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CONCEPT "WEDDING" EXISTENCE IN THE RUSSIAN LINGUOCULTURE

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Abstract: The article analyzes the concept “wedding” in Russian linguistic culture. The main research method is linguoculturological, in terms of which the detailed analysis of structural units of lexical-semantic field of the concept “wedding” in Russian linguistic culture has been carried out. In the process of analyzing the factual material different methods were applied: the method of continuous sampling, the field method, the descriptive and diachronic methods. The emphasis is placed on the analysis of factual material with a glance of realization of the concept “wedding” in different sources, mainly Russian folklore, idiomatic expressions, as well as precedential phenomena existing in the conceptual picture of the world of the native speakers of the Russian language. The linguistic units that realize the basic meaning of the concept in their semantic structure have been isolated, linguocultural analysis of lexical, phraseological and paremiological units and winged words and expressions has been carried out. The conducted research and careful analysis of the selected factual material indicate that, on the whole, the general idea of the wedding as a marquee event in people’s lives is preserved in Russian linguoculture, at the same time a change in the background connotation is noted, which is confirmed by linguistic facts and culture-bound terms. The main assumptions of this study may be of interest to specialists in the field of linguistic conceptual studies, the results of the linguocultural analysis of the representation of the concept “wedding” in the Russian linguistic world-image can be used as an illustrative material for training courses on linguocultural studies and lexicology, as well as special courses on the specifics of the national view of the world and precedent phenomena in language and culture.

Keywords: concept, linguistic world-image, the Russian language, cultural linguistics, idiomatic expressions, precedential phenomena

1 Introduction

In the Russian cultural tradition, wedding is a very significant event in a man’s life. Russian wedding is a multifaceted phenomenon, it is accompanied by a number of specific attributes and events. The ritual of marriage is preceded by equally important activities, such as getting acquaintance with the relatives of the bride and groom, matchmaking and so on. In addition, the wedding ceremony involves the implementation of traditional actions, both during the wedding and after it, for example, a ransom for bride, presenting the newly weds by the parents with an offering of bread and salt near the groom’s house, etc.

In the Russian linguistic world image, the linguocultural concept “wedding” takes in the whole range of ideas about this phenomenon, that is why the analysis of this concept allows us to consider both the linguistic facts and the culture-specific concepts in their development.

Linguocultural concept, as is well known, comprises three components: imaginative, conceptual and value. According to V. I. Karasik, the figurative component is “the trace of the perceptually-based representation in memory with metaphoric mapping” (Karasik,1999). The scholar treats the conceptual constituent of the concept as “a set of essential features of an object or a situation and the result from the process of their cognition” (Karasik,2005). However, the value component is considered to be the dominant one in linguoculturology, since it is the most culture-significant part of it, this is noted by a number of researchers in their works (Davletbaeva et al, 2015), (Zholobova ,2015), (Murzina et al, 2015) , (Muharlyamova et al, 2015). “In modern linguistics, language is defined as a major nationally specific phenomenon which accumulates and transfers the cultural background, traditions, world view, and the system of moral and ethical values of native speakers from generation to generation” (Alyokhina,2016).

2 Materials and Methods

The material for analysis was the dictionary articles with the analyzed concept “wedding” which is comprehended in phraseological units, proverbs and sayings, as well as the precedent phenomena existing in the conceptual view of the world of the Russian speakers.

To solve the objectives of the research, different methods were used. The main method was linguoculturological, within which we conducted a detailed analysis of the structural elements of the lexical and semantic field of the concept “wedding” in Russian linguoculture, as well as linguistic and cultural analysis of lexical, phraseological and paremiological units and winged words and expressions. To describe all the actual material collected by the method of continuous sampling, various different methods were used: the field method, the descriptive and the diachronic methods.

The whole complex of methods made it possible to draw general conclusions about the long existence of the concept of “wedding” in Russian linguistic culture (the descriptive method), its transformation depending on the cultural realities of a particular epoch (diachronic method), which was reflected in linguistic facts (the field method).

3 Results and Discussion

Modern researchers, concretizing and detailing the approach of V. I. Karasik to the concept, suggest, besides the above-mentioned, also including the components such as associative, etymological and historical into the structure of the concept (Kononova,2012), (Galieva et al ,2015), (Andramonova et al, 2014).

Many explanatory dictionaries, such as the dictionary by Ozhegov, the dictionary by Dahl, the dictionary by Ushakov, treat the meaning of the word *свадьба / wedding* as ‘a marriage rite, as well as celebrations on the occasion of marriage’ (Explanatory Dictionary by Ozhegov,2017).

The word *свадьба* / *wedding* originates from the Slavonic languages and, accordingly, has the same etymological root: Ukrainian *свадьба*, *свайба*, Belarussian *свадзьба*, Old Russian, Russian-Church Slavonic *сватьба*, Bulgarian *сватба*, Serbo-Croat *свадба*, Slovenian *svadba*, Czech, Slovakian *svadba*, Polish *swadzba*, н.-луж. *swajzba*, *swazba*. The word is derived from *сват*, in fact "*сватовство*". The Etymological Dictionary by M. Fasmer points out that the word *свадьба* / *wedding* correlates with *сварьба* under the influence *свариться* "*ссориться*" / *“quarrel”* (Fasmer,1996).

It should be noted that the last remark is very important in a holistic view of the concept of “wedding”, because, as the material of the paroemiae shows, sometimes the marriage is not always associated with positive emotions and feelings. Marriage is a very important step on the part of both the newlyweds, since life as a couple requires certain efforts and obligations from each of them. Often people are not in a hurry to get married, which is reflected in proverbs and winged expressions. Let’s give some examples.

Жениться – беда, не жениться – другая, а третья беда – не отдадут за меня. / To marry is a disaster, not to marry is another, and they will not give in marriage to me is the third trouble.

Венцом грех прикрыть(Proverbs and Sayings of the Russian People: V. I. Dahl. – M.: Pravda, 1987) / *To cover up sin by wedding*

Жениться не напасть, да как бы, женившись, не пропасть. / Marry in haste and repent at leisure.

Горе женится, нужда замуж идет / Woe marries, need gets married (Zhukov,1991)

Если к другому уходит невеста, то неизвестно, кому повезло / *If the bride leaves you, no one knows who is fortunate* (Serov,2005).

In Russia, a married woman's life was very difficult - she joined someone else's family and found herself in complete dependence on her husband. According to the old Russian customs, before the wedding, the bride's friends, weeping, unplaited her hair (a married woman could wear only two plaited plaits that were arranged around her head), and she bid farewell to a careless girlhood which was bewailed with special ritual songs. The lyrics of these songs are still extant:

Уж как к часу минуется,

Скоро воля коротается,

Я со волюшкой расстануся,

С подневолюшкой спознаюся.

Не гора ли рассыпается,

Трубчата коса да расплетается,

Дивий век да коротается.

Дивья доля лебединая,

Дивье прозвище да хорошо,

Женская доля да недородна,

Женское званье да нехорошо (Wisdom of Our Ancestors,2017). /

It's like time passes by,

Soon freedom is passing,

I'll give up my freedom,

I'll be acquainted with subjection.

Like the mountain crumbles,

Tubular plait is being unplaited,

The girl's days are passing away.

The swan fate of a girl,

The surname of a girl is good,

Woman's lot but it is not dignified,

Woman's dignity but it is bad.

We refer in our research to folklore, paroemiae, because the popular wisdom, concentrated in them, represents an objective picture of the world. Thus, some scholars note that the proverb is a kind of "an archetypal model of cognizing the world" insofar as in proverbs the original meaning of naive perception and understanding of the conception of this world remains, in some cases the proverbial semantics is slightly transformed in the value normative space of modern culture (Bochina,2015), (Safin et al, 2016), (Davletbaeva et al, 2013).

And yet, for the most part, the idea of wedding and marriage and, accordingly, a lexeme denoting wedding realities, has a positive connotative meaning.

The ideas of good, positive and negative, evil often resonate in the minds of native speakers, as some scholars have pointed out. "The good and evil concern the major axiological mechanisms regulating norms and requirements of morality. They are the most generalized concepts of morals, at the same time the good contacts idea of all positive and is comprehended as an ideal to which the person has to aspire and be guided by in daily activity; the evil acts as contrast to good, an immoral, contradicting morals" (Svetlana,2016).

Не женат – не человек. Холостой – полчеловека. / Unmarried – not a human. Single – half of a human.

Лучше жениться, чем волочиться / It is better to marry than to run after

Дай бог любовь да совет! / God grant you love and harmony!

Честным пирком да и за свадебку / By fair feast to the wedding

Не кайся – рано вставши да молодо женившись / Do not repent – risen early and married young (16.Wisdom of Our Ancestors,2017).

The concept of "wedding" is very vividly represented in Russian literature. We have repeatedly come across a description of this celebration in the works of both Russian classics and contemporary literature. So, the wedding is depicted in the poem "Ruslan and Lyudmila" and in the narrative "The Snowstorm" by Alexander Pushkin; in Lev Tolstoy's novel-epic "War and Peace" (wedding of Levin and Kitty); in the comedy by N. Gogol "Marriage"; in the stories by A. P. Chekhov, M. M. Zoshchenko, Y. Mamleev that have the same title "Wedding". Since the title is a strong position of the text, the fact that the writers titled their works with the word "wedding", which is also the name of the concept under consideration, confirms its reality and significance in Russian linguistic culture once again.

In many works, the authors emphasize the importance and solemnity of the wedding ceremony. In addition, the preliminaries immediately before the wedding are accompanied by the whole complex of feelings, thoughts, doubts of young people being on the threshold of married life. In our opinion, it couldn't be better described in novel by L. Tolstoy "Anna Karenina". «*Левин еще раз спросил себя: есть ли у него в душе это чувство сожаления о своей свободе…?.. "Свобода? Зачем свобода? Счастие только в том, чтобы любить и желать, думать ее желаниями, ее мыслями, то есть никакой свободы, - вот это счастье!" - "Но знаю ли я ее мысли, ее желания, ее чувства?" - вдруг шепнул ему какой-то голос. И вдруг на него нашло странное чувство. На него нашел страх и сомнение, сомнение во всем. "Что как она не любит меня? Что как она выходит за меня только для того, чтобы выйти замуж? Что если она сама не знает того, что делает? - спрашивал он себя. - Она может опомниться и, только выйдя замуж, поймет, что не любит и не могла любить меня". И странные, самые дурные мысли о ней стали приходить ему*» /*"Levin once again asked himself: does he have this feeling of regret in his soul about his freedom ...? ... "Freedom? Why freedom?" The happiness is only in loving and in feeling a desire, thinking by her wishes, her thoughts, that is, no freedom, - this is happiness!" - "But do I know her thoughts, her desires, her feelings?" - suddenly whispered a voice to him. And suddenly he was seized with a strange feeling. Fear and doubt, doubt in* *everything came over him. "What if she does love me? What if she marry me just to marry?" What if she does not know her own mind what she is doing?- asked he himself. She can come to her senses and, only after having got married, that he does not love and could not love me." And strange, worst thoughts about her began to capture him"* (Tolstoy,2017).

In Pushkin's "Ruslan and Lyudmila", the wedding feast and fun are painted in bright glowing colours, and the story of the bride's kidnapping from the genial bed and subsequent quest of her is nothing more than the echoes of ancient nuptialities with the compulsory difficulty tasks for the sake of the future wife.

Many writers play up the situations connected with marriage, which are perceived as being negative and usually condemned in the society. It is a marriage of convenience, misalliance, hasty marriage and so on. At the same time, such situations are often presented in a comic manner. For example, in the novel "The Twelve Chairs" by I. Ilf and E. Petrov, the authors, wishing to draw the attention of the readers to the age of Ostap Bender's bride far from young, who is getting married to a hardly familiar person, use a pun: «*Молодая была уже не молода*» / *"The bride was not young"* (Ilf I. and Petrov E,2017).

"*No wedding without miracles* (without tricks or without marvels)", - we read in the dictionary by V. I. Dahl (13). However, often in literary works, the authors describe wedding "miracles" being carried to the point of absurdity. So, in Yuri Mamleev's story "Wedding" the bride, for whom "*it was all the same who to get married to, if only the groom's face were nice-looking and not too sad*" («*все равно было, за кого выходить замуж, лишь бы жених был на лицо пригожий и не слишком грустный*») (23), with the guests proceeded with celebrating and having fun even after her bridegroom's having died at the table. And the explanation for this is quite "logical": «*Водки и закуски оставалось еще на столе необычайно, к тому же уходить никто не хотел*» / *"There were vodka and appetites in abundance on the table, besides, no one wanted to leave"* (Mamleev,2017).

Mikhail Zoshchenko describes an equally implausible situation in his story "Wedding" and, when the bridegroom cannot recognize his bride, since he knew her for only three days: «*Володька, можно сказать, толком и не разглядел своей невесты. Он, по совести говоря, без шляпки и без пальто ее никогда даже и не видел*» / *"Volodka, one can say, did not see his bride clearly. He, to be quite honest, never saw her without a hat and without a coat"* (Zoshchenko,2016). Therefore, indignation of the protagonist roused, responding to the guests' words of accusations for him about his having confused his bride with another woman: «*А пес вас разберет! Насажали разных баб, а мне разбирайся*» / *"And the devil only knows! They drew different women to seat, and I have to discern them"* (Zoshchenko,2017).

The precedent utterances about the wedding, often used by Russian native speakers, also indicate the reality, importance and relevance of the concept under consideration. The expression «*У вас своя свадьба, у нас – своя*» / *"You have your own wedding, we have our own"* from the popular in the mid-70s - early 80s television series "Shadows Disappear at Noon", shot by directors V. Uskov and V. Krasnopolsky on the novel by Soviet writer A. Ivanov is used as a facetious reply not to interfere with other people's affairs (Serov,2005).

«*Эх, как бы дожить бы до свадьбы-женитьбы!*» / *"Oh, if I could live to see my wedding-marriage!"* - this joking expression of the desire to arm oneself with patience and wait for the coming of a certain time, the date from the song "Oh, If I could live to see", composed by Nikita Bogoslovsky on the verse by poet Yevgeny Dolmatovsky for the movie "Alexander Parkhomenko" (1942) is still actively used in everyday speech situations (Serov,2005).

4 Summary

The analysis of the concept "wedding" showed that its frequency and significance in Russian linguoculture are very relevant. This is indicative of, firstly, a large number of paroemiae associated with the nuptials; secondly, the writers' repeated reference to the theme of the wedding and its detailed depiction; thirdly, the functioning of a set of expressions and precedent phenomena in the modern Russian language that directly convey the attitude to a phenomenon such as wedding. It is important to clarify that along with the idea of wedding as a celebration, festivity, there is also a heavy burden of responsibility of both spouses when they marry. The versatility of the phenomenon confirms its conceptuality in the Russian linguistic world image.

5 Conclusion

Thus, the conducted research and analysis of the selected factual material indicate that, on the whole, the general idea of the wedding as a marquee event in people's lives is preserved in Russian linguoculture, while a change in the background connotation is noted, which is confirmed by linguistic facts and cultural realiae. The main points of this study may be of interest to specialists in the field of linguo-conceptual studies, the results of the linguocultural analysis of the representation of the concept "wedding" in the Russian linguistic world image can be used as an illustrative material for training courses in linguoculturology and lexicology, as well as special courses on the study of the specifics of the national view of the world and precedent phenomena in language and culture.

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INTERPRETATION OF THE FIGURATIVE BASIS OF PHRASEOLOGICAL UNITS CHARACTERISING LABOUR ACTIVITY IN ENGLISH AND RUSSIAN

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Abstract: In contemporary studies on phraseology, where problems of describing the cultural and national specifics of phraseological units are touched upon, and in which the phraseological unit is understood as a "fount of wisdom" of the people, preserving and reproducing its mentality, culture from generation to generation, one of the central places takes the concept of connotation. Although in recent years there has been a growing interest in the connotative aspect of the lexical meaning, as evidenced by numerous works, the concept of connotation itself is treated ambiguously. Connotations in terms of researching the cultural and national specifics of the language are an object of the philological study, which seeks to recreate the spiritual culture and knowledge of the language collective, based on the recognition of associative-figurative motivations of linguistic essences and patterns of their combinations. These associations trace back to the national culture, caused either by "background", or by nonequivalent components of phraseological units, and by the holistic manner of the situation.
Keywords: connotation, image, idioms, English, Russian, comparison.

1 Introduction

The comparative analysis of the figurative and motivational fundamental principles of phraseology of different languages makes it possible to reveal universal and national peculiar logic-semiotic formulas of interpretation the phenomena of the surrounding world. It is evident that introducing a new PU to students can be challenging if the students lack both the background knowledge and vocabulary related to the subject (Yarmakeev, 2016). The study of the peculiarities in the sphere of figurative sources of the English language in comparison with the Russian language is of immediate importance for the study of the real processes of the PU formation in the languages under study.

1.1 Theoretical Framework And Literature Review

In stylistics connotation is considered as “stylistic meaning”, linking it with emotional coloring (Vinokur, 1980); in studies related to the problem of translation, they prefer to talk about the “pragmatic meaning” of connotation (Komissarov, 1990); in linguistic and cultural studies connotation is associated with the notion of additional information and national coloring (Vereshchagin, Kostomarov, 1983).

In linguistics, the connotation is understood as additional meaning, coloring and meaning as an invariant (signification, intensional meaning, etc.).

The most successful definition of connotation is contained in the work of V.N. Teliya, considering it as “a bundle or synthesis of information belonging to the meaning of nominative units of a language, which contains the information, creating an expressive effect of an utterance” (Teliya, 1986).

Connotations are conditioned by different uses and depend on the competence of a native speaker. “Cultural competence does not coincide with the language competence: the switching of the linguistic competence into the cultural competence is based on the interpretation of linguistic signs in the categories of a cultural code. The knowledge of this kind of interpretation is the cultural and linguistic competence, which is assimilated together with the mastery of the language, and through it − the texts of culture, reflected in fairy tales, myths, folklore and literature. This indicates the relativization of linguistic essences to culture” (Teliya, 1996).

Cultural connotation, being the interpretation of the components of the meaning of PU in the categories of culture, is overlays on the connotation as a linguistic concept, generated by it. The denotative macrocomponent of the meaning of PU is a kind of "theme" of phraseological units, and the components of connotation, playing a leading role, give it a new meaning. Each component of the connotation of PU can provide additional information of a national cultural character. First of all, such components of connotation are the emotional, expressive and evaluative macrocomponents of the PU semantics. Reading cultural information from the figurative basis of PU makes it possible to explicate the world outlook, the world perception, the spirit of the people, which received fixation and preserved in PU. The connection between evaluation, emotivity and expressiveness in the structure of connotation is described in the works of many scientists (Fedulenkova ,2014, I.A. Sternin, 1985 and others). The emotive-evaluative macrocomponent forms the "peak" of the connotation of PU, and at its base lies an idea that has prompted the emergence of PU. And such a basis is the motivational-shaped macrocomponent of connotation (Artemova , 1998). The image is associated with the emotional sphere of a person, and, therefore, saturated with a personal meaning, manifested in the fact that the image unites the data coming through different channels of a human connection with the world, and is formed by perception, memory, and accumulated impressions.

2 Materials And Methods

2.1 Methods of study

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 PU characterizing labour activity.

2.2 Figurative sources of PU in the studied languages

Figurative sources of PU characterizing labor activity in the English and Russian languages, as a rule, form the following thematic groups.

1) Somatic lexis. In recent years, the formation of the anthropocentric paradigm has led to a reversal of linguistic problems in the direction of a man. It is important to note that during individaul’s speech the verbal experience is developed which involves a certain subjunctive conceptualization of hierarchy of speech and structure of speech elements (Gafiyatova, 2016). Parts of the body have had a symbolic meaning in the most diverse cultures since ancient times − from myths and fairy tales to works of fiction, from rock paintings to author's paintings and social emblems.

It is not difficult to notice that the word "hand" is a part of many Russian and English PU that characterize a person's labour activity. The hand symbolizes, first of all, a person's ability to work, do something: English put (or set) one's hand to the plough “get to work” (lit. put a hand on the plough), not to lift (raise, stir, turn) a hand “not to make the slightest effort to help smb.” (lit. not to move a hand); Russian не покладая рук “diligently, tirelessly, continue doing something, to do things without ceasing”, поджавши руки “doing nothing”, валиться из рук “not to manage to do something because of the lack of appropriate forces”, живой рукой “to do something very quickly”, etc.

The national identity is reflected in the PU denoting the qualities of a person. For example, in the Russian languages, these are the PU with the meaning of “a personal attitude toward work”: руки горят “somebody has an irresistible desire to do something”, руки опускаются “somebody loses willingness, desire, mood,” in which the characterization of a person's activity is given from the side of his personal participation.

In the English language, PU with the meaning “responsibility” were fixed, which reflects patterns of behavior, normative settings of a particular society: on smb.'s hands , put in smb.'s hands and etc.

The shoulders in both cultures symbolize responsibility, work, burden, which falls on the person: take on (or upon) one's own shoulders; взвалить что-то на плечи in the figurative sense of “burden with hard work, obligations”.

The notion of hard work is connected with the phraseological units containing the component “back/спина”, “ridge/хребет”, “belly/живот”, “hump/горб”, “bowels/кишки” − break one's back, put one's back into smth.; не разгибая спины “to work long, hard”, ломать хребет “to work to exhaustion”, гнуть горб “to be engaged in heavy unbearable labour”, etc. This is due to the universal signs of the world cognition, which causes the presence of similar assessments and interpretations of the reality phenomena in the English and Russian cultures.

2) Zoonyms. Universal cultural connotations associated with a particular reality of the surrounding world find their reflexion in the semantics of PU. And the most bright example of this are PU, which include the words - zoonyms. So, *the pig* is associated in many languages with slovenliness, ignorance and absurdity of actions, *the dog* - with devotion, on the one hand, and laziness, the hardships of life, on the other hand. For example, make a pig's ear (out) of smth, lazy dog “; как свинья в апельсинах “not at all to understand”, собак гонять “hanging out without a deal”.

However, the images of animals that have culturally conditioned reasons connected with the way of life and type of management are fixed in each language. So, the native for the Englishman is sheep breeding (on the sheep's back – “on the back of a sheep”, thanks to sheep breeding, thanks to the trade in wool). Even in the Russian royal landscaped gardens, the taste to which was brought to Russia from England, the farms were represented with grazing sheep. The English image of the sheep is associated with lack of will, as well as with useless and aimless activity: lose the sheep for a half penny worth of tar lit. “lose one sheep for the sake of tar in half a penny.

For the Russian people, the main occupation was farming, and a great role for the Russian peasant was played by the horse and the ox. So the image of the horse/the ox is associated in the minds of the Russian culture bearers , above all, with hard work: работать как лошадь/вол “to work hard, long” etc.

3) The category of time. The composition of the PU, characterizing the work activity, in the English and Russian languages includes the nouns, calling different time intervals: a) a fast / slow / long / short process: a split second, work against time; в одно мгновение, в мгновение ока “to work, trying to do something as quickly as possible” (lit. to work against time) . Names of long-time slots are used in the PU to indicate duration: work round the clock / around the clock; все время “24 hours a day” The names of time-lengths intervals are used in the PU to denote a slow process (take one's time; тянуть время “not to hurry, not to rush; to wait, to linger” etc).

b) urgency / non-emergency / delay / accuracy - time and tide wait for no man “time is running out” (lit. time and a favorable occasion do not wait for a man); делу время, потехе час etc.

c) always / never - do smth. at all hours; день и ночь “all the time, constantly”, etc.

d) early / late - ни свет ни заря, кто рано встает, тому бог подает “early”, etc.

e) start / end - do smth. in the day; лиха беда начало, конец делу венец;

4) Names of concepts and realities of professional and labor activity. The English and Russian PU of the selected group include lexical units, denoting tools and mechanisms of labor activity (English *hammer*, *axe*, *tongs*, *cylinder*, *wheel*; Russian *молот, наковальня, лопата, пружина,колесо, железка, баранка* etc.), names of persons by occupation and profession (English *soldier*; Russian *сапожник, мастер*). For example: hammer and tongs “energetically, with all power” (lit. hammer and tongs), a big wheel “an important person, tucked in, a leader” (lit. a large wheel); нажимать на все пружины, на всю железку, взяться за баранку, как сапожник (ineptly, very badly), etc.

5) Monetary lexicon. Russian culture being accentuated by lack of money-grubbing, contempt for pursuiting the profit, of course, did not mean the labor person being inclined to work for “thank you”. Well-done work should be fairly rewarded. And here the main role for the employee is played by money as a measure of labor: «мера – всякому делу вера». The linguistic units of both cultures emphasize the labor nature of earnings: earn (make or turn) an honest penny “to earn by honest labour” (lit. to earn an honest penny); кровные деньги “money earned by honest work”. Reading the cultural information from the figurative base of this source, in our opinion, most vividly allows us to explicate the worldview, that received its fixation and preservation in phraseological units. So, in Russian PU, according to the cultural connotation, a smart person is believed to be rich without money (умный без денег богат),whereas in English – a smart one is believed to be rich (he is wise that is rich).

6) Food - for example, English be worth one's salt “to be a valuable, worthy worker”, (lit. to be worth one’s sault), lay an egg “to fail, to fail because of lack of interest” (lit. lay eggs); Russian разделывать под орех “to do masterfully, well, impeccably”, соль земли “masters, the best people”, etc.

The universal image of bread as a symbol of wealth and prosperity lies at the heart of the PU with the component “bread” - зарабатывать (свой) хлеб “to earn one’s living”, добывать кусок хлеба “to earn a crust of bread” - in Russian and “bread” in English - earn one's bread “to earn one’s food” (lit. earn one’s bread), bread and butter “means of subsistence, a source of subsistence” (lit. bread and butter).

The composition of English and Russian PU includes nouns that denote traditional dishes, food. The choice of these realities (English *turkey*, *pie*, *bacon*; Russian *каша, блины, квас*, etc.) is not incidental and is explained by the lifestyle of both the Russian and English people. For example, English bring home the bacon, be easy as a pie; Russian как блины печет “quickly and in large numbers to create something”, заваривать кашу “to start a difficult, troublesome or unpleasant business” and etc.

7) Articles of everyday life. The composition of Russian and English PU of this imaginative source includes various words of everyday life. This is due to the fact that in everyday life a person uses a variety of everyday objects. For example, English put smth. to bed, have got a foot in the door; Rusian по служебной лестнице - “on the ascending line, from the lower position to the higher one”, etc. Images of everyday life objects, reflecting the national specificity of the Russian people culture find their fixation in phraseological units: хамовный двор “in Moscow Rus: the enterprise engaged in weaving manufacture. In English, also interesting associations were fixed with the images of everyday life and objects of use: throw in the sponge, be used as a doormat), etc.

3 Results

The comparative analysis showed that figurative sources of PU, reflecting labor activity (except the time category), are characterized by approximately the same quantitative composition in both

English and Russian. This is due, in our opinion, to the fact that in the PU of the languages being compared, universal assessments and interpretations of reality are consolidated.

The selected fundamentals reflect the most extensive and significant, in our opinion, groups of figurative sources of PU, characterizing labor activity, in both languages, accounting for 88% of the total number of figurative sources in the English language and 88.6% in the Russian language.

National-specific indicators of a particular characteristic are estimated in the prism of the social attitudes and traditions of the people. Thus, the figurative source "category of time" prevails in the PU of the English language. In our opinion, this reflects the purely practical attitude of the British to reality. Careful attitude to their time, lack of emotions in decision-making and practicality are typical of the English. The category of time of PU "early / late" is characteristic of the Russian people, which reflects the peculiarities of the labor activity of the Russian people: *ни свет ни заря*.

4 Conclusion

The represented groups of figurative-motivational foundations can not reflect all the details of the conceptual sphere of the of the PU system of the type being investigated. We also identified non-productive small groups of figurative sources, such as: natural phenomena; proper names; images of plant species are characteristic of the PU, expressing work activity.

Thus, the universal is manifested in the fact that the thematic groups of figurative sources of English and Russian PU, characterizing labor activity, are generally classified in the same way. This is due to the fact that the subsystems of the PU, characterizing the labor activity of the two compared languages, obey the general phraseological tendency towards anthropocentrism, mainly the man description and the world around him.

5 Discussion

National identity is manifested primarily in the figurative composition of English and Russian PU, characterizing labor activity, which is associated with the cultural and historical development of peoples, national psychology, way of life and type of management, entrenched in the mentality of peoples in the form of behavior patterns, customs, norms. Phraseological units represent a "psychological matrix" on which the image of a nation is preserved.

The national originality of the PU of the English and Russian languages is also determined by the fact that the division of one and the same reality can be different for different peoples, hence the same concept acquires different connotations.

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LANGUAGE MEANS DENOTING HUMAN BEHAVIOR:A CROSS-LINGUISTIC VIEWPOINT

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Abstract: This article presents a survey of studies about the linguistic means of representation of human behaviour in three structurally different (English, Russian and Tatar) languages. The behaviour in different languages is conveyed with the help of means belonging to the lexical, phraseological, syntactical and textual levels. In the article different approaches to the investigation of lexis of behaviour by different authors are given. The special attention is paid to the question of the investigation of lexical-semantic group of behavioural verbs of the languages mentioned above aimed at defining the least studied field in the works by predecessors.
Various means of representing human behavior belonging to different language levels have also been revealed. This article discusses research on the analysis of linguistic units nominating the person's behavior in three different structures languages (English, Russian and Tatar). The analysis of this layer of vocabulary in a comparative aspect, as the key means of representing human actions from the point of view of the anthropocentric approach will help to reveal the national specificity of the studied linguistic phenomenon.

Key words: human behaviour, lexis of behaviour, means of different level, behavioural verb, lexical-semantic group, contemporary linguistic studies.

1 Introduction

Language is classified as anthropocentric phenomenon reflecting the world image of those who speak it. Studies of the national and cultural specificity of linguistic units of different levels remain relevant in modern linguistics. Human behaviour, means of its representation by speakers of different related and unrelated languages have repeatedly been the object of attention and investigation of scientists, philosophers, psychologists (Forrester,1996), sociologists, linguists (Aminova et al, 2016) , etc. A person capable of observing and analyzing his / her own behavior and the behavior of others transmits his verbal assessment and description of the actions of other people with the help of various language units.

2 Materials and methods

As we know behavior is a system of actions and deeds of a person in various spheres of life (material, intellectual and social spheres). These actions are conditioned by the needs, cultural and individual characteristics of the subject and are constantly evaluated by others. A person capable of observing and analyzing his / her own behavior and the behavior of others transmits his verbal assessment and description of the actions of other people with the help of various language units. Researchers of Russian art works reveal a huge arsenal of language tools that can describe human behaviour (Isachenko,2000). In our material extracted from texts, dictionary articles and corpuses of the Russian, English and Tatar languages, various means of representing human behavior belonging to different language levels have also been revealed.

