hanym da, iңnәren avyr jөk baskandaj, sygyla tөshep, ujga kalyp utyralar / I professor, i Magira hanum sidyat prignuvshis', slovno tyazhelaya nosha davit im na plechi / Both the professor and Magira khanum are crouching, as if a heavy burden is pressing on their shoulders.
There are also other connecting words in complex sentences coordinated by case endings in the Tatar language: postpositions kebek, syman, shikelle, tөsle combined with the verb form ending with -gan. Such complex sentences express the meaning of comparing the action or phenomenon indicated by the subclause with the action or phenomenon described in the main part. The connecting words in these sentences are translated into Russian with the conjunctions kak, kak budto, etc., and with such correlative as pairs kak...tak, stol'ko...skol'ko, etc. For example:

Kөnbagysh koyashka gashyjk bulyp, anyң artynnan kөnneң-kөn bue bashyn bora birep karap torgan kebek, Gazinur da һәrvakyt Gali abzyjga taba borylyp karyj-karyj, ber-ber ehshkә totynsa, bu turyda Gali abzyj ni әjter ikәn, dip kүңelennәn ujlap ala / Kak vlyublennyj v solnce podsolnuh celymi dnyami provozhaet ego vzglyadom, tak i Gazinur vse vremya oglyadyvaetsya na Gali abzyya; nachinaya novoe delo, vsegda dumaet o tom, chto by skazal na ehto Gali abzyj / Like a sunflower felt in love with the sun sees the sun every day, Gazinur always looks back at Gali abzij; starting a new business, he always thinks about what Gali abzij would say concerning this or that thing.

In the Tatar language analytical constructions with relative pair words (nichek ... shulaj, ni chakly ...shul chakly etc.) express the comparative relation. Connecting words in these sentences are translated with such correlative pairs as kak...tak, stol'ko...skol'ko, etc. For example:
Bal korty chәchәktәn chәchәkkә kunyp nichek bal җyjsa, Gazinur da halyktan ishetkәn sүzlәrne shulaj һәter sandygyna җyjgan / Kak pchely sobirayut pyl'cu, pereletaya s cvetka na cvetok, tak i Gazinur sobiral i zapominal vse uslyshannoe / Like bees collect pollen, flying from one flower to another, Gazinur collected and memorized everything he heard.

CONCLUSION

The need for an adequate translation of expressive means of the literary work is the most important aspect of translation studies. A professional translator uses the methods of transmission of some stylistic devices used in the original text to make it more bright and expressive.

The results of the research confirmed that the literary translation of the text is considered to be one of the most complicated types of translation. When translating fiction, the translator aims to convey the pragmatic potential of the text, i.e. to convey the main idea of the work, to be able to reproduce the feelings that the text causes while reading it. Undoubtedly, that first of all, the effectiveness of translation is determined by how close the translation is to the original text. Thus, only in case of successful combination of general and specific components it is possible to preserve the beauty and uniqueness of any language.

All linguists emphasize the need to preserve the image of the original text in the translation, rightly believing that the translator should first try to reproduce the function of stylistic device, but not the device itself. While translating comparisons the translator should decide whether it is advisable to keep the underlying image or replace it with another one in the translation. The reason for the substitution can be the peculiarities of word usage, collocability of words, etc. Comparative constructions of any language are the most valuable source of information about the culture and mentality of the people, as they reflect customs, rituals, traditions, habits of the people, their ideas of morality, behaviour patterns, etc.

CONFLICT OF INTEREST

None

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ARTICLE

FORMATION OF THE MUSICAL CULTURE FOR OLDER ADOLESCENTS BY MEANS OF THE ROCK MUSIC

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ABSTRACT

The relevance of the problem under study is conditioned with a wide popularity of the rock music among adolescents. However, the instructional and educational potential of the rock music is poorly studies and is not sufficiently applied in the school practice. The purpose of the paper is to identify the potential of the rock music for formation of the musical culture of adolescents, for their exposure to the art of music. The main method for the research of this problem is the method of the pedagogical experiment that combines both traditional and advanced forms and methods of teaching, and that enables to identify the new contents of the teaching using the potential of the rock music. In general, the results of the research and experimental work make it possible to note the solvency of the range of lessons in the subject of the "Rock music" developed by the authors and intended to develop the musical culture of adolescents in the supplementary music education system. Materials of this paper can be useful for specialists working with adolescents.

KEY WORDS
music culture, rock music, older adolescents, supplementary education, social effects of rock music.

INTRODUCTION

A close attention has been paid to the problem of forming the music culture of the man since long ago. As far back as in the Antique time, the music was believed to be the main mean for educating a balanced personality. The adolescence is especially susceptive to music. This is the period when moral ideas, values, and artistic aesthetic preferences are formed, including music tastes. That is why it is necessary to note that adolescents are especially interested in music, and it is music that takes a leading position in the field of their artistic preferences. Talking about the formation of the music culture with adolescents, it is important to understand that the contemporary music, especially such genre as rock music, is very much appreciated by adolescents.

In the national and foreign pedagogics, the problems of educating the culture to children, including adolescents, were looked into in many works [1-3] and others.

Various authors wrote of an ambiguous effect of the rock music on adolescents [4], [5- 9] and others. Noteworthy are researches regarding the necessity of an individual creative style of the music teacher's activities at school, including regarding the contents of the work with adolescents, considering peculiarities of their age [10]. However, the matters of forming the music culture with the youth by means of the rock culture within the system of the music education have been scarcely research, if at all.

MATERIALS AND METHODS

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We applied the following research methods:

-**Theoretical:** analysis of pedagogical, psychological and sociological sources on the subject; comparative analysis of results of various researches;

- **Empirical:** experiment; questionnaires and tests; method of expert assessments; methods of mathematical statistics and processing of digital data.

The experimental work was performed in the grounds of a children's music school in a large city of Russia where the education is provided in the following disciplines: piano, special choir, violin, flute, accordion, chromatic accordion, balalaika, guitar, domra, vocal (classical, folk, pop), department of the general music education. The experiment involved 20 adolescents aged 13 to 16 years. Parts of assignments of the sequence of lessons on the subject of the "Rock music" developed by the authors of this paper were distributed among teachers of solfeggio, music literature, vocal, guitar, violin, piano, and flute. Therefore, this experiment involved, apart from students of the 6th – 8th year of the school, the teachers too.
The following indices were suggested to be assessed for the maturity of the music culture with the adolescents – students of the supplementary music education system:

1. Substantial index expressing the availability of a knowledge system in the field of the art of music. Knowledge of genres of the rock music was assessed;
2. Activity and personality index manifesting as the availability of musical skills in the vocal performance;
3. Level of the instrument mastery and performance competence. Instrument mastery and performance skills were assessed.

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We estimated the efficiency of forming the musical and performance abilities in the following way:
As a result of the first stage, the students were supposed:

to know: the simplest and popular pieces of the rock music, basic chords on a musical instrument, history of emergence of the rock music, types of vocal, how to properly produce the sound while singing, breathing technique, structure of the vocal apparatus.
to be able: to read notes from the sheet, to identify the size of an item, to play the simplest songs on a musical instrument, to intonate while singing.
As a result of the second stage, the students were supposed:
to know: the structure of chords, all chords and their transformations, all types of gammas, genres of the rock music, how a certain type of the vocal sounds and ways of their performance, health and safety measures while singing.
to be able: to pick chords of a song, to play all the chords on the instrument, to build gammas and to play gammas from such chords, to improvise in a certain keynote, to identify the main genres of the rock music aurally.

As a result of the final stage, the students were supposed:
to know: all chords, their structure, transformation, how gammas a built from all the chords, all frets, all genres of the rock music and their subgenres, all types of the vocal and extreme vocal.
to be able: to pick songs or solo part aurally, to mellow chords, to improvise to a jam track, to keep up with the rhythm, to feel the music, to give examples of groups playing in a certain genre of the rock music, to intonate cleanly, to sing in different styles.
Criteria for estimating the level of the musical maturity are as follows:
High level (10 – 14 points): the adolescent has mastered all types of the vocal, their showed freedom while performing both vocal and instrumental pieces. When performing the items, a musical style, timekeeping, as well as a cleanliness of the performance were shown. It was also proved with results of a test and an oral examination that the adolescent has learnt to distinguish all genres of the rock music and could give examples.

Moderate level (5 – 10 points): the adolescent has mastered certain types of the vocal that are performed rather easily, a clean intonation of sounds is there. While performing an item on a musical instrument, the student has demonstrated creativity, imagination while delivering the musical image, but experienced certain difficulties caused with a not quite proper understanding of the contents of the musical piece. While playing, small errors are committed, the rhythm is lost in some places, lack of knowledge of basic functions of chords is felt when improvising. Results of the test and oral examination have proved that the student does distinguish all genres, and examples of performers are not quite correct.

Low level (0 – 5 points): the adolescent has not quite mastered the types of the vocal, many of them are not performed quite correct, the delivery of sound is weak, uneven notes can be heard. Listening to a performance on a musical instrument stirred no interest, the musical style was not transferred properly, the performance is very "dirty", the rhythm of the music was often lost, the improvisation technique was not mastered. Knowledge of history of the rock music and its genres is very poor. The older adolescent could not identify the genre of half of the pieces suggested.

RESULTS

Results of the definitive stage of the experiment on the stated criteria have shown the following:
The diagnostics of the first component was performed using a guess test: in the course of the conversation, the level of knowledge of various genres of the rock music and the ability to identify them was estimated. To assess the level of knowledge, we compiled a list of seven pieces of different genres that includes such well-known pieces of the national and foreign rock music as: Legion – Night Wolves (Heavy Metal); Nirvana – Smells Like Teen Spirit (Grunge); Otto Dix – White Ashes (Gothic Metal); Cradle Of Filth – Gabrielle (Black Metal); Elvis Presley – Tutti Frutti (Rock'n'Roll); Stevie Ray Vaughan – Pride And Joy (Blues); Chuck Berry – Maybellene (Jazz).

Twenty adolescents participated in the examination. We suggested 7 different songs by groups playing different genres of the rock music. The knowledge of the rock music was assessed with a three-point scale, where: 3 is excellent (6 – 7 correct answers (guesses), 2 – good (3 – 5 guesses), 1 – satisfactory (1 – 2correct answers), 0 – unsatisfactory (no correct answers). As a result of the examination, it was identified that more than a half of the students know such genres of music, others knew a little less, while three students could only give two correct answers [Fig. 1]. The names of the students were changed.

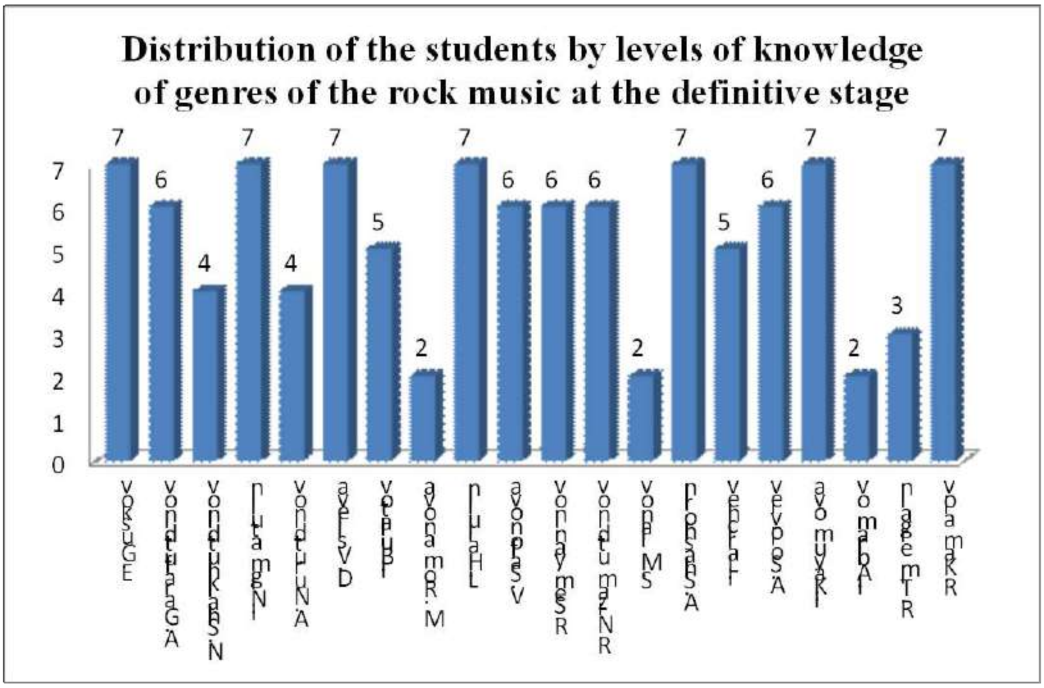

Fig. 1: Distribution of the students by levels of knowledge of genres of the rock music at the definitive stage.

Diagnostics of the second component was performed by listening to vocal performances prepared by the students for a preliminary demonstration; for definition of the voice and vocal range all students were heard in the course of individual descant. The vocal performance was assessed using a three-point scale, where: 3 – excellent, 2 – good, 1 – satisfactory, 0 – unsatisfactory [Fig. 2].

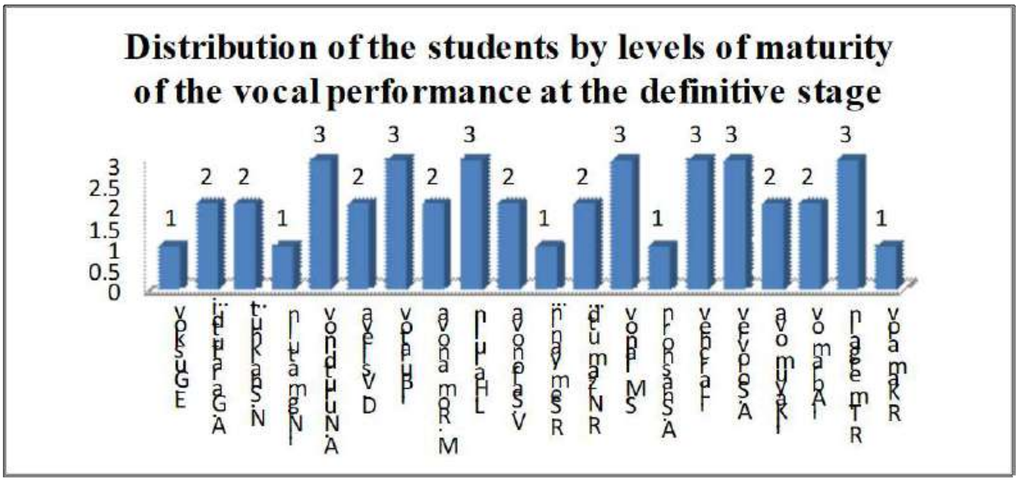

Fig. 2: Distribution of the students by levels of maturity of the vocal performance at the definitive stage.

Diagnostics of the third component was performed by means of listening to instrumental pieces. For the purpose of the test, the students prepared various instrumental pieces by which their technique, skills and abilities were estimated using a three-point scale, where: 3 – excellent, 2 – good, 1 – satisfactory, 0 – unsatisfactory, and the following results were obtained [Fig. 3].

Thus, we can see that among the students, there are those who have mastered musical skills and those who have not.

Having estimated the available knowledge of the rock music, mastery of the musical instruments and the vocal apparatus, we have come to a conclusion:
Among the tested students, there are adolescents that showed good results for the suggested criteria, but in general, the maturity of the music culture only reaches moderate levels [Table 1].

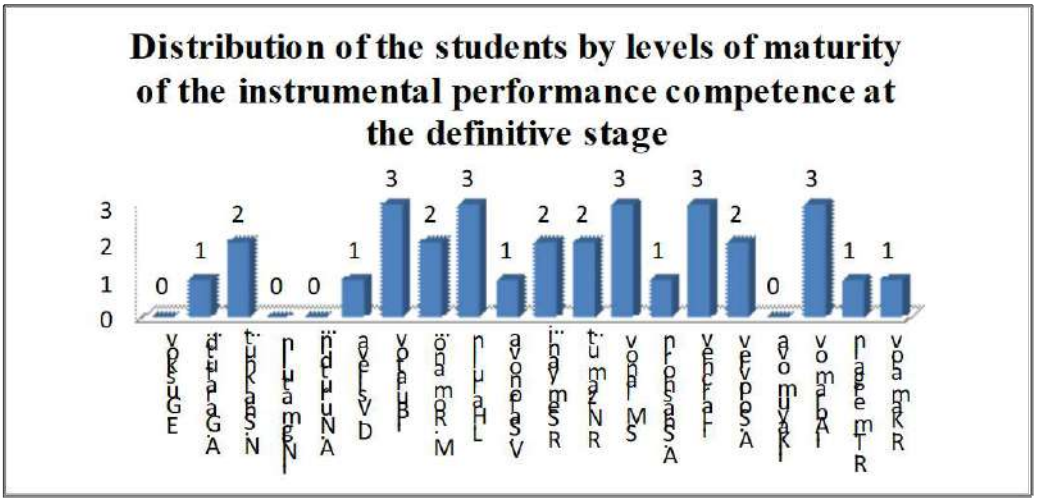

Fig. 3: Distribution of the students by levels of maturity of the instrumental performance competence at the definitive stage

Table 1: First results of a series of assignments

Development level of musical abilities	Number of children
High level	6
Moderate level	14
Low level	0

The findings stated above confirmed a necessity to develop a sequence of lessons intended to develop the level of knowledge of the history of the rock music, skills of the vocal and instrumental performance.
For our sequence of lessons, we referred to research works by national and foreign scholars in the fields of the pedagogics, psychology, theory and practice of the music education.
Our comprehensive lesson consists of four parts and includes different types of activities:

1. Familiarization with the history of the rock music;
2. Professional lessons(on the main musical instrument);
3. Vocal lessons;
4. Music theory studies (solfeggio);
5. Activities as a rock group.

The purpose of the lessons was the formation of the music culture with adolescent school-students by means of studying the rock music, its sources and development history.
During the experimental work, the students fulfilled various assignments developing the scope of knowledge, skills and abilities, and studied the development history of the rock music. At the end of the work, the second test was performed for identification of genres of the music, as well as for the vocal and instrumental performance.

The final results of the formation experiment can be seen in [Fig. 4].

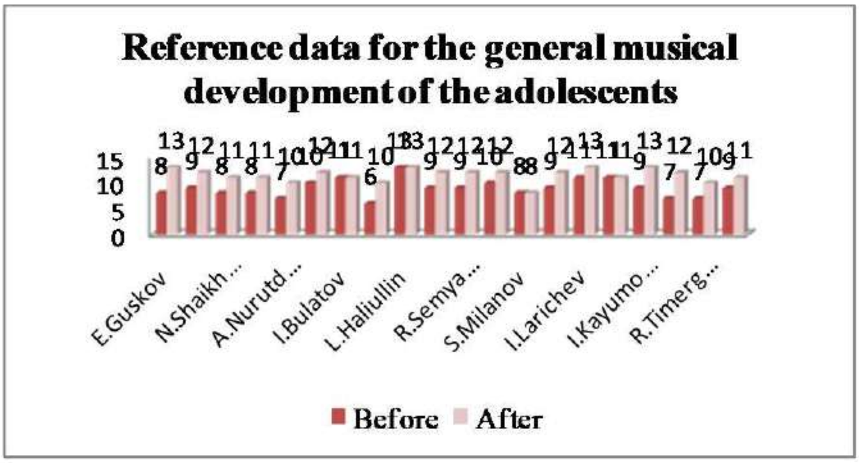

Fig. 4: Reference data for the general musical development of the adolescents.

The students that have demonstrated a high level of maturity of the music culture were creative at all stages of the work. By the end of the formation stage, such group of students have been initiative for an independent choice of the musical repertoire, they were active and demonstrated their abilities as organizers. During the lessons we have noted that the children formed, apart from the special (musical) talents, such skills as self-control, self-assessment, collectivism and cooperation.

Positive results of the formation of the music culture with children within the experimental group were conditioned with the fact that the children mature, obtain artistic experience, there are educated in a creative environment, they are in for artistic activities. In our opinion, the success of the experimental group is due, first of all, to the fact that additional lessons were given to the members of the group intended to develop the creative potential and the ability to improvise.

In the course of observation of the adolescents, we also noted that the members of the experimental group began to feel much more confidents while performing and presenting the results of their creative activities, and the music lessons themselves became much easier for them.

Therefore, as a result of the research and experimental work, we came to a conclusion that the training method developed by us positively influences the formation of the music culture with older adolescents: positive dynamics accounted to 95% (19 children out of 20).

CONCLUSION

The problem of forming the music culture by means of the rock music and studies of its potential is a new one. Attempts of introduce the studies of the rock music into the syllabus of the supplementary musical education is of obvious practical value.

The authors of the paper are certain that familiarization of the adolescent with various genres of the foreign and national rock can help to close the gap formed in the consciousness of the adolescent between the classical and the contemporary art of music, and will facilitate a more refined understanding of music, knowledge of the contemporary music history, development of the feeling of the musical style, understanding of cultures of different peoples, tolerance and large-heartedness.

CONFLICT OF INTEREST
None

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None

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ARTICLE

FUNCTIONAL-SEMANTICMUTUAL SUBSTITUTION OF CASES IN THE TURKIC-SPEAKING LITERARY MONUMENTS OF THE GOLDEN HORDE PERIOD

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ABSTRACT

The XIIIth – XIVth centuries were played the most important role of the development of the history and culture of Turkic nations and in the formation of the medieval Tatar ethnos. This period in the history of the Turkic literary language is marked, on the one hand, the beginning of kypchakizatsiya language monuments; on the other hand, Tatar literary language of a later period (XV – XVIII centuries) in its traditions goes directly to the literary language of the Golden Horde period that is to the written literary language of XIII – XIV centuries and Turkic-speaking monuments of this period are of direct relevance to the history of the Tatar language. This article attempts to analyze the functional-semantic mutual substitution cases in the Turkic-speaking literary monuments of the Golden Horde period. And the Turkic-speaking monuments of this period are directly related to the history of the Tatar language. Turkological science has achieved significant success in the linguistic study of Turkish written monuments, which has the great importance both for tracing the evolution of the cultural and historical process of individual nations, and for recreating the history of Turkic languages. Despite this, written monuments of the history of the Tartar literary language of the earlier period (XIII – XIV centuries) have not been studied sufficiently. An attempt to analyze the functional-semantic interchange of cases in Turkic-speaking literary monuments of the Golden Horde period is undertaking in this article.

KEY WORDS
grammatical category, case, Old Tatar language, literary language, Tatar language, literary monuments of the Golden Horde period, functional and semantic mutual substitution.

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INTRODUCTION

XIII – XIV centuries represent the first stage of the formation of the Tatar literary language on the basis of complex ethno-cultural processes and the interaction of folk-spoken and written forms of language in this region [1: 5], [2: 271]. The study of the written language of the Golden Horde period is interested not only for the history of the study of the Tatar language and literature, but also for the history and language of the nations whose history is associated with the Golden Horde period.

In the XIV century during the era of Golden Horde domination the large paintings of fiction in the Volga region, Khorezm, the Crimea and in the remote, but allied with the Volga region Mamluk Egypt were created. Thus, the literary monument «Kassas al-anbiya» was written by Nasreddin Rabguziin 1310 – 1311 years in the northern part of Khorezm. The poet of Khorezm completed the poem «Mukhabbat-name» (1353) in the lower reaches of the Syr Darya. Mahmud al-Bulgari created the work «Nahj al-Faradis» (1358) in Sarai. In 1369, from the pen of Hisam Kyatib the dastan «Jumjuma Sultan» was came. One of the important monuments of literature of that period was the poem «Khosrov and Shirin» (1342), without which it was impossible to make a single step to represent the Turkic-speaking literature of the Middle Ages, in particular the literary process of the Golden Horde [3: 96].

The category of the case in these Turkic-speaking literary monuments is typical for all parts of speech that have a substantive meaning. Declension by the cases of nouns is a historical category, therefore, this system was characterized in different chronological periods by its own characteristics and declension paradigms. E.V. Sevortyan, on the basis of a comparative study of the case category in Turkic languages notes that «the development of the case system went in the direction of quantitative reduction of cases, transfer of case values and functions by ad positions» [4: 61]. For example, in the Orkhon-Yenisey literary monuments of the VI–VIII centuries the common, genitive, accusative, local-temporal and instrumental cases were used [4: 16].

MATERIALS AND METHODS

The solution of the tasks and, consequently, the achievement of the research objective are facilitated by the use of several complementary methods for analyze various aspects of such a complex object of study as text: comparative-historical, methods of structural-morphological and contextual analysis. The main methods of work are the hypothetical-inductive method in the framework of the system-functional approach. The object of our research is literary monuments of the Golden Horde period, such as «Khosrov and Shirin» by Kutba [5] and «Gulistan Bit-Turki» by Saif Sarai [6].

RESULTS

A significant part of the vocabulary of the monuments under study is nouns which, according to their lexical meaning, are diverse and designate domestic, social and political, religious and spiritual, material, abstract and other concepts; they are formed by grammatical categories of number, affiliation, case and predicability in texts. The declension category extends to all parts of speech that are substantiated or have substantival meaning.

The basic case is the original form from which other case forms are formed with the help of the corresponding specific morphological parameters; has a variety of grammatical meanings, which basically coincide with the corresponding values and functions of the basic case in modern Turkic languages. There are nouns, names of actions and any substantivized word in the common case, both in its pure basis and with affixes of affiliation.

The possessive case in the language of the poem is represented by the high-frequency affix -nyŋ, depending on the vocalism, having phonetic variants as -niŋ, -nuŋ/ - nüŋ.

The dative-oriented case is attested in the monuments of this period indicated by the following affixes: by Kipchak -qa, -ɣa, -кä, -gä and Oguz -a/-ä. There is a predominance of the Kypchak forms of the dative-oriented case. The Oguz language variant occurs sporadically. The dative case is managed by the verbs of motion; verbs expressing feelings, experiences, and also some names, i.e. like in the modern Tatar language.

The original case is completed by the affixes -dyn/-din and -dan/-dän in the Turkic-speaking literary monuments of the Golden Horde period.

As for the local-temporal case, it is known to be polyfunctional and polysemantic in the Turkic languages.

DISCUSSION

As analysis shows in Turkic-speaking literary monuments of the 13th-14th centuries the one case in the meaning of another, in other words, the variation of casesis used. The study of functional-semantic content of cases was carried out by G.F.Blagova’s methodical reception of exarticulation and distinction of basic and peripheral microsystems of declension [7: 100].

The common case can replace the accusative case in the texts under this study. Note that the non – affix case replaces the accusative in the function of direct object. The object is in turn determined by a personal or demonstrative pronoun or by affix of filiation. For example, a) otačyŋdyn jašurma igiŋ äj žān do not hide your illness from your doctor, oh soul [8: 47]. This usage is also fixed in the work of Seif Sarai «Gulistan» [9: 107].

The non – affix case in the texts under study transmits adverbial meanings: jajaluŋ tandur issi erkän ötmäk ‘bake bread while it is hot in tandoor’ [10: 137]. The value of direction is also fixed In «Khosrov and Shirin»: ol sävdadyn ötrü tuty saxra ‘Because of this grief he went to the desert’ [11: 203]. According to the fair statement of G.F.Blagova, these phenomena are also characteristic of the Chaghatai language literary monument of «Babur-nam» [12: 271], are recorded in other written monuments of the Golden Horde period [9: 73]; [10: 102]; [11: 57], and also in the Old Tatar language of a later period. [13: 193].

The interchangeability of the possessive case with some other is not fixed in the research of literary monuments.

The dative-oriented case can replace the original and local-temporal cases in the language of Turkic-speaking literary monuments of the Golden Horde period. The state verb jatmak 'lie' and aɣnamak 'lie, lie around', for example, in «Khosrov and Shirin» by Qutba are combined with the name of the nominative case, instead of the local one. Such a phenomenon is found in many Turkic-speaking literary monuments of the period under study: tobraqqa aɣnab 'roaming the earth' [5: 76]. The interchangeability of the directive and the original cases is fixed in other literary monuments [8: 43].

According to F.S. Bayazitova, the facts of the mixing of these cases still exist in some dialects and dialects of the Tatar language [13: 79]. The directive caseis used in the meaning of the local and Samarkand-Bukhara groups of Uzbek dialects, in the Yakut language and, in some occasions, in the Tuvan and in the modern Uighur languages [14: 67], also in the dialects of Tatars of Kazakhstan [15: 205]. The verb sormaq' to ask' in Uighur, Uzbek, and also in the languages of the Kypchak group is combined with the noun in the original case, and combined in Khosrov and Shirin with the direction that is characteristic for the modern Turkic language: nedin munteg teju 'aqlymqa sordym «I asked myself: why?» [16: 96].

The functioning of postpositional constructions is different from the modern Tatar language in the language of the literary monuments of the Golden Horde period: ölümlüklär taba 'towards convicted to death' [5: 59]. Compare: the postposition taba requires the form of the nominative case in the modern Tatar language.

The priority usage of affixes of an original case -dyn/-din and -dan/-dän is not observed: a) ačyɣlandy jyraq bardy šahdin 'She was angry and moved away from the Shah' [5: 51]; b) qutulɣaj-sän bu qaðɣu qoðɣudyn ‘You will get rid of these grief’ [5: 18]; c) käðik, quš, adämi, žinn u päridän ґof all creatures – animals, birds, humans, gins and peri’ [6: 72]. The usage of the Old Uigur-type of the format -dyn in the language of «Khosrov and Shirin» is explained by the influence and preservation of writing and literary traditions. This ancient form of the case is still used in dialects of the Tatar language. This is due to the fact that the old-baptized Tatars separately developed for centuries and, as a result, kept the ancient features of the language. As L.T.Mahmutova notes, the affix -din is also used in the Mishar dialect [17: 112].

The functional-semantic features of the original case are described in details in the researches of V.G.Gusev [18]. The single occasions of interchange of this case are fixed in the literary monuments. This usage is typical for some medieval literary monuments: öküš qurban qylyb ol šah uɣandyn 'that shah, bringing many sacrifices to god' [6:32].

The function of a form of a local-temporal case in Turkic-speaking literary monuments of the Golden Horde period. Thus, in the language of «Gulistan» by Saif Sarai, besides place designation and time, he also transfers the meaning of direction: a) murādym erdi ol kim bu qabuɣda kelib jol tabsamän teb bu tabuɣda 'my dream was to get to that court and find my way to the service' [6: 48]. The local-temporal case replaces the dative case: oturtty bir jyɣač tübindä any 'planted it under the tree' [6: 29].

The characteristic feature is the use of the locative case in the original function. Examples from the sources under research: a) ynaɣlarda biri ajdy 'one of the friends told [6: 62]; b) tüsrür bašda tažyn 'removes the crown from the head'; c) bu söz ajmyšda soŋ kečti bir anča 'after this conversation, some time passed' [5: 101]. This usage is observed in many monuments of the Middle Turkish period.

SUMMARY

Thus, the variation of cases is observed both in the formal plan and in the semantic one in the Turkic-speaking literary monuments of the Golden Horde period. E.V.Sevortyan notes that this is due to incompleteness in the ancient period of the process of semantic differentiation of cases and the stabilization of the means of language, including verbal control, which different from many respects from the modern one [4: 46]. In the process of the historical development of languages, these differences are eliminated, and the phenomenon of functional-semantic interchange of cases is observed only in dialects and speech.

CONCLUSION

The research of the morphological features of the written monuments of the Golden Horde period, in particular the phenomenon of interchange of cases, in addition to determining the character of the language of the researching literary monuments made it possible to come to certain detailed conclusions about the features of the evolution of the written literary language of the Golden Horde period (XIV century). Research of the literary monuments of the Middle Ages by system analysis of its morphological features greatly expand the representation of grammatical structure of the literary language of the Golden Horde period, which played a huge role in the formation of the Tatar written literary language.

CONFLICT OF INTEREST
None

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ARTICLE

THE STUDY OF SPEECH ACTS OF DISAGREEMENT ON THE BASIS OF A LINGUISTIC EXPERIMENT (BASED ON THE CHINESE AND RUSSIAN LANGUAGES)

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ABSTRACT

In this article, communicative acts of disagreement are contemplated in terms of pragmatics and semantics on the basis of linguistic experiment. The linguistic experiment was conducted in the form of a questionnaire. Based on the simulated situation, we assumed that the type of disagreement in many cases depends on many pragmatic factors that can influence and impose a certain imprint on the choice of means of expressing disagreement between the interlocutors in the communication process. In this part of the work, we have identified non-verbal means of expressing disagreement among several groups, as well as the behavior of the Chinese in this situation. It was concluded that in most cases the type of objection depends upon numerous pragmatic factors that might influence the interlocutors' choice of means to express disagreement. Based on the linguistic experiment, we can conclude that the Chinese understanding of English speech culture and vice versa can be achieved more easily than Russian Chinese or English, because the native speakers of Russian, thanks again to the national characteristics of nature are dominated by direct speech acts of disagreement over indirect.

KEY WORDS
pragmatics, semantics, communicative act, indirect communicative acts, direct communicative acts, objection remarks.

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INTRODUCTION

The relevance of the study

This tendency of rapid development of communicative linguistics may be preconditioned by the fact that the study of the Chinese language as a multilevel sign system has reached its peak. The entry of China into the European financial market will mean the need to understand the linguistic and cultural characteristics of this country. For this reason, problems under investigation, specifically, communicative acts of disagreement in the spheres of pragmatics and semantics remain relevant. The aim of this scientific work is to define and arrange the main characteristics of communicative acts of objection in the Chinese speech, to consider their semantics in a communicative situation and pragmatic forms in use. The aim of the work determined the following objectives: selection and arrangement of utterances of communicative acts of disagreement on the basis of linguistic experiment; definition of distinctive features of disagreement in terms of pragmatics.

MATERIALS AND METHODS

Methods of study

Data has been collected by using the following groups of research methods: component analysis, discourse analysis, content analysis, method of linguistic experiment, comparison, observation.

Materials of study

Theoretical and methodological background of this research is based on the works of Russian scientists in the field of the theory of linguistic signs, the theory and practice of translation of communicative linguistics, cognitive linguistics, theory of speech acts and discourse analysis [1-14].

In order to more thoroughly study the question of verbal remarks of disagreement, it was decided to conduct a linguistic experiment. It was conducted in the form of a questionnaire. For the purity of the experiment, the survey was conducted via the Internet, because this form of interview is the most effective, since participants can not indicate their data and, thanks to their anonymity, answer more truthfully, which reduces the error of the questionnaire to a minimum.