So, at the lexical level we detected: nouns denoting types of behavior (***Eng***. behavior, flattery; ***Rus***. povedenie, lest'; ***Tat***. gamäl, jalagajlyk), the names of individuals (***Eng***. loafer; ***Rus***. lentjaj; *Tat*. jalkau); adjectives (Eng. tactless; ***Rus***. bestaktnyj; *Tat*. ärsez); verbs including verbs of the behavior and verbs of other interrelated lexico-semantic groups, actualizing in the specific context their behavioral meaning (***Eng***. show off, play up; ***Rus***. risovat'sja, kapriznichat'; *Tat*. erelänü, kirelänü); adverbs (***Eng***. boastfully; ***Rus***. hvastlivo; *Tat*. shapyrynyp;).

The phraseological level contains idioms and phraseological units: *Eng*. bear a grudge against smb.; *Rus*. derzhat' kamen' za pazuhoj, *Tat*. küneldä ker saklau. The syntactic level includes free word combinations formed by such models as Adjective + Noun, Verb + Adverb, Verb + *Eng*. as / like / *Rus*. kak / *Tat*. kebek + Noun, etc.

The textual level is represented by a combination of correlated and multilevel units that harmoniously join in the texts and make the description of people's actions and behavior more vivid and convincing:

Eng. We do not mind people being 'brainy' or clever, as long as they do not make a big song-and-dance about it, do not preach or pontificate at us, do not show off and do not take themselves too seriously (Fox Kat,2004);

Rus. Tut razdalsja obshhij smeh i huligany kak-to stushevalis'. To est' – imela mesto grubost', naglost', no starik okazalsja ostryj na jazyk i chto-to protivopostavil jetoj naglosti (Russian National Corpus, 2017 S. Dovlatov) / 'Here was a general laughter and hooligans kept in the background; that is there was an act of rudeness, arrogance, but the old man turned out to be sharp-tongued, and said something to counter this arrogance';

Tat. Egetnen igelekle, avyr çakta häçrak järdämgä tashlanuy, zhebep töshmäve, üz digänenä ireshergä omtyluy belän ul Shäfkatkä bik tä ohshagan ide shul (6: F. Safin) / 'The young man reminded Shafkat and was kind, always ready to help in difficult situations, never abandoned hope and tried to achieve his aims'.

3 Results

The most studied means of representation of human behavior in scientific research on individual languages, conducted at the end of the 20th century and in the first decade of the 21st century, are the following: nouns, verbs and phraseological units (including verbal idioms). In the course of comparative linguistics, the work of L.A. Bushueva (2008) was performed, in which the author studies nouns of the Russian and English languages, denoting acts, their vocabulary interpretations and speech use. The subject matter was the essence, paradigmatic and syntagmatic properties of the names of actions and their functioning. A.M. Yakhina (2008) (Yakhina,2008) considered the verbal idioms, denoting human behavior, from the point of view of their linguistic evaluation, which is an integral component of these phraseological units. Monographic study by S. M. Kravtsov (2008) is devoted to the study of idioms of structurally different languages (Russian and French) as the explicators of the concept "Human behavior", the analysis of which allows us to submit "a behavioral world image". Phraseological units with the verbal component of the modern Russian language with the meaning "Man, his / her qualities and behaviour" from the position of the native speaker of the Turkish language were considered in the dissertation research by Gunesh Bahar (2008).

Undoubtedly, the core of behavioral vocabulary is presented by verbs, because, as it was already mentioned above, behavior is a system of actions, which in turn are concrete actions. Therefore, of all the aforementioned linguistic means, it is the verb that is most specialized for describing human actions.

The lexical semantic group verbs of behavior was first outlined in the Russian language by R.M. Gaisina (1973). Subsequent studies of behavioural verbs were multifaceted. From the semantic point of view theses verbs in were studied in the works by L.M. Vasilyev (1981), E.V. Kuznetsova (1988), L.G. Babenko (2008). The researchers proposed various classification of this lexical semantic group. One should bear in mind that this problem is very problematic, since the considered subclasses are in very complex semantic connections with each other, thus reflecting complex relations between different types of behavior. Scientists rightly noted that verbs of this lexical semantic group to a certain extent overreact with other groups (with verbs of speech, intellectual activity, feelings, state, attitude, etc.).

From the functional side behavioural verbs were considered in the works of O. P. Zhdanova (1987), I. I. Sandomirskaya (1991), etc. It is noted that the functional-semantic features of behavioural verbs are manifested in the qualitatively-characterizing nature of their semantics, negative evaluative component (Aydarova, 2016), pragmatism . Connections of intralinguistic and extralinguistic types characteristic of behavioural verbs were disclosed. O. M. Isachenko points to the pragmatic potential of verbs of behavior; their wide functional range and frequent use in the sphere of interpersonal discourse are emphasized.

In the mainstream of cognitive linguistics, verbs of behavior were analyzed in the works of O.M. Isachenko (2000), E.V. Starostina (2004), A.M. Plotnikova (2009) . So, verbs of behavior were considered as representatives of behavioral concepts, behind each of which there is a certain cognitive scenario (the scenario of deception, the scenario of laziness, the scenario of pampering, etc.) . E.V. Starostina studied the features of perception of verbal behavioral vocabulary by participants in associative experiments and constructed frames describing various types of behavior. O.M. Isachenko identified the concept “behaviour” on the basis of linguistic material and revealed the participation of behavioural verbs in the construction of a fragment of the linguistic world view.

Lexical semantic group of behavioural verbs were also considered in the linguocultural aspect. Verbs of behavior, according to O. P. Zhdanova, reflect the collective experience of the Russian people in the knowledge of interpersonal relationships and indicate how one should not behave, indirectly orient people to observe the rules of social cohabitation. A.M. Plotnikova (.M. Plotnikova ,2009) identified such behavioral models important for the Russian linguistic culture community as deception, pampering, boasting, recklessness, sin, etc., which were verbalized in an ordered system of verbs of behavior. Verbs of behavior reflect the normative canon of the language personality , and is also representative of certain stereotyped ideas about behavior , which are nationally and culturally conditioned . Thus, it can be concluded that the group of Russian verbs is studied rather well in some aspects, which forms a fairly solid basis for the formulation and solution of other tasks related to the further study of this lexical semantic group with the inclusion of new languages.

Lexical semantic group verbs of the behavior of the Tatar language has not been investigated in a special monographic study so far. There are works on studying certain aspects of this group of verbs in other Turkish languages (for example, in the Tuvan language) (A. Ya Salchak, 2005). The work on the semantic features of the Tatar verb begun by F.A. Ganiev was continued by his student R.K. Ishtanova (2002) . In her work, an attempt to sequentially isolate individual subgroups within the semantic groups of verbs based on some unifying seme was made. Verbal lexical units are described in the work not only as nominative, but also as communicative units of language (R.K. Ishtanova ,2002: p. 9). Considering the verbs of behavior, the author classifies them according to the presence of the evaluative component into the verbs of positive behavior and verbs of negative behavior. Much work of semantic classification of Tatar verbs and their annotation for he Tatar corpus was performed by A. Galieva, O. Nevzorova, D. Suleymanov (Galieva et al, 2016 ; Galieva et al, 2015).

As for the English language, the verbs of behavior were considered by I. I. Sandomirskaya (1991) in the composition of emotive verbs (in comparison with the Russian language). The author studied in detail ways of expressing emotiveness and creating expressiveness in behavioral verbs (morphological means, onomatopoeia and sound-symbolism, internal form, play of the stylistic register, etc.).

A group of verbs of behavior is not found in the well-known classification by B. Levin (1993), where 49 semantic classes are analyzed on the basis of common components of meanings. However, individual verbs denoting insincere behavior are mentioned among the verbs of masking (masquerade verbs): act, behave, camouflage, masquerade, officiate, pose, qualify, rank, rate, serve (Levin Berth,1993, p. 183-184). It is noted that these verbs require additional predicative components, which, in particular, are introduced with the adverb as: She masqueraded as a doctor (Levin Berth,1993, p.184).

The mentioning of English verbs expressing behavior is also found in the work by Rochelle Lieber (Lieber Rochelle,2004). The author, considering the word-forming morphemes of verbs and their meanings, allocates a group of verbs ending in -ize, -ify with similative meaning. These affixes form verbs from the nominative framework, expressed as names of common and proper names: hooliganize, Boswellize, etc. Their meaning is represented by the following model: “do / act / make in the manner of or like X” (Lieber Rochelle,2004, p. 77, 81).

Complex consideration of the given lexical semantic group of the English language from the point of view of structural-semantic and functional features is absent at the moment. There is an experience of describing verbs of behavior in other Germanic languages (in particular, German) (by L.I. Grishaeva in 1999). The author examined the verbs of the behavior of modern German as a semantic class of the anthroposphere verbs, studied in detail the cognitive, semantic-structural and functional aspects of their description. In work the cognitive structure of the concept “human behaviour” is modeled, and verbal mechanisms of cognition stored in the cognitive structure of this concept are verified. It should be noted that L.I. Grishaeva narrowed the volume of verbs of behavior and included only those in the semantic structure of which there is no evaluative seme: for example, German *sich anstellen, sich aufführen, auftreten, sich aufspielen, sich benehmen, sich halten, handeln, sich stellen, tun, sich verhalten, sich zeigen,* etc. (Eng. behave, conduct, act, etc.).

4 Conclusion

Thus, the linguistic means of nominating an individual’s behavior are universal for the three structurally different languages and reflect a fragment of the world image of their native speakers. The peculiarity of the studied language means found on the lexical, phraseological, syntactic and textual levels, is their high degree of evaluation. Man, observing the actions of others, is inclined to compare them with a certain standard, adopted in this cultural community, and makes his verbal assessment. Our review of modern research indicates that these linguistic units have attracted the attention of linguistic scholars of the English, Russian and Tatar languages. Means belonging to the lexical and phraseological levels, received the greatest illumination in all three languages. Thus, studies on the material of the Russian language are distinguished by a multifaceted character: the structural-semantic, functional, cognitive, linguocultural peculiarities of a given layer of vocabulary were considered. We have to state that the above-mentioned funds are insufficiently studied in the English and Tatar languages. On the material of the English language nouns, verbs and milling units that represent the actions of the individual were studied, on the material of the Tatar language – verbs and verbal phraseologisms which denote human behavior. In both languages, these means were considered only in the semantic and linguocultural aspects; their structural, functional, cognitive features remained unexplored.

5 Discussion

Despite the variability of research approaches the verb is recognized as the central and most specialized term for human behavior among other means in three languages. The analysis of this layer of vocabulary (in particular, the lexical semantic group of behavioral verbs) in a comparative aspect, as the key means of representing human actions, seems promising, since such an analysis from the point of view of the anthropocentric approach will help to reveal the national specificity of the studied linguistic phenomena, which will provide useful information for intercultural communication in terms of forming the tolerance of the language personality.

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REVERSIBILITY OF THE EPIC AND DRAMATIC IN THE RUSSIAN DRAMATIC ART OF THE LATE XX – EARLY XXI CENTURIES

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Absract :The article deals with the study of the phenomenon of epization of modern «new drama» at the turn of XX – XXI centuries. This issue was turned to in the works by V.E. Golovchiner, T.V.Zhurcheva, D. Khakimova, who tried to offer an explanation for this phenomenon. The investigation carried out keeps seeking for the specialists in the study of literature in this field and develops the existing conceptual messages. In the course of the work the authors view the reasons of emerging epzation in "new drama", and also put forward their own hypothesis of the mentioned process. The article provides an analysis of the form of representation of the strategy of narrativization of the dramatic text, marks their variability. It is proved that the goal sets of the strategy of narrativizion in "new drama" are the development of a new ethics and the solution of the problem of self-identification. The primary results of the survey are the conclusions that the originality of "new drama" of the turn of XX – XXI centuries is determined by just the reversibility of the epic and dramatic, and the explication of the process of dedramatization, emphasizing on it turn out to be the way of destruction of the mechanism of the sense of global consciousness, devaluation of the very foundations of self-identification. To counterbalance this, the performative character «Me-Narrative» and modelling new ethics are constructed by means of lacunas, appearing at the intersection of a dramatic component, and for account of the strategy of narratization.

Keyworwords: modern Russian dramatic art, "new drama" of the turn of XX – XXI centuries, epization, narrativization, self-identification, Me-Narrative.

1 Introduction

One of the specific features of "new drama" of the turn of XX – XXI centuries, which is invariably emphasized in the studies of literature, is a tendency of epization of dramatic text. As it is known, the process of epization of drama, frequent variants of manifestation of which can be seen in dramatic art of different epochs, in the literature of the 20th century it acquires an extremely extensive if not a total character. The majority of researchers associate it with a world outlook progress that happened at the turn of XIX – XX centuries and took manifested itself, according to V.E. Golovnicher, in "trying of many artists to find a dramatic form being able in an organic way to incarnate a new developing reality, to conceive it in a variety of manifestations, contradiction and complexity (Golovnicher,2007). It is "this situation in which there revived, actualized, transformed, in modern conditions, the epic attitude to the reality being inherent in ancient folk consciousness, epic mentality – mentality, which is determined by an interest <…> to co-being of many and different, equally important persons" (Golovnicher,2007).

The result of this world outlook progress is the activation of a "substantive" conflict (V.E. Golovnicher), the basis of which is the problematization of the position of a man in a contradictory world order. The artistic representation of the conflict provoked the extension of "intergeneric diffusion", the examples of which are easy to find out in "new drama" of the end of XIX – the beginning of XX centuries and in the experiments of art of the middle and the second half of XX century.

Moreover, epization of drama is determined by the change of the angle of perception of a new developing reality. "The end of heroic individualism" (P. Pavis) supposes giving prominence to everyday discourse with "a common man" included in it, which inevitably leads to relaxation of dramatic tension. This thesis is developed by T.V. Zhurcheva, noting, that "trying to show the course of everyday life puts up drama to epic devices, to "de-dramatization", relaxation of dramatic tension for greater insight into details and particulars of being of "shallow person" (Zhurcheva,2015).

2 Methods

In the main, the methodology of literary study of the dramatic text used in the analysis of the material is analogous to the one used by the colleagues from Kazan Federal University worked on the dramatical pieces (Lisenko ,2016; Lisenko et lal, 2016; Prokhorova et al, 2016 ; Zavyalova et al, 2016 ; Zueva ,2016; Zueva,2016).The case in point is that in the first place the structural and semantic analysis that enables to analyze the text as the system of mutually dependent elements. At the same time, we used the elements of the narrative analysis, since, as we will note further, one of the subjects of investigation is the strategy of narrativization.

3 Results and Discussions

The process of epization of drama at the contemporary stage, as regarding the previous turn of the centuries, is determined by the whole complex of reasons. But in contrast with external similarity the qualitative change of the very process of life, its conversion, according to A. Strindberg, into "fast, hysterical" time loses the position of governing factor. There is no doubt that epization as a form of finding an adequate language of fast changing and regenerating reality is completely applicable, for example, to the technique verbatim, but does not utterly exhaust the all variety of "new drama".

Not groundlessly the scholars mention the change of the type of thinking of the moderns as one more factor. Thus, D. Khakimova motivates the emergence of discreteness as one of the determining features of "new drama" by the type of consciousness of the modern man, governed, on the one hand, by the influence of new means of communication, on the other hand, the totality of visual and clip thinking. In the first case, the researcher ties up the endlessness of the process of innovations with the tendency to "single consumption", the adequate cultural expression of which is easiness, brightness and visuality of perception. In the second case one draws a straight parallel between clip thinking and "assembly" language of "new drama" (Khakimova,2009).

Notwithstanding the correctness of such statements one should note that the explanations from the point of view of functionality only are not evidently enough. In our opinion, the process of epization is no longer an exceptionally artistic reaction to the change of the nature of life/ time/ history and at the same time does not become the total sum of functional signs of new artistic language. It is as essential attribute of the changed dramatic nature of the text; in this case it seems to be more justified to speak not on the process of epization, but on the strategy of narratization.

When the researchers say about the process of epization, in most cases they highlight either its formal expression, for example, pointing to the spatial «dispersion» of the «extending Universe» by Chekhov (B. Zingerman); or semantic change. So, E.L. Fink, characterizing the problem of epic character of Russian drama, notes that: "epic outset in drama is the tendency to overcoming the limitation of time and space of dramatic act, extension of the circles, the events of everyday life, psychological motivations" (Fink,2001).

But in the case of "new drama" of the turn of XX – XXI centuries neither of the aspects are topping. It is no accident that in literary studies, covering this problem, rather often one can encounter the definition of dialogue prose, for example, as applied to the plays of E. Grishkovets. Thus, E.Y. Lazareva, illustrating the thesis about non-standard feature of "new drama" basing on the plays of E. Grishkovets notes that "on the principle of "the stream of consciousness" the author transforms a dramaturgic act into a reproduction of the stories about life attaching at the same time a particular importance to details <...> The action in such plays, as a rule, "blurred", it is motivated not by a dees, but a *word* <the author's cursive – *A.A., T.V., O.O.*>» (Lazareva,2012).

An evidence of correlation of the changed dramatic nature and strategy of narrativization are prose experiments of "new" dramatists. Here at least one could say about two striking illustrations: it is an adaptation to the novel stage by E. Grishkovets («Asphalt», «Shirt) and by brothers Presnyakovs (remixes «Playing the Victim» and «Europe – Asia»). Fictionality of the novel form is in both cases provided by the projection of narrative strategies of drama texts of the authors already into another generic and genre form. So, the narrative structure of «Asphalt» and «Shirt» practically reproduce the similar structure of E. Grishkovets's monodramas in full. The structure of "Playing the Victim" by brothers Presnyakovs is a simple succession of dramatized fragments the number of which has a principally variation character. An accented staging of the remix novel "Europe – Asia" also becomes a sequel to the strategies of the original play.

In certain cases the strategy of narrativization in «new drama» is pedaled by minus-technique, the basis of which is imitation of the conflict of drama. A telling illustration is the play by brothers Presnyakovs "Playing the Victim", where the Hamlet code fixes two drama conflicts at once, each of which is partially explicated in the play. The first conflict is the generation gap, potentially arranged in a substantial key; the second – the Hamlet conflict, preserving formally the same substantial grounds. But they both prove to the same extent to be profane, by means of narrative techniques (style travestation of the Shakespearian text), and in the view of drama proper. In the first case it comes to light in culmination of the fictitious conflict of generations, its function is performed by the monologue of captain, the topic of which is infantilization of "children". In the second case the revealing of the fictitious nature of conflict is an imitating character of Valya's "serious" monologues.

At the same time the drama conflict is decoded not only by means of the Hamlet code, manifesting but not problematizing the aggregate of the substantial problems, but a peculiar correlation between the physiological and ideological in the plays of «new drama». A.G. Dugin, appealing to the theoretical constructions of Gilbert Durand and Michel Maffesoli, considers the process of demolishing the logos in post-modern, its converging to logistics with its further destructing: "In this way the transition from logistics to logeme occurs. Logeme in sociological sense is the splitting up of logistic rationality into more minor, subindividual level. The object of regulating for a logeme is the individual's body, psyche and the objects closely adjacent to them – clothes, foodstuff, minute emotions, emotional experiences, feelings. The structures of logeme operates with are so tiny that are at the last level of the logical and in danger of slipping off into nothing, that is, into unconsciousness, into myth, into nocturne. <…> Nocturne has never been admitted to the society directly, preliminarily it was necessarily exposed to exorcism. But when the society self-destructs in favour of the post-society, nocturne has no longer restrictions, and it can finally stand where could not before. There are two obvious signs of nocturne arising in post-modern – food industry and sex industry. <…> Post-modern, liquidating the society, liquidates the grounds for censoring nocturne» (Dugin,2017). The result of dissemination of "nocturne of mytheme" is euphemisation of the existence, the presentation of which are mythemes of food and sex, including in their anormative manifestations.

From this point of view any emotional monologue in «new drama» is initially fictional, fixing already lost coordinate system of personal self-identification. It is no accident that the same monologue of the captain ends with the request for food, and Valya's «mousetrap» turns into family dinner. And if "nocturne mythemes" describe the changed character of the contemporaneity or modern aesthetic forms (these two aspects are realized in different creative systems) with the greatest succession, the character of expression of the mythemes is the strategy of narrativization, representing the performative aesthetics of "new drama".

The forms of representation of the strategy of narrativization in "new drama' are extremely variable: these are the explication of the narrator being characteristic for Vyrypaev drama, and the emphasis of the narrative nature on genre level, which is inherent in drama of V. Levanov ("brand play" in "Beata Ksenia from Petersburg in Existance", the life story in "True Life History of Bloody Lady of the Manor Daria Saltykova" "political information" в "Love for a Russian Bast Sandal"), unearthed de-dramatization in "Sense of Beard" of K. Dragunskaya and so on.

But the variation of representations is combined with sufficiently distinct and extremely rather narrow conceptual basis of the strategy of narrativization. In all cases this strategy is oriented towards the realization of the performative nature of «new drama», acting out mainly two problem blocks: the formation of new ethics and the problem of subjectivity. The both problem blocks are closely connected with the dominant situation of post-modern, being not only a new art paradigm, but qualitative change of the mind and self-identification of man of the turn of 20^{th}-21^{st} centuries.

The character of research reception of post-modern is rather varied, starting from its alignment «in the predicted progressive model, which supposes indisputability of the linear vector path from modern man to the post-modern man following him and then the post-post-modern, therefore post- here is mainly construed only in time, and not post in a qualitative sense» (Zueva,2016) and ending with the statement of his true self, which is expressed already in the nominations «alter modern» and "trans modern". O.A. Mitroshenkov characterizing the epoch of post modern points to its attributive features such as virtualization of space of social interactions; creation of technoimages being original attractors of social interactions; "glocalization" of communities within the frames of globalization and transsentimentalism (Mitroshenkov,2017).

Each of these features is easy to be projected into space of culture determining the picture of modern literature as well. Such projection is especially evident in relation to, being, according to the scholar, a meaningful aspect of post-modernism and becoming a basis for «new sentimentality» (if to use M.Epstein's terminology). The forms of realization of this conception are ultimately variative, beginning with sentimentalist discourse, "new biographism", domination of fairy-tale strategy and ending with performative nature of «new drama». At the same time the uniting basis is an axiological function of the conception of "new sincerity".

Respectively, one of the targets of the strategy of narrativization in "new drama" is exactly the formation of new ethics. E. Kurant, studying the functioning of the narrator in plays of I. Vyrypaev, notes that the «level of performativeness and visualization of his dramatical pieces allows <…> to consider them just as the text, a kind of the score for reading from stage <…> In so doing, the utterance is oriented towards the very act of the utterance, not identical with the presentation of the act or visualization of the interaction. <…> using in his dramatics the narrative strategies of the epic texts, Vyrypaev seeks for ideological conception for allegorical plan, turning to the problems of human existence and limiting sense <…> depicting the cyclic iterations and isomorphism of the closed space, the order and firmness of the bounds of which are confirmed» (Kurand,2012).

The second variant of goal-setting of the strategy of narrativization is the decision of the problem of self-identification, like in the first case, pretty much determined by the situation of post-modern. If the substantial conflict of the first border-line fixed the relations between man and life as a philosophical category, and now «virtualisation of the space of social interactions» practically annihilate it in full. Self-identification is reduced to finding «the self», including the physical in an extremely virtualized world. At the same time the problem field of the process of self-identification in de-dramatized «new drama» is connected with the inner antagonism of devaluated and discredited word, on the one hand, and verbally arranged reflection as the only way of self-identification, on the other hand. The very obvious variant of solution of this contradiction is the construction of "Me-Narrative" in dramatics of E. Grishkovets. In other cases "Me-Narrative"is designed more indirectly.

4 Summary

In this way, the activization and extension of the epic dominant in «new drama» are not quite placed in the logics of the epization tendency, characteristic for dramatic art of the 20^{th} century on the whole. The originality of the last half century is determined by the very reversibility of the epic and dramatic; explication of the process of dedramatization, accentuation of attention at it proves to be the way of destroying the traditional mechanism of the world perception, devaluation of the very principles of self-identification. In contrast to it, the performative nature of "Me-Narrative" and modelling new ethics are constructed by means of both the lacunas occurring at breaking a dramatic component, and the strategy of narrativization.

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RUSSIAN PROVERBS ABOUT SPOUSES AND MARITAL RELATIONSHIPS

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Abstract: The aim of this paper is in singling out stereotypical ideas of marriage and spouses' relationships as they are fixed in Russian paremic fund. Alongside with this the following tasks are being solved: making up rating of current usage of terms of relations in Russian proverbs; singling out basic logical and semantic groups (logemes), which represent stereotypical attitudes to marriage and family relationships. The language data was Russian proverbs and sayings about spouses and relatives. Subject of the research is folklore stereotypes of marriage relationships. In solving these tasks the following methods were used: analysis and synthesis, empirical watching, comparison, quantitative processing of data; component and contextual analysis, interpretation of figurative sense of proverbs, linguistic description. As a result of the study of 1948 popular proverbs and sayings about family and family relationships, it was stated that the most significant represented in the paremic fund are terms of nuclear (biological) family: husband and wife, mother and father, children, son and daughter, that form. Very high in hierarchy of family values stand god-parents, which form specific feature of Russian mentality. In Russian paremic fund stereotypical views are represented by the following logemes: Life without marriage has no full value, Marriage relationship is more important than blood ties, Husband and wife form the integral unit, Spouses make each other's life better, Family ties are strong, Quarrels do not destroy the family relationships, It is better to get married on time, Other person's spouse seems to be better that your own.

Key words: code of culture, family code, paremia, value, logeme, stereotypes

1 Introduction

Proverbs and sayings, folklore formulas are units both of language and speech that express stable social and cultural stereotypes which represent important part of ethnic culture and national variants of codes of culture. In modern linguistics researchers are attracted by study of codes of culture based on paremic material (Tarasova et al, 2014 ; Kulkova et al, 2015; Kulkova et al, 2015; Kulkova et al, 2015). In the row of ethnic codes significant place is given to family code, that is vividly presented in Russian paremic fund. According to L.B. Savenkova research, family values represent the most topical Russian proverbs group, connected with moral-ethic values (7838 units) alongside with such axiological phenomena like truth, the good, hospitality, love, motherland etc. Paremic units about family dominate in this group (1437 out of 7838, that makes 18.33%) (Savenkova,2002, p.138-139). In this connection there is no doubt in topicality of cognizing family code of Russian language culture.

The paper aims at bringing out stereotypical presentations of marriage and marital relationships, that are fixed in Russian paremic fund. Alongside with it the paper solves the following tasks: ranking frequency of usage of terms of kinship in Russian proverbs and sayings; discovering basic logemes representing stereotypical ideas of marriage relationships and spouses.

2 Materials and methods

The material for the research was Russian paremic units about relatives and relationships in the family. The main attention is paid to people' s sayings about husband and wife. The subject of the research are people's stereotypes of marital relationships between spouses. The basic source of empiric data is "Большой словарь русских пословиц (Mokienko et al, 2010), based on data from 345 collections of proverbs and dictionaries.

In research the following methods were used: 1) general linguistic methods - analysis and synthesis, description, comparison, quantitative calculation of data; 2) linguistic methods – component and contextual analysis, interpretation of figurative meaning of proverbs.

3 Results

Aiming at bringing out values of this or that type of kinship, quantitative analysis of paremic units including terms of relationships was carried out. A.B. Beliaeva studied traditional family values fixed in proverbs and came to the conclusion that they contain more than 30 names of relatives (Beliajeva,2008, 174).

We have checked out all names of relatives according to the «The Big Dictionary of Russian Priverbs» (Mokienko,2010) to represent ranking of frequency of terms of kinship in Russian paremic fund (See table 1).

Table 1. Frequency of terms of kinship in Russian proverbs

rating	Terms of kinship	Amount of proverbs
1	zhena (wife)	431
2	muzh (husband)	347
3	Deti (husband)	151
4	Otets (father)	135
5	kuma (god-mother)	133
6	Mat' (mother)	126
7	Syn (son)	123
8	Doch (daughter)	51
9	svat	47
10	Babushka (grandmother)	46
11	Ziat' (daughter's husband)	42
12	tiocsha (wife's mother)	36
13	Svekrov' (husband's mother)	28
14	nevestka (brother's wife)	27

rating	Terms of kinship	Amount of proverbs
15	Svakha (female parent)	26
16	kum (god-father)	24
17	Uncle	21
18	grandfather	17
19	Test' (wife's father-in-law)	16
20	parents	15
21	snokha (brother's wife, sister-in-law)	10
22	Svekr (wife's father-in-law)	9
23	Svojak (sister's husband)	9
24	Zolovka (husband's sister, sister-in-law)	8
25	nephew	2
26	Just-married wife	2
27	Shurin (wife's brother)	1

As it is seen from Table 1, the most significant and represented in Russian paremic fund are terms of kinship, that name close relatives: husband and wife, children, mother and father, son and daughter, which is quite clear. It is the young couple, husband and wife, who create the family, which becomes complete with appearance of children – sons and daughters. It is necessary to note gender difference of the rating: in the pare *husband - wife* the female term prevails in quantity (431 vs 347), in the pare *father – mother* the terms activity is almost the same, but in proverbs about younger generation lexeme *son* is more active than *daughter* (123 vs 51).

According to frequency in Russian proverbs there is only one lexeme that stands equal to the terms of close relatives forming the minimal 'sell of the society' – kuma. Tandem *kuma* and *kum* name the people who are not relatives by blood, they are spiritual parents – god-father and god-mother who call themselves this way, and so do the biological parents of their god-children (Dal,1981. 2, 217). One must note that proverbs containing names of god-mother and god-father in Russian paremic fund are represented rather often: god-mother has the 5th place in rating, and god-father – 16th place, they are used in 133 vs 24 proverbs correspondingly. We can conclude that spiritual parents stand very high in the hierarchy of family values.