Just so that the data collected for study were not targeted at a particular group of people, the survey involved participants who differed in age, social status and country of residence. For the quantitative method of research, fifty people were selected, whose ages varied from 18 to 50 years old, some of whom live in Russia and part in China. The number of respondents residing on the territory of Russia and China was the same. The sample of respondents who took part in this survey was conducted randomly by the interviewer. Of course, the results of this experiment cannot be considered accurately and absolutely correct, but the information collected as a result of the survey is quite enough to be used as an investigation

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of the issue that interests us. We can also compare which expressions are used by the interlocutors in the artwork, and which ones in the course of live communication. Similarly, the survey would give us an opportunity to test in practice the theory of the speech etiquette of the two nations and, based on real events, collect the data necessary to study the topic.

Hypothesis of research

In our research work we put forward the hypothesis about the influence of Chinese speech etiquette on the implementation of the initial objection remarks. We hypothesized that due to its national character the Chinese are polite and considerate people. The Chinese mostly observe the rules of polite communication with people, regardless of their rank and social status. Therefore, the speech act of disagreement in the Chinese language is mainly expressed through neutral words or expressions, which in no way detract from the dignity of the interlocutor, but rather can extol certain sides of the opponent in this or that situation. Thus the Chinese in the course of live communication try more often to use indirect initial remarks of disagreement, instead of direct ones. However, after analyzing the examples from the novel, we were faced with quite the opposite result. This means that depending on the situation context or purpose of the author in the initial remarks of disagreement both direct and indirect acts of speech can be used.

The experimental base of the study

For the respondents, a certain situation was simulated, which can take place in the life of any person. The interviewee was given the opportunity to present his line of conduct in the proposed situation and formulate the answer in free form. So, the situation in which our questionnaires turned out to be: your friend asks you to lend him your car. Your task is to respond to this request with a refusal. What will you tell him?
Asking Russian-speaking citizens, we singled out several groups of answers:

- Direct (without explanation). Such answers were "no", "I do not want", "I cannot", etc. It should be noted that such statements were very few, it shows that in Russian speech etiquette is not accepted to sharply and directly respond to disagreement in that or other situation.

- Apologies with an explanation of the reason. This group of answers includes the following phrases: "You excuse me, of course, but the car is sacred. I do not trust anyone at all. So, no. ", "I'm sorry, but no ... I need it myself"," I'm sorry, but I need it every day. I can take it myself if I need to or I'll be free. "The number of such remarks turned out to be the majority. The experiment participants tried in every possible way to apologize in the first place, only then to explain the reason why they cannot lend the car. These data confirm that the Russian national character includes compassion, sensitivity and breadth of mind. The interlocutors would like to help in this case, but because of a number of reasons they cannot.

- The reasons for disagreement. These include the answers "I really need it", "it is under repair", "the car is at my parents`". This group is small, there are no apologies in the remarks. Participants of the experiment commented on their answers by saying that they do not know personally whoever wanted to borrow their car from them, so they did not find it necessary to apologize.

- Use of sayings and phraseological units. The smallest category of answers, to which the expressions "excuse me, I cannot lend the car.” As they say, I will not lend anyone the car and the wife", " do not trust a sword, a horse, or a wife", " you will not go far on another's fat." Undoubtedly, the use of proverbs and sayings is inherent in the Russian language, and for many foreigners it is a great difficulty to get used to the rich content of phraseological units in Russian. But it must be noted that the Russian language is unique and, even if we do not agree with the opponent, we can use such statements in our speech.

Considering these responses to the subject of belonging to indirect or direct initial remarks of disagreement, it was determined that Russian-speaking citizens are characterized by both groups of data of speech acts. The Russian language is characterized by diverse forms of communication, but nevertheless, according to the analysis of the answers, we came to the conclusion that Russians are more likely to use indirect speech acts than direct ones. This fact suggests that the Russian language has undergone many historical catastrophes, which affected Russian speech ethics, thus, in the speech of Russians, one can hear both direct speech acts of disagreement and indirect ones.
As for the residents of China and their participation in this experiment, we were able to allocate a smaller number of response categories. Let's consider them below:

- Apologies with explanation of the reason. This group was the most numerous, since most of the Chinese remarks began with the phrases "不好意思 啊, 这 几天 我 要 用车" (sorry, but I need a car these days), "对不起, 恐怕 不行, 我 的 车 没有上 租赁 保险, 其他 人 开 不了 »(sorry, I'm afraid not, because the insurance of my car is limited, and other people do not have the right to drive it),« 很 抱歉, 我 的 车 借给 别人 了 »(I'm sorry, but I lent the car to another). We have already considered Chinese speech etiquette earlier, and the numerous answers of this category only prove the fact that the Chinese people respect their interlocutor and their desire for good manners are obliged to their Chinese speech tradition.

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- 2. The reason for disagreement. This group of phrases includes answers related to why the interlocutor cannot lend the car "车不在我手上" (the car is not mine), "我爸妈要开去回老家" (my parents need the car to go home). Thus, we were convinced that the Chinese are not inclined to rectilinear refusals, so there were not many such answers.
- 3. Direct remarks of disagreement. This category includes answers that openly explain the speaker's intention, they include the expressions: 不行，不可以，我应该拒绝. Not surprisingly, this group includes a small number of remarks, the reason, as we already noted earlier, is the Chinese verbal etiquette of the use of direct initial speech acts of disagreement.

Chinese is one of the most ancient languages, but in spite of this fact, the Chinese honor speech traditions to the present day. Analysis of live speech showed that answers belonging to indirect discrepancies of disagreement are many times higher than direct speech acts. This suggests that when studying the Chinese language, it is worth paying attention to its speech etiquette, which will help to avoid embarrassing situations with the interlocutor and lead to a general consensus.

RESULTS

In linguistics there is a hypothesis of "the theory of linguistic relativity," it says that the language spoken by people determines their thinking, consciousness and perception of the world. And the Chinese mentality is no exception. Inhabitants of the Celestial Empire do not think like other nations. We are more abstract in our thoughts at a time when the Chinese think specifically symbolically, that is, by an algorithm that is expressed in language. The presence of hieroglyphs, which can be imagined as pictures, does not allow them to think more abstractly.

Any communication, regardless of what it is aimed at, expressing disagreement, is accompanied by emotional designs of different shades. Speech acts of disagreement carry in themselves a certain attitude of the speaker to this or that situation, his outlook and mentality. As we have already mentioned, any language corresponds to its specific speech etiquette, and in the example of the Chinese language, it can be said that the inhabitants of the Celestial Empire, because of their national character and the customs of the people, use clearly formulated, monosyllabic answers in their speech.

Summarizing the linguistic experiment and analyzing all the remarks received, we were able to more thoroughly study the speech acts of disagreement used by people of different ages, social status and living on the territory of different countries. We came to the conclusion that regardless of the situation, the inhabitants of the Celestial Empire in most cases will be polite in the process of communication, thinking about the interlocutor and respecting his opinion. Thus, in most cases in Chinese speech acts of disagreement, indirect initial remarks will be sounded. The same situation is with the Russian language.

DISCUSSION

The purpose of our research was to identify and systematize the main features of acts of disagreement in English and Chinese speech, including the consideration of their semantic meaning in the situation of communication and pragmatic forms in the use of complex linguistic analysis of initial remarks of disagreement.

Our work was based on various teaching aids, scientific articles on linguistics, as well as on works written by Chinese authors. Having examined in detail the basic means and forms of expression of speech acts of disagreement during the conversation and on the example of works of literature we made conclusions about the use of initial remarks in Chinese speech behavior.

CONCLUSION

Russian-speaking respondents have once again proved that the Russian language is one of the richest and most developed languages in the world. Speech acts of apology, present in the respondents' answers, were varied - from sincere to formal. Some of them cited the reasons for the refusal, clarified and clearly formulated the current arguments, while some, on the contrary, answered rather vaguely, using common phrases and expressions. In some of the answers, the cultural national identity inherent in the Russian people was traced, because some respondents preferred to use sayings and idioms, with which the refusal was explained. Almost all the questionnaires gave quite polite and tactful refusals, putting themselves in the place of the hero of the simulated situation, although some of them can only be called "relatively polite."

The answers of the inhabitants of China were not so diverse. Having its own traditions and customs, which for more than 2000 years were an integral part of the richest culture influencing the manner of communication, very different from the European, the Chinese developed their own style of behavior, which is distinguished by their courtesy and restraint. For some, it was a bit difficult to imagine ourselves in the situation that we proposed, because they value generosity very much, therefore their initial speech acts of disagreement mostly contain apologies with the subsequent explanation of the reasons for disagreement. At that, unlike the Russian-speaking part of the respondents, in the speech acts of apology that they formulated not only courtesy, but also sincerity was traced. We can consider the conclusions of the experiment in the following [Fig. 1]:

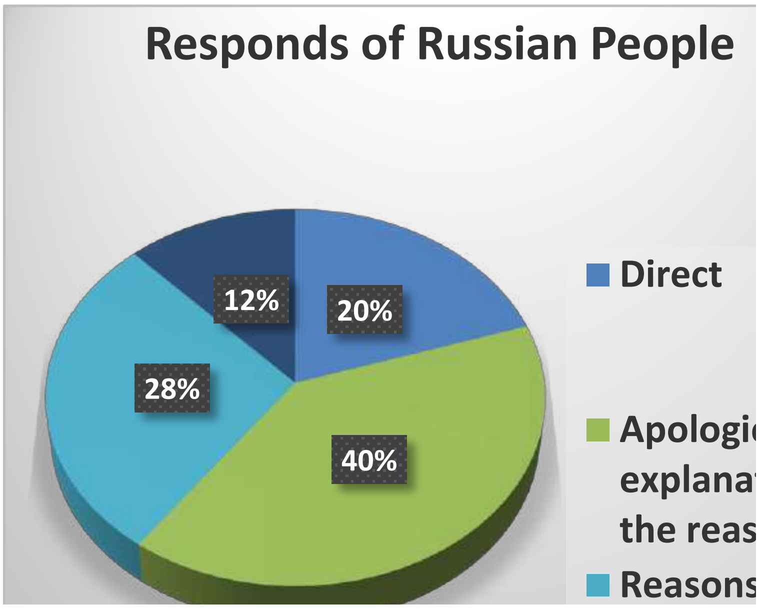

Fig.1: The results of questionnaires of Russian people.

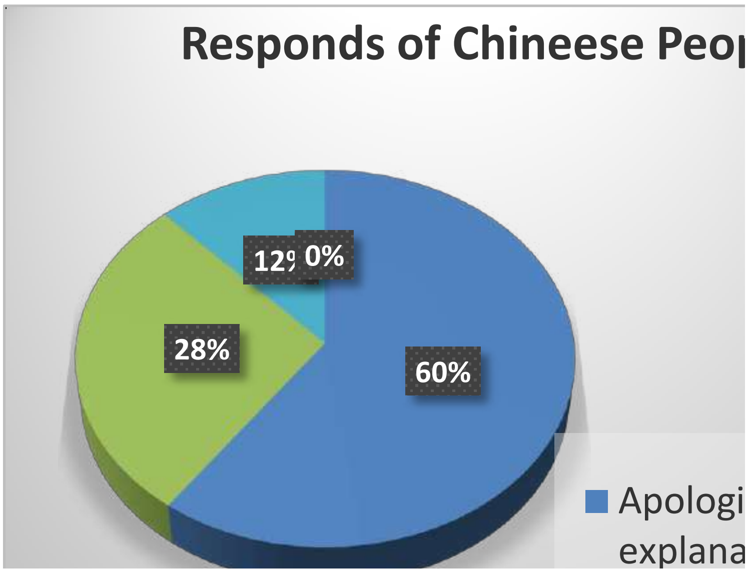

Fig.2: The results of questionnaires of Chineese people.

RECOMMENDATIONS

Research materials and results may be used by the teachers of foreign languages to develop and improve the speaking skills with understanding of the main content of the dialogues at the lessons.

CONFLICT OF INTEREST

None

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None

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ARTICLE

VERBALIZATION OF IDEAS OF TIME IN YU. BONDAREV'S LANGUAGE

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ABSTRACT

The article is dedicated to the analysis of the contextual use of temporary lexemes in the language of lyrical and philosophical short stories by Yu. Bondarev. The topicality of the work is due to the fact that the study of the category of time represented in Yu. Bondarev's works creates a pronounced anthropocentric orientation of the work and makes it possible to determine the features of the author's individual worldview that influences the creation of literary reality. It determines the specificity of functioning and representation of temporal units in the writer's works with account of the originality of their semantic volume. It also identifies basic models of time perception embodied in the texts of Yu. Bondarev. Time, being one of the worldview, existential categories, represents the objective reality through the system of language means and reflects the author's perception of reality. The lexical designations of time used by Yu. Bondarev in literary texts, in addition to the main nominative meaning, also realize individualized meanings, defined by the specificity of the writer's world view ('something moving, likened to liquids or a mechanism linked in a mysterious way to human life', 'capable of perceiving a person's will ',' being a value that can be lost, destroyed, or exchanged for something valuable (love, youth, success)', 'likened to large space, which a person covers'). Preserving their objective basis, the temporal units in Yu. Bondarev's works reflect the features of time perception by individual human mind and identify qualitatively different types of the time "lived". Descriptive analysis, lexicographic, contextual analysis of literary text, literary interpretation were used.

KEY WORDS
time, time models, linguistic picture of the world, verbalization, semantic analysis, literary text, Yu. Bondarev.

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INTRODUCTION

The expression of temporal relations in the language is a fruitful topic and studied in considerable detail within the framework of linguistic semantics. However, while noting the great extent of previous development of temporal semantics expression issue, it must be recognized that there are still many "blank spaces" awaiting their researcher. Probably, this is due to the complexity of the phenomenon being studied.

Actualization of the problem of time in philological disciplines takes place against the background of change in the scientific paradigm characterized by anthropocentrism, which refers to the position of man as the center and the highest goal of the universe of "all events occurring in the world". Anthropocentrism of the modern linguistic paradigm suggests that researchers should "leave the systemic and deterministic world of the traditional representation of the language system <...> and enter the probabilistic world of linguistic identity" [1]. Accordingly, time is increasingly becoming the subject of linguists' analysis not as a grammatical category, but as the time of life of a person or a nation, which is reflected and expressed in language [2,3].

Within the scope of the modern anthropocentric paradigm, time is the subject of research on cognitive linguistics and is viewed as a universal category of human consciousness and culture.

Cognitive linguistics assumes that thinking is essentially non-verbal, the global unit of mental activity is the concept, which in the most general sense is understood as a discrete, semantically volumetric unit of thinking or memory that reflects the people's culture [4]. Language from the perspective of cognitivism is one of the ways to access human consciousness, using language code, one can most clearly explicate a significant part of the conceptual content of consciousness [5]. Thus, cognitive linguistics studies the semantics of units that verbalize in a language a particular concept.

The concept in this regard should be clearly distinguished as a general cognitive category and the meaning as a linguistic category which is an element of linguistic consciousness and one of the facets of the concept. However, it is the lexico-semantic analysis, being included as a base stage into the cognitive research procedure, allows revealing the specificity of the linguistic interpretation of the phenomenon being studied.

In other words, the easiest way to define how the idea of time is perceived and digested by human consciousness is to have such an access code as language [Cognitive... 1999]. Sternin suggest to distinguish between the lexicographic meaning given in explanatory dictionaries and the psycholinguistic meaning (psychologically actual, that is, in its entire volume of semantic features associated with the word in the minds of native speakers) [6]. It can be assumed that the fullest picture of linguistic explication of the idea of time can be obtained by taking into account both the lexicographical and the psycholinguistic "dimensions" of it. In this work, we will adhere to a similar approach in the study of the semantics of temporal units, examining in detail their individual author's interpretation in comparison with the traditional, general linguistic vision of time in Russian linguistic view of the world. It should be noted that in this study we intentionally do not use the terms concept and concept sphere, since generalizations of a different order are needed to use the terminology apparatus of cognitive science.

MATERIALS AND METHODS

The material of the study is Yu. Bondarev's lyrical and philosophical short stories from his book "The Moments". In the study, the following methods were used: descriptive analysis, lexicographic, contextual analysis, literary interpretation.

RESULTS

The direct lexicographic meaning of the word time is "one of the forms (along with the space) of existence of an infinitely developing matter – a successive change of its phenomena and states." [7]. As in the case of other words that are of interest to us in this study (year, day, the past, etc.), the definition is concise and precise, but completely devoid of the emotional or figurative component. It does not give any idea of time as an idea perceived and interpreted by native speakers, that, undoubtedly, exists in human mind. Therefore, based on an analysis of the contextual use of such words, it is possible and necessary to describe their psycholinguistic meaning.

In Y. Bondarev's individual author's worldview, three models of time perception are presented, two of them assume time passage relative to the perceiver: 1) time is motionless, we pass through it; 2) time passes but we are motionless.

In the first model, time is likened to space and is conceived in space coordinates:
Каждодневная земная жизнь – замедленная, ненастоящая – имела только отдельные вехи радости, все же остальное представлялось нестоящими промежутками, бесполезными расстояниями, прогонами от станции к станции (Everyday earthly life –retarded, unreal - had only separate milestones of joy, yet the rest seemed to be spurious gaps, useless distances, runs from a station to a station) [8] (the time of life here is 'likened to the great space that we overcome, the motionless, assuming movement of the subject'). The explication of these semantic components is facilitated by the metaphorical use of such spatial lexemes as milestones, run, station, distance.