Next comes the analysis of proverbs and sayings about close relatives, forming the minimal family – husband and wife, that tell about spouses and their marital relationships. Considering Russian proverbs about marriage it is necessary to stress those, devoted to husband and wife relationships. Following that purpose we are going to single out the most current logemes (5: 46), logical and semantic units of generalized character, that represent definite groups of proverbs united by common idea. The following logemes are singled out:

3.1 Logeme 1. Life without marriage has no full value

The row of proverbs and sayings of this structural and semantic category contain the idea, that a man without wife and a woman without husband live no life of full value as they cannot even be called *man* or *woman* in full sense (See ancient meanings of the words: *husband* – 'grown-up male, man and husband', *wife* – 'grown-up female, woman and wife'): *Without husband a woman is not a wife; The wife is good when there is a husband next to her*. It is important to note that there is no gender contrast strongly stressed. According to Russian proverbs, a woman without a husband is an orphan (a person without protection who lacks family love and warmth): *Without a husband a wife is always orphan; A wife without a husband is worse than a widow.* But a man without a wife also lacks something vitally important, that is expressed by the image of a swimming bird without water or the horse without bridle, restrain: *A husband without a wife is like a goose without water; A husband without a wife is like a horse without a bridle.* Interesting are joined images that demonstrate connection, union, where each partner has his or her own functions: *Without a husband the head is not covered, without a wife the house has no roof; Without a husband is like without a head, without a wife is like without wits; Without a wife is like without a cap.*

The stereotype that only married people live life of full value is represented in the image of ideal family, where mutual understanding (совет, лад) and love are always present: *If the spouses live in mutual understanding, they may eat meat even during the Lent; If a husband and wife love and respect each other they do not need any treasures.*

3.2 Logeme 2. Relations by marriage are more important than blood ties

It is common knowledge that children do not choose their parents, brothers and sisters, that is to say, the younger generation receive relatives as given. But marriage and new family formation is connected with not biological but social factors. A person influences the origin of the new family, participates in choosing his/her marriage relative. Besides, the first family only makes a person ready for the independent life that is going to be held in a new family. Perhaps that is the reason why relationships by marriage are thought to be more important in paremic fund than blood ties: *Husband and wife are more than brother and sister; A husband for wife is dearer than a mother, a wife for the husband is closer than a father; A husband for wife is a father, a wife for a husband is a crown.*

It is important to note, that in Russian folklore positive evaluation of relations ties between husband and wife is stressed by God's presence and protection: *A husband by wedding is a friend forever; Be content with your only wife by wedding; No one may judge a couple except for God.* That is why popular wisdom differentiated relationships by law and out of law, as for example in the following maxims: *One who loves a married woman must be beaten; Do not stare at other men's wives, but look after your own; If you love other man's wife, you will harm your own*. To put it short, if the marriage by law is protected by God, relationships out of law come from the devil: *A wife is given by God, a lover by devil.*

3.3 Logeme 3. Husband and wife form the one integral union

Popular wisdom points that husband and wife represent the one integral unit that cannot be torn apart, something that has once been united and cannot be destroyed. To express this idea images of pastry are used, made of flour and water or flour and ashes: *Husband and wife are like flour and water: you can mix them up, but can not devide; Husband and wife are like water with ashes; Husband and wife are like water with flour, mother-in-law is like leaven.* Popular maxims tell about spouses' unity both in physical and spiritual aspect: *Husband and wife are one soul; Husband and wife are one matter, one body, one spirit.* This unity may be evaluated both positively and negatively: *Husband and wife are flashes of one flint*, с другой - *Husband and wife are one devi); Husband and wife are one swine's meat; Husband and wife are one swamp.* The main idea is that the spouses are united, go together through life and realize their life functions: *Husband and wife like a horse and a cart: they go when are in order.*

3.4 Logeme 4. Spouses make each other's life better

Logeme claims that married spouses unite their lives forever as one unit and thus determine quality of life for each other, make it more pleasant and beautiful: *A husband is strong by the wife, and a wife is strong by the husband; A wife is famous by her husband, and a peahen by her feathers.* To tell the truth, many proverbs say that only good wife makes her husband's life better, the bad one on the contrary, makes it more complicated: *A bad wife makes your life worse, and a good one much better; A bad wife makes you old, a good one much younger; A bad wife can spoil a good husband.* There is different attitude to the bad husband: the most frequent structural and semantic variant is: *The bad husband is better than none* that is closer to the Logeme 1 (Life is not of full value without marriage): A bad husband is still my support; *Even a husband like a crow is a defence for his wife; There is always someone to defend a married woman; A wicked husband is still one's own.*

These sayings by means of wall and fence metaphors stress the main function of man in the family – to be the woman's defender, her protector or protective fence (see the semantics of prefix за- in pronouns: выйти замуж, быть замужем): *Behind my husband's back I am not afraid of anyone*. That is why the life of widow is considered to be more difficult than the life with a bad husband: *When a bad husband dies a good wife will wonder around.*

3.5 Logeme 5. Family ties are strong

In the «The Big Dictionary of Russian Priverbs» (7) one can find a group of proverbs with structure *A is not B: (because) C* about marriage. 28 of them refer to wife: *A wife is not a bast shoe – you cannot take it off; A wife is not a mitten – you cannot put her off; A wife is not a saddle – you cannot remove it from your back* etc. And only three of them with the same structure and idea are said about husband: *A husband is not a bast shoe – you cannot take him off; A husband is not a collar, but rubs the neck.* The uniting motif, invariant of interpretation of proverbs about husband and wife is presented in the idea of eternity of marriage, strength of family ties, which is expressed in commentary parts: wife/|husband cannot be taken off like a shoe, a mitten or a saddle, or put aside as a useless thing. Characteristic is parallelism, commonness of images of these proverbs with statements about a habit: *A habit is not a thing one can put off one's foot; Habit is not a mitten, one cannot hang it over the match*, which had much significance for strength of marriage (compare: *One will get used to something/ someone and will start loving it/him/her*.

3.6 Logeme 6. Quarrels do not destroy the relationships of the family

Quarrels in the family is the state of things, which should not leave the house: *A husband and a wife can quarrel but the third one should not be involved.* The whole row of proverbs point to the fact that all the quarrels and troubles that take place in the daytime (which is connected with work and social activity) are forgotten at night, when spouses are together, when they are in their house and family, where personal relationships are more important than social, when they are close physically: *A husband and a wife quarrel, but go to bed under one coat; A husband and a wife quarrel at a day time but kiss each other at night* .

3.7 Logeme 7. One must get married at proper time

The whole group of proverbs about marriage is focused on the age aspect of getting married. In vast majority of paremic units old age is evaluated negatively. Most often the proverbs negate young age of a bride alongside with the old bridegroom: *The old husband is going to be married for a short time: he will either die himself or his wife will leave him; People will gain from the young wife of the old husband; If an old man has a young wife he has a big problem; An old husband grumbles, reproves, makes his wife put off his clothes and shoes.* Though, certainly, this situation is less evil; much worse is when the wife is older than the husband: *When the husband is old and the wife is young one will be waiting for children to come; When the husband is young and the wife is old one will be waiting for lashes and scold.*

3.8 Logeme 8. Someone else's spouse seems to be better than your own

This logeme passes over the marriage relationships an old formula of envy which states that it is always better where we are absent, or the grass is greener on the other side of the fence. It reveals mostly on the wife's side. Often the situation is mocked at when someone else's wife is appreciated better than one's own: *Someone else's wife is always better/sweeter than one's own*. This idea can be expressed not only by literary maxims, but also metaphorically by means of connotative antonyms of folklore character: *One's own wife is a snake; someone else's wife is lovely; Someone else's wife is a she-swan, one's own is a bitter wormwood*.

Some remarks about the last proverb are to be made. According to traditional folklore symbols swan is a symbol not only of a young good-looking woman, but also of the beauty, of all the light and the good as opposed to the dark (Compare: a white swan –is a girl as an antipode to a grey goose – a married woman, and to the raven – a symbol of the darkness (Potebnia,1989.p 310), and wormwood like other bitter plants is a symbol of trouble and sadness (9: 297). Considering the language of folklore one can tell that words *лебедь* and *полынь* are the signs of super positive and super negative evaluations that can be applied not only to a woman, but to a man as well as to the objects of the surrounding world. Domineering evaluative components in the meanings of this pare is revealed through morphological and syntagmatic indicators: affectionate-diminutive suffix *–ушк* (лебедушка) and tautological word combination *полынь горькая* (bitter bitterness) (See indicators of evaluation of folklore word in (Potebnia,1989,p. 153)).

Thus the paremic fund, the proverbs of marriage stress attractiveness of someone else's wife, but at the same time they state that it is dangerous wrong situation, that can lead to a sin: *The devil puts a spoon of honey into someone else's wife; The devil puts honey into stranger's wife and pours vinegar into one's own*. Many sayings exist that speak of attractiveness of someone else's husband, but practically all of them underline the strength of marriage ties: *Someone else's husband is sweet, but he will not live with me, my own is hateful but I must drag myself along with him.*

4 Conclusion

In Russian paremic fund one can come across almost all names of relatives according to family relationships, except for the words plemiannitsa (niece);, svojachenitsa (wife's sister), prikumok (god-father in 2d or 3d degree). Based on analysis of 1948 popular sayings about family and family relations, fixed in "Большой словарь русских пословиц" (6), we managed to discover frequency rating of terms of kinship in Russian paremic units. The most frequent are *wife* (431), *husband* (347), *children* (151), *father* (135), *god-mother* (133), *mother* (126), son *(*123), *daughter* (51). The most significant in paremic fund are terms of kinship, naming close relatives: husband and wife, *mother and father, children – son and daughter*, that constitute the minimal family – spouses and their children, who live under the same roof, that is a so called nuclear (biological family). Very high in family hierarchy stand god-parents (*кума, кум*), that shows specific features of Russian mentality.

5 Summary

In Russian paremic fund the main stereotypes of spouses' and marriage relationships are expressed in the following logemes: 1) Life without marriage has no full value; 2) Relations by marriage are more important than blood ties; 3) Husband and wife form the one integral union; 4) Spouses make each other's life better; 5) Family ties are strong; 6) Quarrels do not destroy the relationships of the family; 7) One must get married at proper time; 8) Someone else's spouse seems to be better than your own.

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SEMANTICS AND FIGURATIVE POTENTIAL OF THE LEXEME DREAM

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Abstract :The article concerns the investigation of lexeme *dream* functioning in a poetic discourse. The study of the word under consideration has been done in the context of interdisciplinary problem of aesthetics of linguistic units that has evident actuality from the point of view of description of semantic-stylistic resources of lexical and grammatical means of the Russian language. Our paper aims at analyzing the meaning and the figurative potential of the lexeme *dream*, used in poetic works. The following research methods were used as basic: descriptive-analytical, distributive, semantic-stylistic, quantitative. The material for analysis are the texts of poetic works of 19-20 centuries retrieved from the National corpus of the Russian language. The novelty of the work is the complex studying the semantics and image-associative potentials of the word *dream*, being in the text as an object and figure of comparison. The most voluminous types of figurative paradigms by quantitative parameter has been revealed and analyzed. Five invertible figurative models, that is, the paradigms in which the lexeme *dream* is capable of replacing the position of both the left and the right elements. The obtained results can be used in studying human perception of the world in the categories and forms of the Russian language, when making comparative investigations in this area, and also in further developing the problem of literary communication.

Keywords: poetic text, aesthetics of linguistic units, semantics of the lexeme *dream*, the conception of paradigmaticalness of imagery, figurative paradigm.

1 Introduction

Designation of senses, mental constructs constitute the most important layer of the vocabulary of poetic work, playing in it quite often the role of key words. It is these lexical units that contain not only logical but aesthetic information about inner world of a lyric character, rendering the complex of various figurative associations and evaluations. Good many publications concern the analysis of words belonging to the designated layer of vocabulary (for example: (Douglas-Cowie 2003; Ververidis 2006; Jaywant 2012; Balahur 2014)). The noun *мечта / dream* which possesses a high frequency of usage in poetic works gravitating towards different developments in literature belongs to such lexical units. But the complex analysis of figurative features of this lexical unit implying the coverage of extensive empirical material has not been carried out yet, which prompted our resorting to the topic to be highlighted. Thus, the actuality of our work is determined by insufficient coverage of semantics and functioning of the lexeme *dream* in poetic discourse. This is essential for filling in the lacunas relating to scientific conceptions of verbalization of different aspects of psychic activity of man, of the stereotypes of mental perception of the reality.

The purpose of our paper is the analysis of the meaning and figurative potential of the lexeme *мечта* /*dream* used in poetic works. The research novelty is the study of semantics and figurative and associative potentials of this word being represented in the text as an object and way of comparison.

2 Methods and Materials

The following methods of linguistic research were used as the basic ones: descriptive-analytical, distributive, semantic-stylistic and quantitative. The material for analysis were the texts of poetic works of 19th-20th centuries retrieved from the National corpus of the Russian language. The total volume of the card system was more than 1200 text examples.

3 The Analysis of Semantics and Figurative Potential of the Lexeme *Мечта / Dream*

The study of language behavior of the lexeme *dream* was in the context of the problem of aesthetics of language units. Despite a quantity of works dealing with this problem, it has not received a generally accepted treatment yet. We believe that it is reasonable to keep to broad approach stipulating for orientation to metacategory of the aesthetic when studying the aesthetics of linguistic units. The aesthetic resources are possessed by those language means that can exert an aesthetic effect on a person as the addressee. The aesthetic potentials are realized in a large measure, as is well known, in the sphere of literary word. The essence of the effect of language means used in the text of literary work consists in that the reader, when familiarizing with the work of literary art, experiences mental delight, that is, aesthetically-rational experience, the basis of which is the aesthetic pleasure, the play of emotional strengths, the feeling of joy, complete existence.

The study of aesthetic influence of linguistic units can be carried out according on a number of lines. We decided to make the analysis of functioning of the lexeme *мечта* /*dream* within the framework of investigation of figurativeness of linguistic means as one of the priority lines of describing the aesthetics of language and speech.

Let us first take notice of studying the semantics of this linguistic unit. The familiarization with lexicographical sources shows that the word *dream* is a polysemant. But its semantic structure is reflected equally not in all books of reference (see, for example: (The Dictionary of Modern … 1957; Ozhegov 1985; Great Explanatory … 2000; Ozhegov, Shvedova 2007)). The dictionary definitions represented in the Dictionary of Modern Russian Literary Language and in Great Explanatory Dictionary of the Russian Language edited by S. A. Kuznetsov have strong resemblance. From our point of view, the most appropriate is the definition of semantics of word which the latter edition gives. According to the authors of this dictionary, the lexeme *мечта* / *dream* has the following meanings: 1. Mental image of something, the conception of something, fervently desired. 2. The object of desire, yearning; wishful thinking. 3. Of something that is unreal, unattainable. 4. The process of creation of conceptions of something desired, would-be or non-existent, fantastic in imagination (Great Explanatory … 2000: 539). The analysis of the poetic texts shows that the most frequently studied lexeme is used in the first (a) and the second (b) dictionary meanings. The given further examples support this conclusion: a) *Миг – и исчезла* мечта, *сон дорогой и заветный.* (Ellis. «Монсальват» / “Monsalvat”); b) *Ах, Греция!* Мечта *души моей!* (S.Yesenin. «Греция» / “Greece”).

Within the framework of the posed problem, of special interest are those cases of functioning of the lexeme *мечта / dream*, which allow to realize its figurative potencies. The study of figurative features of linguistic units, as is well known, makes up one of the actively developed areas of scientific researches not only in linguistics but in related scientific fields – semiotics, study of literature, study of art. The issues concerning the description of the category of image, figurative features of linguistic units, are highlighted in a number of publications (Potsebnya 1997; Bochina 2016; Sadrieva 2016; Nagumanova 2017). The linguistic literature presents different approaches to the analysis of the problem. When considering the figurativeness of the lexeme *мечта* / *dream,* we relied on those works which develop the idea of invariance, or paradigmaticalness, poetic image. The invariant of an image is an intricate sense being formed as a result of comparing certain notions. Multitude of images in which the invariant is realized is suggested calling a paradigm (model) of images (Pavlovich 1995: 13, 48). Each figurative model singles out two main elements: X, or left member of paradigm (the object of comparing), and Y, right member of paradigm (the image of comparing).

The analysis of Russian poetic works of the 19th-20th centuries with orientation towards this conception showed that the lexeme *мечта* / *dream* is in the position of both the left and the right member of a figurative paradigm representing an element of lexical row, correlated with the concept "mental". Let us consider the part of our language material where this word is in the position of the left member of paradigm (X), denoting the object of comparing. The analysis and systematization of the text examples allowed to reveal the following most extensional types of paradigms.

1. The study of rather significant part of illustrative material allows to single out the paradigm that generalizes the cases of combination of the lexeme *мечта* / *dream* with the names of beings that amount about to 23 % of the total number of examples. The most voluminous is the corpus of examples which represents the personification of the noun under consideration. Often and often a personified name is used in creating a female image, which is determined by belonging of the lexical units replacing the left and right elements of the paradigm to the group of feminine noun. Feminization of the noun *dream* is in many respects ensured thanks to the means of literary context, that is, the usage: a) feminine nouns (*дева/virgin*, *невеста/bride*, *женщина/woman*, *царица/tsarina*, *волшебница / enchantress* and others), the semantics of which contains denotative component of grammatical meaning of the gender pointing to the sex of the designated person: *И не знаешь, что* мечта *твоя, / Как* невеста *медлит за порогом / Твоего земного бытия.* (D.Klenovsky. «Плачешь ты и просишь ты о многом…» / "You are crying and asking for many things"); b) the masculine substantive the meaning of which contain the seme of the sex: *Ну разве может людям быть близка /* Мечта *твоя, такая молодая, / Заснувшая в объятьях* старика… (M.Svetlov. «Живешь ты, ничего не ожидая…» "You live without expecting anything…"); c) the words reflecting the appearance of the female: *И вот к крыльцу коня подводит грум, / И вот* Мечта *– с хлыстом и* в амазонке. (V.Bryusov. «Охота за кабаном»/ "Hunting for Wild Boar"); d) the verbs characterizing the traditionally existing division of men's and women's labor: *В чертоге, где* прядет *моя* мечта*, / Сплетаются несчетные покои* (K.Balmont. «Чертог»/ "Palace").

Much more seldom on purpose of personification of the lexeme under study the masculine nouns of the type of *зодчий / architect* are used. In a number of cases the lexeme *dream* approaches with the bestial nouns, at the same time the potentials of the words connected with the creation of the image of a bird is more often realized.

The analysis of language material enables to conclude: image invariant characteristic for this model is formed thanks to comparing the concept "mental" and "being".

2. The following paradigm embraces the cases of using the lexeme dream (9,8% of linguistic material), when it approaches to abstract nouns which are the designations of the states, feelings, the results of sense-and-rational activity: *dream, pleasure, faith, love, suffering* and so on. Let us cite one of the text examples: *В уединении забудусь ли порою, / Ресницы ли* мечта *смежает мне, как* сон*, / Ты, ты опять в дали стоишь передо мною…* (A.Fet. «Неотразимый образ»/ "Irresistible Image"). The connection between the members of this model can be represented as the relations between two rows of lexical units belonging to the sphere of mental.

3. Fragmentation of one more paradigm is determined by the combination of the lexeme *dream* with the names of the objects that emit light: *sun, moon, star, etc.* (6% of the examples). For examples: *…Неясная, как* солнце *сквозь туман, /* Мечта *проникла в бедные кварталы...* (M.Tsetlin. «Айседора»/ "Aisedora"). The invariant of this and other images is reflected by the model "mental → light".

4. The relation between the word under consideration and the lexical units substituting the position of the right member of the following paradigm can be represented as "mental →plant" (about 4% of the examples): *Прекрасной* лилией *была моя* мечта… (T.Shchepkina-Kupernik. «Мечта» / "Dream").

5. The fragments of the texts in which the lexeme *dream* approaches to the words being included in the concept "space" (3,6% of uses) have been revealed. In most cases one uses the lexemes *туман/mist*, *дым/smoke*, *небо/sky*, belonging to the variant of this concept, – the semantic zone "air space": Мечта *… / Светла, как радужный* туман… (K.Fofanov. «Истина» / "Truth"). As a rule, weak indirect comparison of the concepts is observed in the usage of the word *sky* in the poetic text. That is why, for example, dream is not the sky but the daughter of the heavens: *…радость дни его цветами усыпала, / Надежда сладкая пред юношей летала, / И,* дочь *благих* небес*, лелеяла* мечта. (A.Khomyakov. «Бессмертие вождя: «Как быстро облака несутся в высотах…» / "Immortality of the leader:" How quickly the clouds are rushing in the heights ...").

6. A number of cases of functioning of the lexeme *dream* affords ground for differentiating a model the right member of which is represented by the words *музыка/music*, *симфония/symphony*, *голос/voice*, relating to the concept «звук» / "sound"(3,4% of uses). For example: *С тех пор,* мечта*, ты стала* музыкой… (S.Parnok. «Ты помнишь коридорчик узенький…» / "Do you remember the narrow corridor…").

7. An isolated paradigm is created by the cases of using the word *dream* in combination with the names of vehicles *челн/dugout*, *галера/galley* (about 3% of language material): Мечта *плывет, как легкая* галера… (I.Severyanin. «Хабанера» / "Habanera"). In some fragments of the poetic texts the figurative potentials of the lexeme are exposed mainly at the expense of using the verbs of motion like *перенесет*, *привезла*.

Finishing the study of the empirical material in which the lexeme *dream* fills in the position for the left element of the model, it should be said that it realizes different dictionary meanings. It is important to note that in many cases. Namely, when this lexeme is deliberately getting closer with the words being included into the notions "being", "light", "plant", and "mental", there is an expansion of its semantics not only in terms of formation of figurativeness, but when expressing the value attitude of the author of the work towards the designated.

Let us proceed to the analysis of the examples where the lexeme *dream* is the right member of the paradigm (Y), or the image of comparing. The most voluminous among these models are the following types.

1. The correlation between the left and right elements of one of the paradigms can be formulated as "creature → mental" «существо → ментальное» (8,7% of the examples). The lexical row representing the object of comparing is demonstrated by the lexical units *девочка/girl*, *монахиня/nun*, *девушка Зара/girl Zara*, *Параша/Parasha*, *поэт/poet*, etc. For example: Девочка *далекая, / Спи,* мечта *моя!* (V. Bryusov. «Колыбельная песня»/ "Lull"). In addition to common nouns and personal names, in the position of the left member of the model the pronouns of the second person *ты* and *вы* are: *Из волны зеленой вышла* ты*, стыдливая, / И воздушна, как* мечта… (D.Merezhkovsky. «Гимн красоте» / "The Hymn to Beauty").

2. In the following type of the paradigm the word *dream* is getting closer with the lexical units *любовь / love*, *дума / mediation*, *желанье / desire*, *блаженство / felicity*, *счастие / happiness*, belonging to the concept "mental" (7,7% of the language material). It should be noted that among the designations for feelings, states of mind, being in a position of the left member of the paradigm, the most used is the word *любовь / love*: …Любовь *– ребяческая шалость, / Иль только сон,* мечта *– не знаю…* (G.Glinka. «Овес» / "Oats").

3. The analysis of the other part of the examples (their quantity is more than 7%) allows to summarize the relations between the

elements of this model as "space → mental". The position of the left element of the paradigm is replaced mainly by the lexemes that characterize the space of the earth: *Россия / Russia*, *Греция / Greece*, *Москва / Moscow*, *зданья buildings*. Let us instantiate the mentioned: *Как хорошо, что где-то есть* Россия*, / Моя* мечта*, прибежище мое!* (D.Samoilov. «Бабельсберг» / "Babelsberg").

4. One more model is formed by the cases of functioning of the considered lexeme, when it is combined with the words *голос / voice*, *песнь / song* and so on, included in the concept "sound" (about 5% of the cases): *…Звучал мне* голос *твой отрадный*, *как* мечта*…* (M.Lermontov. «Из-под таинственной холодной полумаски…» "From under the mysterious cold half-mask ...").

5. Within the following paradigm the object of comparing is represented by the lexical units *жизнь / life*, *прошлое / the past*, *юность / youth*, which are included into the concept "existential" (4,7% of uses): *Вы думаете оба*, */ Что* жизнь *– какая-то воздушная* мечта*…* (D.Merezhkovsky. «Семейная идиллия» / "Family Idyll").

6. The part of the analyzed material forms the model "plant → mental" (4,3% of the examples). At the same time, the concept "plant" is represented by the lexemes *вишня / cherry*, *сосны / pines*, *цветок / a flower* and others, for example: Сосны, сосны *над тихой дюной / Чистые, гордые, как его* мечта. (E.Guro. «Вот и лег утихший, хороший…»).

If to bring into correlation the observations on the second part of language material (where the noun *dream* acts as the way of comparison) with the results of the analysis of semantics of this lexeme, one can conclude: in many cases it is used in the second mentioned dictionary meanings 'an object of desire, yearning'. The peculiarity of functioning of the lexeme *мечта / dream*, realizing its figurative potentials in the position of the right element of the paradigm is proved by a good many cases of its relation with the proper nouns: a) anthroponyms (*Parasha*) and b) toponyms (*Moscow*).

4 Summary

The complex study of the functioning the lexeme *мечта* /*dream* in poetic works of 19th-20th centuries makes it possible to summarize the following. This word is a polysemant, most frequently realizing its two dictionary meanings in the poetic discourse: 'an object of desire, yearning' and 'mental image of something'. The peculiarity of using the lexeme *мечта* / *dream* in poetic works is exposed especially vividly in the analysis of its figurative potentials, which was carried out with respect to the conception of paradigmaticalness paradigmatic feature of the literary image.

5 Conclusion

The results of the research show that this lexical unit possesses a broad figurative potential being as an object and an image of comparing. The character of realization of figurative potentials of this word used as the object of comparing allows to reveal seven the most voluminous types of paradigms in quantitative parameter: "mental → being", "mental → mental", "mental → plant", "mental → space", "mental → sound", "mental → /light", "mental → transport". The first five of the mentioned paradigms are reversible, since the models in which the word *dream* replaces the position of the right element has been discovered. It is indicative of stability of the figurative relations of the lexeme *мечта / dream*, which are represented owing to its getting closer with the names of living objects, the denominations of sense and rational sphere of man, the designations of plants, sounds and special objects.

The obtained conclusions may be used in studying human perception of the world in the categories and forms of the Russian language, in comparative researches in this area, as well ass in further development of the problem of literary communication.

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STYLISTIC FEATURES OF THE ENGLISH MODERN SLANG

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Abstract:The article studies the main linguistic and stylistic features of slang, analyzes the main features of its functioning.The aim of the article is consideration of the definition "slang" and ways of replenishment in various spheres of communication in society. Slang is highly informal and is often used in colloquial speech. It is a part of a language that is usually outside of conventional or standard usage and that may consist of both newly coined words and phrases and of new or extended meanings attached to established terms.This article is dedicated to a problem of active borrowing of English words in Russian language due to a quick development of science, technology, culture, economy and production relation.A number of examples from different spheres is given in this article.Negative and positive sides of this phenomenon are also analyzed in the end of the article. We used method of the questionnaire in order to know how students use different slang words in their everyday speech.

Keywords: English language, youth slang, slang expressions, stylistic features.

1 Introduction

Nowadays slang is an integral part of the English language**.** Today, the English slang plays a major role in daily communication among the teenagers(Abu,2004)**.** In our work we would like to consider a concept slang and its role in modern linguistics. It reflects specificity of modern unique life. People can use slang in the most different situations. It helps them to show their friendliness and loyalty to the comrades as a joke. The slang can cause different reaction. But correctly used slang always awakens a certain interest**.** An informal style of speech often sees the frequent occurrence of slang, which may be a single word, a group of words or a sentence. Slang is highly informal and is often used in colloquial speech. It is a part of a language that is usually outside of conventional or standard usage and that may consist of both newly coined words and phrases and of new or extended meanings attached to established terms (Linhua,2006). The English slang is peculiar and unique. Slang for many centuries of the existence nevertheless has succeeded: many words were fixed in literary English.Idiolect is a personal dialect of an individual speaker that combines elements regarding regional, social, gender, and age variations. In other words, an individual speaker's regional and social background, his/her gender and age jointly determine the way he/she talks (Dai et al, 2010).Nowadays our language changes every time. Words and expressions become simpler, reduced, more abbreviations appear, they save time, it is very convenient and simply. The speaker uses slang in order to achieve social dynamics with the people to whom he/she is speaking and slang outlines social spaces, and attitudes towards slang helps identify and construct social groups and identity (Adams,2009).Because of the accuracy, brevity, capacity and pithiness it becomes more preferable in conversation. Due to the scientific and technical progress use of the short exact speech has become a necessity in everyday communication on social networks.

2 Methods

Considering and analyzing the works of various authors devoted to a slang we have stopped on the definition of a slang given by the Oxford Advanced Learner's Dictionary and The New Partridge Dictionary of Slang and Unconventional English dictionaries in which a slang the option of informal conversation (including in expressive way the painted elements of this speech), not coinciding with standard of the literary language. In new federal programs for foreign languages it is noted that during the entire period of training in a foreign language "communicative competence" is formed. It is ability to use and transform language forms proceeding from a communication situation. And it means that communicative competence can't be reached without knowledge of a spoken language. It is obvious that reliability of the facts and conclusions received by the researcher depends on in what way the last came to these facts and conclusions.Slang words may be much more direct than their standard corresponding description" and are "immediate and unequivocal for those who sharethe same slang vocabulary since they help efficiency", it is thus used to "be brief, concise" (Mattiello, 2015). In everyday life we also describe the facts, we estimate their credibility, we remove hypothetical patterns or we disprove conclusions of other people**.** Language varies from one social group to another social group, from one situation to another situation, and from one place to another place. Variation shows that every speaker does not speak the same way all the time. Language varieties indicate that the speakers are distinct from members of other groups (Finegan,2008).

Slang is an important part of language culture of youth. We used questionnaire among the students in order to research the stylistic features of the English modern slang. Twenty five students of Kazan Federal University took part in this discussion. After having conducted all the analysis and discussions of the facts we have collected, we came to the conclusion that social factors are the main reasons for increasing the share of slang in the speech of the modern students. Our students often use slang words in their speech. The questioning of youth and their parents performs a number of important functions. First, by means of polls it is possible to define relevance of questioning for specific group of students and parents. Secondly, the obtained data allow to tap the primary directions of prophylaxis.

This kind of poll allows in short time and with a small number of participants to interview appreciable sets of people.

3 Results

Scholar studies of loan words offer multiple semantic classifications for new words in the Russian language. O. Egorova and D. Nikitin suggest that all new borrowings can be categorized in the following groups: "...concepts of food; home and house holding; clothes; arts; communication; science; transport; society; economics and finance; politics; professions; sport"(Egorova et al, 2011). The principle of systemacity which is shown in consideration of all forms of language as a whole forms a methodological basis of our research; the principle of historicism providing development of a slang from the point of view of his origin, historical development and modern functioning.

For identification of the reasons of use of slang words, we have carried out questioning among first year students of the Kazan Federal University.

The majority students use slang words at a conversation with peers. Such result allows to be convinced that the slang is used by people of a certain age group once again. Most of the students use slang only in a conversation with their friends.

Slang has positive and neutral semantic coloring that can demonstrate growth of communicative tendencies, the aspiration of parents to come into contact with the children.Slang is a widespread phenomenon in any language and the functions of it seems to be both dependent on social context and deeply rooted in every human being's need forbelonging to a group (Adams,2009).