If space can be encompassed with one's eyes and feel its physical reality, the spatially simulated time can also be embraced by memory:
Он … мог охватить памятью прожитые годы (He … could embrace the life years with his memory) (like with eyes) [8].

Such a model of time movement allows creating an interesting vision of the past: it, due to analogy with space, can be a real physical place that cannot be accessed:
…Мне не хочется верить, что не будет уже того молодого весеннего дня…, что не встречусь с Яном…, и, не веря, каждый раз с непонятной надеждой думаю: может быть, вот сейчас раздастся телефонный звонок и я услышу голос Яна из того далекого счастливого дня нашей молодости (… I do not want to believe that that young spring day will never come again… that I will not meet with Jan … and, not believing, every time with an incomprehensible hope I think: maybe now the phone will ring and I will hear Jan's voice from that distant happy day of our youth) ("physical spatial reality of the past") [8]. Such interpretation is facilitated by a typically spatial prepositional-nominal structure "from + genitive".

In Y. Bondarev's literary texts, the past has a sign of stability and inviolability:
Прошлое видится большинству людей более прочным, чем настоящее, и, по всей вероятности, это защитная реакция перед грохочущим современным миром, в котором исчезает естественное (The past is seen by most people as more stable than the present, and, in all likelihood, it is a defensive reaction to the rumbling modern world, in which the natural disappears).

The second model of time perception presupposes the movement of the future towards a motionless subject and the movement of the past from the subject:

Как часто я ожидал тот или иной день… (How often did I expect this or that day…), as if we were expecting something approaching us (the seme "moving, approaching" is revealed); Разве когда-нибудь раньше я замечал молниеносную быстроту уходящего времени? (Have I ever noticed the lightning speed of the passing time?), ("moving, receding").

Time is endowed with characteristics of a living being that can be urged and speeded up (we emphasize: not accelerate, as if it were a mechanism):

Как часто я ожидал тот или иной день, как неблагоразумно отсчитывал время, подгоняя его, уничтожая его одержимым нетерпением! (How often did I expect this or that day, how unwisely counted time, urging it, destroying it with obsessive impatience!), ("animativeness, ability to perceive the will of man").

The moving time can also be likened to water course that flows, washing the shores of life and thereby changing them:

Почти никогда в прожитой молодости я не жалел, не осознавал утекающего срока! (Almost never in my young days that have passed did I regret, did I realize the time that flows away!) ("likening to liquid, to the ability to flow"); Теперь жизнь моя прожита..., а время омыло прошлое многими водами... (Now my life is spent ... and time has washed away the past with much waters...) [9].

DISCUSSION

Therefore, studying the contextual use of temporal lexemes in Y. Bondarev's language allows us to speak about the coexistence of two spatially "determined" models of time, and, according to researchers, the latter of those mentioned precedes in ontogeny the former [10].

It should be noted that in many works on the etymology of temporal lexemes, the primacy of spatial relations is generally emphasized. Thus, according to Paul Regnaud, "words originally expressing spatial, thingish relations of the tangible world, at some stage of the glottogonic process were adapted to express temporal relations of the wonderful world that existed within human mind<...>" [cit. ex: 9].

However, in the archaic approach, it is the world that appears to be stable, motionless, and time is moving past it from the future to the past. Such a view is reflected in such expressions as time goes on, flows; the time has come; the day before; next Sunday.

In a more modern model of time perception, it is constant and motionless, and the world and man move through it from the past to the future. B. Uspensky thus reconciles this ambivalence of the moving and the motionless time: '...to say that we are going to the future is as much as to say that the future is coming to us: in both cases, in fact, it is about movement of time, which can be represented as movement of a person relative to time (such representation is natural if perception of space is transferred to perception time of time).' [11].

However, in our opinion, it is possible to supplement the notion of moving time – it can correlate with movement of a mechanism, a wheel, to which the movement of human life is inexplicably linked:
И вдруг странное ощущение остановленного колеса времени, ежедневно и еженощно крутящегося как бы вне сознания, выхватило его и понесло в скользкую бездну бесконечности, где не было ни дня, ни ночи, ни темноты, ни света, где не за что было зацепиться памятью, и он почувствовал себя бестелесной тенью..., без отсчета лет собственного бытия (And, all of a sudden, the strange sensation of a stopped time wheel, daily and nightly spinning as if outside consciousness, snatched him and carried into the slippery abyss of infinity, where there was neither day, nor night, nor darkness, nor light, where there was nothing to catch hold of with memory, and he felt as a disembodied shadow ... without counting the years of his own being); and stopping the movement is fraught with terrible consequences, although the movement itself implies the finiteness of life ("likening to a moving mechanism", "the ambivalent character of movement – beneficiality and tragicity"). In this connection, it is interesting to note that when we say time has stopped, this can be associated with both a beneficial and negative event. However, this is always accompanied by an emotional shock.

The third model of time perception, which can be identified on the basis of the analysis of the language of Yu. Bondarev's short stories, involves the perception of time to a medium of exchange similar to money, given to a person in a limited supply at birth and paid for the very fact of life, which a person can spend at his or her own discretion:
...Если бы спросили тогда, согласен ли ... ради встреч с ней в том подъезде ...отдать несколько лет своей жизни, я ответил бы с восторгом: да, готов! (...If I was asked then, if agree ... for the sake of meeting her in that entrance hall... to give a few years of your life, I would respond with delight: yes, readily!) ("time is valuable, an object of exchange").

Therefore, it is obvious that a person should cherish time and be afraid of losing it. However, we waste this precious thing and even destroy it:
Чаще всего мы не жалеем впустую потерянных часов, дней и лет, утратив оценку разумных мгновений нашей жизни, заменив золото глиной (Most often, we do not spare wasted hours, days and years, having lost the track of the sensible moments of our life, replacing gold with clay) ("the possibility to lose or destroy"); Как часто я ожидал тот или иной день, как неблагоразумно отсчитывал время, подгоняя его, уничтожая его одержимым нетерпением! (How often did I expect this or that day, how unwisely counted time, urging it, destroying it with obsessive impatience!).

CONCLUSION

All told, based on the analysis of contextual use of lexemes that verbalize the idea of time in Yu. Bondarev's lyrical and philosophical short stories, we can conclude that the traditional lexicographic idea of time can be supplemented with such semantic components as 'something moving, likened to liquids or a mechanism linked in a mysterious way to human life', 'capable of perceiving a person's will ',' being a value that can be lost, destroyed, or exchanged for something valuable (love, youth, success)', 'likened to large space, which a person covers'. Based on the linguistic material analysis, one can speak of the coexistence in Bondarev's artistic worldview of an archaic and modern concepts of time passage and the person perceiving it.

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ARTICLE

COMPARATIVE STUDY OF PHRASEOLOGICAL UNITS WITH THE ADJECTIVE COMPONENTS OF PALATABILITY IN THE ENGLISH AND TATAR LANGUAGES

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ABSTRACT

The article presented below aims at investigating adjectival phraseological units of palatability in the English and Tatar Languages. The main methods of research are those of general linguistic methods and special linguistic methods. As a result of the investication the authors came to the conclusion that comparative phraseological units with the adjective-component of palatability is more common for English than for Tatar. Proverbs and sayings with the adjective-component of palatability are peculiar for both of the languages. Semantically phraseological units with this component are not so numerous in the English language, whereas in the Tatar language this layer of phraseological units is rather rich. These data may be explained by the specific peculiarities (which are explained in the article) of the nations. The materials presented in the article may be used in the courses of lexicology, phraseology or for further scientific investigations in the field of phraseology.

KEY WORDS
adjectival praseological unit, comparative group, non-comparative group, comparative conjunction, component-adjective of palatability, structural peculiarities, semantic peculiarities.

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INTRODUCTION

Phraseology is one of the spheres of linguistic knowledge that has reflected the mentality of nations. In their works linguists pay special attention to the structure and semantic peculiarities of phraseological units, their inner form and the problems of translation.

The work is devoted to the comparative investigation of phraseological units of two structurally different languages: English and Tatar. The Comparative study of the languages enriches linguistics by new data about general, specific and single.

A phraseological unit is a source of background knowledge connected with history, geography and the way of living of the nation. In the range of contemporary linguistic paradigms the comparative research of different languages phraseological systems is given a special role [1].
Phraseological units reflect the wealth of a language displaying cultural paradigms of the speakers of a particular language. They reflect cultural archetypes of an ethno-linguistic community and help to make explicit the peculiarities of its world perception [2].

The classification system of phraseological units suggested by professor A.V. Kunin is based on the structural-semantic principle. Phraseological units are subdivided into the following four classes according to their function in communication determined by their structural-semantic characteristics: nominative, nominative-communicative, interjectional, communicative [3].

Nominative phraseological units are represented by word-groups, including the ones with one meaningful word, and coordinative phrases of the type wear and tear. Nominative phraseological units are units denoting objects, phenomena, actions, states, qualities. They can be:

a) verbal – to talk through one's hat.
b) substantive – dog's life
c) adjectival – long in the tooth; high and mighty, spick and span, brand new, safe and sound. In this group the so-called comparative word-groups are particularly expressive and sometimes amusing in their unanticipated and capricious associations: (as) cool as a cucumber, (as) nervous as a cat.
d) adverbial – out of a blue sky, as quick as a flash.
e) prepositional – with an eye to, at the head of.
The first class also includes word-groups with a predicative structure, such as as the crow flies, ships that pass in the night.

2. Nominative-communicative phraseological units contain a verb and include word-groups of the type to break the ice – the ice is broken, that is, verbal word-groups which are transformed into a sentence when the verb is used in the Passive Voice. e.g. to dance on a volcano.

3. Interjectional phraseological units express the speaker's emotions and attitude to things: A pretty kettle of fish! They are neither nominative nor communicative and include interjectional word-groups.

4. Communicative phraseological units are represented by proverbs (An hour in the morning is worth two in the evening) and sayings. Sayings, unlike provebs, are not evaluative and didactic: It's a small world.

The purpose of the article is to find out common and specific features of the phraseological units with the adjective components of palatability in the English and Tatar Languages.

MATERIALS AND METHODS

To realize the study the researchers selected material from the monolingual and polylingual dictionaries and other literary sources in the Tatar and Russian languages. Among the methods of data analysis are the following ones: descriptive method, based on observation, oppositional analysis of the English and Tatar proverbs, etymological analysis, method of comparative analyses (used to identify and to distinguish main peculiarities and differences of the studied object in the compared languages), statistical method, method of generalization.

RESULTS

In our study after A.V. Kunin, E.F. Arsentyeva, L.R. Sakayeva we refer to the classical definition of the adjectival phraseological unit: Adjectival phraseological units are those in which attributes are presented by adjectives or predicatives. The researchers distinguish comparative and non-comparative adjectival phraseological units. We distinguish proverbs and sayings as the third structural group.

In the English phraseological units the comparative components "like" and "as" are used. These comparative conjunctions function as link-words between the first component (the basis of the comparison) and the second one (the object of the comparison) [4]. As A.V. Kunin marks it there is a tendency to omit the first conjunction [5]. The use of the conjunction "like" instead of "as" is not considered to be a norm, but in colloquial English it has become a widely-spread tendency. The first component of adjectival comparisons is usually used in its basic literal meaning. In the English language such comparative phraseological units with adjectives of palatability may be presented: mend like sour ale in summer [6].

In the Tatar phraseological units the comparative component "kyebek" or "shikelle" is used, e.g. mailagan kyebek baru [7], yache kapkan kyuse shikelle [8]. The use of the conjunction "shikelle" is more colloquial.

The second structural group of the adjectival phraseological units is non-comparatiuageve. The examples in the English language are: for sour apples [9], in the Tatar Language – tyamsezgya kityu [10].

The third group of adjectival phraseological units may be characterized as proverbs and sayings. The examples of the phraseological units in the English Language are: a rotten apple injures its neighbours, that which was bitter to endure may be sweet to remember, the nearer the bone the sweeter the flesh [11]. The Tatar proverbs and sayings with the component-adjective of palatability are as follows: tyamle syuz belyan gyenya boz eretep bulmiy [12], tyamle nyarsya az bula [13].

Semantically the phraseological units with adjective-components of palatability in the English and Tatar may be divided two large groups: phraseological units with negative connotation and those with positive connotation. In the English language phraseological units containing such adjective as sweet have a positive meaning: no sweet witout some sweat, the sweet and the bitter, as sweet as sugar [5]. Such adjectives of palatability as sour, bitter, rotten provide the phraseological units with negative meaning: for sour apples, a rotten apple injures its neighbours [14].

In the Tatar language phraseological units with the adjectives of palatability are much more numerous. And there is greater variety in the expression of positive and negative meanings. Such adjectives as bally, tyamle, tatly, maily express something pleasant: tyamle tyel, tyamle tamak [3], tyamle nyarsya az bula, tyamle toshlyar [9]; tatly uyga talu, taly hiyal, tatly zhiderep yache kostiru [3], tatly yoky, taly ometlyar, tatly hiyal [9]. The adjective maily in the Tatar language is the symbol of something very pleasant as well as bally, as butter and honey have been considered to be the most delicious food, that is why phraseological units with these adjectives of palatability are positive: bally kyul, maily kyuz, mayly urin [3]. As we see there are no equivalents to such adjectives as bally and maily.

But with the help of the negative component tyugel phraseological units with positive adjectives may become negative: maily botka tyugel, maily samsa ashau tyugel, bally kalach tygel [3].

These were phraseological units bearing positive meaning with the help of the adjective-component of palatability in the Tatar language. Now we start investigating negative phraseological units with adjective component of palatability. The result is reached with the use of the following adjective-components – yache, toche: yachegyan yon, yache ikmyak bulu, yache tangnan, yachesen-tochesen kyuryu [3], toche kamirdan yavyalyagyan, toche nazlanu, toche kaimak hyalfyase, toche tellyanu [3], toche syuzlyar, toche telle [13].

In the Tatar language both negative and positive phraseological units with adjective component of palatability are widely spread. If the adjective-component is positive in meaning the negative connotation may be reached with the help of the particles not in the English language and tyugel in the Tatar language.

DISCUSSION

The data found out as a result of our linguistic investigation provides us an opportunity to reveal the peculiarities of the nations reflected in the English and Tatar phraseological units with the adjective-component of palatability. The universal and specific features were found out as a result. According to Dedej understanding the phraseological unit depends on different types of the context, because the linguistic context is important to distinguish the constituent members of a unit.

According to the structure of adjectival phraseological units in the English language the amount of comparative phraseological unit is greater than that in the Tatar language. In the Tatar language this structural group is not so popular. In the English language this group is formed with the help of the conjunctions "as" (more formal) and "like" (more colloquial), in the Tatar language they are "kyebek" (more formal) and "shikelle" (more colloquial).

The group of non-comparative phraseological units with the adjective-component of palatability was presented by the following constructions: participle+preposition+noun, preposition+adjective+noun. Such phraseological units were common in both of the languages.

The structural group represented by proverbs and sayings was widely used in the Tatar language. That may be connected with the fact that the Tatar nation greatly respect representatives of senior generations and the life experience of adults is accumulated in proverbs and sayings of the nation.

Speaking about semantic peculiarities we may point out that in both of the languages the adjectives of pleasant taste (sweet, tyamle, tatly, bally, maily) create the positive meaning of the whole phraseological unit, though with the help of such particles as "not" in the English language, and "tyugel" in the Tatar language, the negative connotation may be reached even with positive adjective components. The adjective components of unpleasant taste (sour, bitter, rotten; yache, tyamsez, toche, tozly) make up phraseological units with negative connotation.

It is vividly illustrated by the results of the investigation that the perception of palatability adjectives coincides in the studied languages, that is why it makes no difficulty to guess whether positive or negative notions are meant. This is common for both of the languages, but the difference is that some adjective components are not presented in the English phraseological units.

CONCLUSION

Thus, based on the examples revealed during the analysis of the phraseological units with the component-adjective of palatability we can come to the following conclusions. In the English language comparative phraseological units with the conjunctions "like" and "as" are rather popular, non-comparative phraseological units are of the same frequency, and proverbs and sayings is the most widely-spread structure. In the Tatar language comparative phraseological units are of rare use. The third structural group (proverbs and sayings) is the most frequent.

Taking into consideration semantic peculiarities of the phraseological units with the adjective component of palatability we find out that phraseological units with the adjective components of palatability are not so widely spread in the English language, that may be connected with the fact that food intake and the taste of the food is not of such importance in the English language and hasn't become the symbol of positive or negative processes in life. Quite the contrary in the Tatar language, where the food intake process, the quality of the food is even the measure of respect, the symbol of one's attitude to another person, the phraseological units with the adjective-component of palatability are rather frequently used.

CONFLICT OF INTEREST
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ARTICLE

PERSONAL CHARACTERISTIC STRUCTURE AS PSYCHOLOGICAL CONDITIONS FOR THE DEVELOPMENT OF INFORMATION CULTURE AMONG UNIVERSITY STUDENTS

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ABSTRACT

For the first time, the problem of psychological condition revealing for the development of the information culture of students in the process of studying at a university is a topical one to develop psychological support for the professional and personal development of an expert. The concept of information culture for a future expert was formulated, the essence of which is revealed in the context of the anthropocentric approach to culture; the hierarchy of psychological conditions is determined by their importance in the development of student information culture; they revealed the system-forming condition for the development of student information culture, which is the psychological culture of an individual.