Results of a research on identification of the reasons of use of slang words in the speech of students allow to showthe following conclusions:

1. The use of slang words in the speech of students is caused by the fact that the peers surrounding them speak slang language. It demonstrates that the slang is used in a certain age group.

2. Slang words are used because these words it is possible to express briefly and quickly the thoughts.

3. For adjustment of the communicative relations with children parents use the slang words having positive and neutral coloring in the speech.

By results of a research of the matter it is revealed:

• The main part of the slang words used in the speech of students is connected with society and study.

• The used words are painted by positive emotional and neutral semantic coloring.

• It should be noted that among the used slang words there is no aggressive lexicon.

For a research of result of the analysis of structure of the slang words used by students .The questionnaire in which respondents were offered to explain and write down value and an origin of twenty slang words has been offered.

Results of a research are:

• Any of respondents couldn't answer a question of an origin and word formation. This result allows to show a conclusion that students don't think of origin of slang words which they use.

• Value of the same slang word is interpreted in different ways, from here it is possible to show a conclusion: slang words have no concrete definition, blurring of a lexical meaning is peculiar to them.

Analyzing thestructure of a word's meaning, it is possible to show a conclusion:

• The words formed by the most standard suffixes and prefixes come out on top. For example, the majority of the adjectives coming from the English roots are formed by means of suffixes.

• Words of a foreign-language origin.

The analysis of the material on a slang research as layer of the speech of students has allowed to show the following conclusions:

1. The use of slang words in the speech of students is caused by the fact that the peers surrounding them speak slang language, these words more conveniently and quicker to express the thoughts.

2. Slang words are used in a certain age group.

3. Slang words have no concrete lexical meaning. Our researches show that some blurring of definition is inherent in them.

4. The slang words used in the speech are formed by means of standard affixes, the borrowings in English language, abbreviations and metaphorics.

For receiving more objective idea of interaction of the Russian and English slangs, we have carried out questioning among the students**.**There are some interesting data upon which we would like to dwell. Students have specified such main reasons for an origin of words as foreign-language loans and development of polysemy. In the course of studying of the origin of slang. In modern youth slang various lexicon is used: foreign words, reductions, metaphors.

It is possible to make the whole dictionary of the so called modern words and expressions popular among the English youth now. In a process of studying of slang, it is important to consider the sphere of communication in which it is used. It is possible to show the following conclusions:

1. Such factors as change of a social system, existence of subcultures, and also borrowing from other languages have significant effect on word-formation process of Russian.

2. Universal processes of word formation are: simplification of the speech, borrowing from other languages.

3. From results of poll of students, it has been revealed that they

use a youth slang actively , knowing origins of words of the native language.

4. Students note positive and negative values of a slang in formation of the modern language.

5. Students was given the task of learning of foreign languages paying attention to a slang.

We have come to a conclusion that the slang strongly was enshrined in our speech irrespective of our desire.We consider that the slang is the integral, periodically changing part of speech which will be in our lexicon always.

The youth slang in most cases represents the English borrowings though according to statements of many linguists, English needs to get rid of slang words. We can meet phonetic associations, cases of the transfer not so often and that thanks to the rough imagination of young people. In language it is always necessary to show consideration for attraction of foreign words.It is natural that with the advent of a slang language level has sharply decreased. The slang gets into all spheres of activity and even into literature.

The slang expression means coming to democratic atmosphere in language since the meaning embodied is not absolute. It depends upon who uses it, in which group the users belong to, and in what situation slang word occur. The question emerged is how the user of slang employ slang in their daily communication. Their choice of certain slang replacing the standard may have a certain purposes(Jones,2009).

The slang develops every time. With change of one modern phenomenon by another, old words are forgotten, they are succeeded by others.

Discussion Another important social reason for intensified borrowing from English is the fact that more people nowadays tend to learn English, to use it as their working language or to go abroad, where they have to speak English. Diakov claims that this factor makes it possible for a Russian speaker to switch their code when they talk about foreign countries or concepts (Diakov,2001).

The conducted research has shown that the slang isn't the literary language, it is expressional and emotionally - the painted lexicon, and is characterized by familiar coloring. Some slang words of the Russian youth are unclear for population. Slang helps young people to communicate among themselves, but also facilitates process of assimilation of new foreign lexicon.

4 Conclusion

In our research the use of the English youth slang among the Russian youth, feature of the transfer of English to the Russian slang, its factors, development of slang in Russia was considered.The internet brought a lot of words from foreign languages, but the jargon is now moving into the press and advertising. This is the way language develops and it is a process that can't be stopped (Blomfield ,2004).

In system of modern Russian and English languages the slang takes very important place.

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THE INFLUENCE OF THE GENDER PARAMETER ON THE ASSOCIATIVE BEHAVIOR OF THE SUBJECTS (ON THE MATERIAL OF THE TATAR LANGUAGE)

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Abstract: Gender research is a relatively new field of knowledge, in the focus of which is sex. The gender of a person is one of the most important characteristics of a personality, which largely determines its social, cultural and cognitive orientation in the world, including through language. The gender factor, as well as other factors, affects the formation and development of "linguistic" consciousness, as well as the choice of language or associative strategy. Associative experiment is a kind of indicator of a person's pre-speech ability and demonstrates the presence of gender differences in the choice of an association strategy. This is what determines the choice of our research topic. Having analyzed the associative reactions to one of the key concepts of the Turkic people verbalized in the Tatar language by the lexeme *tui* (wedding), we revealed the gender specifics of the associative-verbal network of the "Tui" field. Quantitative data processing revealed signs of the gender specificity of the device of the associative-verbal network as one of the levels of linguistic consciousness. Qualitative analysis of associative reactions allowed more fully and accurately determine the connotational load, as well as the national and cultural fullness of the word. We were able to find out that on the whole, the emotional-evaluative component of the word *tui* is defined as positive and *tui* appears for the Tatar people as a very cheerful, interesting, reinforcing relationship, an emotional-entertaining, hospitable holiday, a solemn event, in particular, the rite marriage, but despite this, the analysis of associates to the word-stimulus *tui* made it possible to reveal gender peculiarities in the understanding of this concept.

Keywords: Gender, linguistic genderology, linguoculturology, free associative experiment, national character, Tatar language, word-stimulus, word-reaction, national-cultural fullness of the word.

1 Introduction

Gender studies began to attract scientists relatively recently. For the first time the problem of the difference between men's and women's linguistic personalities began to be developed by O. Jespersen (Jespersen O., 1922) and F. Mautner (Mauthner F., 1924) at the very beginning of the 20th century. Every year, gender studies are increasingly expanding and acquiring new forms of analysis. In the domestic linguistics began the formation of a scientific direction, studying the gender factor in language and communication – linguistic genderology: A.V. Kirilina (Kirilina A.V., 1999), E.S. Gritsenko (Gritsenko E.S., 2005) etc.

Analysis of the structure of the language allows you to get information about the role of gender in a culture, what behavioral norms for men and women are fixed in texts of different types, what style features can be, with which fragments and thematic areas of the language picture of the world it is connected and etc. Despite the fact that at the present stage of the development of linguistic thought, gender studies have taken a firm place in linguistics and gained the status of an independent linguistic direction, works on this topic are still clearly insufficient, which explains the relevance of this study.

The purpose of our study is to identify the gender specificity of the associative-verbal network of the field "Tui" (wedding) in the Tatar linguoculture.

This goal led to the use of various and complementary methods and techniques: inductive method, the method of semantic analysis, the method of associative experiment, the study of syntagmatic links and distribution, the method of synchronous and diachronic analysis.

The methodological basis of the work was the theory of E. Goffman's generism (Goffman E., 1994), M. Mead's thesis about the cultural conditionality of the tender (Mead M., 1949), some ideas lingvokulturologicheskogo description of Z.H. Bizheva (Bizheva Z.H., 2000), F.R. Sibgaeva (Sibgaeva F.R. et al., 2015), G.N. Khusnullina (Khusnullina G.N. et al., 2016), R.M. Bolgarova (Bolgarova R.M. et al., 2014) etc.

During the mass associative experiment, we interviewed Tatar men and women of different ages and professions, the total number of which was 300 people. The mass associative experiment carried out by us has a directed character. We asked the respondents a questionnaire containing one word-stimulus *tui* (wedding), composed of five questions: "What is a wedding? ", "What weddings can be?", "What kind wedding is?", "What are people doing during the wedding?", "Wedding cannot be without?" And word-reactions, respectively, it was expected five. This was done to more fully and accurately determine the connotation burden, as well as the national and cultural fullness of the word. Thus, we assessed five types of reactions separately.

2 Results

Reaction 1. To the question "What is a wedding?" the following answers were received.

Answers among men

Feast / holiday 22; banquet 17; union of two people 14; step into the new life 7; bride and groom 6; family creation 5; legalize the relationship of two lovers, efforts 4; money / waste of money 3; a feast of love 2; happiness, a memorable and joyful event, a lot of cars, beautiful conversations, nikah (nikah is a wedding ceremony of Muslims like a Christian wedding), a long table, an unforgettable moment, a booze, a show, a meeting of relatives, an important moment in the life of a man, joy, a meeting for a good cause, youth 1; 100 + 32 + 2 + 14

Answers among women

Celebration 62; union / of lovers / two loving hearts 23; the beginning of a new life of two people, nikah 10; white dress / I in a white dress, family 9; happy boy and girl 8; legal marriage 7; love, joy / fun 5; the most important event, ritual / marriage ceremony / Tatar rite, bride and groom, very many people 4; the most important moment 3; money, guest, smile, very responsible step, rings, joyful occasion, relatives' evening, flowers, vanity 2; purity, vodka, joining your life with someone, meeting the groom with the bride, the fun of the young, red roses, red, the groom in a beautiful suit, music, show, table and chair, feast 1; 200 + 43 + 3 + 12

200 + 43 + 3 + 12, where the first digit (200) is the total number of reactions, the second (43) is the number of different types of reactions, the third (3) is the number of failures, and the fourth (12) is the number of single responses.

As can be seen from the results of the experiment, the word *tui* is associated in the minds of men and women primarily with the concept of a holiday.

The word *tui* is often associated with the concepts of marriage, transmitted through such words and phrases as *the union of two happy people, two hearts* etc. and a feast – *feast of two loving people, a feast about getting married* and so on.

The concept of *a new life* is found both in men and women in the fourth place in terms of the number of answers to the first question. However, the word-reaction *marry* is more among the answers of men than women, but *nikah* (nikah is a wedding ceremony of Muslims like a Christian wedding) is more in women (in men only in 10 place).

We notice, that women who perceive the wedding as *happiness, joy, love, music, flowers,* more, but more men understand by this word *money and troubles.* We can conclude that for women, the wedding is *a more romantic, emotional-spiritual phenomenon* than for men. Also, only women have the answer *"Tui – min ak kulmekten*" (a wedding is me in a white dress) and a large number of associate *white wedding dress* speaks about a more personal, intimate perception of this word.

Reaction 2 – answers for the question "*What weddings can be*?" The results of the mass associative experiment showed that in the world view of both women and men, the stereotypical associate of the word *tui* is *a wedding ceremony, a ritual of marriage* (about 78%), which the respondents "lied" with words and phrases like *altyn tui* (a golden wedding), *brilliant tui* (a diamond wedding), *kizil tui* (a red wedding), *rus tuye* (Russian wedding) etc.

Answers among men

Golden 17; silver 12; red 11; bebi tuye / synnut tue (literal wedding of a baby, wedding for circumcision) yashlek tuye (literal wedding of youth) / ozaty tuye (literally a funeral wedding) / three weddings of life 10; Greek wedding / Jewish wedding / Egyptian wedding / Russian wedding around the table / Tatar wedding /Turkish wedding / Buddhist wedding / Christian wedding / wedding of different countries of the world 9; Muslim wedding / halel tui (literally wedding without haram), oy tuye (literally wedding of house) 6; diamond, nikah tue, wooden 4; a bronze, a glass 2; baka tuye (literally wedding frogs), Bridal wedding, a berry wedding, a silk, a paper, an iron, ynish ruye (a literally wedding of a harvest), a porcelain, hezmat tue (literally a wedding of labor), shaytan tue (literal wedding line) 1; 100 + 40 + 3 + 10

Answers among women

Golden 20; silver 17; red 16; Saban tuye 15; diamond, oy tuye 14; nikah tuye 13; calico 12; three weddings a person / babi tuye / yaushler tuye / songy tui (literally the dying wedding) 11; anniversary 9; paper 8; wooden 7; Russian wedding / Tatar wedding / wedding of different peoples 6; white, Muslim wedding, glass 4; crystal, a wedding for the elderly 3; a marriage 2; a wedding in the groom, a silk, an oak, a ritual, a bride's, mashina tuye (literally a wedding for cars), a pearl, a mini wedding – only with parents, a flower wedding, synnut tuye, the single wedding, ynish tuye (literally the wedding of the harvest), the porcelain, hezmet tuye (literally the wedding of labor), the Christian wedding in the church, et tuye (literally the dog's wedding), the green 1; 200 + 42 + 2 + 16

It should be emphasized that among the associates a large number are occupied by "calendar weddings", celebrating the anniversaries of weddings, like *a golden wedding, diamond wedding, a bronze wedding, a glass wedding, a silk wedding,* etc., which came into use by the end of the 19th century. Such frequency use indicates their widespread distribution at the present time.

In the minds of men and women, the word *tui* is also associated with the concept of *a ceremonial event*, represented by the phrases *Saban tuye* (annual folk festival of the end of the spring field works of the Turkic peoples) and *oy tue* (literally wedding of house).

An equal number of expressions *three weddings of life*, *bebi tuye* (literal wedding of a baby), *yashlek tuye* (literal wedding of youth) *ozaty tuye* (literally a funeral wedding), *songy tuy* (literally dying wedding) speak about the same association with the concept of the *three weddings of life* typical for the Turkic peoples – *bebi tuye, yashlek tuye, soggy tui*.

In the figurative sense of the token, which is transmitted through such phrases as a *shaytan tuye* (literal wedding line), *baka tuye* (literally wedding frogs) there are no significant differences between the respondents on the basis of gender.

Response 3. Most of the answers in this category of respondents to the question "What kind wedding is?" contain the words *cheerful* (1 place), *playful* (2 place), *beautiful* (3 place), *big* (4 and 5 places), *joyful* (4 and 6 Places), *unforgettable* (5th and 10th places), *with dances and dances, noisy* (7th and 9th places), etc. with a positive connotation. The main meaning of these words boils down to the concepts of cheerful, beautiful, playful manner, which speaks of the dominant emotional and entertaining trait and the aesthetically and ethically positive character of the connotation of the word *tui* in the minds of Tatar men and women.

Answers among men

Merry 14; playful 12; beautiful 7; joyful 6; large 5; gloomy 4; class, rich, with dances and dances, in abundance 3; small 2; modest, for a whole week, for two days, who as can, crowded, with many relatives, noisy, different, white, pre-cooked, without vodka, open, festive, happy, one-day, may not be memorable, religious, drunk, with congratulations, desired, lovingly, clambering, ritual, according to calculation, excellent, solemn, traditional, Calm, with resentment, without resentment, the best one, poor 1; 100 + 43 + 7 + 31.

Answers among women

Merry 51; playful 14; beautiful 13; large 10; unforgettable / memorable 9; joyful 8; noisy 7; small 5; with troubles at the end / sad / ugly, with songs and dances / with games 4; rich, happy, crowded, solemn, class 3; simple, uncool, with games and laughter, festive, very long, very light, bread-solo, ceremonial, memorable, with guests, busy, original, sensible, surrounded by relatives and friends, traditional 2; white, amazing, someone who, with a groom and a woman, wants, with joyful clapping, with love, compulsion, sad, blissful, with a toast, with congratulations, calm, strengthening family relations, ill-considered, with a bride in the center, with a grudge, flowers, with garmanist 1; 200 + 54 + 7 + 19

Negative assessment is represented by words *laborious, may not be, drunk, small, sad, compulsive, sad, calculated, thoughtless, poor* is only 9.6% with 90.4% positive among men, 7.2% with 92.8% positive – in women.

Reaction 4. The positive connotation and entertaining character of the lexeme wedding in the minds of Tatar men and women can also be observed in the words-responses-signs, which are the answer to the question "What do people do during the wedding?"

Answers among men

Have fun 17; congratulate 12; celebrate 11; eat 10; dance, sing, drink 6; kissing 5; play, make friends, communicate / chat cheerfully, marry, have a rest 2; give advice, unite loving hearts, rejoice, spend money, become happy, give gifts, praise the bride and groom, connect fates, give ransom, laugh, perform a wedding ceremony, say toasts, relatives and friends gather, feast, rustle; 100 + 30 + 2 + 15

Answers among women

Wish happiness / congratulate / say toasts 43; have fun 42; sing / dance 24; celebrate 18; eat / and drink, play 13; give memorable gifts 8; go to the registry office, become relatives, conversing 5; feasting, loving hearts join together, drink 2; kiss, change rings, redeem the bride, read nikah, marry, have a rest, grow tired, love each other, all friends gather, give advice, have fun, has fun as can, bless, check the young, raise a glass for the young 1; 200 + 35 + 3 + 15

Almost all words, except for *spending money, get tired* and *drink* (6.6% among men's responses and 1.2% among women), have a positive coloring, which once again emphasizes the emotional and entertaining nature of the *Tui* concept.

In our opinion it is interesting, that among women there are more such answers as *dancing, singing, congratulating, playing*, and for men – *talking, eating, celebrating, gathering friends, giving advice, having fun, drinking, resting*. This indicates that playful manners are important for women, that for them *tui* is an active rest, and for men it is passive.

Reaction 5. The equal amount of the answer to the question "*Wedding cannot be without?*" emphasizes that in the world view of Tatar men and women the main participants in the *tui* are the bride and groom.

Answers among men

The groom and the bride 35; toastmaster 12; the bride 8; offense 6; vodka / alcohol 5; the groom 4; loving hearts, guests, rings, relatives, bread with salt, matchmakers, music, nikah, witnesses 2; parents, a harmony, memorable gifts, entertainment, love, an operator, reason, a second half, women 1; 100 + 27 + 3 + 9

Answers among women

The bride and groom / the happy couples / lovers / the newlyweds 78; offense 18; guests 12; parents 9; toastmaster 8; relatives / witnesses 7; a rich table / feast 6; a song, without people 5; wedding rings 4; a white dress, wine / drink, joy, gifts 3; dancing, old friends, bread with salt, a groom, congratulations, nihach, reason, games / playful manner, chak-chak (a piece of dough with honey, belonging to the kitchen of the Turkic peoples) 2; money, the consent of God, one responsible person, a second half, drunks, a goose, matchmakers, a suit, matchmaking, bride theft, love, a mullah, a hub, flowers 1; 200 + 45 + 2 + 14

In second place in terms of the number of responses among men is an associate *without a toastmaster*, among women – *without resentment*. This presence of answers suggests a more emotional perception of women *tui*. And for men about the entertaining nature of the wedding, in addition, we can conclude that they prefer that someone entertained them.

It should be emphasized that a greater number of reactions *without a bride* than *without a groom* in the category of respondents, also presence of answers *without women* only in men, and in women – *without the bride's wedding*, *without bride stealing*, indicate the dominant role of women in understanding the word *tui*.

The frequency of using such words and phrases as *without parents, without relatives* indicates the importance of family relations, and *without bread and salt, without guests, without a feast* – on hospitality in the minds of men and women in the understanding of this lexeme.

3 Conclusions

We can conclude that in the Tatar women's paradigm wedding is a very cheerful, colorful, interesting, romantic, emotionally entertaining, hospitable holiday, a solemn event, in particular, a marriage ceremony, the main participants of which are the bride and groom, where they congratulate the newlyweds, have fun, sing and dance, strengthen family relationships, but sometimes resent. And in the men's paradigm *tui* is a very cheerful, colorful, interesting, entertaining holiday, a solemn event, namely the marriage ceremony, the main participants of which are the bride and groom, where they have fun, congratulate the newlyweds, celebrate and strengthen family relations.

4 Discussion

Thus, gender analysis of associates to the word-stimulus *tui* allows revealing the associative meaning of the concept. At first glance, there are no significant gender characteristics, but it cannot be denied that for women, wedding is more romantic, assuming a superiority in emotional and spiritual load, playful manners are important for them, wedding is an active rest, for men – it is passive, they prefer to observe from the side.

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THE ROLE OF COLOUR DEFINITIONS IN TATAR POETRY (AN EXAMPLE OF MARSEL GALIEV'S WORKS)

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Abstract: The article presents the results of an empirical research of colour designations in Tatar poetry based by the example of the works by the poet Marcel Galiev. Based on the experience and results obtained by the researchers in the field of colour terms, using the method of continuous sampling, the distribution method, the method of component analysis, and the statistical method, the authors have revealed the most characteristic features of using colours in the works of the famous Tatar poet. For M. Galiev, colour rendering is not only a literary device, but it carries a diversity of functional meanings. The poet resorts to colour naming most often to describe nature and less often to describe the appearance of a person, as well as his clothes and household items. M. Galiev is a romantic in his attitude to the world. He is adherent to *ак – 'white'* color. The favourite colours of the poet are also *сары 'yellow', яшел 'green', зәңгәр 'blue'*, which is typical for the Tatar linguistic worldimage. The study of works by M. Galiev showed that the status of this or that lexeme having the meaning of colour is based on its genre and stylistic use by the poet. So, in the poems for children, he mainly uses colour terms in its direct meaning, and in his works for adults there prevail metonymic shifts of the meanings and metaphorization. This allows the poet to reach expressiveness of the poetic text. Analyzing the lexical and semantic field of colour terms in M. Galiev's works, the authors revealed the predominance of adjectives and the relatively rare use of nouns and verbs derived from them. At the same time, the poet rarely uses derivative adjectives in the texts of poems to convey nuances or subtle shades. According to the authors, this is explained by the poet's fascination with graphics that gravitates towards monochrome. In the course of the analysis, the potential of the author's individual images of M. Galiev was also exposed. The most active use of certain colours by the poet in his work gives grounds for asserting the structure of sensory imagery in his poetic text and its own linguistic nature, which is closely related to the specifics of folklore traditions of both the Turkic peoples and Tatars.

Keywords: Tatar poetry, colour, color naming, colour spectrum, individual style, monochrome, Marcel Galiev, Turkic and Tatar folklore.

1 Introduction

The subject of investigation in the article is colour terms in Tatar poetry by the example of Marsel Galiev's works and their role in his individual style. There is a great many works on studying colour naming in scientific literature ((Boguslawsky, 1970), (Terner, 1972), (Gel'gardt, 1967), (Kay, McDaniel, 1972), (Heider, Oliver, 1978), (Chamberlin, Chamberlin, 1980), (Ellis, 1980), (Davies, Gorbet, 1994), (Davies, 1998). All achievements in the area of studying colour designations ((Wierzbicka, 1990), (Uusküla, Sutrop, 2007), (Rjabinina, 2011)) are based on the results of investigations by Brent Berlin Paul Kay (*Berlin, B., Kay, P.*). (Berlin, Kay, 1969).

The colour naming in Tatar philology was studied by V. Hakov (Hakov, 2003), M. Bakirov (Bakirov, 2014) (Bakirov, 2015), F. Safiullina (Safiullina, 1979), A. Jusupova (Jusupova, 2002), R. Kurbatov (Kurbatov, 1976), L. Usmanova (Usmanova, 2009), G. Gabbasova (Gabbasova, 2005), F. Sitdykova (Sitdykova, 2013), F. Sibgaeva, R. Zamaletdinov, G. Zamaletdinova (Sibgaeva F.R., Zamaletdinov R.R., Zamaletdinova G.F.)

The study of colour designations in M. Galiev's poetry is not contrived, but organically connected with the traditions of semantic-stylistic analysis of the literary text.

1.1 The Object of Investigation

The subject of our study was the colour designations in the poetry of the Tatar poet M. Galiev. The writer came to into contact with literature in the 1970s. In the writer's environment, he is called an esthete (Minnullin, 1996). In his works, the writer revives the best traditions of classical romanticism in the Tatar literature. None of the scholars before us have studied the colour terms in the writer's works.

M. Galiev looks at the world with the eye of the artist. In his youth he worked as a graphic designer. The photo archive of the book «Не трогай, пусть живет!» / "Leave him be, let him live!" (Galiev 2016, Galiev 2017) presents several early graphic works. **(**М. Галиевнең «Тимә, яшәсен!» китабыннан PHOTO LIBRARY**)** (The photo archive to M. Galiev's book "Leave him be, let him live"). The artist drew out literary expressiveness from a combination of two colours: white and black (Habutdinova, Usmanova, 2017)). We underwent the analysis of the colour terms found in M. Galiev's poetry (Galiev, 2011).

2 Research Methods

In the course of the analysis, we used the method of continuous sampling, the distribution method, the method of component analysis. The statistical method allowed us to determine the frequency of a colour terms.

3 Results

The concept «төс» ("colour") has a wide range of meanings in the Tatar language. The meaning of colour for M. Galiev is one of the basic (Ganiev, 2005, p. 595-596). M. Galiev in the poem "Приди в мой мир" / "Come to My World" admits that he has "discovered many colours that add beauty to this world" (Galiev, 2011, p. 334). We have recognized 217 cases of using colour terms by the poet. In 11 of them, the word "colour" is used to denote the "light tone of a physical body": for example, «Булгарская девушка! На груди у тебя горят / пара иссиня-черных косичек» / "Bulgarian girl! You have a pair of blue-black plaits on your chest" ("Пока кипит чай" / "While tea is boiling") (Galiev, 2011, p. 211).

Table 1 shows the results of statistical analysis of colour naming and their rating. To determine the main colour designations of the poet, the total frequency of word occurrence was taken into account.

Colour designations		Frequency	Rating
ак	'white'	78	1
сары	'yellow'	33	2
яшел	'green'	28	3
зәңгәр	'blue'	26	4
кара	'black'	15	5
кызыл	'red'	13	6
көмеш	'silver'	7	7

алтын	‘golden’	6	8
кара-зәңгәр	‘dark-blue’	3	9
алсу	‘rosy’	2	10
зәңгәрсу	‘pale blue’	1	11
шәмәхә	‘violet’	1	11
бронза	‘bronze’	1	11
алтынсу	‘goldish’	1	11
көлсу	‘podzolic’	1	11
соры	‘grey’	1	11

In the course of the study, we found out that among the colour designations, the basic ones for M. Galiev are ак '*белый*' / ‘*white’*, сары '*желтый*'/ *‘yellow’*, яшел '*зеленый*' / *'green'*, зәңгәр '*синий*' / ‘*blue’*. It does not contradict the data disclosed by R. Zakirov (Zakirov, 2009) and F. Sitdykova in the course of studying colour designations in the langistic worldimage of the Tatar people (Sitdykova, 2013).

In M. Galiev’s language the lexeme *ак* 'белый' / ‘white’ is characterized by a large semantic density. This peculiarity of the poet’s individual style follows from the peculiarities of the linguistic view of the Tatar people, where this adjective is associated with various characteristics: physical, moral, aesthetic, emotiveness, socio-cultural factors. As M. Bakirov correctly noted, the frequency of the use of colour description *ак* '*белый*' / ‘*white’* is “due to the fact that in the ancient beliefs of the Turks it was regarded as a sign of holiness and miraculous” and used for the sacralization of images. In the folk lyric poetry and written poetry, we find many examples with the epithet “white”, where it symbolizes purity, nobility, holiness (Bakirov, 2015, p. 116).

It is obvious that M. Galiev remains within the framework of the national poetic tradition. In his poetry in 77 cases *ак* 'белый' / ‘white’ is used as a positive evaluation (purity, holiness, innocence): for example, “Весь мир мечты / Визуализируется через белый цвет” / “The whole world of dreams / is visualized through white colour” (“Ты пока не приходи” / “Do not come yet”) (Galiev, 2011, p. 74). We have found only one case with a negative connotation (death): “В последний раз, выполняя все установления, / Проводят тебя, обернув в белый саван” (“Когда я был богатый”) / “The very last time, after having performed all settings, / They will you to rest, wrapped in a white shroud” (“When I was rich”) (Galiev, 2011, p. 61) (Galiev, 2011, p. 61). Among the examples, there are cases when *ак* 'белый' / ‘white’ is placed in neighbouring with *кара* 'черный' / ‘black’ to create the contrast, the antithesis, which enhances the emotional potential of the epithet (“Если мы промолчим”) / (“If we keep silent”) (Galiev, 2011, p. 11).

The analysis of the poetic texts allows us to distinguish the following basic components of the conceptual field *ак* 'белый' / ‘white’: 1) colour, 2) purity (internal and external), 3) positive emotions, and 4) general groups of metonymic meanings that come into focus from the context. *Ак* 'белый' / ‘white’ goes to make up the metaphors: “ак күбәләк” (“белые бабочки”) (“Засмущался котенок”) / (“white butterflies” - about the snow) (“The kitten began to be confused”) (Galiev, 2011, p. 316), as well as the covert comparisons: «ак чәчәкле күңелен” / “душой как белые цветы” (“С Туфаном”) / “like white flowers in soul” (“With Tufan”) (Galiev, 2011, p. 209).

M. Galiev’s favourite colour is сары ‘жёлтый’ / ‘yellow’. The “Short History and Etymology Dictionary of the Tatar Language” represents the origin of the lexeme as follows: common Turk сары, сарыг – ‘жёлтый’ / ‘yellow’, ‘белёсый’ / whitish,
‘светлый’ / ‘light’ (Әхмәтьянов, 2001, p. 172). M. Galiev uses сары 'жёлтый' / ‘yellow’ in direct standard meaning for giving names of colours to the objects about us: “сары яфрак” / “желтые листья” (“И гуси тоскуют”) / “yellow leaves” (“The geese are sad too”) (Galiev, 2011, p. 115).

Among the examples, the overrepresentation of the metaphorized meanings is obvious: «желтая ладонь» осени (“Этюд”) / “yellow palm” of autumn (“Etude”) (Galiev, 2011, p. 118); «желтая тоска» («Возвращение») / “Yellow melancholy” (“Return”) (Galiev, 2011, p. 245).

The author himself in one of his poems explains the meaning of this colour: “В желтых цветах – мелодия тоски”) / “In yellow colours - the melody of melancholy” (“Миләшле көз” / “Рябиновая осень” / “Vermeil red autumn”) (Galiev, 2011, p. 347)

There is also a negative connotation of this colour associated with death: “Осень втянула его в свою желтую душу.” (“На краю двух лесов”) / “Autumn breathed him into its yellow soul.” (“On the Edge of Two Forests”) (Galiev, 2011, p. 221). *Сары* – ‘жёлтый’ / ‘yellow’ and its derivatives are used by the poet as an information-bearing connotation ‘старость’ / ‘old age’, ‘телесная ветхость’ / ‘material decay’, ‘увядание’ / ‘withering’, ‘тоска’ / ‘melancholy’, ‘болезнь’ / ‘illness’, etc.

The next colour in frequency is: *яшел* – ‘зеленый’/ ‘green’. M. Galiev associates it with the colour of wild life and becomes a symbol of life and young blossoming: «Зеленая трава проклюнулась…» (“Когда рождается листва”) / “Green grass has pierced ...” (“When foliage is born”) (Galiev, 2011, p. 50). In terms of the national tradition M. Galiev, following the Turkic and Tatar poets, refers *яшел* – ‘зеленый’ / ‘green’ to “the category of four things that are “pleasing to the human soul”” (Galiev, 2011, p. 115), which is connected with the psychophysiological characteristics of people’s perception of green colour, in particular its calming effect on the human body: “Если бы увидел, как проклюнется зеленая трава, / я бы выздоровел” (“Камень фундамента содругнулся в ночь, когда не стало отца”) “If I saw how the green grass shoots, / I would have recovered”) (“The stone of the foundation collapsed at night when his father passed away”) (Galiev, 2011, p. 224). In the light of the established poetic tradition the poet never uses this colour as a sign or designation of a confession and adherence to Islam. Interesting metonymic displacements in the meaning of this colour in M. Galievs poetry (M. Galiev) are striking: “*яшел кан*” (“биение зеленой крови”) (“Кто услышал?”) / (“the beat of green blood”) (“Who heard?”) (Galiev, 2011, p. 196). It is obvious that this colour is for him an important metaphorical component, which entails the creation of unique author’s images: the person is equal to “the green world” (“.... will be) (Galiev, 2011, p. 187).

An important place in the colouristics of the poet is given to *зәңгәр* / “blue” colour. It is common knowledge that *blue colour* is directly related to the colouration of the divine sky revered by the ancient Turks. M. Galiev often uses this colour to characterize the sky, water, snow: “Зәңгәр күкне” (“Синего неба”) / (“Of the Blue Sky”), (“Яшел соната” / “Зеленая соната”)/ (“Green Sonata”) (Galiev, 2011, p. 128). The poet’s creative thinking astonishes us more than once, which manifests itself in the amazing vision of the surrounding world: *“Зәңгәр күк* дугасына” / “На дугу синего неба” / “Onto the arc of the blue sky” (“Бозагар ай”) (“Ледоходный месяц”) / (“The Ice Moon”) (Galiev, 2011, p. 49); «Яз кояшы – *зәңгәр өлгедә*..” / “Весеннее солнце – на синей занавеске” / / “The spring sun - on a blue curtain” (“Моя страна детства”) / (“My country of childhood”) (Galiev, 2011, p. 228).

The colour name *кара* ‘черный’ / ‘black’ is used by the poet in direct meaning to describe the black colour: “Кара рояль» / «Черный рояль» / “The Black Piano” (“Рояль, на котором Он играл”) / (“The Piano He Played”) (Galiev, 2011, p. 194). And at the same time, it acts as a means of expressivenes that functions in the composition of the tropes: *Кара толым* кебек буразналар / Аның гомерен узганныр (“Борозды словно черные косы / Пролегли через ее жизнь”) (“Вечернее милосердие”) / (“Furrows like black braids / Ran through her life”) (“Evening mercy”) (Galiev, 2011, p. 215). Of these meaningful details, the mother is portrayed. M. Galiev, poetizing his native land, resorts to the common linguistic metaphor, actively used in Tatar folklore and written poetry in the meaning of “дремучий лес” (“Родимый край”) / “dense forest” (“Native land”) (Galiev, 2011, p. 248). At the same time, there are examples where *кара* ‘черный’ / ‘black’ is used to convey sadness, mourning, death: “Я одену черное платье” (“Последнее желание”) / “I’ll wear a black dress” (“Last desire”) (Galiev, 2011, p. 336). Among the examples there are bright metaphorical images – the author’s individual finds: “Тучи – черная пена” (“Ночь”) / “The clouds - black foam” (“Night”) (Galiev, 2011, p. 157).

3.1 The Results of the Research

Colour depiction for M. Galiev is not just a literary device with which he recreates the real world, expresses his ideas, and the phenomenon is essential. For him, the characteristic of colour has a number of functional meanings. The presence of colour spectrum in M. Galiev’s works is determined by the peculiarities of the author’s poetic thinking, expressed in an unrivaled ability to discover something new, unique in the realities of the world and paint it in new colours. M. Galiev uses colour designations more often to describe nature, less often to describe appearance, clothes of the person and objects of life.

The Tatar poet is a romantic in his attitude. His inclination to idealization manifested itself in his adherence to *ак* / ‘white’ colour. The favourite colours of the Tatar poet are also *сары ‘желтый’* / ‘yellow’, *яшел ‘зеленый’* / ‘green’, and *зәңгәр ‘синий’/* ‘blue’, which corresponds to the Tatar linguistic image of the world. With the help of colour, the poet emphasizes the continuity of his soul with the nature of his native land.

4 Summary

The analysis of examples testifies that the status of a certain lexeme with a colour meaning is based on its genre and style use by M. Galiev. If in the poems for children the poet prefers to use colour naming in the direct sense, in the poems for adults we see metonymic shifts of meanings, metaphorization, etc., which allows him to achieve the expressiveness of the poetic text. Colour names in his work primarily perform symbolic, semantic, emotional, expressive, moral and ethical functions, and then - the subject and the image.

5 Conclusion

The analysis of the lexical and semantic field of colour terms in the works by M. Galiev showed the predominance of adjectives. Nouns and verbs are used by the poet less frequent, which are derived from them. At the same time, we observe that M. Galiev very rarely uses the derived adjectives in poetic texts to convey nuances or subtle shades of meanings. So the poet’s fascination with graphics, gravitating toward monochrome, manifests itself. Often, M. Galiev resorts to the device of contrast. The poet’s adherence to certain colours allows us to make general conclusions about the structure of sensory picturesqueness in a poetic text and its linguistic nature per se, closely connected with the traditions of the Turkic and Tatar folklore.

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TOOLS FOR DIAGNOSTICS OF NEUROLOGICAL DISEASES: QUESTIONNAIRES FOR TATAR-SPEAKING PATIENTS

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Abstract: The paper describes the creation of neurological questionnaires for Tatar-speaking patients on the territory of the Republic of Tatarstan. The authors analyze the specifics of elaboration, translation and adaptation of the English-language and Russian-language diagnostic materials into Tatar language and their validation. The material was processed in the laboratory "Clinical Linguistics" (Kazan Federal University) using modern methods of translation, adaptation and validation of clinical tests. The paper contains the information on three baseline types of neurological batteries and questionnaires which have already been translated into Russian and Tatar languages: cognitive function assessment batteries (Mini-Mental State Examination – MMSE, Montreal Cognitive Assessment test – MoCA-test, Frontal Assessment Battery – FAB), tools for the assessment of anxiety and depression (Hospital Anxiety and Depression Scale, Geriatric Depression Scale – Short form, Anxiety Sensitivity Index-3), tools for pain assessment (Migraine Disability Assessment, Diagnostic criteria of fibromyalgia, Pain Scale, Oswestry Disability Index etc). The results of the study can be used in clinical practice.

Keywords: clinical linguistics, neurology, test, questionnaire, MMSE, FAB, HADS, Geriatric Depression Scale, Migraine Disability Assessment, Oswestry Disability Index

1 Introduction

Despite the rapid development of modern medical diagnostic technologies, the achievements of scientific and technological progress, there is a group of diseases, the nature of which has not yet been entirely explored. As a result, the objective instrumental studies (MRI, electroencephalography, ultrasound, laboratory tests, liquor examination, etc.) are not the reliable diagnostic criteria for them. Such diseases are cognitive impairment, pain, depression, anxiety. The medical specialists can receive the information about presence or absence of such disorders only by the results of patients' reports. The questionnaires are the most common diagnostic tools. They include a set of subtests created to unify and standardize the results for the possibility of comparison. Questionnaires are scales, tests and batteries of tests that are designed to measure subjective data received from a patient, to speed up the assessment process itself, to standardize the evaluation of the clinical situation in general and the neurological status in particular.

On the territory of the Republic of Tatarstan, the main percentage of the population is bilingual (native speakers of the Tatar and Russian languages). However, it is very often necessary to interview patients who understand Russian only as a second language and are not able to describe their problems and sensations in Russian. In this regard, it is necessary to translate the tests used in neurological practice into Tatar language and to adapt them.

In neurological practice there are several areas where it is necessary to use batteries of tests, questionnaires and tests:

1. The assessment of cognitive functions (especially speech) for the diagnosis and treatment of a wide group of neurological diseases.

Doctors of various specialties, especially neurologists, are increasingly confronted with the symptom complex of cognitive impairment. This problem is very acute due to the growth of the requirements to the speed and scope of intellectual activity of an individual in various professional fields. Cognitive impairment is one of the leading medical and social problems. On the one hand, this is explained by the increase of the number of diseases associated with age (Alzheimer's disease, hypertension, diabetes mellitus, strokes, Parkinson's disease, etc.), which cause the progression of cognitive decline. On the other hand, cognitive problems appear in relatively young patients. Poor memory, reduced ability to concentrate attention, low working capacity, difficulties in changing the type of cognitive activity (so-called intellectual rigidity) – all these symptoms are quite common in many patients. In the Republic of Tatarstan, there are no speech and cognitive therapists who work with Tatar patients using their own language in the process of diagnosis and correction of cognitive functions.

2. The assessment of the level of anxiety and depression.

Anxiety and depression, which have a very high prevalence among the population, are one of the most important problems of modern healthcare. The manifestations of depression and anxiety are very diverse and vary depending on the form of the disease. These disorders have emotional, physiological, behavioral, mental and speech manifestations. Depression can often affect the perception of information by a patient, increase or decrease the sensitivity to any effect, and also influence on memory, concentration, cognitive functions and speech status. In the Republic of Tatarstan, there is a lack of neurologists who work with Tatar patients using their own language in the process of diagnosis and treatment of anxiety and depression.

3. The assessment of various pain characteristics for accurate diagnosis and successful treatment.

The correct diagnosis for the patients with pain complaints largely depends on the subjective assessment of the patient's report. To assess the presence, localization, and degree of pain, the neurologists use different psychological, psychophysiological and neurophysiological methods. It is worth considering that the description of pain and health status is closely related to the personality traits of the patient. The reaction of a person to his/her pain is to some extent based on his/her subjective perception of the disease. Therefore, it is probably not correct to rely on the unambiguity and objectivity of patients' answers, especially if they have the features of alexithymia (Esin 2014). In this situation, phrase descriptors and word-descriptors become a useful tool. In the Republic of Tatarstan, there is a lack of neurologists who work with Tatar patients using their own language in the process of diagnosis and treatment of pain.

2 Materials And Methods

The material for the study is presented by questionnaires, which can be divided into three groups: cognitive function assessment batteries (Mini-Mental State Examination – MMSE, Montreal Cognitive Assessment test – MoCA-test, Frontal Assessment Battery – FAB), tools for the assessment of anxiety and depression (Hospital Anxiety and Depression Scale, Geriatric Depression Scale – Short form, Anxiety Sensitivity Index-3), tools for pain assessment (Migraine Disability Assessment, Diagnostic criteria of fibromyalgia, Pain Scale, Oswestry Disability Index etc).

The material was processed in the laboratory "Clinical Linguistics" (Kazan Federal University) using modern methods of translation, adaptation and validation of clinical tests. Methods of translation usually present the ways to implement the author's strategy or the strategy of the text. Medical texts have specific aims, that is why the main objective of translation defines its basic features as: a) adapting translation: the translator replaces the realities and stimulus materials on the realities of the language he/she translates into (Russian or Tatar); b) semantic translation (it is necessary to reflect the sense of a subtest in general in order to score the results better, not concrete words and concrete syntactic structures).

The results of the study can be used in clinical practice (in diagnosis and treatment of diseases which influence on cognitive functions, cause pain, anxiety and depression).

3 Results

The end point of the translation is not the equivalent reproduction of the original, but the functional correspondence. Especially it touches upon medical and psychometric questionnaires and batteries of tests. Often to achieve adequacy and to transfer the basic idea, the translator has to change the structure of the text, to add or even replace the words. It is possible to distinguish such basic methods of translation as loan translation, descriptive translation, translation by variant correspondence, translation by equivalent. In medical texts, the translator should pay extra attention on stimulus material, descriptors, lexical units.

Till nowadays Russian batteries, questionnaires and scales which are used in neurological practice have been translated not by the linguists, but by the doctors – it results in different mistakes. For instance, the desire to translate everything verbatim often leads to errors, especially in touch upon stimulus material. In the original version of the Mini-Mental State Examination test it is suggested to name the letters contained in the word "*world*" in the reverse order. This subtest is given to assess the concentration of attention. In Russian version this word is translated verbatim – "*мир*", and it is not a problem to name the letters in the reverse order. To estimate the ability of concentration, in the Russian version it is better to use such words as "*вброс*", "*крест*" or something like that – they will have the adequate complexity. The word "*world*" is translated into Tatar as "*җир*", and it is not relevant to the task in the original version, too. In the Tatar language, there are only few words with a combination of three consonants at the beginning or at the end. So, in the Tatar version of the subtest, the word "*world*" should be replaced with "*шомырт*", although they are not similar in meaning, structure, or phonetic characteristics.

Also, there were difficulties in translating the reproduction subtest – the sentence "*No ifs, ands or buts*" in MMSE. The verbatim translation into Russian: "*Никаких если, и или но*", into Tatar – "*Берниндидә әгәр, һәм яки әмма*". The instructions for MMSE indicate that a patient should clearly reproduce the phrase, retaining the plural of *ifs*, *ands* and *buts*. Since in the Russian language (as well as in the Tatar language) the morphological expression for conjunctions is impossible (the idea of the number is transmitted with the help of syntax), it is obvious that the final result of the translation of the test phrase does not completely correspond to the purposes of the initial test from the articulatory point of view (these conjunctions are pronounced easily in Russian and in Tatar), as well as from the semantic point of view (there is no such idioms in Russian and Tatar).

Our analysis has shown that at the moment the most convenient tests for the screening of depression and anxiety are the *Hospital Anxiety and Depression Scale* (*Госпитальная шкала тревоги и депрессии* / *Шомлану һәм депрессиянең (торгынлыкның) госпиталь шкаласы*) and the Geriatric Depression Scale Short form (*Краткая гериатрическая шкала депрессии* / *Төшенкелекнең кыскача гериатрик шкаласы*) in the elderly patients. The *State-Trait Anxiety Inventory (STAI)*, an introspective psychological inventory consisting of 40 self-report items pertaining to anxiety affect, is widely used in Russian neurological practice. It consists of two parts: the first one determines the patient's sensations at the moment, and the second part describes his/her usual state. Each part contains 20 short statements and 4 response variants that determine the intensity of manifestation anxiety and depression signs. The Russian editor of this inventory was Yu.L.Khanin. Linguistic analysis of the questionnaire showed that not all the statements given in the questionnaire can be unambiguously and correctly perceived by patients. Some of them require more clarification and prevalence. Most likely this was influenced by the fact that Yu.L.Khanin used polysemic language units. In the questionnaire there are descriptions that reflect practically the same sensations. This complicates the construction of the questionnaire. "*I feel strained*" and "*I feel tense*" – a feeling of tension, constriction, "*I feel ease*" and "*I feel comfortable*" – a sense of freedom, comfort, "*I feel nervous*" etc. In addition, the questionnaire does not cover all aspects of anxiety and depression, since it is aimed only at identifying behavioral characteristics.

4 Discussion

According to the World Health Organization, pain syndromes are one of the leading causes (from 11 to 40%) of calls to a doctor in the primary health care system. Precise description of pain can determine its pathophysiological basis. Descriptive words can clearly indicate the nociceptive and neuropathic nature of pain. Patients with pain syndromes, as a rule, find it difficult to describe verbally their pain or begin to list their diagnoses: osteochondrosis, chondrosis, arthrosis, disc hernia, autonomic dystonia, migraine, high blood pressure, etc. The simplest and most common method of measuring pain is to record the intensity of pain using rank scales. The simplicity and high sensitivity of the methods of rank-based scaling make them very useful, and sometimes irreplaceable in clinical practice. There are no special difficulties in translating the ranking scales of pain, but it is really difficult to translate and adapt the scales that contain specific descriptors. The most famous such test is the McGill Pain Questionnaire, the translation of which is not yet completed. The greatest difficulty is the search for units adequate to the original which describe the symptoms according to the degree of their intensity.

5 Conclusions

In the study, the authors gave the detailed analysis of the problems connected with creation, translation, adaptation and validation of neurological questionnaires, batteries of tests and scales for diagnosis and treatment of diseases which cause cognitive impairments, anxiety, depression and pain syndromes for Russian-speaking and Tatar-speaking patients.

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LEO TOLSTOY'S "THE POWER OF DARKNESS" AND EUGENE O'NEILL'S "DESIRE UNDER THE ELMS": ON THE PROBLEM OF TYPOLOGICAL AFFINITY

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Abstract: Leo Tolstoy's impact on world literature cannot be overestimated. Many authors claim his influence on their creativity, which has been quite extensively studied in criticism. However his impact on world drama has not so far been properly addressed, even though his dramas have been staged on both European and American stage. In this essay we give comparative analysis of two plays written in different epochs by the authors belonging to very different cultural traditions – that is Leo Tolstoy's "The Power of Darkness" and Eugene O'Neill's "Desire under the Elms". Comparing the plot, conflict and system of images we come to the conclusion that O'Neill can be considered as a follower of Tolstoy's humanistic traditions and we may qualify the similarity of the theme and the plot as typological affinity. At the same time in O'Neill's play a similar plot structure acquires a different meaning in conformity with his own artistic method, his concept of man, and his philosophical background.

Keywords: tradition, influence, naturalism, drama, religion

1 Introduction

It is common knowledge that Leo Tolstoy had a long-lasting impact on 20th century Western culture. "Although Tolstoy ultimately believed that art should serve a religious and ethical code, he himself serves primarily as a model of the consummate artist, and his greatest works are exemplary of the nature and traditions of modern literature" – pointed out the translator of his works Aylmer Maude (Leo Tolstoy,1919). "Tolstoy's cry against convention that disregards spiritual struggle, and system that ignores human growth, will find answering cries in many breasts in many lands" – claims Arthur Hopkins (Redemption And Two Other Plays By Leo Tolstoy,2017). However though his plays have been translated into English and performed in America very little so far has been written about the influence he exercised on the development of American drama. This kind of juxtaposition can be justified by the permanent interest American playwrights have expressed for Russian drama of the turn of the 19th century, including Eugene O'Neill.

2 Methods and Materials

This essay deals with Tolstoy's "The Power of Darkness" and O'Neill's "Desire under the Elms". American scholars don't seem to have noticed any similarity between these plays while in Russia the only scholar who noticed this affinity and mentioned it in her monograph was Maya Koreneva (Koreneva,1990). The main objective of this essay is not just to reveal similar forms and ideas but also to show their place in the aesthetic and ideological systems of both artists, in the world picture they draw in their dramas. Although their social and aesthetic views, their philosophical foundations and genre structures of their works are different, such comparison is not incidental. Each of them possessed to the highest degree the makings of a true humanist — an acute sensitivity to the ills of the time and a passionate, fiery nature whose most organic need was to help an individual in his/her search for moral values, place to belong in the disintegrated world. It remains unknown whether O'Neill read Tolstoy's "The Power of Darkness", though it is highly possible taking into consideration the interest he expressed in Russian classics. Still although we cannot assert whether he had it in mind when writing "Desire under the Elms" or completely forgot about it we may definitely speak about a typological affinity of the two dramas. What is of real interest and importance to a researcher is the very fact of this artistic interaction and those aesthetic results that it produced. The essay is based on the method of comparative literary analysis introduced by Dionis Durishin in his fundamental monograph "The Theory of Comparative Literary Studies" (Durishin,1979) and further developed by such scholars as Amineva V.R., Ibragimov M.I., Nagumanova E.F., Khabibullina A.Z., Bekmetov (Amineva et al, 2015; http://www.medwelljournals.com/abstract/?doi= sscience.2015.1868.1872, 2017; Motif as a concept of comparative poetics, 2014).

3 Results

Both plays deal with a well-off farmers' household. Tolstoy's play is set in Russia after the reform of 1861, and O'Neill's drama unfolds itself in the New England of 1850 — the year when gold was discovered in California, the fact which is mentioned several times in the play. The characters of both plays are famers who have spent all their lives on the land and who consider the ownership of this land to be the major goal of their existence. Therefore the basic conflict in both dramas is the struggle for property, which is aggravated by complex family and erotic relationships.

Both playwrights in this case explore an Oedipal situation: in Tolstoy's play, Nikita, after marrying Anisya, sleeps with her stepdaughter, Akulina; in "Desire under the Elms" Eben has relations with his stepmother Abbie. Also similar is the most brutal moment of both dramas — the slaughter of the illegitimate child. There is great similarity in the structure of the plays as well: both cover roughly the same time period, a little more than a year and half in "The Power of Darkness" and one year and two months in "Desire under the Elms". In both dramas, the climax is the slaughter of the child, which takes place in approximately the same situation: right after the departure of the drunken best-men in "The Power of Darkness", and after the drunken festivity of the christening party in "Desire under the Elms". And finally both plays end with the heroes' confessions of the committed crime and their readiness to accept the due punishment.

Therefore, as we can see, Tolstoy and O'Neill use practically the same plot scheme. However, this similarity of the main points of the dramas makes still more striking the difference in the treatment of the main conflict and the motivations of the characters' actions, caused by the difference of the aesthetic principles of the authors and the goals they pursued.

Tolstoy in his play tends towards a broader epic portrayal of reality. The image of *Darkness* turns into the symbol of the way of life not only of this particular peasant community, but of the whole Russia at large. Tolstoy insists that his heroes are not degenerates but common people whose crimes are the result of the "idiocy of village life," illiteracy, oppression and ignorance.

"How should the likes of you not go to the bad? Who teaches you? What do you see? What do you hear? Only vileness," says the ex-soldier Mitrich to the ten-year-old Anyutka. (Bekmetov,2015).

Stressing the typical, socially determined manner of his characters' behavior Tolstoy points out how Matrena should be impersonated on stage:

"Matrena should not be played as a villain, a kind of Lady Macbeth, as some think. She is a common old woman, cunning, wishing all the best to her son in her own way." (Bekmetov,2015).

Each character in Tolstoy's play is an offspring of the Darkness reigning around, generated by it, and at the same time bears it within. Matrena from her own life experience has learned "all the seventy-seven tricks" with the help of which her mercenary plans can be implemented. Anisya, married to an unloved man and having no other possibility to regulate her life and be happy, poisons and robs her husband, Peter. And later, deceived and humiliated, she makes Nikita to kill the illegitimate child. Nikita who as his mother puts it is "tender-hearted," "unable to slaughter a chicken" following the established order of life, wouldn't marry the girl deceived by him and once strongly desired, the dowerless Marina; instead he marries Anisya. Their life together soon becomes unbearable, leading him to adultery with his step-daughter Akulina and eventually to the crime. Anisya's step-daughter Akulina having witnessed depravity in her own family from her very childhood follows this path herself. Even those who are in a way opposed to the realm of Darkness — Marina, Nikita's father, Akim, the ex-soldier Mitrich — cannot offer anything except Christian preaching of living in accordance with God's commandments.

Thus, the main conflict of the drama is split and multiplied, involving more and more characters, and reflecting how the fierce struggle for property deforms most natural human feelings and relations.

This problem becomes one of the major concerns of the American playwright as well. But while Tolstoy is widening the sphere of the main conflict, O'Neill on the contrary limits it to the amorous triangle — old Cabot, his young wife Abbie, and his son Eben. Cabot's elder sons, Simeon and Peter, appear only in the exposition of the play, in the first scenes. Thus, unlike Tolstoy O'Neill is not striving to create a wide social panorama but goes deep down into the depth of human soul, concentrating the action to the maximum and thus achieving the utmost psychological intensity. We can see this process by comparing one of the major themes of both plays — the motif of incest. In both cases, erotic relations of the heroes are closely interwoven with their mercenary interests; in O'Neill's drama, however, this interlacing is more complex. For Eben, his father's wife, Abbie becomes at the same time an object of a very strong sexual desire, the main rival in his struggle for the farm, the vehicle of vengeance to his father and the woman who in a way substitutes for his deceased mother. Thus, the traits that in Tolstoy's play were inherent in several women— Marina, Anisya, Akulina and Matrena are accumulated and elaborately entangled in Abbie's character. This leads to a considerable complication of the psychological motivations and casts quite a different light on the basic episode of the play — the slaughter of the child. In "The Power of Darkness" the murder was motivated primarily by the urge to hush-hush the matter, to avoid scandal. Besides, the child would prevent Anisya's marrying off the hated Akulina.

Thus, in Tolstoy's play this crime is one more step forward along the path of moral degradation. It is not accidental that Anisya who was horrified at the sight of her dying husband, commits this crime almost in cold blood, while for Nikita the murder becomes the last straw, a shock, followed by moral purification.

In O'Neill's play the fatal actions become the climax of "love vs property" conflict. The child of love, the vehicle of Eben's vengeance on his father -- his son at the same time becomes Eben's major rival; now he will inherit the farm. Furthermore the very fact of his birth questions the sincerity of Abbie's feelings for Eben. Shocked at this revelation and in a state of nervous breakdown, Abbie kills her son, realizing that this is the only way to prove that her love for Eben has taken over the mercenary instincts in her heart.

Just like the characters in Tolstoy's play O'Neill's heroes are "people of earth." But if in Tolstoy's play, this closeness to nature remains a precondition, in O'Neill's drama, it becomes one of the major factors motivating the actions of the heroes. On the one hand this closeness to earth results in their primitiveness; on the other, it generates the violence and ineradicable power of their passions and desires. There are allusions to the natural world scattered throughout the play: Eben's defiant dark eyes "remind one of a wild animal in captivity" (The Works of Leo Tolstoy,1928); Simeon and Peter "smell of earth" (Ibidem); Eben's mistress "smells like a warm ploughed field" (Ibidem); Simeon and Peter "hurry clumsily to their food, like two friendly oxen towards their evening meal" (Ibidem); they eat "as naturally unrestrained as beasts of the field" (Ibidem).

In this respect, it is very important to pay attention to the image of the eponymous elms, which predominate in the stage design. They symbolize the eternal life forces of nature itself, nourishing the love of the heroes. In addition, the elms in the play are associated with the image of Eben's mother, whose spirit seems to be wondering about the farm:

"Two enormous elms are on each side of the house. They bend their trailing branches down over the roof — they appear to protect and at the same time subdue; there is a sinister maternity in their aspect, a crushing, jealous absorption.... They brood oppressively over the house" (Ibidem).

Thus the following chain of images is formed in the play: farm — mother — earth — nature. In this particular context the incest motif acquires a philosophical and symbolic meaning. The unity with mother means here the restoration of natural integrity, return to primeval harmony, and discovery of one's belonging. That's what Eben subconsciously looks for in Abbie.

In both "The Power of Darkness" and "Desire under the Elms" religion plays quite an important part. In Tolstoy's drama, it is the moral imperative, the criterion against which the characters' actions are evaluated. The bearer of this moral, religious consciousness is Nikita's father, Akim who sees the root of all evil in the "filthy life," in the fact that people have abandoned God, and do not care about the soul. It is he who preaches at the end, concluding the play articulating the message:

"Speak, my son! Tell everything — you'll feel belter! Confess to God, don't fear men! God - God! It's He!... God will forgive you, my own son!" (Bekmetov,2015).

In O'Neill's drama, the bearer of the religious consciousness is also the hero's father, Cabot. However, unlike Akim he is far from being the author's mouthpiece. Cabot's God is punishing and ruthless:

"God's hard, nor easy! God's in the stones! Build my Church on a rock-out o' stones an' I'll be in them. (…) He made me hard fur it", — Cabot says to Abbie (The Works of Leo Tolstoy,1928).

Already in this play O'Neill starts to develop the opposition that becomes especially productive in his later works — the opposition of the maternal and fraternal deities. If fraternal deity is associated with old Cabot, who keeps quoting the Bible and acting like God the Father himself, maternal is incarnated in Eben's mother. And while Cabot's God like himself is associated with rock, stone, maternal deity is associated with the elms and the earth, the images of fertility. As a matter of fact the opposition of the two kinds of deities is nothing but the opposition of puritan and pagan elements (it is not incidental that the action takes place in New England). And puritanism in O'Neill's plays always stands for a life distorting dead force.

4 Summary

Tolstoy's play ends with the author's orthodox conclusion that Christian humbleness and life lived in conformity with God's commandments is the answer to all questions. Following the logic of his own art — the logic of moral attitude towards the subject, Tolstoy wants the denouement of his play to be the answer that could help a man in his search for truth, hence the didactic subtitle of the play, "If the claw is caught the bird is lost."

As for the American playwright, O'Neill, in his search for God, concentrates his attention on individual and his/her own moral resources. We agree with Polina Ribina who points out that O'Neill's philosophical tragedy "is close to existentialism as related to the problem of individuality and freedom of an individual." (O'Neill E. Anna Christie,1960) . Indeed, an individual for O'Neill, is the starting and the end point; it is he/she who should define the degree of his/her own guilt and responsibility for the crime. That is why Abbie, who is ready to accept the punishment, says that one must "pay for sin," but denies repentance:

"Abbie (lifting her head as if defying God): I don't repent this sin! I ain't askin'

even God t'fergive that! Nor me — ..." (The Works of Leo Tolstoy, 1928).

So we do not find in O'Neill's play the motif that was crucial for Tolstoy — repentance and forgiveness — and was of major ethical significance in "The Power of Darkness". Still, as Kathy Anderson justly puts it: "Those looking for titillation misunderstood O'Neill's serious intention of using what he called a "poetical vision" to touch on themes of bereavement, love of the land and the tragedy of family relationships" (Ribina,2003). O'Neill does not want to give any direct answer; in his works, he only creates a perspective in which this answer can be found.

5 Conclusion

Thus, in our opinion O'Neill can justly be considered a follower of Tolstoy's humanistic traditions. At the same time, in O'Neill's play, a similar plot structure acquires a different meaning in conformity with his own artistic method, his concept of man, and his philosophical background. The major pathos of Tolstoy's drama is directed against the horrible social conditions that turn a man into a beast; his aim was to show people the way of liberation from the *Power of Darkness*. The social aspect is also important to O'Neill, but it is only part of a more general conflict — the struggle between natural and possessive instincts — both, in the outer world and in human soul. And while Tolstoy's characters are primarily the products of their social environment, O'Neill's — are the children of Earth, of Nature, which they destroy. That's why O'Neill directs his characters in their search for belonging and moral identity not back to God, but back to natural elements, to their own selves, and to the maternal deity incarnated in Nature's harmony.