KEY WORDS
Information culture, psychological culture, psychological conditions for the development of students, educational and professional activities of students, high school education

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INTRODUCTION

The relevance of an appeal to the study of psychological conditions for the development of information culture among university students in the process of educational and professional activity is conditioned by a poor elaboration of this issue. However, the pedagogical conditions for the development of information culture are being studied actively both in general and in its context (computer literacy of information competence, etc.): Galchenko V.T. [1], Golushko T.K. [2], Zinovieva N.B. [3], Nesterova L.V. [4], etc. A significant contribution to research in the field of information culture was made by foreign researchers Nbbitt G. [5], Masuda U. [6], Shannon C. [7], Rosen L. [8], Wienderhold G. [9] et al.

Each of these trends is beyond doubt. However, the effectiveness of pedagogical conditions is largely determined by the extent to which they take into account the internal and psychological conditions for the development of information culture. There are almost no works devoted to the psychological conditions for the development of student information culture.

Based on the anthropocentric view of culture according to M.K. Mamardashvili and others [10], the understanding of culture is based on the understanding of culture not as "the process of appropriation of finished, cultural values by a man, but as a constant work, effort, stress, and human ability to exist". The information culture of students is based on this understanding of culture. Proceeding from this, the most general and deep characteristic of culture, revealing its activity essence, is its definition as a specific way of human activity. From this point of view, the concept of activity is generalizing one both for the characteristics of culture and for the description of a future expert essence as a subject of labor, knowledge and communication. According to the approaches by N.I. Isaeva [11], E.S. Markaryan [12], K.Klakhon, V.Kelly [13], M.S. Cagan [14] and others, such an interpretation of culture reveals, first of all, some ample opportunities for research and understanding of many phenomena and processes, human life, including the process of information activity mastering by students. Secondly, it makes possible the systematic analysis of the information culture, the identification of subsystems and the establishment of links between them. A special value of this approach for our research is that it fixes the attention on a future expert who solves certain information problems, achieves certain information goals, conditioned by deep needs and meanings, as well as coming into contact with other people, who cognize and transform themselves during the work with information.

In our understanding, the information culture of a future expert is a specific way of transforming oneself as a subject of information activity and it is represented by the unity of value, technological and reflexive components. Being a system, the information culture is not reduced to the sum of its element characteristics. It is an integral development of a personality [11], it is the component of professional culture, which in its turn appears as a way of a professional reality transformation. At the same time, in our opinion, the implementation of the culturological approach allows to improve the quality of vocational training of university students, within the framework of which the process of entering the profession is the process of mastering the profession by the culture personality (the desobjectivation of profession "cultural essence"). The essence of such a process is the discovery of abilities and characteristics by фт individual, their suitability for the profession, to vocational training and development [11]. The implementation of the subject approach by K.A. Abulkhanova et al. [15], based on the subject as the center of being and subjectivity organization, manifested through the need and the ability to improve a person, allows "to focus the attention on a person solving certain professional tasks, reaching specific professional goals, conditioned by deep needs and meanings, on a person who comes into contact with other people, who knows and transforms the world and himself" [11].

METHODS

The theoretical and the methodological basis of the study was made by the ideas and the principles of the system approach, in the context of which the information culture of students and the psychological conditions of its development are viewed from the point of view of the main system features: integrity, structurality, hierarchy and dynamism according to Ananiev et al. [16]; the subject approach, which is implemented in the choice of empirical research methods according to S.L. Abulkhanova et al. [15]; acmeological concept of personal development and professional skill increase according to A.A. Derkach et al. [17]; an anthropocentric approach to culture, according to which a person who constantly surpasses himself is regarded as the organizing force of the life of culture according to M.K. Mamardashvili et al. [10]; intentional-dynamic approach to the development of professional culture, within the framework of which psychological culture is regarded as an invariant of professional culture and as a sphere of personality uniting the mechanisms of professional culture development by N.I. Isayeva [11].

Main part

Adhering to the position by N.I. Isayeva [11], regarding the fact that the culture does not have the degrees, and the provisions of non-equilibrium state concept, we are talking about an optimal state of the information culture. The optimality of information culture is defined as such a characteristic of its state, which is objectified in the models of activity and behavior that contribute to the achievement of professional goals. An important indicator of culture state is the harmonious functioning of its components. Harmoniousness in our understanding is such an equilibrium state of their development that allows a system to function optimally.

A non-optimal state of the information culture depends on the random confluence of the psychological abilities and the abilities available to a subject, the processes of its development are largely involuntary and manifested at the level of stereotypes developed in the course of students' lives. The analysis of information culture indicators allowed to divide all subjects into three groups: optimal (13%), non-optimal (67%) and developing (20%) information culture.

Relying on the psychological essence of culture understanding as the way of changing a person by himself according to A.N. Leontiev et al. [18], the informational culture of future experts is not inherent in a man from the very beginning, therefore it must be developed specially. The development of information culture, the achievement of its optimal state presupposes the existence of special conditions. It should be noted that the term "psychological conditions" is absent in psychological dictionaries, which determines the specifics of our research. Acmeological conditions are the significant circumstances on which the achievement of a high level of a mature personality progressive development depends and especially its professionalism [17]. In the studies devoted to the information culture and its separate components, the authors single out the external (social, pedagogical, organizational) and internal (psychological, subjective) conditions for its development.

In our study, under internal (psychological) conditions, we will understand those significant personal characteristics that contribute to the development of the information culture of a future expert, the achievement of its optimal state in the learning process at a university.

Level analysis and t - Student's criterion allowed to identify some psychological conditions that contribute to the successful development of the information culture, i.e., to achieve its optimal state: psychological culture, the focus on a task, an average level of communicative tendencies, a high level of self-organization, a high self-esteem of positive personality traits in the field of activity, an average level of self-evaluation of positive personal qualities in the sphere of interpersonal relations and communication.

The correlation analysis indicates that the greatest number of statistically significant links was recorded in the group of students with an optimal state of information culture. It revealed 20 bonds, which is 18.9% from the number of possible ones ($p = 0.05$ and the critical value of 0.361). In the group with an undeveloped information culture - 15 links, which is 12.1% from the number of possible ones ($p = 0.05$ and the critical value of 0.361). Thus, the first group had more statistically significant connections by 1.3 times than the second group. Consequently, in the first group of students, the psychological conditions that ensure an optimal state of the information culture are more interrelated and represent an integral system, a cultural education: the development of some components of this system leads to the development of others and, ultimately, to the development of the information culture as a whole.

The comparative analysis in two groups of students showed that the preservation of psychological culture components, their interaction, mutual interdependence in the first group of students indicates that its personal parameters represent an integrated system, which allows to develop others (fully connected, integrated education) by developing one of them; psychological culture has an activity nature, this independent personality formation is an invariant of any form of culture, including informational one and does not depend on its (information) features; psychological culture performs the role of a system-forming condition for the development of the information culture of a future expert in the process of studying at a university. Falling out of any structure element or an inharmonious development of its components (in the IInd group of students) is the catalyst for personal and professional deformations.

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We present the structure of psychological conditions in each group of students: with an optimal and non-optimal information culture on [Fig.1].

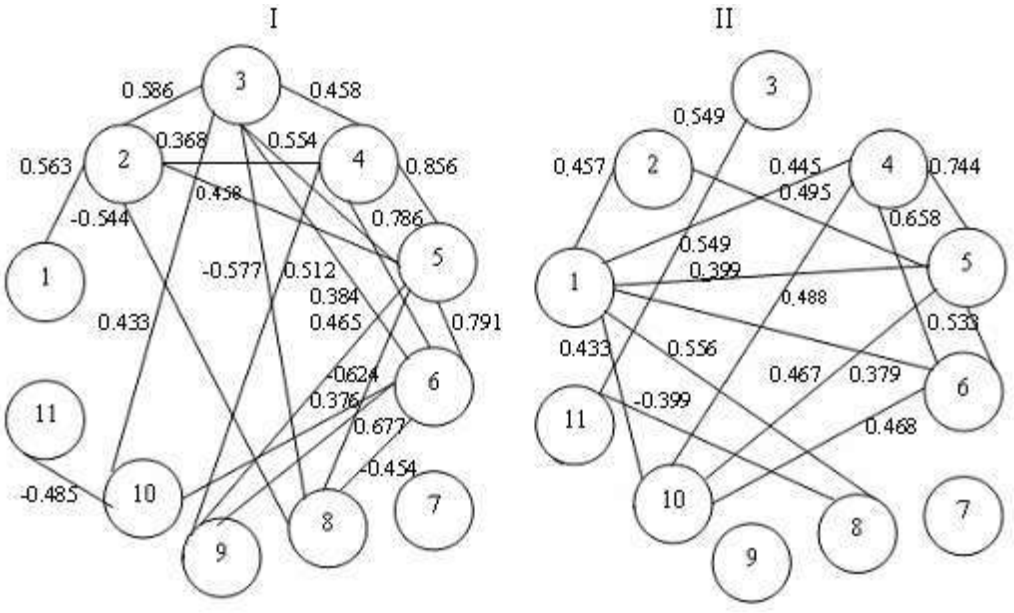

Fig.1: Correlation structure of psychological condition indicators in the groups of students with an optimal (I) and non-optimal (II) information culture. Variables: 1 - the strength of aspirations for self-knowledge; 2 - the strength of aspirations for self-regulation; 3 - the strength of aspirations for self-development; 4 - the degree of aspiration implementation for self-knowledge; 5 - the degree of aspiration implementation for self-regulation; 6 - the degree of aspiration implementations for self-development (the structural components of psychological culture); 7 - communicative tendencies; 8 - organizational inclinations; 9 - the focus on a task; 10 - self-evaluation of positive personality qualities in the field of activity; 11 - self-evaluation of positive personal qualities in the sphere of interpersonal relations, communication.

……

The students with an optimal information culture differ from the students with a non-optimal information culture by a certain set of personal qualities: future experts have high self-esteem for their positive qualities in the field of activity - thoughtfulness, efficiency, speed, diligence, enthusiasm. They consider themselves a bit restrained in the manifestation of such qualities of communication as responsiveness, sensitivity, affability, frankness, as a consequence, such students join new collectives, establish contacts with strangers, but the potential of their communicative inclinations is not highly stable, it is more pleasant and simpler to spend time at work for them, organizational inclinations are not related to the organization of others, but to the organization of oneself at work, at the same time such students are not aimed at collective relations for the sake of relationship, rather, on the collective relationships for the sake of a problem, the solution of which will increase the overall productivity. In addition, psychological culture reveals an activity-oriented, but not knowledgeable state among the students of this group, which is a central difference from the students with a non-optimal information culture [18].

During the transition to a high correlation level, it was shown that 5 closest links were found at a critical value of p = 0.621 in the group of students with an optimal information culture between the structural components of psychological culture: the degree of aspiration implementation for self-knowledge and the degree of aspiration implementation for self-regulation (p = 0.856), between the degree of aspiration implementation for self-regulation and the degree of aspiration implementation for self-development (p = 0.791), between the degree of aspiration implementation for self-development and the degree of aspiration implementation to self-cognition (p = 0.786). They also revealed the statistical relationships between psychological culture and the focus on the problem (p = 0.677), an inversely proportional relationship between psychological culture and organizational inclinations (p = -0.624).

According to N.I. Isaeva, "the appointment of a psychological culture is a careful and a productive use of a person's spiritual potential" [11], and therefore these students cognize and understand themselves, their desires, their character, flexibly manage their moods, desires, actions and try themselves in a new business, in new situations boldly.

In the informational activity such students aware of and understand their willingness and the desire to work with the information clearly, see a personal meaning in the development of information culture as the component of any profession, regularly engaged in self-education concerning their relationship to information as a value, eliminate the difficulties associated with information activity independently, promote the use of information in professional activities, applying new techniques and creativity, they analyze the information received and generalize, concretize it skillfully, use metaphors, different quotes, aphorisms for a bright message and use the selected information to solve educational - professional task effectively. A developed psychological culture is the main, but an insufficient condition for the development of the information culture among university students. A set of all the conditions listed above is necessary for its development.

SUMMARY

The interaction of professional culture and psychological culture is built on the principle of an individual psychological culture enrichment at the expense of the professional and the formation of a professional culture on the basis of a psychological culture. This allows us to believe that the presence of a psychological culture among university students enriches and ensures the formation of their information culture as a component of the professional one, which, in its turn, provides professional growth.

System forming psychological culture state as a condition of information culture development is the following one: in the means of self-development, in making oneself, in self-knowledge and self-correction (the purpose of psychological culture), then - in the process of own transformation as the subject of information activity (the purpose of information culture), then - in the way of professional reality transformation (the aim of a professional culture). In our opinion, such personal characteristics as orientation, communicative and organizational inclinations, the abilities for self-development, the self-esteem of positive personality qualities defined by us as the psychological conditions for the development of a future expert information culture are separate functional entities reflecting the basic structural components of an individual, on the one thing, and all of them are connected with psychological culture as the way of their harmonization, on the other, the purpose of which is a careful and a productive use of an individual spiritual potential.

CONCLUSION

The present study is devoted to one of the topical problems of modern psychology - the problem of the psychological conditions to develop a future expert information culture in the process the study at a university. This study allowed us to formulate the following conclusions:

1. Information culture is the component of a future expert professional culture and in many respects it ensures the success of educational and professional task solution. Representing a specific way of self-development as a subject of information activity, the information culture structurally includes the value, technological and reflexive components.
2. The students with a sufficiently developed (optimal) information culture are characterized by a high level of organizational tendencies and the self-esteem of positive personality traits in the field of activity; an average or a low level of communicative tendencies and the self-esteem of positive personal qualities in the sphere of interpersonal relations and communication; and the average level of strength harmony and the degree of cultural and psychological aspiration implementation (towards self-knowledge, self-regulation and self-development).
3. The students with a sufficiently developed (optimal) information culture in the structure of a person's orientation are dominated by the focus on a task, in the structure of organizational propensities - the propensity to self-organization, in the structure of psychological culture - the degree of aspiration implementation for self-knowledge, self-regulation and self-development, which emphasizes its activity, but not a knowledgeable character.
4. In the hierarchy of psychological conditions for the development of information culture among university students the most significant are the following ones: a person's orientation toward a task, the organizational tendencies and the psychological culture of an individual. At that, the psychological culture fulfills the role of a system-forming condition.

CONFLICT OF INTEREST
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ARTICLE

THE STRUCTURAL AND SEMANTIC PECULIARITIES OF THE ENGLISH VERBS WITH THE MEANING INFORMATION TRANSFER THROUGH THE PRISM OF ETYMOLOGICAL DESCRIPTION

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ABSTRACT

The article reveals the specific features of English verbs with the meaning information transfer (fable, detail, narrate, paraphrase, recite, recount, rehearse, relate, retail) considering historical and structural-semantic peculiarities. Special attention is drawn to the etymological factors of formation, development and existence of meanings. On the basis of their examination the authors come to the conclusion about the importance of conceptual description of verbs with the meaning information transfer that contribute to the reconstruction of the elements of linguistic worldview of this or that nation.

KEY WORDS
semantics; English verbs with the meaning information transfer; structural analysis etymological analysis; speech influence; synchronic aspect; diachronic aspect.

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INTRODUCTION

Many linguistic researchers (R.S. Jackendoff, A. Babushkin, K. Bühler,R. Jacobson) often deal with the ways a person gets information and accumulates it in his mind. Through language we get access to the knowledge which is kept in a person’s mind in the form of certain structures. Language is the most important means of human communication and any sort of information, any phenomenon of reality can be expressed by linguistic means.

R.S. Jackend off applies to this phenomenon and, accordingly, notion in his researches [1], pointing out that verb meaning can be decomposed in features which are part of our general conceptual knowledge. Thus, etymological and structural-semantic features of the verbs with the meaning information transfer are of great importance.

DATA AND METHODS

In accordance with the dominant cross disciplinary approach to the linguistic research the semantics of the verbs under study is analyzed in correlation with the methods of cognitive and etymological analysis, such as etymological analysis of words, contextual analysis of lexical units, conceptual analysis, frame semantics method, component analysis of dictionary definitions. The complex of conceptual and diachronic etymological methods allows tracing important mechanisms in the structure of lexical unit meanings. It reveals the necessity of using some data of cognitive linguistics together with etymological methods of semantic analysis.

RESULTS

Semantic features of the English Verbs with the meaning information transfer

The object of the ongoing research is the semantic group of verbs with the meaning information transfer in the contemporary English language. This group includes the following verbs: to fable, to detail, to narrate, to paraphrase, to recite, to recount, to rehearse, to relate, to retail, denoting different ways of information transfer.

Etymological aspect of the English verbs with the meaning information transfer

The peculiarities of cognitive approach to the processes of language and speech studying considerably define the interest of linguists in cognitive science, and in cognitive linguistics in particular. All the information a person gets by different channels, is accumulated in person's mind in the form of certain structures. Each cognitive discipline, having its own object of a research, provides access to the most objective analysis of these structures through language [2].

The present article gives the description of etymological and structural-semantic features of the verbs with the meaning of information transfer: to fable / (to tell fables, to invent), to detail / (to tell in detail), to narrate / (to tell, narrate), to paraphrase / (retell), to recite / (to recite; to repeat on memory), to recount / (to tell, state in detail), to rehearse / (a feather – to tell), to relate / (tell), to retail / (to extend, retell).