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A CASE STUDY OF RUSSIAN STUDENTS TRANSLATING IDIOMS FROM GERMAN HOROSCOPES

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Abstract: This article describes and analyzes the results of an experiment aimed at exploring difficulties that L2 learners face when translating idioms in context. Twenty students took part in the experiment. The instrument used in the experiment was a compilation of four phraseologically rich extracts (horoscopes) which the students had to translate from German (L2) into Russian (L1). The experiment showed that poorly developed identification skills caused failure to translate phraseological units. Adequacy of translation mostly depended on whether an idiom was opaque or transparent. The students applied such inadequate translation strategies as literal translation, omission and, mostly, the choice of an incorrect counterpart when translating opaque or semi-opaque idioms from German into Russian. The students translated idioms adequately if the latter are transparent or have equivalents in the Russian language. The results of the experiment demonstrated that more attention should be paid to identification and translation strategies in the classroom; especially, when translating contextually modified phraseological units.

Key words: Context, German as a Foreign Language, Horoscope, Phraseological Unit, Phraseology, Press, Russian Language

1 Introduction

Numerous linguists and educators recognize the importance of teaching and learning idioms, as they pose a challenge to second language learners (e.g. Granger, Meunier, 2008; Naciscione, 2001). Translation of phraseological units (PUs) in context can be even more daunting for students. As Baker (1992: 65) observes ‘the main problems that idiomatic and fixed expressions pose in translation relate to two main areas: the ability to recognize and interpret an idiom correctly and the difficulties in rendering various aspects of meaning that an idiom or a fixed expression conveys into the target language’. And it seems reasonable to assume that the bigger the gap between the source language and the target language is, the more difficult the transfer of idiomatic meaning can be.

This article seeks to determine how German-learning students translate PUs from German (the source language) to Russian (the target language) in context. Comparative studies have shown that most of German PUs do not find phraseological equivalents in Russian (e.g. Yusupova, 2011; Zimina, 2007). This confirms the statement that translation of PUs may cause serious problems for students.

M. Baker (1992) offers four problem-solving strategies when translating idioms: 1) using an idiom of similar meaning and form; 2) using an idiom of similar meaning but dissimilar form; 3) paraphrasing; 4) omitting of an idiom.

After the study of various translation quality assessment methods (Ayupova, Dullieva, Kulkova, 2016; House, 1997) we have come to conclusion that in the present study we will consider M. Baker’s first three strategies of translating idioms as adequate; however, omission is excluded. According to M. Baker (1992), this technique is used when a particular idiom plays a little role in the development of the source text. In our study, we focus on contextually modified PUs, which, on the contrary, play an important role in a context (Naciscione, 2001; Safina, Varlamova, Tulusina, 2015).

According to A. Naciscione, PUs in discourse can appear either in their most common form and meaning (‘core use’) or ‘a particular instance of a unique stylistic application of a PU in discourse’, called ‘instantial use’ (2001: 235). Instantial use creates significant changes in form and meaning. It is more sophisticated than core use and requires greater awareness from a translator.

For example:

1. *"Durch den Brexit hat sich die Welt leider grundlegend verändert", sagte Grube und verwies auf die Abwertung des britischen Pfunds. "Wir würden also Geld aus dem Fenster werfen - und ein solches Handeln wäre töricht."* (http://www.tagesspiegel.de/wirtschaft/staatsbeteiligungen-bund-verschont-die-bahn-und-kauft-bei-telekom-nach/14797108.html)

2. *Wenn staatliche Organe und Entscheidungsträger das Geld mehr, als fahrlässig, oft wissentlich, aus dem Fenster werfen, dann ist das kriminell und eine m. E. eine strafbare Handlung im Amt!* (http://www.spiegel.de/wirtschaft/soziales/steuerhinterziehung-wird-durch-abkommen-endgueltig-kriminell-a-999594.html)

In the first context the PU *Geld aus dem Fenster werfen* (lit. to throw money out of the window) is used in its most common form and meaning without acquiring any additional stylistic features in discourse.

In the second context the PU undergoes a structural change. The instantial components ‘*mehr, als fahrlässig, oft wissentlich*’ (lit. more than negligently, often knowingly) are inserted to specify the phraseological meaning of the PU. This type of transformation is called insertion of a component(s).

In this article we will deploy the following terms denoting different types of PU modifications (Fernando, 1996; Naciscione, 2001):

1. replacement of a component: a base component of a PU is substituted by one or several instantial components;

2. addition of an instantial component(s) to the beginning/end of a PU;

3. insertion of a instantial component(s) into the body of a PU;

4. cleft use: instantial components split up a PU;

5. permutation: rearranging of the words of a PU;

6. ellipsis: deletion of a PU component(s);

7. phraseological reiteration: repetition of the whole PU, its parts or isolated components;

8. phraseological saturation: interfusion of several PUs which are modified in one stretch of text, blending and intermingling;

9. phraseological pun: the interplay of idiomatic and literal meanings of a PU;

10. extended phraseological metaphor: a pattern which involves a string of sub-images of a PU creating a cohesive network of associative metaphorical bonds;

11. contamination: blending of two PUs.

Although theoretical studies point at the inherent stylistic potential of PU modifications, empirical studies on translating instantial patterns in a classroom are scarce (Malysheva, 2008). We present a study that at least partially attempts to fill that void in research. We investigated the relationships between PU modifications and their translation by L2 learners. The research questions were:

1) Is the translation of modified PUs more difficult to L2 learners than the translation of non-modified PUs?

2) Do the strategies of translation depend on the type of modification?

2 Methods

The experiment was conducted at Kazan Federal University (Russia) in 2016-2017. The participants were 20 students of the third and fourth year of University studying German Language. The participation in the experiment was voluntary and anonymous.

The instrument used in the experiment was a compilation of four horoscopes selected from a magazine *Brigitte* (http://www.brigitte.de/). The choice of horoscopes is conditioned by the fact that they are 'extraordinarily rich natural source of idioms' (Mccarthy, Carter, 2014: 113). The participants were asked to translate horoscopes into Russian. Focus on idioms was not mentioned. The participants were given 30 minutes to carry out this work. The students could not use a dictionary.

The horoscopes contained twelve PUs in their core use:

1. viel kostet (cost a lot)
2. Beklemmungen kriegen (feel oppressed)
3. ins Spiel kommen (come into play)
4. jm etwas ans Herz legen (recommend smth warmly)
5. zur Herausforderung werden (be a challenge)
6. Herz über Verstand (heart over mind)
7. mal hier, mal dort (here and there)
8. mit Sinn und Verstand (do smth sensibly)
9. Reise zu neuen Ufern (journey to new shores)
10. Achterbahn fahren (ride a rollercoaster).
11. etwas zur Ruhe bringen (bring smth to rest)
12. die Suche nach Sündenböcken (search for scapegoats)

Eight PUs from the horoscopes were deployed in their instantial stylistic use:

1. *…zienen alle Kraft überwiegend aus sich selbst ziehen…*

The instantial component überwiegend (lit. mostly) is introduced into the base form of the PU Kraft aus etwas ziehen (lit. to draw strength from smth). As we can see, insertion affects both structure and meaning of the PU, specifying the latter.

2. *…eine Schulter zum Anlehnen (ersehnen)…*

The instantial component ersehnen (lit. to desire) is added to the end of the base form of the PU eine Schulter zum Anlehnen (lit. a shoulder to lean on). Addition leads to the intensification of meaning because the verb 'ersehen' is expressive.

3. *…ins Leben reden…*

This PU usage is a rare example of contamination, an instantial pattern involving blending of two PUs. In our case, they are Ins Leben rufen (lit. to bring into life) and Ins Gewissen reden (lit. to appeal to conscience). The beginning of the first PU mingles with the ending of the second PU.

4. *…das Einzelkämpfertum aufzugeben…*

This example illustrates replacement. The component 'kampf' of the PU den Kampf aufgeben (lit. to give up the fight) is replaced by the instantial component 'Einzelkämpfertum' (lit. individual fight) with an expressive suffix '-tum'.

5. *…die großen Auftritte hinzulegen…*

Here is another example of insertion. The instantial component großen (lit. great) is introduced into the base form of the PU den Auftritt hinlegen (lit. to make a dramatic entrance), intensifying the phraseological meaning of the PU.

6. *…aus der Balance bringen (könnten)…*

Here is another example of addition. The instantial component, represented by a modal verb könnten (lit. can), is added to the end of the base form of the PU aus der Balance bringen (lit. to bring out of balance).

7. *…hungern Sie nicht nur nach geistigem Futter…*

In this example the instantial component nicht nur (lit. not only) is introduced into the base form of the PU nach geistigem Futter hungern (lit. to go hungry for spiritual food) modifying its meaning.

8. *…viel zu kurz zu kommen…*

This is an example of addition where the instantial component viel (lit. too) is added to the beginning of the PU jm zu kurz kommen (lit. to come too shortly) in order to intensify its meaning.

3 Results

Having analyzed the students' variants of translation, we come to the following results:

1) the highest percentage of adequate translation of non-modified PUs is recorded for the idioms ins Spiel kommen (85%) and viel kostet (70%), while the lowest score is for the idioms mal hier, mal dort (15%) and Beklemmungen kriegen (20%) (see Table 1);

2) the highest percentage of adequate translation of modified PUs is recorded for the idioms aus der Balance bringen (70%) and nach geistigem Futter hunger (70%), while the lowest score is for the idioms den (grossen) Auftritt hinlegen (0%) and jm zu kurz kommen (0%) (see Table 2);

3) inadequate translation of both non-modified PUs and modified PUs is represented by literal translation (18% and 15% respectively), omission (20% and 25% respectively) and, mostly, by the choice of an incorrect counterpart with a different meaning (62% and 60% respectively) (see Figure 1).

The results of our experiment are provided in numbers and visualized in tables and figures:

Table 1 Percentage of Students' Adequate and Inadequate Translation of Non-modified PUs

№	Idioms in their Core Use	Adequate translation (%)	Inadequate translation (%)
1	viel kostet	70	30
2	Beklemmungen kriegen	20	80
3	ins Spiel kommen	85	15
4	jm etwas ans Herz legen	20	80
5	zur Herausforderung werden	30	70

6	Herz über Verstand	30	70
7	mal hier, mal dort	15	85
8	mit Sinn und Verstand	55	45
9	Reise zu neuen Ufern	45	55
10	Achterbahn fahren	65	35
11	etwas zur Ruhe bringen	50	50
12	die Suche nach Sündenböcken	30	70

Table 2 Percentage of Students' Adequate and Inadequate Translation of Modified PUs

№	Idioms in their Instantial Use	Adequate Translation (%)		Inadequate translation (%)
		Instantial pattern is transferred into L2	Instantial pattern is not transferred into L2	
1	zienen alle Kraft überwiegend aus sich selbst ziehen	5	20	75
2	eine Schulter zum Anlehnen (ersehnen)	50	15	35
3	ins Leben reden	20	5	75
4	das Einzelkämpfertum aufzugeben	25	5	70
5	die großen Auftritte hinzulegen	0	0	100
6	aus der Balance bringen (könnten)	50	20	30
7	hungern Sie nicht nur nach geistigem Futter	65	5	30
8	viel zu kurz zu kommen	0	0	100

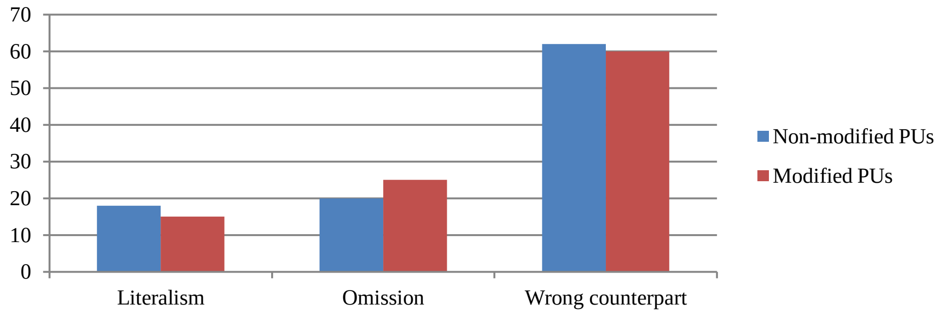

Figure 1 Percentage of Types of Inadequate Translation of Non-modified and Modified PUs

4 Discussion

Table 1 reveals that the PUs viel kostet and ins Spiel kommen turned out to be the easiest idioms for translation. We presume that the majority of the students (70 and 85% respectively) translated them correctly because these idioms have equivalents in Russian; they are free word combinations with the same lexical components as the German PUs (Rus. 'дорого стоить' and 'вступать в игру'). The familiarity with the component 'Achterbahn' (lit. rollercoaster) might have helped the students to grasp the meaning of the PU Achterbahn fahren. 65% of the students translated it adequately.

As regards modified PUs, Table 2 shows that most of the students (65%) had no difficulty in translating the PU hungern Sie nicht nur nach geistigem Futter into Russian and preserving its modification. Again, we believe that it happened due to the fact that there is a collocation in Russian with a similar imagery (Rus. 'духовная пища' which literally means 'spiritual food'); moreover, the insertion of a negative component *'nicht nur'* does not obscure the meaning of the PU. The modified PUs eine Schulter zum Anlehnen (ersehnen) and aus der Balance bringen (könnten) were translated by half of the students; addition of the components was preserved. The transparency of the second PU enabled the students to understand its phraseological meaning by only knowing the meaning of its constituents. Addition of the modal verb was easy to interpret too. The first PU is also transparent; still, less students managed to transfer its modification into Russian. It might have happened because the students were not familiar with the verb 'ersehnen' (lit. to desire, long for smth).

More than half of the students translated PUs with the help of a wrong counterpart. For example, the main component of the German PU ans Herz legen (to recommend smth warmly) is 'herz' (lit. heart). The students erroneously translated this PU with the help of the Russian PUs with the same component 'heart' or 'soul' overlooking the fact that these PUs have a different meaning; for example, the students employed the PU *западать в сердце/душу* which has a different meaning ('to be engraved upon smb's heart'). This confirms S. Vlahov and S. Florin's (2009) statement that translators might be hypnotized by one constituent of an idiom.

In rare cases, the students gave a word-for-word translation of a PU which did not convey the meaning of the German PU and did not make any sense in the Russian language; for example, the PU den großen Auftritte hinzulegen was translated as *большое выступление ложиться,* which literally means 'a big performance lies'. It must be mentioned that we distinguish between appropriate word-for-word translation and inappropriate word-for-word translation, called 'literalism' (Rus. буквализм). Literalisms slavishly copy the construction of a source PU and distort its meaning (Kunin, 1972).

Omission is viewed as inadequate translation in our study because all of the PUs under analysis played a big role in the development of the source text; it means that if the students omitted a PU, the meaning of the text altered. Mostly, the students omitted the modified PUs ins Leben reden and viel zu kurz zu kommen. These semi-opaque and opaque PUs were not understood by the students of German. As M. Mezmaz states, an opaque idiom is hardly possible to guess unless it is already learned (2009).

Overall, if the PU is modified, there is a lower rate of successful translation (see Figure 2). The strategies of translation of modified PUs depend on the type of transformation; addition and insertion of instantial components show a higher rate of adequate translation in comparison with contamination or replacement of a component (see Table 2). Still, adequacy of translation mostly depended on whether an idiom was opaque or transparent.

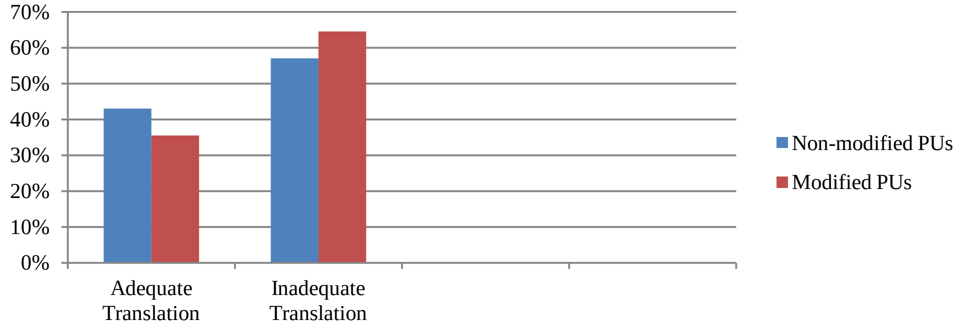

Figure 2 Difference in Percentage of Adequate and Inadequate Translation between Non-modified and Modified PUs

5 Conclusion

The results of this case study may inform students, educators and translators of the major stumbling blocks to reaching adequate translation of PUs, both non-modified and modified. Further research involving students' perspectives on the process of translating idioms in context should be undertaken. Suggesting solutions that may help to limit or avoid inaccuracies is vital.

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MATERIALS ON THE STUDY OF SEED PRODUCTIVITY OF SOME LEGUMINOUS PLANTS SPECIES (FABACEAE LIND., 1836) IN THE CONDITIONS OF HABITAT URBANIZATION

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Abstract.The article presents generalized data on the variability of reproductive parameters of leguminous plants (*Fabaceae* Lind., 1836), growing in the gradient of habitat transformation in Kazan. The range of variability of potential productivity indicators, the actual productivity of six main kinds of leguminous plants are shown. The features of variability of seeds failure at different stages of development are given. It was shown, that the greatest rate of mortality at the early stages of development (seed bud) was characteristic for populations, growing under conditions of intense anthropogenic press. Failure at later stages of development (underdeveloped seeds) was more typical for populations, growing in less transformed habitats. On the basis of long-term data, it was shown, that there was the common pattern of decreasing the actual fecundity rate with increasing the gradient of life environment urbanization. It was concluded, that monitoring of the reproductive parameters of leguminous plants should be used to indicate the state of the environment under the conditions of large city.
Keywords: bioindication, microevolution, reproductive parameters, potential fecundity, actual fecundity, embryonic death, urbanization.

1 Introduction

Urbanized areas for plants and animals are specific ecosystems. They combine both slightly transformed biotopes and those that underwent a significant change. The share of the latter in the cities is constantly increasing. This throws into question the conservation of biological diversity. At present, it is considered, that the prospects for preservation of biological diversity in the conditions of development of urbanized territories are determined mainly by economic conditions (Ishchenko,2008).

Along with an assessment of the state of biological diversity in urban areas, it is very important to study microevolutionary aspects. This circumstance is due to the fact, that in the conditions of urbanized areas the fragmentation of populations occurs, which makes it possible to compare them with island populations. Accordingly, all the main regularities, which are typical for island populations (Spencer,1996 ; Laurance,2008).

The effects of habitat fragmentation lead to changes in the biology of each species. More detailed study of these processes requires systematic monitoring investigations. Reproduction is one of the central functions of a living organism. The probability of bringing offspring can be considered as a property of adaptability (Sapunov,1986).

When studying the toxic effects of the environment, early warning signs of toxic impact, which directly affect the fate of the population, should have an undoubted priority: the influence on reproductive parameters and survival (Bezel et al, 1994). The study of such reproductive parameters in plants, as potential and actual seed productivity is very important for identifying mechanisms, ensuring population adaptation of the species to changing environmental factors.

In most studies, the deterioration in the parameters of generative sphere under the influence of habitat anthropogenic transformation is shown. The indicators of seed productivity, which determine the stability of numbers and their age structure, are especially important in the problem of reproductive capacities of populations, in the conditions of chemical stress (Zhuikova et a, 2002 ; Zhuikova,2009).

This article represents the preliminary results of monitoring the reproductive parameters of some species of leguminous plants (Fabaceae Lind., 1836) under the conditions of urbanization (Kazan).

2 Material And Methods

Material for this article was collected in the territory of Kazan in the period 2000-2015.

The objects of research were the following types of legumes:

- Wood pea Lathirus sylvestris L., 1753;
- Meadow pea Lathyrus pratensis L., 1753;
- Bitter pea vine (Orobus) Lathyrus vernus L., 1753;
- Caragana arborescens (Siberian pea shrub) Caragana arborescens Lam., 1785;
- Downy pea Vicia cracca L., 1753;
- Bush vetch Vicia sepium L., 1753.

The choice of these species was due, firstly, to their wide distribution both in conditions of intense anthropogenic press, and, secondly, by the convenience of assessing (a relatively small number of seeds in the pulse with a clear differentiation of the seed development stages).

The evaluation of reproductive parameters was carried out according to the following indices:

1. Potential fecundity.
2. Seed buds.
3. Underdeveloped seeds.
4. Actual fecundity.

The indicator of potential fecundity includes the sum of indicators 2-4. Seed buds (ovules) - are the seeds, which stopped their development at the early stages. Underdeveloped seeds - are seeds, stopping their development at later stages. Actual fecundity - is fully developed seeds. In other words, actual fecundity can be represented in the form of expression: potential fecundity – seed buds – underdeveloped seeds = actual fecundity.

Figure 1. Appearance of mature seeds, underdeveloped fruits and seed buds by the example of *Vicia cracca.*

All the above indicators can be easily distinguished (Figure 1).

Among the plants studied, the most readily available were downy pea *Vicia cracca* and *Caragana arborescens*. In each habitat, 100-120 mature beans were picked, in which potential seed productivity (mature and undeveloped seeds and seed buds); actual seed productivity (developed seeds) and failure (underdeveloped seeds and ovules) were assessed.

The gradient of anthropogenic press, under the city conditions, was made on the basis of the functional zoning of the city territory. Within the city of Kazan, we identified four main zones (Zamaletdinov, 2008 ; Khairutdinov,2010):

- I zone. This is an industrial zone of the city. Within this zone, the natural environment was completely destroyed.

- II zone. This is a zone of high-rise development. Currently, these are mostly "bedroom" districts. Elements of the natural environment here are squares, gardens, parks, as well as water objects.

- III zone. This is a zone of low-rise (1-2 floors) development. It is referred to historical buildings, mainly wooden houses. The main elements of the environment are wastelands, parks, water objects, etc.

- IV zone. Green area of the city. This is the territory, which is the closest to the natural environment (forest park "Lebyazhye", some special protected natural areas, etc.).

3 Results And Discussion

Habitats in urbanized areas for most organisms can be considered as an analogy of island populations. The presence of insurmountable reproductive barriers actually gives grounds to consider these isolated populations as independent units of the microevolutionary process (Vershinin,2002).

The mechanism, that allows to realize these processes - is a reproduction. There is an opinion, that the stressful conditions of the habitat lead to an increase in potential fecundity (Artemiev,1980).

Table 1 provides information on the volume of material and the obtained indicators.

Table 1.The averaged data of reproductive parameters of the studied species of leguminous plants

Functional zone	Number of studied habitats	Potential fecundity		Seed buds		Underdeveloped seeds		Actual fecundity	
		min-max	M±m	min-max	M±m	min-max	M±m	min-max	M±m
Lathirus sylvestris									
II	1	8,00-13,00	11,22±0,1	0,00-9,00	2,93±0,22	0,00-8,00	2,45±0,21	0,00-11,00	5,84±0,27
III	1	7,00-14,00	11,81±0,17	0,00-5,00	1,6±0,19	2,00-9,00	4,91±0,2	2,00-10,00	5,3±0,25
IV	1	11,00-15,00	13,25±0,09	0,00-4,00	1,25±0,12	4,00-11,00	6,69±0,14	2,00-8,00	5,31±0,13
Lathyrus pratensis									
II	2	5,00-18,00	12,02±0,13	0,00-12,00	5,00±0,21	0,00-9,00	1,75±0,14	1,00-11,00	5,27±0,18
III	2	4,00-14,00	9,73±0,17	0,00-9,00	2,87±0,17	0,00-8,00	2,74±0,16	1,00-9,00	4,13±0,17
IV	2	6,00-14,00	9,32±0,17	0,00-8,00	2,42±0,15	0,00-6,00	1,4±0,11	2,00-12,00	5,5±0,21
Lathyrus vernus									
II	1	8,00-19,00	13,65±0,17	0,00-14,00	4,62±0,22	0,00-9,00	2,97±0,17	0,00-15,00	6,06±0,24

III	2	9,00-18,00	13,88±0,17	0,00-12,00	5,28±0,22	0,00-10,00	2,34±0,18	3,00-12,00	6,26±0,17
IV	2	6,00-18,00	13,34±0,19	0,00-11,00	4,88±0,22	0,00-8,00	1,8±0,16	2,00-13,00	6,67±0,26
Caragana arborescens									
II	3	15,00-26,00	20,52±0,21	8,00-19,00	13,13±0,23	1,00-12,00	5,95±0,19	1,00-5,00	1,44±0,06
III	3	11,00-28,00	18,64±0,28	1,00-19,00	10,26±0,3	0,00-13,00	5,29±0,21	1,00-9,00	3,09±0,13
IV	2	11,00-28,00	17,5±0,25	0,00-22,00	8,89±0,34	0,00-13,00	5,19±0,24	1,00-7,00	3,42±0,13
Vicia cracca									
II	4	2,00-8,00	5,43±0,091	0,00-4,00	1,55±0,1	0,00-5,00	1,66±0,1	1,00-5,00	2,23±0,087
III	2	3,00-8,00	5,883±0,08	0,00-5,00	2,23±0,1	0,00-5,00	1,28±0,09	1,00-5,00	2,383±0,083
IV	2	2,00-7,00	4,408±0,07	0,00-3,00	0,63±0,07	0,00-4,00	1,55±0,09	1,00-4,00	2,233±0,079
Vicia sepium									
I	1	10,00-17,00	14,41±0,12	0,00-14,00	4,25±0,21	0,00-10,00	5,52±0,17	2,00-9,00	4,64±0,15
II	2	9,00-15,00	12,08±0,11	0,00-9,00	2,86±0,17	0,00-11,00	5,06±0,16	2,00-7,00	4,16±0,1
III	2	8,00-17,00	12,77±0,13	0,00-10,00	3,08±0,19	0,00-12,00	5,12±0,21	2,00-11,00	4,58±0,17
IV	2	9,00-16,00	12,65±0,13	0,00-10,00	2,18±0,22	0,00-10,00	5,41±0,22	2,00-11,00	5,06±0,19

According to the data obtained, the increase in the potential fecundity is observed with the growth of the urbanization gradient. This corresponds to the general trend, which was previously described in the literature. In fact, this means, that in the conditions of urbanization, an adaptive mechanism was formed in beans, for ensuring the effectiveness of seed reproduction.

The number of developed seeds in the pulse of filled seeds is also important, as they are involved in the reproduction of population. Realization of potential seed productivity depends on the number of unfilled seeds (underdeveloped seeds) and unfertilized ovules.

Legumes belong to the group of plants, in which the process of seedification, even under optimal conditions of their growth, is lower than the potential seed productivity - the mortality of seeds is 40-50% (Knyazev,2014).

According to the received data, in general, there was the tendency to decrease in actual fecundity (the number of filled seeds, the number of mature seeds) with the increase of urbanization gradient. A similar tendency has been identified for all species. However, the values of all the reproductive parameters for each species varied significantly.

High values of potential fecundity, as well as high level of mortality at all levels of development were revealed for *Caragana arborescens*. This species is not aboriginal in Kazan. Initially, it was introduced for the greening of parks and squares of the city.

The results obtained by us show, that in the conditions of Kazan, the realization of reproductive potential is achieved by an extremely high level of mortality and low actual fecundity.

On the whole, there is a tendency of the increase in mortality rate at the early stages of development (ovules) for populations, growing under conditions of intense anthropogenic press. Greater mortality at later stages of development (underdeveloped seeds) is more typical of populations, growing in less transformed habitats.

A similar picture was noted for almost all species. Similar results are also characteristic for other organisms, in particular for amphibians (Vershinin,2002). Obviously, in this case a large role is played by a high level of stabilizing selection, in conditions of increased stress from the environment (Shmalgauzen,1946).

The viability of offspring can be influenced both by the functional state of the parent individual and by the habitat (6; 7). The state of parent individual is the most significant factor, limiting the indicators of seed productivity. The influence of pollution and weather conditions, in this case, is indirect.

The variability of reproduction rates can be considered as the most important criterion for the ability of living organisms to adapt to environmental conditions, including its anthropogenic transformation (Okulova,2005).

Some researchers note the narrowing of seed reproduction heterogeneity in conditions of anthropogenic transformation of the habitat; others note the increased variability. Such discrepancies are probably related to the dose of the toxic factor, its duration for a given population, its specificity, etc. Probably, with a high level of anthropogenic transformation, there should be a minimum variability in the signs of viability, since the selection eliminates the most sensitive individuals to the toxic agent.

In habitats with a persistent organic toxicity factor, *Caragana arborescens* and *Vicia cracca* had a significant increase in potential seed productivity and unfilled seeds, but with high rates of eliminating pulses and unfertilized ovules, the actual fecundity remained low.

Thus, on the basis of the research of reproductive indicators of legume populations, growing under the conditions of anthropogenic transformation of the environment, it can be said about a whole complex of nonspecific manifestations.

4 Deductions

Thus, the comparative studies of changes, occurring in populations of living organisms from biotopes, that are the subject of anthropogenic influence to varying degrees, are promising in theoretical (evolutionary) and practical aspects: on the one hand, for studying microevolutionary processes under conditions of a different anthropogenic impact, on the other hand, the features of organisms can be used for bioindication and monitoring of ecosystems.

5 Conclusion

Various estimation scales are widely used now. On their basis, it is possible to create a general picture of the ecological situation in the city. These scales are also applicable for particular objects (Bagautdinova et al, 2015 ; Derevenskaya et al, 2015 ; Mingazova et al, 2015). However, this approach does not reflect the true ecological situation and does not allow the creation of predictive models. For an adequate assessment it is necessary to conduct research, using natural populations of organisms.

According to the state of legumes reproductive parameters, it is possible to judge the quality of the natural environment in urbanized areas. Bioindication integrates all chemical and physical stress factors and is most informative for social and hygienic assessments of the suitability of the urban natural environment for human.

The revealed tendencies to change the reproductive parameters in various populations of leguminous plants can be considered also as evidence of microevolutionary processes. Adaptogenesis is ensured by successful self-reproduction within the isolated territory. As a result, under different anthropogenic impact, various mechanisms of adaptation of the reproductive system, within the relatively compact urban area, can be observed.

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MATERIALS ON THE FAUNA AND DISPERSAL OF THE ICHTHYOFAUNA IN THE ESTUARIES OF RIVERS IN THE REPUBLIC OF ABKHAZIA

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Abstract: The results of complex hydroecological expeditions of the Department of Environmental Engineering and Water Management of Kazan (Volga region) Federal University and the Institute of Ecology of the Academy of Sciences of Abkhazia, during 2013-2016, are presented in the work. The objects of study were ichthyocenoses of 28 rivers of Abkhazia flowing into the Black Sea. 23 species of fish were found in the studied estuaries of rivers. *Alburnoides bipunctatus* and *Gambusia affinis* are the common species of ichthyocenoses. According to the salinity regime, freshwater species of ichthyofauna predominate in the estuaries of rivers. Limnophilous species predominate according to the disposition of river flow rates. According to the factor of disposition to different habitats, the bottom species of fish are the prevailing group. By the type of feeding, the most species are defined as benthophages. By the ratio of faunal groups, the most species belong to the Ponto-Caspian freshwater complex. The rivers Gudou, Pshap, Gumista, Bzyb, Mchishta, Maanikvara and the Akuna channel have the highest values of species richness and species diversity of ichthyocenoses. The most similar in species composition of ichthyocenoses are the Maanikvara, Kodori and Bzyb rivers. Multifactorial variance analysis of ecological conditions did not reveal any factor, statistically significant for the species composition, other population and cenotic parameters of the ichthyofauna.

Keywords: ichthyofauna, the Republic of Abkhazia, estuaries of rivers, faunistic groups of fish, variety of ichthyofauna.

1 Introduction

Recently, much attention has been paid to the problem of studying and preservation of biological diversity. It is generally accepted, that biological diversity is one of the component criteria for a sustainable ecosystem, and the loss of biological diversity can lead to irreversible effects for ecosystems (Devall,2006).

The problem of conservation and study of biological diversity today is particularly acute. There are different ways to solve it. It is possible to address these issues, including in the urbanized areas, by developing a network of specially protected natural areas (Zamaletdinov et al, 2016).

Currently, due to various political events of recent decades, in some areas there is no up-to-date information on the status of individual ecosystem components. To date, the territory of the Republic of Abkhazia in this regard remains relatively unexplored.

In particular, the problem of dispersal and classification of the anamnies remains insufficiently studied. At present, there are only selected data on the classifications of the anamnies (Ermakov et al, 2016).

The ichthyofauna of the Republic of Abkhazia remains a comparatively little-studied component. To date, there has been almost no reliable information on the fish fauna in the estuaries of rivers. With the exception of quite obsolete data (Chkhikvishvili, 1939 ; Svetovidov,1964 ; Tsomoya,1974). To date, there is no reliable information on the dispersal of ichthyofauna in the Republic of Abkhazia.

The estuaries of rivers in the Republic of Abkhazia, flowing into the Black Sea, are ecotonic zones. They are practically independent ecosystems.

The rivers of the Republic of Abkhazia are numerous, various in typology, hydrological and morphometric indicators. The flow and quality of river waters vary considerably in the seasonal (the period of high water and low streamflow periods) and long-term dynamics (Ekba et al, 2007). The state of the rivers in Abkhazia and their influence on the ecological state of the shallow coastal zone of the Black Sea have practically not been investigated until the present.

In the conditions of continuing intensive economic development of resources (including water objects), started in the postwar years, the rivers and lakes of Abkhazia undergo ecological changes, that threaten the stable existence and functioning of ichthyofauna communities. In this connection, the monitoring studies of the state of all elements in the ecosystems of water bodies emerge full blown. And especially this concerns the fish communities of the littoral zone, which are strongly affected by human.

The purpose of this work is to study the ichthyofauna of the water bodies of the Republic of Abkhazia. Ihthyocenoses of 28 rivers were the objects of the study.

2 Material And Methods

Material for this article was collected during complex expeditions of the Department of Environmental Engineering and Water Management of Kazan (Volga region) Federal University and the Institute of Ecology of the Academy of Sciences of Abkhazia in 2013-2016.

The material was collected in the following fresh water objects: the rivers Aapsta, Avzdra, Agudzera, Ambra, Atskvara, Basla, Bzyb, Galidzga, Gvandra, Gudoy, Gumista, Dgamsh, Dzhumkur, Kodori, Maanikvara, Mokva, Machara (в рус. варианте Мочара, но: Мачара), Mchishta, Mysra, Psou, Psyrtsha, Pshap, Sukhumka, Tamsh, Khashupse (в рус. варианте Хашипста, но: Хашупсе), Khipsta, Shitskvara, the Akuna channel. – примечания согласно названиям, взятым из географической карты).

Ichthyological material was collected by seining the fish from lakes, using active fishing gear: the minnow drag seine (6m long with 5mm bar), and fishing net (Sedenberg,2002). The fishing net was stretched and plunged into water at the site of mass fish concentration, and the researches waded upstream over 10 meters. After that, the fishing net was quickly removed from the water. The collected material was then transferred to a special container and fixed in 4% formalin solution for further testing in laboratory conditions. For one ichthyological sample, from 5 to 10 efforts were selected, depending on the amount of fish caught.

Cameral processing of samples was carried out on a fixed ichthyological material. First of all, the species, the size and weight of each investigated fish were determined. On the basis of quantitative indicators of catches, the number of fish per one effort was calculated. The structure of ichthyocenoses was described by calculating the share of each species in the catches.

The estimation of α-diversity is based on consideration the species richness and uniformity of species abundances (Lebedeva et al, 2002). The most popular of these methods for estimating α-diversity are the Margalef and Shannon indices.

The estimation of β-diversity was carried out by comparing the species composition of different communities on the basis of the Jaccard index (Megarran,1992).

We also carried out multifaceted variance analysis, which was widely used in modern environmental studies (Kaplunovsky, 2005 ; Thorson,2015).

In the process of factor analysis, we assessed the impact of the following factors:

1. Current speed;
2. Average depth;
3. Oxygen content;
4. pH;
5. Mineralization;
6. Estimated pollution index;
7. Class of bonitet.

Statistical processing was carried out using MS Excel 2010 and Statsoft Statistica 10.0.

3 Results And Discussion

Ichthyofauna of the rivers, studied in the period from 2013 to 2016, is miscellaneous in species composition. In total, we found a reliable habitat of 23 fish species. The number of species varied from 1 (the Ambra River) to 13 (the Aapsta River) (Table 1). The largest number of species (14) belongs to *Cypriniformes*, 13 species of which are representatives of *Cyprinidae* and 1 belongs to *Cobitidae*. The order *Perciformes* is represented by 2 families: *Gobiidae* (3 species) and *Blenniidae* (1 species). The order *Mugilidae* is represented by 1 family, consisted of 2 species. The order *Gasterosteiformes* is represented by 2 species, including 2 families. Only 1 species was found in the order *Cyprinodontiformes*.

We analyzed 5 types of ichthyofauna ecological groups according to their disposition to environmental conditions. According to the disposition to the salinity regime, five ecological groups of ichthyofauna were identified in the estuaries of rivers. There are freshwater species - 57% (predominated), freshwater and brackish water species - 18%, marine, freshwater and brackish water - 17%, brackish and marine (by 4% in each group) in the rivers.

An approximately equal ratio of ecological groups is observed according to the disposition to the rate of water flow: rheophilic (48%) and limnophilic (52%) species.

According to the disposition to different habitats, the bottom group of fish was predominant (61%). Pelagic species were 39%. Three groups of ichthyofauna were distinguished according to the prevailing feeding type: benthophages (52%), planktophages (39%) and detritophages (9%).

At the estuaries of rivers in Abkhazia, we defined eight faunal complexes: Ponto-Caspian freshwater - 35%, Ponto-Caspian relic - 22%, Ponto-Caspian marine - 9%, Boreal-plain, South American, Boreal-Piedmont, Tertiary-Plain and Arctoboreal (в рус. варианте Актобореальный, в англ. заменено на Арктобореальный) - the last five groups make up 4% of the total number of species.

The highest values of the ichthyocenoses species richness (according to Margalef index) were obtained for the rivers Gudou, Pshap, Gumista and for the Akuna channel. The rivers, which had the lowest values of species richness, were the following: Ambra, Machara, Gvandra and Shitskvara.

The highest values of the ichthyocenoses species diversity (according to Shannon index) were obtained for the rivers Pshap, Bzyb, Mchishta, Gudou, Maanikvara, Gumista. The rivers, which had the lowest values of species diversity, were the following: Ambra, Mysra, Machara, and Tamsh (Nazarov, 2016).

An important aspect in the study of fauna is the assessment of the similarity of different communities of the identified species. Such a measure is the Jaccard index.

Table 1 .Table of occurrence of fish species in the estuaries of rivers, according to data of 2013-2016.

Rivers / Species	Aapsta	Avzdra	Agudzera	Ambra	Atskvara	Basla	Bzyb	Galidzga	Gvandra	Gudoy	Gumista	Dgamsh	Dzhumkur	Kelasuri	Kodori	Maanikvara	Mokva	Machara	Mchishta	Mysra	Psou	Psyrtsha	Pshap	Sukhumka	Tamsh	Khashupse	Khipsta	Shitskvara	Akuna channel
Alburnoides bipunctatus	+		+		+	+	+	+	+	+	+		+	+	+	+		+		+		+	+		+	+	+		+
Neogobius melanostomus						+		+				+									+	+		+					
Neogobius fluviatilis pallasi	+				+	+					+											+			+				
Proterorhinus marmoratuss	+							+		+			+						+	+			+				+		
Leucaspius delineatus delineatus natio caucasicus	+					+	+		+					+	+	+					+						+		+
Gambusia affinis	+				+			+			+	+	+						+										+
Squalius cephalus orientalis										+		+					+												
Squalius cephalus		+		+			+			+					+	+				+		+							
Phoxinus phoxinus					+		+			+				+	+	+			+	+	+		+			+	+		+
Rhodeus sericeus	+	+						+					+								+		+						
Carassius auratus											+		+																+
Gasterosteus aculeatus					+						+								+				+						+
Mugil cephalus	+				+								+						+				+		+		+		
Parablennius sanguinolentus										+																			
Gobio ciscaucasicus							+				+			+	+	+													
Gobio gobio lepidolaemus																	+			+						+			
Syngnathus nigrolineatus																													+
Liza aurata	+					+		+						+								+		+					+
Alburnus charusini charusini	+	+	+				+			+		+		+		+							+	+	+		+	+	+
Barbus tauricus escherichii	+										+			+			+	+		+	+						+	+	
Barbus barbus	+										+																		
Barbus ciscaucasicus	+										+																		
Cobitis taenia	+		+								+								+				+	+					
Total number of species	13	3	3	1	6	5	6	6	2	7	10	4	6	7	5	6	3	2	6	6	5	5	8	4	4	3	7	2	9

Absolute similarity of the species composition was found on the Maanikvara and Bzyb rivers, where the Jaccard coefficient was J = 1. Also similar in the composition of ichthyofauna were the rivers: Kodori and Bzyb (J = 0.83), Kodori and Maanikvara (J = 0.83), Psyrtsha and Basla (J = 0, 67), Kelasuri and Bzyb (J = 0.63), Maanikvara and Kelasuri (J = 0.63), Hipsta and Kelasur (J = 0, 56), Jumkur and Galidzga, Hachslesta and Mysra, Khipsta and Pshap, where the Jaccard coefficient was 0.50 in the last three groups of rivers.

In the process of calculations of population and cenotic parameters of the ichthyofauna in the rivers of Abkhazia, the diversity of these values for each water body is evident. The calculated values of the indicators of ecological and faunal groups, as well as the species diversity and species richness of the ichthyofauna, can be considered as high enough, especially that we study the mountain rivers. Such a distribution can be caused by the impact of many environmental factors of the environment (biotic and abiotic). Multifactorial variance analysis was carried out to determine the factor, which significantly influences the species composition and diversity of ichthyofauna, the ratio of ecological and faunal groups. According to the results of the study, not a single factor, significantly influencing the species composition, other population and cenotic parameters of the ichthyofauna, was found.

Table 2.The results of multifactorial variance analysis

	SS	Degr. of (Freedom)	MS	F	p
Intercept		0			
Drain	32,93099	3	10,97700	1,603626	0,406348
Deep	12,03063	3	4,01021	0,585850	0,680107
Oxygen	9,95453	3	3,31818	0,484751	0,726832
pH	37,57356	4	9,39339	1,372278	0,462791
Mineralization	30,23745	3	10,07915	1,472460	0,428902
Rank indicator	15,74847	4	3,93712	0,575173	0,713820
Class of bonitet	13,81238	4	3,45309	0,504462	0,747774
Error	13,69022	2	6,84511		

Hydrological, hydrochemical and hydrobiological indicators of rivers, as a whole, are close to the values of the ecological optimum and are favorable for the development and vital activity of ichthyocenosis (Table 2). The calculated value of the determination coefficient is close to unity, which indicates the absence of other unaccounted factors, which significantly affect the species diversity (Table 3).

Table 3.The assessment of the degree of species diversity dependence on the mentioned factors

	Multiple (R)	Multiple (RI)	Adjusted (RI)	SS (Model)	df (Model)	MS (Model)	SS (Residual)	df (Residual)	MS (Residual)	F	p
Count of species	0,963729	0,928774	0,002830	178,5167	26	6,866026	13,69022	2	6,845108	1,003056	0,617327

It follows that among the examined biotic and abiotic factors of the environment, conditions, affecting the formation of species composition and ecological groups of ichthyofauna, were not found. It is possible, that the uneven and heterogeneous nature of the ichthyofauna groups' distribution and their abundance depends on other, more global environmental factors (for example, geographic isolation of the territory or different intensity of habitat development by different species at specific geological stages) or the combined effect of several factors. In addition, various interspecific and intraspecific features of fish behavior have not been taken into account, in the process of factor analysis according to one-dimensional criterion of significance. This, in turn, can have a significant effect on the dispersion of species, ecological and faunal groups and their abundance.

4 Deductions

23 species of fish were identified in the estuarine of rivers. The order of *Cypriniformes* is predominant. *Alburnoides bipunctatus* and *Gambusia affinis* are the common species of ichthyocenoses.

According to the salinity regime, freshwater species of ichthyofauna predominate in the estuaries of rivers. Limnophilous species predominate according to the disposition of river flow rates. According to the factor of disposition to different habitats, the bottom species of fish are the prevailing group. By the type of feeding, the most species are defined as benthophages. By the ratio of faunal groups, the most species belong to the Ponto-Caspian freshwater complex.

The rivers Gudou, Pshap, Gumista, Bzyb, Mchishta, Maanikvara and the Akuna channel have the highest values of species richness and species diversity of ichthyocenoses. The most similar in species composition of ichthyocenoses are the Maanikvara, Kodori and Bzyb rivers.

Multifactorial variance analysis of ecological conditions did not reveal any factor, statistically significant for the species composition, other population and cenotic parameters of the ichthyofauna. Hydrological, hydrochemical and hydrobiological indicators of rivers, as a whole, are close to the values of the ecological optimum and are favorable for the development and vital activity of ichthyocenosis

5 Conclusion

Monitoring investigation of ecosystems biotic components under current conditions is the key to sustainable development of territories. For a long time, in the territory of the Republic of Abkhazia, there have been no studies of the species composition and the features of fish ecology in the estuaries of rivers. The results, obtained by the team of authors, are preliminary results of the long-term study of this territory.

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THE KEY FEATURES OF «TATARSTAN» REGIONAL LINGUISTIC-CULTURAL DICTIONARY

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Annotation.This article deals with the key features of «Tatarstan» regional linguistic-cultural dictionary. This is the first attempt to create a regional linguistic-cultural dictionary on the territory of modern Tatarstan. Work on the dictionary was started in 2014 while writing a master's thesis on the topic “Tatarstan” Regional dictionary, structure and content. We analyzed works of Russian lexicographers Vereshchagin, Kostomarov and Dubichinsky etc., studied historical documents; fiction works by famous poets and writers of Tatarstan. The results of our research found reflection in scientific articles and reports at international scientific conferences: *Russian linguistic cultural dictionaries: structure and content, the use of lexicographic principles in the creation of a linguistic-cultural dictionary, National realities in the regional dictionary "Tatarstan".* In this works we analyze the classifications of most important lexicography principles and give the overview of the vocabulary model of new « TATARSTAN » regional linguistic-cultural dictionary. We explain the selection criteria of the lexical units and regional realities while making a linguistic-cultural dictionary and confirm the importance of regional dictionaries while teaching Russian as foreign language. A result, the project of regional linguistic-cultural dictionary has been developed at Kazan Federal University.

Key words: linguistic-cultural dictionary, Russian lexicography, regional realities, Republic of Tatarstan, semantization, lexical backgrounds, dictionary key features.

1 Introduction

The purpose of our research was to describe parameters and structure of the regional linguistic-cultural dictionary "Tatarstan", create models of vocabulary and structure of dictionary articles. Achieving this goal implies the solution of the following tasks:

1) To analyze the structure of Russian lexicographic sources with a view to their subsequent use when compiling the regional dictionary "Tatarstan";

2) To reveal the distinctive features of the regional linguistic-cultural dictionary;

3) To reveal the peculiarities of the dictionary article of a linguistic-cultural dictionary

4) To describe the lexical units included in the vocabulary of the regional linguistic-cultural dictionary.

The solution of the tasks posed deals with the main content of our research work, where the main concepts of linguistic and cultural studies of lexicography are defined, such as linguistics, lexical background, national cultural background, as well as the vocabulary structure, dictionary entry, vocabulary, etc. The need for creation a regional linguistic cultural dictionary is explained by the fact that teachers of the Russian language are faced with the need to find convincing answers while explaining the lexical meanings, including untranslatable words and phrases such as the names of national realities, by which "objects, phenomena, traditions, customs that make up the specifics of a given social community or ethnic group" are understood. (Nelyubin, 2003).

Thus, linguistic - cultural dictionaries act as universal teaching aids that meet the needs of all participants in the learning process.

2 Materials and methodology

The materials of our research are:

1) Textbooks on Russian lexicography written by such famous linguists as Vereshchagin, Kostomarov, Dubichinsky(2008), Florin, Vlahov(1980), Nelyubin(20003) etc.

2) linguistic-cultural dictionaries: "Russia" (edited by Yu.E. Prokhorov), "Great Britain" (edited by A. Rum,2000), "Germany" (edited by DG Maltseva), "Great Britain" and "USA" (edited by GD Tomakhin)

3) Online dictionaries of linguistic terms

4) Works by Russian and Tatar writers (in Russian translation).

We used the following research methods: general scientific (analysis and synthesis, classification, comparison, generalization) and linguistic (the method of analyzing vocabulary definitions, etymological and component analysis, a descriptive method using observation techniques).

3 Results

After careful analysis of lexicographical, literary and historical sources, we came to the conclusion that the linguistic-cultural dictionary is a dictionary, in which both the interpretation of lexical concepts and explanation of lexical backgrounds are considered means of semantization. The linguistic-cultural dictionary represents the expanded explanatory dictionary (Vereshchagin, Kostomarov, 1980, p.206).

According to the linguistic-cultural theory, the semantization of the same word is carried out from the standpoint of everyday consciousness (in explanatory dictionaries), or from the point of view of scientific knowledge (in encyclopedic dictionaries).

From the point of view of their functions in the dictionary the philological interpretation of the lexical concept is analogous to the encyclopedic definition of the scientific concept (Vereshchagin 1980, p. 202). In addition, in encyclopedic dictionaries one can find a description of the scientific background in addition to defining the scientific concept.

Unlike the encyclopedic dictionary, the explanatory part of linguistic-cultural dictionary includes everyday information.

Nevertheless, the linguistic-cultural dictionary is not actually a philological dictionary since it contains data that cannot be considered ordinary everyday information. Summing it up, the linguistic-cultural dictionary combines the features of philological and encyclopedic approach. As for the typology of linguistic-cultural dictionaries, they are divided into:

1. Linguistic-cultural dictionaries of the first type familiarize users (readers) with the traditions and customs of the country of the studied language. For example, while studying the Russian language students learn more about the Russian Federation and ways of life of its inhabitants.

2. Linguistic-cultural dictionaries of the second type familiarize users (readers) with traditions and customs of people living in a particular region (the Republic of Tatarstan). This type of linguistic-cultural dictionaries is called regional dictionaries.

Based on the title of this article one should pay special attention to the second type of dictionaries. In this case the regional realities of the Republic of Tatarstan are being analyzed.

In this connection, it is necessary to define regional realities. These are realities that have crossed the borders of one country or spread among several peoples, being an integral part of the vocabulary of several languages.

A striking example of such interpenetration are Turkic borrowings in the Russian language by means of the Tatar language, such as *den'gi* (money), *karandash* (pencil), *kazna* (treasury), included in the lexicon of modern Russian speakers. While making a dictionary the lexical units as well the regional realities should be selected according to important lexicography principals stated by V.V. Dubichinsky in his work "Lexicography of the Russian language":

I. Continuity of lexicographic works.
II. The significant role of the subjective factor in the creation of dictionaries
III. The conditionality of rigid pragmatism
IV. Normativity in vocabulary selection
V. Theoretical and practical multidimensionality of lexicographic works (Dubichinsky 2008: 50).

According to the first of the above listed principles, it is necessary for the leader and of author's team members of to use the experience of their predecessors and draw on the existing lexicographic traditions.

The other important classification was described in the works of E.M. Vereshchagin and V.G. Kostomarov:

1. Lexical background as an object of semantization
2. Orientation to the actual language consciousness
3. Actual historicism as a feature of linguistic-cultural semantization
4. Visibility principal
5. Paradigmatic and syntagmatic compatibility of the heading word
6. Aspects of the philological content depth
7. The need for thematic introduction into the dictionary
8. Teaching orientation

Each of these principles plays an important role in the development of a linguistic-cultural dictionary and deserves detailed coverage.

The first of these principles is one of the most fundamental in the linguistic-cultural lexicography and is realized through an explanation.

Explanation is carried out with the help of philological modeling of everyday information behind the word (Vereshchagin 1980: 253).

Another important principle of linguistic-cultural lexicography is the orientation toward the actual linguistic consciousness. In other words, the lexical background should be known to the modern reader.

In this case, the historical realities are rarely detached from their national sources. This occurs to realities related to antiquity (Ancient Rome, Ancient Greece): *toga, amphora*, etc. In this case, the historical coloring of the word prevails over the local coloring.

Sometimes, over time, there is a change in the status of reality (Vlahov 2009: 64). Consequently, the actual historicism is connected with the modern stage of the historical and cultural development of the country of the studied language.

At the same time, the actual historical approach to the explanation of background semantics has considerable educational significance (Vereshchagin 1980: 255), so foreign students can trace how events or phenomena form the national cultural background of a linguistic - cultural dictionary.

For example, one can trace the historical development of the word *ataman* in the linguistic-cultural dictionary "Russia".

This lexeme passed into the Old Russian language as a result of borrowing from the Turkic languages, in which it means "chief, father, and leader".

The title of ataman was abolished after the October Revolution of 1917, in connection with the liquidation of the Cossack class. In the 90-ies of XX century the title of *ataman* again became widespread in connection with the revival of the Cossacks. However, modern atamans have no official military status.

As for the visibility principle, it is implemented in a methodical receiving additional visual and verbal series. After analyzing the various classification realities E.M.Vereschagin and V.G. Kostomarov come to the following conclusion: that to explain French word *village* or German *Dorf*, you need to see the picture of a village, or at least know about it from the descriptions and drawings. Only such knowledge of the language can be called complete (Vereshchagin 1980: 256).

The sixth principle is related to definition of the philological content depth. It is understood as comprehensive reflection of the language environment of the heading word.

The next principle is the need for thematic introduction into the dictionary. According to the authors of this classification, the main purpose of the family of linguistic-cultural dictionaries is to acquaint a foreign student or trainee with modern Russian reality through the medium of the Russian language. In this case, the thematic insertion should be created by specialists of the relevant field.

The eighth principle of this classification is the teaching orientation. Using this material in foreign language lessons, the teacher introduces students to the culture, traditions, history of the countries of the studied language.

In addition, linguistic-cultural dictionaries can be used by teachers in the process of preparing for classes, especially when speaking of regional realities introduction.

As for the principles of selecting lexical units and regional realities, when compiling a regional linguistic-cultural dictionary it is necessary to be guided by the classification of the realities by S. Florin and S. Vlahov (1980).

According to this classification, there are 4 so-called divisions of realities:

I. Objective division
II. Local division (depending on national and linguistic and language affiliation)
III. Time division (in synchronic and diachronic terms)
IV. IV Translation division (geographical realities, ethnographic realities, socio-political realities)

To determine the nature of the vocabulary of a regional dictionary, and in order to select lexical units, it is necessary to use the first two divisions. The first division (objective) includes:

A) Geographical realities (words and phrases related to the geography of the country of the studied language)

B) Ethnographic (words denoting the way of life and culture of the population of the country of the studied language).

Local realities are divided into own and foreign realities. Other people's realities, in turn, are divided into international and regional ones. Unlike international realities that go beyond one language borders and are known to speakers of several languages, regional realities are understandable to the population of a particular region.

For example, the word *ruble* is known both to citizens of the Russian Federation and foreigners who come here, since this is the national currency of Russia, represented in the exchange offices of the country and beyond.

Unlike the *ruble*, the word *tenge,* the name of Tatar coins, is familiar to residents of the Republic of Tatarstan, as well as to the population of modern Turkey, Kazakhstan, Bashkortostan, as the word *tenge* is of Turkic origin.

However, foreign students who come to Kazan from Latin America will have difficulty understanding the meaning of this word, since their native language is Spanish, belonging to the Romance group of languages derived from Latin.

Having completed the division of reality by place and language, Florin and Vlahov developed the following table (see table 1) (Florin, Vlahov, 1980, p. 50):

Table 1. Florin and Vlahov realities classification

№	A. One language	B. Language pairs
1	1. Own realities: a) national b) local c) microlocal	1.Internal 2.External
2	2. Foreign realities: a) international b) regional	

4 Discussion

Since our dictionary is relevant to a specific region, the Republic of Tatarstan, it is necessary to use regional realities related to culture, literature, history, and geography of this region.

Proceeding from the objective and local division of realities, it is possible to create the following vocabulary model:

I. Geographical objects of the Republic of Tatarstan:

a) Natural: *Volga, Kazanka, Mesha, Kama.*
b) Artificial: *Zainskoye vodokhranilishche, Kuybyshevskoye vodokhranilishche.*

II. History of the Republic of Tatarstan*:*

a) Historical names associated with the origin of statehood: *the Golden Horde, the Republic of Tatarstan.*
b) Historical names of the cities*: Bolgar, Bilar, Suvar*
c) Names of historical personalities associated with the Republic of Tatarstan*: Ivan the Terrible, Catherine II, Peter I etc.*

III. Religions of the Republic of Tatarstan:

a) words related to Islam: *namaz, shamail, koran, islam*
b) Words related to Christianity: *Easter, and Christmas*
c) Names of temples of Tatarstan*:*

- Muslim: *Kul Sharif, Mardjani Mosque, Sultan's Mosque,*
- Christian: *Zilant Monastery, Raifa monastery, Peter and Paul Cathedral*
- *Jewish: The Synagogue.*

IV. Culture and art of the Republic of Tatarstan:

a) Music and dance:

- names of musical and dance works: *Shurale, Apipa*
- musical instruments: *accordion-talianka, dumbra, gusli, saz.*
- musicians, composers, conductors, singers: *Salih Saidashev, Rustem Yakhin, Fedor Shalyapin.*

b) Theater:

The names of the theaters of Tatarstan: *Galiaskar Kamal Theater, Karim Tinchurin.*

c) Architecture of Tatarstan:

- name of architectural monuments: *Kazan Kremlin, Raifa Monastery, Kul Sharif, Süyümbike Tower.*
- Names of architects: *Postnik Yakovlev, Ivan Shiryai.*

d) Literature:

- Names of literary works: *Legend of Yusuf, Khuzha Nasretdin, Shurale.*
- Tatar poets: *Kul Gali, Musa Jalil, Gabdulla Tukay, Sajida Suleymanova, Hadi Taktash, Ravil Bukharaev* etc.

V. Science in Tatarstan:

1) Scientific schools of Tatarstan and their representatives:

- Kazan Linguistic School: *I.A. Baudouin de Courtenay, V.A. Bogoroditsky, etc.*

2) Historical and modern names of secondary and higher educational institutions in the Republic of Tatarstan: *First male gymnasium, Kazan Imperial University, Kazan Federal University, etc.*

VI. The life of the Tatar people:

a) Traditions, customs, rituals, holidays: *Kurban-Bayram, Navruz.*
b) food, drinks: *samsa, gubadya, talkysh kaleve, chak-chak.*
c) clothes and shoes: *Ichigi, choba, tubatei, calfak.*
d) Measures and money:

- Units of measures: *arshin, versta, sazhen,*
- monetary units: *altyn, kopeck, ruble*

VII. Onomastic units (proper names).

- Male personal names: *Ruslan, Sharif, Gabdulla* etc.
- Female personal names: *Fatyama, Zuleiha, Sajida* and etc.
- Tatar surnames: *Taktash, Kutui, Tukay, etc.*
- Names of literary and musical characters, movie heroes: *Baltyr, Shurale, Yusuf, Zuleiha, etc.*

5 Conclusions

In general, the results of the study confirm that the creation of regional linguistic-cultural dictionaries is one of the urgent problems of modern lexicography. As for the future prospects of the research, after the creation of a paper version of the regional dictionary "Tatarstan", its development in electronic form is also possible. The electronic dictionary is more convenient to use, it will save time spent by users of the dictionary to search for one or another lexical unit, and will also open more opportunities for quick replenishment of the lexical units base due to the use of educational resources of the Internet.

A more detailed model of the regional linguistic-cultural dictionary, as well as an explanation of the lexical backgrounds of the selected words will be described in subsequent articles and will serve as the subject of our future research.

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THE EXPRESSION OF TIME IN THE RUSSIAN AND TATAR LINGUISTIC CULTURES

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Abstract: The article examines the expression of time in paroemias of the languages with different structures, Russian and Tatar; notes the comprehensive nature of time and the relevance of linguistic and cultural studies. Language is closely related to culture, it is an important part of the culture of people living at a certain time and place. It is impossible to know the peculiarities of a national character without studying the human consciousness recorded with the help of language. One of the sources of interpretation of national standards is the paroemiological foundation. There are both similarities and distinctive features in the compared languages. The differences are identified in the basic structural plan, as the Russian and Tatar languages belong to different language families. In the proverbial fund of the Russian and Tatar languages, a fairly large group of paroemias with semantics of time stands out. Time in these languages is an active force, a subject to changes. Categories of time are characterized by movement and change. In each of the languages we compare, there is a need for rational use of time.

Keywords: paroemia, linguistic culture, time, cultural linguistics, category, proverb

1 Introduction

A person's worldview is reflected in the language and culture of the people. The interrelation of culture and language is noted by many researchers (Dal,1996; Fodor,2001; Isenbet,1959). Language is seen as the key to the culture and the key to the cultures of individual ethnic groups. Language is closely related to culture, it is an important part of the culture of people living at a certain time and place. Language should be analyzed as a semiotic mechanism of culture and the main method of storing cultural information, as well as entering into a mentality peculiar to each individual socio-cultural formation.