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The purpose of this article is to present a system and complex description of possibilities of meaning varieties taking into account data of a phonetic analysis, a historical, cultural and cognitive paradigm and the conceptual field on the basis of the principle of multiple etymology. The New Webster's Dictionary defines the term 'information' as follows: "News or intelligence communicated by word or in writing; facts or data; knowledge derived from reading or instruction, or gathered in any way"[3].

Information can be possessed (to have, to obtain, to possess, to hold), it can be protected (to protect, to store, to safeguard, to seal, to be inserted, to be kept private, to want very badly to keep it secret, to contain, to hide), it can be transferred to someone (to concur, to confirm, to reveal, to transfer, to convey, to sell, to deliver, to write down, to send, to tell, to uncover, to come with, to give, to pass on, to divulge, to share), it also can come from somebody. On the other hand, it is possible to need the information (to need desperately), it can be received in honest or dishonest way (to glean information from smb., to extract (data), to gather, to access, to read, to be permitted to know, to steal, to get information from somebody, to see, to find, to receive, to gain), one can try to get rid of it (to bury, to destroy), to evaluate and to understand it (to weigh the information, to sort through a barrage of information).

The description of information by means of the lexemes characterizing information transfer is significant for us. Information is an intermediate link between a sign and knowledge; the frame "information" is included in dominant frame "obtaining knowledge" and comprises various subframes by means of which the concept INFORMATION can be described directly: "storage of information", "obtaining information", "information transfer", etc. The semantic center of oral English communication is formed by four dominants – "information transfer", "exchange of information", "speech influence" and "expression of interpersonal relations of communicants" as all of them is directed to solve a certain communicative problem by a speaker.

Let's consider the first dominant that is called "information transfer". Verbs with the meaning information transfer reflect the major informative language function. This function was considered as the central by K.Bühler [4] and R. Jacobson[5], though under other name (referential, denotative, cognitive). The group under consideration includes the following verbs: to fable, to detail, to narrate, to paraphrase, to recite, to recount, to rehearse, to relate, to retail.

On the basis of the analysis of dictionary definitions we come to the conclusion that the given group of verbs is close to group of lexemes with the meaning of speech interaction in connection with presence of the general semes: results orientation (the interest of the addressee to the received information), frequency of actions (action can repeatedly repeat in relation to the same addressee), character of the transferred information. The subject of the message that can be presented as events of a real or imagined life or the content of someone's thought is also differently presented. The sequence of events, facts or pictures replacing each other is typical for these verbs.

The conducted analysis of dictionary definitions allows to be convinced, that even separate event may be presented as a number of smaller its constituent events. While noting the signs connected with the subject of speech action, we take into consideration similar motivation: the statement is carried out by the subject in order to let the addressee know some information. Besides the verbs of this group reflect aesthetic or actual (keeping the conversation ball rolling) purpose of the subject. There may be different purposes of speaking: to occupy the addressee or make a necessary impression, because it is pleasant for the addressee to listen or because it gives pleasure to the subject. Therefore, any story is often supplemented with colourful details (to fable / "to tell fables, to make up") and repeated many times (to rehearse / "to retell" – orientation on the addressee, to paraphrase /"to reword" – modification of volume of the information).

On the basis of these facts, it is possible to identify a subgroup with the meaning "repetitions, repetition", that is presented by verbal lexemes: to ingeminate, to iterate, to repeat.
The group with an integrated sign of "repetition" is presented by the central verb to repeat. In semantic structure of the meaning of the given lexeme there are no differentiating, additional signs. Presence of the subject and the object of the action is possible. The lexeme to iterate "to repeat" is close to it.

The meaning of the verbal lexeme to ingeminate "to repeat, repeat several times" contains an emotional component which points to the huge desire of the subject to achieve his goal, taking no account of the intentions of the participants of the conversation. Sometimes information and aesthetic (or actual) purposes are combined (to retail "to retell (news)"). The verb "to tell" is focused on the oral form of speech, the process "tell" can be characterized from the point of view of sound parameters (loudness, rate, timbre) of speech and manners of speaking (in a whisper, loudly, quickly, slowly, hoarsely).

Semantic features of the analyzed category enable us to examine the verbs meaning information transfer that have the following etymological characteristics:

to fable – "(arch. and poet.) romance, tell fictitious tales"[6]. It is dated XIV century in the meaning "to tell tales", in XVI century it got the meaning "to tell fiction". There are no doubts that the verb has connections with the Latin noun fābula [7]. However, the Latin verb fābulārē" to talk, to tell"[8] lies in the stem of borrowing.

to detail – "give the particular of, relate circumstantially"[6]. It is dated XVII century in the meaning "to deal with in detail". In XVIII century it was used in the military language. Etymological reconstruction allows to detect connections with F.détail(dé + tailler)"to cut up in pieces"[7]. Deeper etymological analysis shows that this verb can be reconstructed inIE. roots *dā(i)-,*dī- "to divide, cut, break"[9-10].
to narrate – "relate, recount, give countinuous account of, (abs.) utter or write narrative"[6]. It is dated XVII century with the meaning "to give an account or history of". Doubtless it has connections with L. narrāre[7] "to tell, to narrate, to inform"[8].

to paraphrase –"express meaning of (passage) in other words"[6]. The verb is dated XVIII century although the cognate noun is fixed in XVI century. Both words are borrowed from Latin and correlated to the Greek-Latin prefix para "equal" and the root phrasis" speaker's style, manner of speaking"[7-8].
to recite – "recite aloud or declaim (poem, passage) from memory"[6]. It is dated XV century in the meaning "repeat or utter aloud; describe in detail". It has connections with OF. reciter and L.recitāre"read out"[7-8].

to recount – "narrate, tell in detail" [6]. It is dated in XV century. The stem should be seen as a form of ONF. reconter: re + conter"count"[7].
to rehearse – "recite, say over, repeat from beginning to end, give list of, recount, enumerate" [6]. It is dated in XIII century with the meaning of speaking. Through late ME.reherce: –OF. reherc(i)er with the prefix re – "back, again" and the root hercer"to irritate, to torment". In this case we can observe the transformation of the initial semantics "torture stories" → "to retell" [7].
to relate – "narrate, recount" [6]. The verb is datedXVI century. The cognate noun is fixed in XIV century. In the stem of the verb is L.relātus, functioning as past participle of the verb referre[7] "to retell, to inform, to report"[8].

to retail – "recount, relate details of"[6]. It is dated XVI century with the meaning of speaking. It has related connections with the OF. verb retaillier. Itindicates a Romance origin. According to the lexicographic sources, the etymon is formed by the prefix re- with the meaning of intensive forceand the verb taillier"to cut"[7]. The semantic development of the verb is formed by the transformation of "purposefully emphasize" → "retell (news)". Likewise detail the verb can be referred to IE. roots*dā(i)-,*dī- "to divide, to cut, to break"[9].
The verbs with the meaning "repetition" have the following characteristics:
to ingeminate – "repeat, reiterate" [6]. The verb is dated XVI century and referred to L. ingemināre[7] "to redouble, to repeat"[8].

to iterate – "repeat (quoted words etc.); make (charge, assertion, objection, etc.) repeatedly"[6]. The verb is dated XVI century and referred to L.iterāre[7] "repeat"[8].

To repeat – "say or do over again, recite, rehearse, report, reproduce, give imitation of"[6]. It is fixed in English in XIV century with the meaning "to say again". In XVI century it gets the additional meaning "to recite, to say after another". In late ME. this form is transformed into repete. OF. répéteris a related word referring to L. repeterewith the prefixre- and the stempetere[7] "to try, to strive, to achieve"[8-9].

The above analysis of the verbs meaning information transfer showed that the filling of this segment was equal in XV, XVI and XVII centuries (2 words in each century). We can also observe a similar process in XIII, XIV and XVIII centuries (one word). Seven verbs have the Romance origin and two – IE. origin. The verbs meaning repetition having the Romance origin and referring to XIV (one word) and XVI (two words) can be added to this group according to their semantic structure. These centuries are the most productive for this lexical group.

CONCLUSION

Research of the historical layer of the concept has a huge importance as reflects all features of the most complicated process of information transfer in diachronic aspect that will essentially add the data of the synchronous analysis of the concept. The integrated approach allows to conduct researches of the change of the meaning taking into account the data of the phonetic analysis, historical, cultural and cognitive paradigms and a conceptual field on the basis of the principle of multiple etymology, avoid subjectivity in the estimation of the material and provide reliability and trustworthiness of the conclusions. The results of such analysis undoubtedly do possible reconstruction of elements of language representation of the world that, in turn, allows to reconstruct history of mentality of the people.

Conceptual and etymological analysis of the verbs meaning information transfer allowed to fulfill the investigation in the diachronic aspect and enrich the data of synchronic and conceptual analysis as etymology combines methods of analysis from Phonetics, Word Formation, Morphology, Lexicology, Semantics and others.

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None

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ARTICLE

TOURIST AND HISTORICAL FEATURES OF SETTLEMENT ON THE TERRITORY OF PRESENT TATARSTAN

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ABSTRACT

The article shows the changes in the population on the present territory of the Republic of Tatarstan from ancient times to the end of the XIX century. The article pays a special attention to the peculiarities of settlement before including the Kazan Khanate to the Russian state. It was at that time when a constant network of settlements began to emerge on the territory of present Tatarstan. The paper investigates the ethnic aspects of the historical and geographical settlement and identifies the main types of distribution in the region. The distribution of population in the region depends on many factors: economic, political, transport, natural, etc., leading to an increase in internal differences in population distribution in the region. The paper quantifies the change in the average density of the Tatarstan settlements in different periods of development. The article uses the results of the 1897 census. The study reveals regularities in the distribution of the population, which are reflected in the modern settlement system in Tatarstan.

KEY WORDS
settling the territory, settlements network, the types of population settlements, population, the indigenous population

INTRODUCTION

The multinational Republic of Tatarstan is one of the developed regions of Russia [1, 2]. To date, in terms of population Tatarstan ranks the eighth among 85 subjects of the Russian Federation [3].The region has a very rich history. It served an arena of interaction between different cultures and peoples for several centuries. The study of historical and geographical features of the settlement on the territory of Tatarstan revealed settlement regularities, whose knowledge is necessary today to ensure the sustainable development of the territory.

Settling on the territory of modern Tatarstan began from the ancient times. Despite the spontaneous emergence of settlements, their formation and placement had certain regularities caused by natural and historical conditions of settlement. They are especially seen at crucial historical periods. Such crucial periods in the history of Tatarstan were the defeat of the Bulgarian Khanate by Tatar-Mongols; the formation of the Kazan Khanate; annexation of the region to the Russian state and its colonization by the Russian people; transformation of the feudal system and the development of capitalist relations and Great October Socialist Revolution.

MATERIALS AND METHODS

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Prior to joining the Kazan Khanate to the Russian state semi sedentary population, numerous devastating wars led to major changes in the permanent placement of human settlements.
Most of the Tatar villages appeared during the Kazan Khanate at the turn of XV-XVI centuries and few of them survived on the territories of Volga Bulgaria. Cadastres and plat books of the period indicate that almost all of the settlements were located in the north-west (especially near Kazan) and Pre-Kama.

Constant settlements network began to form only after the fall of the Kazan Khanate and its annexation to the Russian state. From the end of the XVI century, such large changes in the distribution of the settlements as in the past no longer happen. Once having appeared, settlements tend to exist in subsequent periods [4].

Intensive settling the eastern Volga region by Tatars, Chuvash, and Mordvinians was taking place since the mid XVI century. The main reasons were progress of Russian population, the distribution of land in the estates and manors. It was also a hiding place for runaway Russian peasants and poor peasants. The huge flow of migrants was heading primarily to Trans Kama region where the land was more favorable for agriculture with its lakes and full-flowing rivers.

The number of non-Russian population that prevailed there did not lend itself to calculation. It was imposed a tribute in furs and represented a category of peasants belonging to the state. Part of the Chuvash and Mari people, the so-called “podymovnye people” paid grain tribute and quitrent in Kazan. Feudal top of the non-Russian population that started to serve to the Russian administration, including the newly baptized and the service class people were endowed with the local lands. Thus, the non-Russian population of Trans Kama region was heterogeneous in its position in the system of Russian feudal state.
The first half of the XVII century saw a rapid penetration of Russian peasant population to Trans Kama region. First of all, these were court and monastery peasants and landless peasants. They settled along the rivers and lakes, turned up the soil, setting up new settlements. Government that was interested in settling the Trans-Volga region by Russian peasants and in the development of new suitable farming areas created all the conditions for resettling the peasants there. This is clearly seen on the example of the court village Chalny.

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Chalnywas founded in 1626 by Yelabuga peasants on the left bank of the Kama in the estuary of Chalna. Settlers were exempt from any payment for five years, after these years they were imposed a relatively small quitrent in the amount of two rubles from a taxable piece of land.

Favorable living conditions in the new location attracted a lot of people there. Chalny rapidly grew: new villages and small settlements appear around it. By 1651 there already were 14 villages, quarters and new settlements. The population was 853 males.

Russian peasants had peaceful relations with the local non-Russian population. In close vicinity to Chalny there were villages of Bashkirs, Chuvash and Mari people which paid tributes in furs. They often shared and employed the same hay meadows and forests.

The settlement and development of new areas was uneven. Crop failures, hunger, the threat of Kalmyk attack often forced farmers to leave the inhabited lands. For example, in 1630, many Chalny farmers "fled for crop failure and for the Kalmyk people, as they were under Ufa".

A further inflow of population in the Trans-Kama region was accompanied by strengthening of feudal oppression, the expansion of feudal tenure. By the middle of XVII century the monastic estates expanded significantly. Farmers' petitions complaining of the severity of state duties refer to that period. Documents of the middle of XVII century mention empty yards in Chalny. Depopulation from Trans Kama region was in two directions: further migration of the population to Ufa county, and the return of part of the population back to their former places of residence.

Government policy in the Trans-Kama region refers to the period under consideration. It was characterized by a turning point in relation to court peasants, who were treated as peasants of main cities and court villages and by the increase in the number of service class people there. Several independent fortresses were built. Besides Menzelinsk fortress that existed from the end of the XVI century, Malinskiy town, Starosheshminsk and Akhtachinsk were built. Streltsy (archers) who were subsequently resettled to Trans Kama line served there.

Thus Trans Kama region by the middle of XVII century was a mixed picture, both socially and nationally. Trans Kama region had comparatively higher population density than the rest of the territory to the east of the Volga. Feudal estates began to develop intensively there, several strong fortresses were built, and the number of the service class people and the Russian peasant population was increasing. Trans Kama line, built in 1652-1656 completed a fortification system of the XVII century, which included Belgorod, Simbirsk and Syzranskaya fortified lines. It included wooden fortresses of Bely Yar, Erygklinsk, Tiinsk, Novosheshminsk and Zainek. In addition, it included Menzelinsky fortress and Kichuev district.

The most important feature of Trans Kama line was its emergence on populated area, rather than on the border with the "Wild Field", as it was during the construction of the southern Russian fortifications. The line did not fully cover all the Russian lands. Beyond that there were expansive lands of Eastern Volga and Ural regions and fortified cities Ufa, Birsk, Samara, they were inhabited by people who paid tributes in furs. This geographic location of the line was due to a number of socio-economic and political factors, of which we mention the amorphous boundaries in the southeast, and the absence of large public-political organizations in the region.

Trans Kama line changed administrative boundaries of the Trans-Kama region. All the land within the line was transmitted to Kazan county. So, Chalny peasants were transferred under the authority of the governor of Kazan. The royal decree of 1652 told to concentrate line management in Kazan.

Construction of Trans Kama fortification line and populating adjacent territories happened on the initiative of the government. By the middle of XVII century the Russian government had already extensive experience in the construction of the Belgorod and other fortified lines, and this experience was used in Trans Kama fortification line. Populating the region proceeded almost simultaneously with its construction. Most of the documents on resettlement of service class people refer to 1652-1653.

The special difficulty in settling the line was the lack of Russian service class people on its territory, which must have caused significant displacement of the population in the Kazan country. In particular, the line was mainly populated by people from fortresses on the right bank of the Volga and Kama rivers (Laish, Tetyushi, Starosheshminsk etc.), they were not needed any longer due to the construction of a fortified line [5].

By the end of XVIII-early XIX centuries Tatarstan finally had the established network of settlements. Later, it underwent only minor changes, but the configuration of settlements remained relatively stable. Most fully this stable network of settlements was reflected in the list of localities in 1758.

Before the revolution, the territory of modern Tatarstan was administratively split between the five provinces: Kazan, Vyatka, Ufa, Samara, Simbirsk. And the territory of the Kazan province accounted for 56% of the territory of modern Tatarstan, Ufa - 19%, Samara - 13%, Vyatka -8% and Simbirsk - 4%.
According to the 10th audit in 1859, the population on the territory of modern Tatarstan amounted to about 1.5 million people; they lived approximately in 3.2 thousand villages and 12 towns.

The bulk of the population was peasants - more than 95% of the total population. Crafts were not developed well. The total number of "industrialists" (i.e., those with sometrade), made no more than 55 thousand people (0.3% of the total population), and they lived mainly in cities.

The bulk of the population of Tatarstan was classified as the state peasants (76% of the total population), then followed landlord (14%) and apanage (5%) peasants.
Nationalities were dominated by Tatars and Russians, there were a lot of Chuvashes, Bashkirs, Mordovians and Votyaks (Udmurt). The indigenous population - the Tatars formed three main regions: 1) Zakazanie (the territory to North-West), 2) north-western part of Pre-Volga, 3) east and south-east of Tatarstan. Russian population was concentrated mainly in the cities and in the valleys of major rivers. Their share was especially great around Kazan, as according to the decree of Ivan the Terrible, Tatars were sent 50 kilometers deep into the country.Other peoples mainly lived along the borders: the Chuvash - in the south, Mari - in the north, Udmurt –in the north-east, etc [6].

Ancient settlements of Tatar, Russian, Chuvash, Mari and Udmurt people looked unconventionally, as they often repeated natural terrain, bends of a river, ravine, lake. However, there were significant regional differences in the population size of settlements by major natural economic regions of Tatarstan.

RESULTS

First of all, the size of the settlements, or more precisely, the share of large settlements, sharply increased from north to south. For example, Trans Kama region accounted for about 6% of all major settlements. This is explained by the fact that Trans Kama region started to be populated much later than other areas, it had fertile black soil, but relatively rare river net. Therefore a small number of relatively large settlements dominated, which were the backbone of the Russian colonization of the region. In addition, in this area there was a large number of settlements - the former fortified settlements of Trans Kama defensive line.
In the era of bonded peasants with the subsistence farming and attaching the population to the soil, the populousness of settlements was influenced by the strong differences in the size of per capita allotment.
The populousness of settlements was affected by ethnic composition of certain areas. The villages with the population less than 300 people in Tatars accounted for only 14%, while in Russians they were 43.5%. The major settlements among the Tatars had the population of 500-1500 people. They accounted for 56% of all Tatar settlements, while Russians had only 31.8% of such settlements. Other nationalities also had larger settlements than Russians did - the share of the non-Russian settlements with the population of less than 300 inhabitants was only 25.85, and larger ones (500-1500 inhabitants) - 43.7%.

It should be noted that, although in general, small and medium-size settlements made more than 80% of all Russian villages, but the percentage of larger settlements (3-5 thousand inhabitants) were Russians. This is due to the fact that large settlements were once support centers of Russian colonization.
The size of settlements was influenced by natural living conditions of the population. The most is water supply. As V.N. Sementovskyi emphasized that Tatarstan, as the area of transitional forest zone to the steppe, is predominated by valley and ravine type of settlement. [7] For example, in the north-east of Tatarstan 176 of 194settlements were in the valleys, 15 - on the slopes of the valleys, and only 3 - away from them.

The average density of settlements network in Tatarstan in that period was 4.8 settlements per 100 sq. km. The maximum density was observed in the most densely populated areas and old-military regions – Pre-Volga, Pre-Kama and Northwest part. The minimum density of settlements in the South-East and the Trans-Kama region is due to the fact that the process of settlement of Tatarstan went from north to south, and at that time there were unoccupied land plots in the southern regions [8]. Furthermore, in these areas, most of the population concentrated in the large (over 1000 inhabitants) settlements, which also limited the total number.

North-East is in intermediate position between the two groups. But inside the area the density of settlements is sharply reduced depending on the distance from the Kama River and north to south; the bulk of the settlements was concentrated on the right elevated bank of the Kama River.

Most other areas were also characterized by local concentration of settlements around the most important cities and near the Volga and Kama as well as around major tributaries. In addition, a number of linear concentrations was observed along the main roads of the region.

After the abolition of serfdom in 1861 migratory movements intensified in the region.
Economic growth stimulated the migration of the population, its effects were seen both in economic and social sphere. All of them are studied in a considerable number of publications on migration issues [9, 10, 11] but there is some difficulty in getting information on migrants until they start migrating [12,13] .These features are particularly evident in the region studied. Migration flows allowed to estimate the features of interethnic interaction in the region.

SUMMARY

According to the census of 1897, 2.97 million lived on the territory of modern Tatarstan. The bulk of the population were villagers - 91.5%, townspeople -8.5%, which is below the average share of the urban population in Russia as a whole (Semenov-Tyan-Shanskiy, 1910). Consequently, despite the abolition of serfdom, migration did not yet ensure the rapid development of cities. During the period, Tatars had particularly low migration mobility. However, even among the urban population more than half accounted for those employed in agriculture. [14,15]

According to the 1897 census, as well as lists of settlements on the Volga region provinces, there were about 3150 settlements on the territory of Tatarstan, which is by70 settlements more than now.

CONCLUSION

Generally, medium size settlement with population of 200-500 people dominated on the territory of Tatarstan upto the middle of the XIX century and accounted for 40% of the total number of settlements. 25% of the total number of settlements were villages and hamlets with population of 500-1000 inhabitants; 16% - with population of 100-200 people. Percentage of small size settlements (less than 100 inhabitants) and large size settlements (over 1000 inhabitants) stated approximately the same - 9% and 10% respectively.

1859-1897 were characterized by the polarization of the settlements. The number of small size settlements (less than 100 inhabitants) and large size settlements (over 1000 inhabitants) nearly doubled. By 1897 the bulk of villages and hamlets of Tatarstan constituted the settlements with 500-1000 inhabitants, that identifies the increase of their share and decrease of medium size settlements. [16,17,18]

However, the distribution of the population was being increasingly intensified by the regional differences. The number of large size settlements was growing from north to south. Trans Kama region stood out in this respect as its every third village had a population of over a thousand people. The large size settlements were mostly located along the rivers and valleys. It was the north-eastern region where the proportion of settlements with population of more than 500 inhabitants reached 92.5 % (all the settlements were located along the river).

Moreover, Tatarstan, particularly northern regions, has a watershed (syrt) type settlement. But usually, the settlements of this type used to be of small size and with sparse network due to limited water supply. Thus, a number of small size settlements were situated in ravines and hollows.
The river nature of the network formation was not the only condition determining the present shape of settlements distribution, quality of soil and the presence of flat areas (wastelands, burning, forest clearing) affected the size of the settlements as well. Thus, ceteris paribus, the settlements placed on the more fertile black soils had higher growth rates and were much larger in size.

The transport factor also had a great influence on the population of Tatarstan settlements. Rivers, valleys had not only physical and geographical values but served as natural transport routes. This was the way by which mostly Russians occupied the territory.

The introduction and development of river transport stimulated the emergence of large size settlements along the rivers. The new types of settlements appeared on the docks: office and residential settlements in the backwaters and nearby ship-repair yards (Derbyshki, Kuibyshev backwater, Arakchino at river crossings (Tatar Burnashevo). The small size settlements arose in the valleys of small rivers that flow into the Volga and the Kama.

The development of commodity exchange and the territorial division of labor led to appearance of a relatively well-developed network of commercial and postal roads. Mainly medium and large size settlements with population of not less than 500 inhabitants were located along them.

The greatest influence on the emergence of large size settlements had the construction of Moscow-Kazan railway (1891-1893). That initiated the growth of settlements network along it, e.g. nearby locomotive depot, around railway works (Yudino) and major stations (Lagernaya), etc. The development of industrial production, especially flour, affected proliferation of large villages in the vicinity of the major mills and elevators (Pechischi, Naberezhnye Chelny).

A number of large size settlements in Tatarstan were located in the field of oil and minerals extraction.
The total "picture' of settlement network of that time was represented by a combination of stable territorial settlements almost evenly placed on the territory.

CONFLICT OF INTEREST
None

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ARTICLE

ASSESSMENT OF THE INFORMATION COMPONENT OF THE REGION'S INNOVATION INFRASTRUCTURE (EXPERIENCE OF THE REPUBLIC OF TATARSTAN, THE RUSSIAN FEDERATION)

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ABSTRACT

In the article some approaches to the formation of the innovation infrastructure (informational and expert-consulting component) of the Republic of Tatarstan of the Russian Federation are considered and the main problems arising in this case are highlighted. It is emphasized that in the complex socio-economic development of the Republic of Tatarstan, one of the important issues is the formation of an innovation environment, the development of innovative business. The methodological basis of the study was a dialectical method of cognition and a systematic approach to the analysis of the facts and phenomena under consideration. The analysis methods used in various combinations at each stage of the study, depending on the purpose of the study and the problems examined, contributed to the increase in the reliability and validity of the conclusions made by the author. The calculation of the integral indicator of the provision of the innovation process for the information and expert-consulting component of the infrastructure development of the Republic of Tatarstan made it possible to identify the shortcomings in the information support of innovation activities and build a model of the information and expert-consulting component, as well as offer sound recommendations for improving the information infrastructure of the region. The model of information and expert-consulting component of the innovation infrastructure of the region showed that the functioning of the innovation infrastructure is influenced by the system of state centers of scientific and technical information, structures that support small businesses, technology transfer centers in the region. Applied mechanisms and methods of control do not ensure effective use of budget funds allocated for the development of innovation infrastructure. It is necessary to develop a methodology for assessing the effectiveness of innovation infrastructure based on the calculation of the integral indicator.

KEY WORDS
innovative infrastructure, information component, expert-consulting component, innovation activity, control, integral indicator

INTRODUCTION

Today, the innovative development of the economy is one of the topics discussed, since the country cannot fully develop only through the export of energy resources. A number of state measures have been taken, however, the innovative activity of the business sector remains rather low (in 2015 - 9.3%). Understanding the need for innovative infrastructure (II) exists at all levels of government: national, regional. Nevertheless, many questions of the formation and evaluation of the effectiveness of the functioning of AI still remain poorly understood. Elements of innovative infrastructure have different functional purposes, depending on their role in the innovation process and a set of tasks to be solved. In economic literature, there are several different views on the composition of subsystems and elements of innovation infrastructure. Among foreign scientists it is possible to single out S. Eriksson [1], E. Ramstad, T. Alasoini, [2] S. Reboud, T. Mazzarol, T. Volery [3], L. Woolgar [4], A. Bartzokas [5], M. Frenz, R. Lambert [6] and others. However, all foreign researchers considered the innovative infrastructure of the state as a whole without taking into account regional peculiarities. Russian scientists identify "maintenance" or "promotion" as the defining characteristic of the innovation infrastructure. V. Tribushnaya considers innovation infrastructure as "information, organizational, marketing, educational and other networks that help the new idea to reach its practical implementation and find its consumer" [7]. D. Kotov highlights such elements of innovation infrastructure as: legal infrastructure, information infrastructure; specialized innovation centers; financial institutions [8]

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In Russia, a large number of infrastructure objects of different focus, but their functionality cannot always be uniquely determined [9]. Many infrastructure objects are not used for their intended purpose, they do not provide support for specific business models [10], do not meet the needs of innovative enterprises in the early stages of development [11], do not provide technology transfer, do not create links between participants in the innovation market. Thus, the main problem of the development of the innovation infrastructure is the need to shift from the nominal existence of infrastructure facilities to their actual use. The article focuses on the informational and expert-consulting component of the innovative infrastructure of the Republic of Tatarstan. At present, a sufficient number of information and expert-consulting centers have been created in the republic to support entrepreneurship.

METHODS

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One of the main parts of the regional innovation management system is a mechanism for monitoring and assessing its condition. In the area of measuring the information innovation infrastructure in the region, the processing period of the accumulated primary information reflecting the acquired knowledge comes. However, there is no unified unit of measurement yet; therefore, the main measure of knowledge is the number of people requiring knowledge, and the criterion for using knowledge is the production of new knowledge on the basis of what is available.

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The information and expert-consulting component of the innovation infrastructure of the Republic of Tatarstan was evaluated according to the methodology presented in the paper [12]. As an indicator reflecting the information infrastructure of the region, it is proposed to introduce a coefficient of effectiveness of the use of intellectual property (ke.i.p.). To compare the volumes of innovation activity, within the framework of specialized regional competitions, relative to similar indicators in other regions of Russia, the coefficient of comparative activity of competitive activities in the region in the field of innovation (kc.a.f) is introduced. To assess the information and expert-consulting component of the region's AI is possible with the help of the coefficient of information and consulting provision of innovation activity in the region (ki.c.p). The share of costs for information and communication technologies in the region (ki.c.t) Will allow to determine the volume of investments directed to the information development of innovation activity. The main carrier of knowledge is an educated person. In this connection, the information environment should ensure a significant growth of the cumulative knowledge in the society and contribute to the development of human capital.

RESULTS AND DISCUSSION

The analysis of the information and expert-consulting component of the region's innovation infrastructure has made it possible to identify a number of problems in the regulation of II. One of the main problems hampering the development of innovative activity is the lack of the necessary information interaction of the participants in the innovation process. The development of an information block (a fairly extensive network of disparate organizations, including a regional system of state centers of scientific and technical information, with structures supporting small businesses, with regional information networks) should contribute to the effective functioning of II. A significant amount of information on innovative issues is posted on the Internet.

Since 2010, the Republic of Tatarstan has been carrying out the state registration of the results of scientific and technical activities (RRSTA) [13]. The creation of the system of state accounting of the RRSTA facilitates the development and implementation by the executive authorities of the Republic of Tatarstan of a state policy to increase the efficiency of using RRSTA. The register of results of scientific and technical activities is the state information system of the Republic of Tatarstan. The Tatarstan Center for Scientific and Technical Information (TCSTI) is the system-forming element of the innovation infrastructure of the region and the main supplier of scientific and technical information to enterprises and organizations. This is the only state institution dealing with accounting, storage and management of the results of scientific and technical activities in the Republic of Tatarstan, in addition, it is the main organization of the Federal Service for Intellectual Property, Patents and Trademarks (Rospatent) in the Republic of Tatarstan.

The considered method of assessing the information and expert-consulting component of the innovation infrastructure was tested on the example of the Republic of Tatarstan. As a data source for the calculation of the integrated indicator, the statistical data presented in official sources for 2012-2015 yeras. [14,15, 16] [Fig.1]

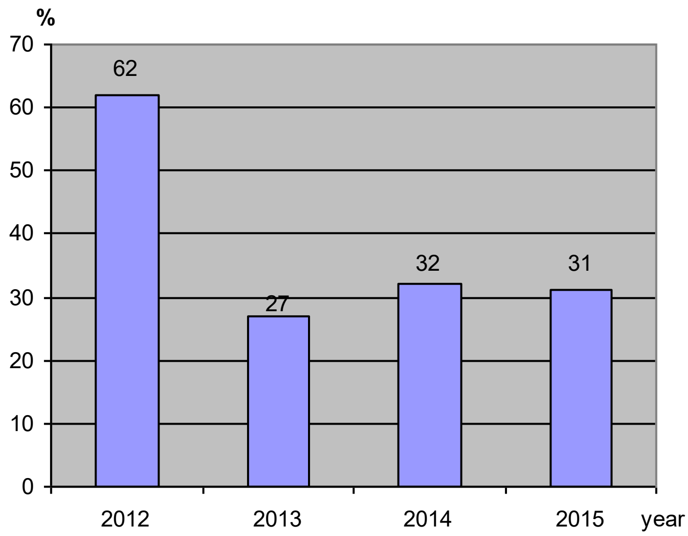

Fig. 1: Information and expert-consulting component of the development of innovation infrastructure of the region.

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Assessment of information and expert-consulting development of the region's innovation infrastructure has shown a low level of its development. This is due to the fact that this component functions nominally today, i. It is created for formal requirements "from above". During the analyzed period, the information infrastructure of the region has undergone significant changes. The Republican Information Resources Fund for Scientific and Technical Development started functioning on the basis of the Tatarstan Central Scientific and Technical Center. The structure of the fund includes: the Patent Fund, the Center for Support of Technology and Innovation and the Information Center for Collective Use.

Thus, in the region, activities are carried out to promote information products and services in innovation-active organizations (universities, technoparks, scientific and technical libraries, etc.).

In 2015, Tatarstan's CNTI provided 7030 services to provide information from the Republican Information Resources Fund for Scientific and Technical Development to enterprises and organizations of the Republic of Tatarstan. This is 1.6% higher than in 2014. The number of enterprises and organizations on subscriber information services amounted to 446 units (down by 7.5% compared to 2014). During the reporting period, the Center received 500,000 requests for the necessary information (13.6% higher than in 2014). Also, 3,290,000 pieces of regulatory, technical, regulatory and patent information were received, exceeding by 2.8% the level of the previous year [14].

Given the imperfect information base and the expertise of experts in a number of innovative areas, this reduces the ability of developers to protect the priority of domestic developments, not only in the domestic market, but also on the external one. The developed model of information and expert-consulting innovation infrastructure, showed that the structure of the analyzed component is quite developed in the Republic of Tatarstan. Against the backdrop of these processes, Internet resources are one of the main sources of access to information resources [Fig. 2].

The Among the information products that promote the innovation activity in the region, it is possible to single out: catalogs of investment projects; the investor's guide, in which local and federal organizations are represented, on cooperation with the investor, the main issues of interaction and the list of normative acts; liver free production areas for all cities and areas provided with the necessary infrastructure. Having considered the model for assessing the information and expert-consulting innovation infrastructure of the Republic of Tatarstan, it can be concluded that it is necessary to involve and build up all the elements of the innovation infrastructure in the region.

SUMMARY

As a result of the conducted research it was revealed that the Republic of Tatarstan has sufficient potential for improving the innovation infrastructure. The region has created the necessary conditions for providing information and expert advice on the creation, development and implementation of innovations. On the territory of the Republic of Tatarstan, innovative areas (technopark, business incubator, industrial parks, etc.) are functioning in different directions, capable of supporting small business from origin to development and development [17].

However, many infrastructure facilities are not used for their intended purpose, do not meet the needs of innovative enterprises in the early stages of development [18], do not provide technology transfer, do not create links between participants in the innovation market. This adversely affects the formation of a competitive innovative economy of the region and shows the relative underdevelopment of Russian entrepreneurship. Often, the creation of information centers is not carried out by the objective need of the market, but by imposing from above. So, the creation of infrastructure facilities at universities is in many cases only on paper, and they do not perform real functional. The reason for this problem is the lack of incentives for such infrastructure facilities to work effectively, since the amount of allocated budget funding does not always correlate with the performance indicators in the form of the number of projects being implemented. The analysis of the existing information and expert-consulting component in the region indicates the need for its improvement in terms of methods to stimulate the use of information resources, bringing information to stakeholders, organizing and monitoring the investment of budget funds in its development. Thus, the main problem of the development of the innovation infrastructure is the need to shift from the nominal existence of infrastructure facilities to their actual use.

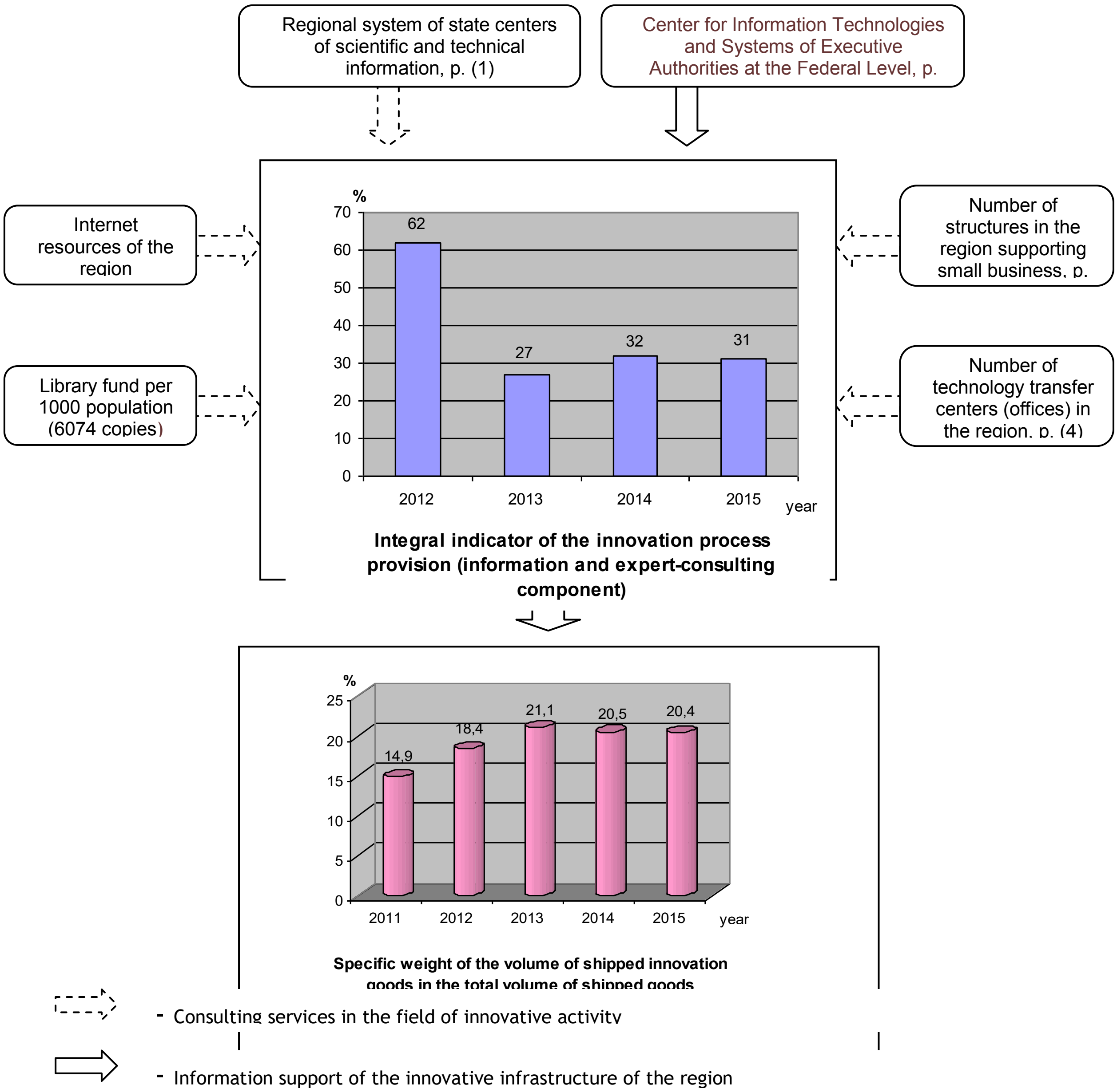

Fig. 2: Model of assessment of information and expert-consulting component of the development of innovative infrastructure of the Republic of Tatarstan.

CONCLUSION

According to the results of the conducted research, it can be concluded that, in spite of a sufficiently high level of information and expert-consulting support of innovation activity, there is an inefficient investment of budget funds in their creation. Applied mechanisms and methods of control do not ensure effective use of the created structures of information and expert-consulting support of entrepreneurship. It is necessary to really use the resources for technology transfer, provide timely advisory assistance on securing rights to intellectual property and their commercialization, bringing information to potential investors, etc.

The exit from the situation could be a scientifically grounded, holistic methodology for assessing the effectiveness of the activity of subjects of innovation infrastructure on the basis of calculations of the integral indicator of the provision of the innovation process for the information and expert-consulting component of infrastructure development of the Republic of Tatarstan, proposed by the author.

The article reveals not only the shortcomings of the information and expert-consulting innovation infrastructure of the region, but also the concrete measures substantiated by the results of the conducted research.

The author believes that in the Republic of Tatarstan the innovation management system is stated in the current regulatory documents through the mechanisms and tools of the innovation infrastructure, which is sufficient at this stage, but the quality of their implementation and application technology is urgently needed.

CONFLICT OF INTEREST

None

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None

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ARTICLE

THE INNOVATIVE METHODS OF TEACHING “THE WORLD AROUND US”

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ABSTRACT

One of the reasons for the intensive pollution of the environment is the low level of ecological culture and the indifference of people to violations of balanced natural processes in a result of human productive activity. The solution of modern environmental problems is impossible without creating an effective system of ecological education and upbringing of the younger generation. The article reveals new methods of teaching the school subject “The World Around Us” based on folk wisdom, holidays, traditions passed from generation to generation. National pedagogy is considered to be an effective tool of ecological education, because it is addressed to the person, his present and future, to ethno culture. It forces us to think, to look at ourselves from the outside, so that our own mistakes and imperfections do not turn into mistakes and imperfection of our children. The Republic of Tatarstan is ready to accept new ideas, innovative teaching methods in order to improve the efficiency of education. In particular, a new textbook of “The World Around Us” has just been printed and Professor Khusainov Z. A. is a co-author of it.

KEY WORDS
Tatar people, folk pedagogy, traditions, customs, ecological culture

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INTRODUCTION

At Environmental issues encompass more and more aspects of society life. There is a need to accelerate the formation of such mindset and viewpoint based on humanistic principle of respect for human personality, his natural and sociocultural environment.

We often talk about the necessity of humanization of public human relations. It can be understood: the crisis of society has led to a spiritual crisis. As a result, we ask ourselves: what to do, how to live on? These questions of human existence require a modern answer. But as an answer we often hear either a pessimistic tone of doubt, or the voice of the negation of everything including the best traditions and ideals. Meanwhile, without taking into account the experience of the past, the cultural traditions of folk pedagogy; it is impossible to solve modern problems of spiritual education. Ecological education should be started from the early childhood and done consequently and continuously. The problem of early ecological education is of great interest. Many scientists do their research in this field. There are many interesting and useful, from our point of view, articles about ecological education: Model for Early Childhood Environmental Education [4], Primary school teachers and outdoor education: Varying levels of teacher leadership in informal networks of peers [6], Meta- methodological implementation of creativity in ecogeographical education disciplines [7] etc.

MATERIALS AND METHODS

The priority of the universal begins with the revival of the undeservedly forgotten folk traditions, the spiritual heritage of people of different nationalities. National pedagogy is relevant today, because it is addressed to the person, his present and future, to ethno culture. It forces us to think, to look at ourselves from the outside, so that our own mistakes and imperfections do not turn into mistakes and imperfection of our children. For centuries, and for millennia, the task of understanding, preserving and passing on to the next generation the proved wisdom of folk pedagogy was solved.

Every nation is a bearer of universal human traits, worthy of admiration. Therefore, the main task is to analyze the national identity of the forms and methods of moral education. The universal norms of morality are made up of the totality reflecting the history, traditions and customs. Since the national peculiarity is not a circle of special, exceptional qualities, but only a concrete manifestation of the universal, these features are quite accessible to the understanding of other peoples. For this reason Z A Khusainov writes: "The knowledge of traditions, celebrations, customs and rites of different ethnic groups about the nature of the region helps to strengthen friendship between peoples"[1].

RESULTS AND DISCUSSION

The mankind has created different traditions, rituals and customs that remain alive up to this day.

Turning to antiquity, it should be noted that a man was not something separated from nature. On the contrary, he was a part of it, existed inside of it, believed in unity with nature and a connection to it. The latter determined the nature of his relationship with the outside world and certain norms of behavior. Folk wisdom contained observations, which later became the basis of the national calendar. We organized lessons based on the traditions of the Tatar people "Folk Calendar" in the second form of the primary school. One of the most important events of the calendar, which we have introduced to the course of "The World Around Us", is sowing in Fig 1.

Fig. 1: Sowing (Source: http://preetagriculture.org/wp-content/uploads/2015/10/wheat-1024x682.jpg)

The beginning of the sowing season is a very important moment. At this time, the fate of the future harvest is determined. The old people carefully chose the day for the first output on an arable land. According to the folk omens it was good, if this day ended in rain. There was a saying: "a wet April – good arable land". It was necessary to come out on the field clean and tidy, so the day before they took a bath. A ploughman put on new clothes. For the sowing to be successful, boiled eggs were given to all people they met on the way. The first furrow was laid with the prayer and the wishes of a good harvest. Along with the grain, eggs were thrown into the arable land. They indicated the size of the grains people expected by the autumn.

Having sown a small piece of land, they stopped for a festive dinner. They lay a tablecloth on the ground with various treats, among which there were necessarily boiled eggs and a loaf. They sang chastushki:

Give us sixty carloads of wheat!
Give us sixty carloads of spelt!
Give us sixty carloads of millet!
Give! Give! Give! Give us everything!
Give us harvest, Earth! [2]

Agricultural work is the subject of many folk riddles: "It goes, tears the ground, paves the black road" (plowing), "It fits in the field but it doesn't work in the forest" (harrow), "It does everything itself –mows, threshes, blows" (combine harvester), "It isn't the sea but it waves" (grain field).

The folk wisdom says: "If you sweat from work in fields in spring – in the autumn you will get a rich harvest", "The beauty of spring is in flowers, of autumn – in the corn sheaves."

The names of the months according to the folk calendar also indicated the certain natural phenomena. In Tatar folk calendar there are different names for the seasons. For example, baptized Tatars called winter time "hungry" ("ach ay"), because it became very cold, snow fell, and it was difficult for birds and animals to find food. The waiting period of warm weather – March and April, was called "dear" ("Kaderlesh"). The months of June, July, when bees are gathering honey were called "honey months" ("Balkuar"). October, November – "icy" ("Boz ay), as it became cold, and the water froze down. Tatar people said: "September is clear – the winter is cold", "If the 23 of September arrives, don't wait for summer".

The agricultural harvest festival - Syumbel was also based on the traditions, rites and customs of the Tatar people which we can use at the lessons [Fig 2].

Syumbel ("Syumbelya") was celebrated on September 23, at the time of the autumn equinox. This festival was in honour of work in the fields. The land rewarded the peasant for hard work, and the award should be thanked. Our ancestors saw Syumbel in the image of the goddess of fields ("Basu Anasy") - the patroness of the harvest. People were sure that it should be a girl with a hair of a ripe spike colour.

Fig. 2: Syumbel festival (Source: http://rosregistr.ru/upkeep/uploads/2018/08/1209-800x505.jpg)

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The first sheaf, bound in honor of Syumbel, was left in the field. When the harvest was completed, in honor of the goddess of fields, uncut ears were left on a separate plot.

Syumbel festival took place solemnly. They searched and found a beautiful, mischievous and sharp-tongued blonde girl. She played the role of the autumn. The girl sat down on the throne from sheaves. The elderly and respected people of the village were leading the game. Syumbel festival was a break during the work in the fields. For the youth, it was time for gatherings and festivities with songs, dances and fun games.

There are many proverbs and sayings about Syumbel. For example, they said about festival: "During Sumbel there is plenty of everything", "Sumbel is time to clean and sow rye", "When Syumbel is born, the water will cool down."

Many sections of "The World Around Us" in the second form start with riddles. There are few texts in riddles, but they change the subject in a special way brightly and diversely. Moreover, the riddles about the seasons are the closest to the experience of the child. In fact, it emphasizes what every child observed: how everything changes with the change of seasons. It also helps to comprehend these changes in a special way. Having understood and appreciated the riddles, as well as the images of the seasons created by them, it is easier to get acquainted with the ritual song. Approach to songs about the seasons has much in common with the approach of the riddles. At the same time, there may be some complications: for example, the calendar songs require special explanation, references to the ritual, etc. (the attitude to nature as a living being is not so obvious from the lyrics in contrast to the riddles, superstitions and sayings). One of the ways to penetrate into the world of calendar poetry in many respects akin to a fairytale, which is familiar to younger students: here mysterious creatures roam; people live in miraculous palaces etc. For example, in the riddles of the Tatar people about the four seasons of the year it is said:

An old man has twelve sons:

Three of them wear grey beshmets,
Three men wear green shirts,
Three sons wear yellow armaynaks,
Three men wear white shirts [3].

In comparison with the images of riddles and songs, at first glance the images of proverbs fade because of the concrete, economic purpose of these texts. However, proverbs and sayings are close to life experience of children and accordingly live in much the same way as a riddle.

Long since, people knew: it is necessary to do a difficult work together, amicably, with respect and love for each other. You just need to organize correctly the work. Praise, treat, a handmade gift, a good song can also help.

The people had such a custom when on long cold evenings Tatar girls gathered to work together at home. They together spun yarn to make cloth, weaved canvases. During the work they had fun together and had a heart-to-heart talk. It was believed that the work of the spinners was carefully monitored by the brownie - Bichura. And if Bichura does not like something - he immediately sits down at the spinning wheel and starts to confuse the strings and apply nodules. The old people said that the house-spirit was going to spin and confuse only the yarn that a careless girl left on the spinning wheel uncompleted. They also said that if someone began to spin after Bichura, he would surely get sick. You should not leave the yarn, and if there is no other way out, you need to throw it in front of the spinning wheel. Then the brownie will think about whether to spin or not. This custom says that the started work should be brought to an end. During the work the people said: "Who postpones work for tomorrow, that work will not decrease", "Hard work will be overcome by common efforts", "Happiness is not coming out of the ground, it comes with sweat", "Who did not experience hardships, that does not know the joy"[4].

In the program of a secondary school from the second form, as a rule, there is a workbook [5]. The objectives are clear: to be able to see what surrounds us (stand up and see what the weather is, write down, describe characteristics of the seasons, the phenomena of nature, weather conditions, what animals are nearby, etc.). The focus is on wildlife. Such work develops a sense of connection with nature; helps to feel responsibility for it, your ability to affect on something (make a feeder, etc.). However, the effect is greater if the teacher does not just follow the program, but tries to realize the potential of these lessons. It is not accidental that the practice of communicating with nature, observing the surrounding world, is the optimal method, actively used in various lessons of "The World Around Us".

SUMMARY

At the lessons of "The World Around Us" the use of a workbook is more appropriate. Including various characteristics of the seasons and phenomena of nature, the textbook, in fact, addresses to every page of the workbook which gives the opportunity to submit material more vividly, interestingly. The textbook contains rich material, for example, proverbs and sayings, legends, songs, riddles, etc. And if it is desired, the teacher can go further - and draw attention to the images that are born by the perception of nature. Topics for discussion are almost inexhaustible. One of the simplest is the comparison of children's

observations with the integration of oral folk art. This will not only allow to exchange views, but will awaken the interest of children, make them take a special look at their own observations, create an incentive for further work, develop imagination, and, what is more important, leave the impression of a special relationship with nature [6, 7].

CONCLUSIONS

The low level of ecological culture is one of the main reasons for the intensive pollution of the environment. This is due to the lack of an efficient system of environmental education and has led to the fact that people do not think about the consequences of their actions in the workplace and in everyday life to the detriment of nature. Thus, the solution of modern environmental problems is impossible without creating an effective system of ecological education and upbringing of the younger generation. The Republic of Tatarstan has gained certain experience in environmental education, starting from kindergartens, secondary schools, institutions of higher education. The Republic is ready to accept new ideas, innovative teaching methods in order to improve the efficiency of education. In particular, a new textbook of "The World Around Us" has just been printed and Professor Khusainov Z A is a co-author of it. Using innovative methods of teaching the subject "The World Around Us" based on folk wisdom, traditions, holidays, songs etc. helps to evoke students' interest to the observation of the world around them, to noticing the beauty of the surrounding world, to identifying themselves as a part of the nature and as a result it will help to form their ecological culture.

CONFLICT OF INTEREST

There is no conflict of interest.

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