Culture is a kind of historical memory of the people, which the language keeps. However, it is impossible to consider culture outside the language, as the culture of an ethnos is most fully revealed in its language, just as it does not seem real to consider a language outside the culture of the people, as it loses its essence, and becoming only a means of communication.

As it is known, a person, his personality, inner peace and intellectual properties are in the focus of attention of all humanities, including linguistics, for quite a long time (Ibatova,2016; Russian folklore ,1985). Wisdom and spirit of the people are contained in the paroemiological foundation of the language. Proverbs, sayings, signs, phraseological units that make up the paroemiological foundation of any language, accompany people from ancient times. Paroemias reflect features of mutual relations between people, a socially-historical context, features of a life, and customs and traditions as well.

Each ethnos expresses love for various forms of folk wisdom: proverbs, sayings, signs and other stable word combinations. This is due to the fact that the paroemia adorn our speech, they are widely used in newspaper headlines, advertisements, works of fiction, and their expressiveness and capacity gives the message convincing power.

Simplicity of form, brevity, completeness of thought, and rhythm give them steadfastness, make them easy to remember and promote their active use in oral and written speech.

It should be noted that paroemias are used in our speech today, like it was many years ago. Despite the fact that compared to the past, the functions of the paroemias have changed, and their number has decreased, they have not lost their moral and aesthetic significance. Proverbs and sayings aren't perceived as postulates of life, but remain an integral part of language and culture.

Acquaintance with the paroemiological foundation will enable us to learn languages as a means of communication, countries and nationalities, their culture, mentality. Paroemia most fully characterize the features of the ethnos. Proverbs, sayings, and signs reflect the experience of the people, edification; they contribute to the achievement of didactic goals. A comparative study of the paroemiological foundation of the languages with different structure will make a huge contribution to the development of paroemiology as a science.

Along with folkloristic, literary, and linguistic approaches to the study of paroemiological units at the end of the 20th century, the emergence of a new science – linguoculturology – arose. Such analysis is connected with the peculiarities of the ethnos: with its culture, mentality, the history of its state, etc. Studying the paroemias of a particular language in the linguistic and cultural aspect makes it possible to determine the mental characteristics of a nation, to establish additional shades of paroemia with national and cultural semantics.

Linguoculturology proceeds from the understanding of language as the cultural code of the nation, the means of translating the socially significant and spiritually valuable experience of the native speakers, as a verbalized form of ethnic consciousness reflecting the national and cultural features of the worldview and understanding of the world. Its leading principles are functionalism, cognitivism and anthropocentrism, a particular relevance is learning in the minds of the talking patterns that characterize its external and internal qualities, actions, and emotions. As such ready-made models, functioning in the language and existing in the minds of native speakers, there can be paroemias.

2 Methods And Methodology

The main methods of the research are general linguistic (comparative, synchronic and diachronic, structural-semantic, descriptive) methods, and special linguistic methods (definitional, componential, contextual analyses, ethno-culturological method).

The paroemias were selected from a number of paper and online paroemiological dictionaries, such as "Proverbs of the Russian people" (Dal, 1996); "Tatar national proverbs" (Isenbet, 1959); "Russian folklore" (Anikin, 1985).

3 Results

Paroemic units reflect such aspects of human consciousness, which relate to certain patterns of human existence, and the preservation of basic social values. One of the most important categories of modern worldview is the category of time. This category affects all aspects of human life, and, undoubtedly, is present in the culture and language of each ethnic group. In this regard, the study of the reflection of time in different languages is very significant and relevant.

It is impossible to know the peculiarities of a national character without studying the human consciousness recorded with the help of language. One of the sources of interpretation of national standards is the paremiological foundation. The national and cultural significance of the paroemias is realized on the basis of an unconscious or conscious correlation of meaning with the "code" of culture known to the speaker, which is the content of the national cultural connotation. Being a reflection of the people's experience, paroemias and paroemic expressions give a complete description of the mentality of the nation, describe and regulate verbal behavior.

The category of time has attracted the attention of researchers, because time is an indispensable attribute of the existence of all the objects and processes of the material world, an important component of life and human consciousness. Time is studied in the framework of various scientific fields: philosophy, physics, psychology, linguistics.

The problem of time is complex and multifaceted. In linguistics, the study of the problem of time began with the study and description of the system of temporal forms of the verb. Recently, time has come to be regarded as a concept, one of the basic elements of the language picture of the world, objectified in a symbolic form. The study of the means of expressing temporal semantics is increasingly conducted on the basis of vocabulary and phraseology.

4 Discussion

In the proverbial fund of the Russian and Tatar languages, a fairly large group of paroemias with semantics of time stands out. Categories of time are characterized by movement and change. The paroemias marking these time properties are present in the languages we are comparing. In each of the languages being compared, time is represented as a flying thing: *Time flies. Zaman kosh kebek: ochyp kitsa, kire kaitmyi* (Time as a bird: if it flies away, it will not return back).

The change in the time in the paremiological fund of the languages we compare is realized as a change in the order of things. In the majority of proverbs and sayings, two time intervals are contrasted, in particular "today – tomorrow". It should be noted that in both Russian and Tatar, it is noted that it is necessary to fulfill the scheduled tasks on time, i.e. "today", and not postpone for "tomorrow": *Today is a colonel, tomorrow is a dead man. Today is pan, and tomorrow disappeared. Who is small now – tomorrow is great, but who is great now – tomorrow is small. Irtagaga yshanyp, bugenge konenne kuldan ychkyndyrma* (Hoping for tomorrow, do not miss this day). *Irtaga ash kalsa – daulet, esh kalsa – mihnet* (It's good if there's food left for tomorrow, and it's bad if it's work left).

Continuously moving and constantly changing time has favorable and unfavorable stretches, a good moment is short-lived, so it is important to use it on time, not to miss the moment: *Be able to say in time, and to keep silent in time. Strike while the iron is hot. Vakytli esh vakytinda yakhshy* (A work is good in time). *Wakyti utkech, kura zhilage zhiyarga barma* (When the time passes, do not go to gather raspberries). *Zhilekne vakytynda zhiyalar* (Berries should be gathered in time). *Vakytsyz kychkyrgan etechne suep ashyilar* (The cock crowing beyond time is cut and eaten). *Zhilekne vakytinda asha, eshne vakytinda eshla* (Eat berries in time, do business on time).

Thus, the considered paroemias express the semantics of the dynamics of time, note the need for effective use of time, active treatment with it. Moreover, in the paremiological fund of the languages which we compare, there are proverbs representing a missed favorable moment for doing something: *It's too late for a pike to remember water in a frying pan. Songa kalgan ukenu faida birmi* (Late regret gets no benefit).

In the paroemiological fund of the Russian and Tatar languages, it is noted that the best time of a person's life is youth: *the golden age is a young summer. Kartlyk daver kyshka oshar, yashlek daver yazga oshar* (Old age is like winter, youth is like spring). *Agach yash vakytynda yakhshy bogeler* (the tree is bent well in youth).

In the parallels of Russian and Tatar, belated actions are evaluated positively: *Better late than never. Son bulsa da un bulsyn* (Even if it's too late, let it be good).

The paroemiological foundation of the Russian language is distinguished by the presence of the concept of timelessness, which is absent in the Tatar language: *There was time, there was only timelessness. The share of time lives, the idleness in timelessness. Time colors the person, and timelessness dries him*.

In Russian, there are paroemias that mark the role of time as a "healer": *Time heals*.

The Tatar paremiological foundation notes the existence of a great power in time capable of changing everything: *Vakyt komny tashka, tashny komga ailendera* (Time makes sand from a stone and a stone from sand).

It should be noted, that in the paroemiological fund of each language we compare, time is identified with money, however, it is also noted that it is impossible to replace time with money: *Time is money, but you can not buy money for time. Vakyt akchadyr, vaemsyz bulma, kachadyr* (Time is money, do not yawn or it will run away). *Vakyt belen yakut tabyb bula, yakut belen vakyt tabyb bulmyi* (You can get wealth with time, but you can't get time with wealth). *Vakyt akcha tugel, yugaltsan taba almassyn* (Time is not money, if you lose it you will not find it).

5 Conclusions

It is known, that "not only the knowledge of semantic universum of languages and their uniqueness is relevant, but the contemporary understanding of paroemia, their "moral code" and unfading, unique wisdom of thought and beauty of the word are also important" (Shaiakhmetova,2016 196).The analysis of the parallels of the Russian and Tatar languages allows us to conclude that time in these languages is an active force, a subject to changes. In each of the languages we compare, there is a need for rational use of time.

A comparative analysis of the paremiological fund of the Russian and Tatar languages allows us to identify the same groups of proverbs and sayings that form similar cognitive structures, for example, the groups of paremias about the variability of time, the timeliness of actions, the past and the future, the unpredictability of the future, the rush and procrastination, etc.

Possession of the paroemiological foundation of the language makes it possible not only to know the language better, but to understand the way of thinking and the character of the people as well. All the conclusions of the people accumulated as a result of centuries experience concentrate in the paroemias.

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PECULIARITIES OF WORD-FORMATION OF DERIVED NOUNS WITH THE SUFFIX -УХ- IN MODERN RUSSIAN LANGUAGE

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Abstract.The object of research in this work is the derived nouns formed with the suffix -ух-. Empirical material was taken from the "Reverse dictionary" by A.A. Zaliznyak and the National Corps of the Russian language (NCRL). Around 400 units were identified and analyzed. Based on the method of complex functional analysis developed by us earlier, the functional properties and the morphemic status of the suffix -ух- were determined. Eight derivational types of derived words are described that form the given suffix. it is established that the phonemic complex -ух- represents four morphemes on the form level. The results of the work can be used in Russian and Russian as a foreign language teaching; in the future, it is possible to create a system-functional catalog of Russian language affixes.

Keywords: functional analysis, word-formation type, suffix, subjective evaluation category

1 Introduction

Despite the fact that a lot of research has been performed on word formation and stylistics in recent years (see, for example, (Habibulina E., 2015, Steriopolo O.; Bauer L., 2006; Achaeva M.S., 2014; Galeev T., 2014; Spiridonov A., 2016)), there is still a lot of unexplored in these areas. Colloquial speech, jargons, dialects have not only separate words, but also whole word-formation types that are not characteristic of the literary language and therefore not studied or studied poorly. Especially weak study is characteristic for the derivatives with stylistically reduced suffixes. However, such derivatives need, of course, some deep analysis, as they participate in the development of an important layer of Russian vocabulary - expressive-evaluative nominations, which clearly reflect the mental values of native speakers.

One of these suffixes is the suffix -ух-. This suffix can complicate not only nominal, but also verbal bases, and participates both in valuation derivation, and in the actual nominative word-formation. According to A.A. Zaliznyak, initially this suffix did not contain expression, but eventually it began to acquire a negative color (Zaliznyak A.A., 2012, 661). V.V. Vinogradov characterizes this suffix as unproductive, most of the words with such suffix were lost (Vinogradov 1986). However, the materials of the National Corps of Russian language (NCRL) confirm the conclusion by A.A. Zaliznyak that "an explosive break occurs approximately at the end of the twentieth century, when the words on -ух-а begin to emerge in tens, and all of them have a powerful charge of negligence, rudeness, vulgarity" (Zaliznyak A.A., 2012, 661).

Thus, one of the main tasks of researchers at the present stage is to define the functional properties and the morpheme status of the suffix -ух- in modern Russian, which was carried out in our work using the author's technique of word-building affix analysis.

2 Materials and methods

The model of functional-system analysis of affixes, developed by the authors in one of the previous works (Kosova VA, 2016) was used in the work. The analysis stages are implemented sequentially and allocated according to the following parameters:

1) the derivational profile of the affix (word-forming / form-building); the functional volume of the word-forming affix (the carrier of structural-grammatical functions and / or semantic functions);

2) the derivational-semantic specification of the affix (mutational / transposition / modification);

3) communicative-speech range and specific communicative-speech function (nominative / structural / expressive / compressive / stylistic);

4) the characteristic of the affix by value type (invariant / variant); lexical-semantic range of the affix;

5) system-forming potential (category / sub-category character of word-formation semantics, taxonomic relevance / irrelevance);

6) functional-syntactic (text-generating) potential (the presence / the absence of the ability to textual unfolding of semantics, their character if available);

7) functional-stylistic orientation of the affix (stylistically neutral / stylistically marked).

3 Results

1. The "Reverse Dictionary" by A.A. Zaliznyak (Zaliznyak, 2003) recorded more than 70 words, formed with the suffix -ух-/-юх. The National Corps of Russian Language (NCRL) records more than 300 derivatives with the suffix -ух-. All words with the suffix -ух- are nouns, different parts of speech may act as the producing basis: nouns (сестра — сеструха), verbs (стряпать — стряпуха), adjectives (простой — простуха).

2. Taking into account the materials of the dictionary by T.F. Efremova (Efremova, 2005), we can distinguish eight derivational types (DT) of derived words with the suffix -ух-:

DT-1 - verbal derivatives with the meaning of a female: шептуха, крикуха, стряпуха, побируха, забытуха, хохотуха, болтуха, памятуха, брехуха, etc.; Besides, the derivatives of this type can also name animals: крякуха, заползуха (a snake);

DT-2 - adjective-based derivatives with the meaning of a female: молодуха, старуха, вostруха, толстуха, дурнуха, добруха, жаднюха, бледнуха, большуха, подлюха, простуха;

DT-3 - stylistically lowered synonyms of motivating nouns, including proper names: сеструха, свекруха, Катюха, комнатуха, пальтюха, церквуха, Петруха, Валюха, стыдуха, повестуха, etc.; this suffix "in general slang can be combined with the reduced bases of nouns" (Modern Russian, 2008, 114): *лейтюха*, *стипух*а, *бицуха*; Besides, this suffix can complicate borrowed foreign words, including recent borrowings: *попсух*а, *флэтуха*, *пежуха*, *сэ ля вуха*, *брендуха* etc.;

DT-4 - verbal derivatives - expressive-evaluative notations of phenomena (A.A. Potebnya called such derivatives "state names" (Potebnya, 1968, 470)) or the objects related to the action: *показуха*, *заваруха*, *развалюха*, *пруха*, *замануха*, *завлекуха*, *развлекуха*, *голодуха;*

DT-5 - the names of animals by their characteristic feature: *белуха*, *лысуха*, *серуха* и др.

DT-6 - Derivatives formed by universalization: *записнуха* — a notebook; *ремеслуха* — vocational schools; *лобовуха* — a windshield; *брезентуха* — a canvas jacket; *помповуха* — a pump gun; *листовуха* — leaf tobacco, *легковуха* — a passenger car, etc.;

DT-7 - adjective-based derivatives, naming an object or a phenomenon: *светлуха* (a plant), *теплуха* (a fur coat, an oven), *горькуха* (a plant), *чернуха*;

DT-8 — denominative derivatives that are the names of female animals: *оленуха*, *маралуха*, *козлуха*, *свинуха*, *фазануха* (the meaning of femininity also expresses one noun with personal semantics — *воруха*).

The analysis of the selected derivational types allows us to conclude that the suffix -ух- can be either modification or mutational one.

Within the framework of DT-3 new names are not developed, but subjectively-estimated modifications of the basic words are formed. Also, the suffix -ух-, used in DT-6, has a modification nature, because it does not develop new realities, but short expressive equivalents of the original compound names. DT-8, combining the derivatives with the modification value of femininity, is extremely unproductive, therefore, in our opinion, in this case it is necessary to talk not about the function, but about the use of this suffix in the field of modification.

The derivatives of DT-1, DT-2, DT-4, DT-5, DT-7 are mutational ones, that is, the derived words have a different subject-conceptual content in comparison with a producing word.

3. The basic communicative-speech function of the derived nouns with the suffix -ух- in the framework of DT-3 is an expressive element, the achievement of which entails a stylistic effect. During unum verbum process implementation (DT-6), the suffix performs the compressive function along with an expressive-evaluation and a stylistic one. The derivatives of other DT are also polyfunctional: they combine the nominative function itself with the expressive-evaluative and stylistic. The expressive component of meaning is absent only in some names of birds, diseases, etc.

4. The property of non-invariance is most pronounced in DT-3, DT-6 and DT-8. The suffixes of the remaining DT are invariant, since they serve to name an object, a phenomenon, the result of an action and the characteristic of an action.

5. In terms of vocabulary systematization, it is necessary to identify the suffixes in DT-1 and DT-2, which contribute to the LSG of person's names by a characteristic internal property (an action or a feature).

6. The functional-syntactic potential of a word-forming suffix is determined by the ability of words formed with its help to the textual unfolding of semantics. Derived nouns with the suffix -ух- and mutational semantics can be divided into two groups according to this feature: the names of persons and animals (DT-1, DT-2, DT-5) and the names of objects, non-persons (DT-4, DT- 6, DT-7). The derivatives of the first group are referred to the words with a characterizing, one-character type of semantics. The names of objects perform an identifying function in speech and have propositional semantics.

7. All considered suffixal units are stylistically marked (reduced ones).

4 Conclusions

Let's sum up the results of complex functional analysis. So, we can single out the following affixes:

1) -ух-1, realizing an expressive function in combination with a stylistic one (DT-3),
2) -ух-2, realizing a compressive function along with an expressive-stylistic one (DT-6),
3) *-ух-3*, which forms appraisal-characterizing names of persons (DT-1, DT-2),
4) *-ух-4* with subject (non-personal) semantics (ST-4, ST-6, ST-7).

5 Summary

Thus, the phonemic complex -ух- in Russian language is represented on the level of four morphemes, the differentiation of which is conditioned functionally.

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DEVELOPMENT OF THE NATURAL ENVIRONMENT OF THE TERRITORY OF KAZAN: MATERIALS FOR ENVIRONMENTAL-HISTORICAL ANALYSIS

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Abstract.The process of formation and development of urbanized areas is of great interest as from the position of history, as from the position of ecology and rational nature management. This article presents data on the historical development of the territory of a large industrial city (Kazan, Russia). The conducted research showed, that according to the type of spatial development, the territory of Kazan belonged to the cities with a mixed type of development. The basis for the urban structure of gardening was the preserved natural parts of the city, however, during the historical development of the city, the relative area of gardening has been decreased, the vegetation has been deteriorated. This led to a violation of the spatial relationships between the anthropogenic and natural component of the urban environment. At the same time, within the city limits, there are some areas, which can be used as elements of an ecological framework.

Keywords: dynamics of urban development, urbanization, ecological framework of the city.

1 Introduction

The study of the dynamics of natural conditions is an important aspect as for fundamental researches, as for the implementation of application activities. The study of urbanized areas is of particular interest.

Currently, several approaches to this problem are generally accepted. All of them ultimately reflect the spatiotemporal heterogeneity of the urban area, in terms of the degree of environmental anthropogenic transformation. However, the role and the place of city in the history of environmental development are still rather vague. The study of the urban environment, as a result of natural landscapes development, was not only put on the periphery of ecological history, but also was forced into the sphere of urban history and the history of technology (Melosi,1993). Studies, dedicated to the role of anthropogenesis in the development of landscapes, rarely consider the city as a separate object.

The application of the historical-ecological approach in studying the issue of the development of natural conditions within the limits of the city allows us to reach a completely new level of studying the problem (Kalimullin,2015; Kalimullin,2015).

An adequate assessment of the urban development dynamics gives a clear idea of the ways and mechanisms of micro-evolutionary processes in populations of living organisms. Based on these data, there is the possibility of objective assessment of the negative impact of urbanization on human health. In application aspect, the study of the dynamics of urban areas transformation allows the effective planning of measures to maintain a stable and prosperous state of the urban area.

The main purpose of this work is to conduct a general assessment of the development of natural environment of a large city (on the example of Kazan) from the perspective of the possible use of preserved territories to form an ecological framework.

The work was carried out at the Department of Environmental Engineering and Water Management of the Institute of Management, Economics and Finance of Kazan (Volga) Federal University.

2 Materials And Methods

The dynamics of change in the ratio of separate parts of the urban territory was analyzed in this paper. The following documents were used as a topographic basis for vectorization:

- map of Kazan with environs of the Kvanin technique - 1879;
- map of Kazan from the guide of Perevoshchikov - 1913;
- map of Kazan - 1939;
- scheme of passenger transport in Kazan - 1988;
- general plan of Kazan. Principal drawing – 2017.

Topographic foundations were associated to the terrain according to the coordinates of the preserved historical buildings, and were vectorized manually in the QGIS 2.18 software package. The maps were generalized by the 4 types of objects:

- water objects;
- areas with trees and shrubs vegetation (green areas of the city and the suburbs);
- built-up areas;
- unfinished areas.

The boundaries of the urban settlement were identified according to the boundaries of the city line, indicated on the maps, in case of its absence – according to natural borders (river banks, forest borders, etc.)

The data obtained were processed by general mathematical methods.

3 Results And Discussion

The process of urban areas development in most cases is uneven. Often this conclusion follows from an analysis of literary data on the change in the area and population of cities or on the rate of development of a particular sphere of life in the city (Kalimullin, 2015; Kalimullin, 2015). According to the results of our study, the rates of growth of Kazan territory varied from 4.3% per year (from 1939 to 1988) to 24.2% per year (from 1913 to 1939). Such sharp, more than six-fold increase in the area from 30.7 km^2, up to 193.2 km^2 (see the Table) is connected with the inclusion of several settlements in the city line. At the same time, the rural nature of these settlements led to 25-fold increase in the area of green zone.

Table 1. Dynamics of changes in the area of separate parts of Kazan environment in, km^2

Year	Water objects	Green area of the city and the suburbs	Built-up areas	Unfinished areas	Total area
1879	0,73	2,54	10,62	7,36	20,58

1913	1,26	0,58	21,75	7,14	30,73
1939	6,84	14,92	42,9	128,5	193,16
1988	17,54	81,62	217,99	92,88	410,03
2017	21,77	178,42	547,71	236,77	984,67

It should be noted, that the analyzed materials do not allow to estimate with sufficient accuracy the dynamics of the areas of separate parts until 1879, this issue is the subject of further researches. However, the above data allow us to identify the trend to the increase in the area of all parts. This is an objective reflection of general trends of the city's growth. And it allows us to state, that the city of Kazan belongs to cities with a mixed type of development, according to the type of spatial development of the territory.

It is more obvious to consider the dynamics of ratio of relative areas of the city environment elements. The figure presents the dynamics of the ratio of separate parts of environment in Kazan.

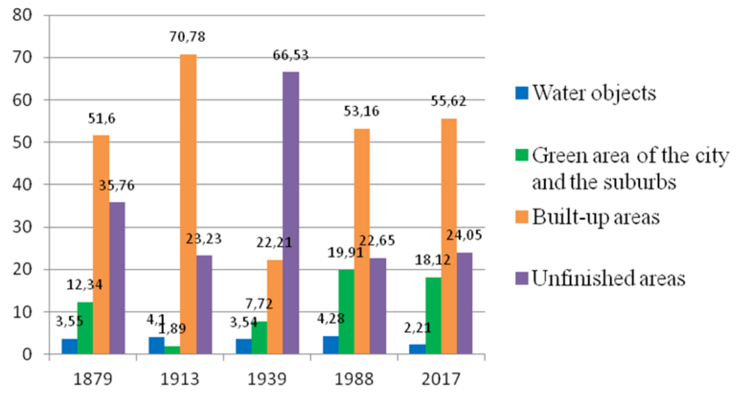

Figure 1. Dynamics of the ratio of separate parts of the environment in Kazan, %

Traditional ideas about the changes in the natural environment of cities are connected with a decrease in the area of green zones. However, the analysis of our data does not support this assertion. Moreover, there is an increase in the relative area of green zones from 1.89% (1913) to 19.91% (1988).

Such great increase can not be considered unequivocally. Since the beginning of the XVIII century, intensive deforestation begun due to the construction of Russian fleet, the construction of fortresses and cities. By the first half of the XIX century about 50% of the forests had been cut in the region, by the beginning of the XX century - more than 70%. At the same time, the most part of wood logging fell to the share of suburban forests, due to the proximity to the consumer. On the places of felling, new plant communities grew, most often from less valuable species. As a result, the quality of green zones deteriorated, but their relative area increased.

At the beginning of the twentieth century, the development of the concepts of urbanism and dezurbanizm entailed a general change in the organization of the city natural environment: an increase in the area of greening and the formation of planning methods for organizing the planting of greenery throughout the city. The nature of the formation of small green spaces in the second half of the XX century (Novikova, Yupina, 2012) was determined by the period of development of territories for residential construction.

In the areas of mid-rise buildings, developed in the 40-60's of the XX century, the landscape component was characterized by the advanced background gardening of residential yards, greening of streets and pedestrian routes to the centers of attraction, elaborated placement of nodal elements of small landscaping, located along the main transport and pedestrian communication (street). In the areas of Dekabristov Street, Kopylova Street, Frunze Street, Krasnokokshayskaya Street, Sibirskiy Tract, the prerequisites for linear-node systems of small landscaping objects were formed: gardens, squares, boulevards, combined with well-maintained pedestrian routes.

In the 1980s, the theoretical basis of the common structural organization for greening cities on the basis of belts, rays, wedges, etc. was formed. At the same time, the nature of planning activities for gardening was strictly regulated by the condition and availability of the city's general plan. Landscaping of the urban environment became an important factor for the development of the city, and at the same time, an indicator of the conditions of its comfort.

In the areas of modern large-scale development, which was established in the 70-90's, the projects provided for green areas at all levels of the structural hierarchy. So, according to the norms, in residential areas, along with background gardening of residential groups, district and micro-district gardens with a minimum area of 3 ha and the radius of access of no more than 1.5 km should be allocated. However, for the most part, not all of the design solutions for forming the greening system in the residential areas of Kazan were realized (the boulevard on Absalyamova Street, the preserved natural objects in the structure of development - forest belts, lakes within the residential building of Gorki, East and West Zarechie).

According to our data, water objects have undergone the greatest transformations. There has been a gradual decrease in the share of water bodies from 3.55% in 1897 to 2.21% at the present time.

The fact is that in the XIX century, the territory around the Kaban lakes was undergone significant changes. The forests were cut down, wetlands were covered, and the coast was built up. The shores of the Kaban lakes were planned, the area of the lake was reduced, the stream tributaries and springs were not functioned.

In the XX century the most significant event was the creation of the Kuibyshev Reservoir. As a result, the hydrological characteristics of a number of water bodies changed. The situation has become especially aggravated since the 1970s, when the territories in the Zarechnaya part of the city (in particular in the Novo-Savinovsky district of Kazan) were developed for housing construction, more than 30% of small lakes disappeared during the last 10 years. This tendency is also observed at the present time (Mingazova, 1989; Shigapov, 2014; Mingazova et al, 2015).

Most of the territory of Kazan now is the built-up area, primarily habitable territories. The fastest growth of urban development began from the end of the XX century. This historical period is characterized by the active development of internal spaces (including the crowding of existing buildings). In this regard, many landscaped territories, land plots within water protection zones, water bodies became the part of the development area.

Since the second half of the 1990s till the present time, the cases of building in urban natural areas have become more frequent: parts of city parks, water protection and coastal zones of the Volga River, the Kazanka River, lakes and small rivers have been built up. There is a massive cutting down of trees and the reduction in the area of greenery.

Thus, at present time, the territory of Kazan is characterized by the problem of insufficient quality and landscaping area in the center of the city, for the formation of comfortable urban environment. Peripheral territories have significant areas of green spaces, forming by housing estates, private sector, dachas. However, there is a lack of equipped green spaces, which are open public spaces, allowing citizens to spend their free time, do walking, go in for sports outdoors, etc.

4 Conclusion

The results, presented in this paper, show that for more than 1000 years of history, the territory of Kazan has increased many times. According to the type of spatial development, the territory of Kazan belongs to the cities with a mixed type. Expansion of the city's territory was accompanied by uneven development. As a result, up to now, some areas have been preserved within the city limits, which can be characterized as possible elements for the formation of ecological framework.

5 Deductions

The analysis of the current state of Kazan natural environment showed, that the area of greening in the city did not change significantly. However, the form of gardening changed significantly, the vegetation conditions deteriorated. All this leads to the violation of spatial relationships of the anthropogenic and natural components of the historical environment. Such changes in some cases may have irreversible consequences in the form of complete or partial degradation of the territory.

A few preserved natural areas of the city served as the basis for the urban structure of gardening. For example, one of the oldest parks of the city - the Central Park named after M. Gorky ("Russkaya Shveitsariya") and specially protected natural reservation "Nemetskaya Shveitsariya" for a long period of time was an element of the ecological framework, having preserved the elements of forest-steppe vegetation (Burova, 2011; Ismagilova, Gataullina, 2014; Nikitin, 2010).

The state and peculiarities of functioning of the historically developed spatial environment, taking into account the formation of gardening, were shown in this paper, on the example of Kazan. Formation of new elements of gardening within the framework of the reorganization of the existing one (on the example of Kazan) is aimed to optimization the functioning of spaces, to improve the state of comfort, to emphasize the structure-forming axes and nodes, to enrich the image of the environment, and, on the whole, is focused on maintaining relative ecological balance. Landscaping of the urban environment becomes an important factor of the city development and, at the same time, is an indicator of its comfort conditions (Mingazova, 2015).

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QUANTITATIVE AND QUALITATIVE METHODS OF CORPUS TEXT ANALYSIS

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Abstract:The article is devoted to the identification and classification of semantic distribution, models of (speech environment models) German synonyms naming person, and comparative analysis of the frequency of the speech realization of German synonyms ("Textkorpora" on the computer program material) and their fixation in the German synonymous dictionaries. The stages of analysis of computer program "Textkorpora" with the use of quantitative and qualitative methods of corpus analysis are presented in the article. The results of the body of research speech functioning of German synonyms, names of persons, in terms of their comparison with the data of lexicographical sources are developed in the article. A classification of semantic distribution models of German synonyms, identified as a result of the semantic interpretation of the program "Textkorpora" are established, the general patterns of speech implementation of German synonyms, names of persons, and various trends in their functioning. The semantic interpretation of "Textkorpora" computer program is an experience with the methods for quantitative and qualitative analysis of the text corpus. Analysis of the program "Textkorpora" leads to the following conclusion: the presence of similar structurally models the speech of German synonyms environment does not guarantee them the same type of qualitative implementation of the German synonyms, members of the same synonymous row. Synonymous dictionaries reflect the cash fund language synonymous units in the system of language, in the lexicon (static aspect), but do not reflect the linguistic reality using of speech units in speech (dynamic aspect). Results of the analysis of verbal functioning of German synonyms, names of the person (on the computer program material "Textkorpora") not only indicate significant fluctuation frequency of speech realization of German synonyms, but they are members of one synonymous row, and identify the voice of preference in the use of synonyms members of the same linguistic community, but and evidence of "mobility", the changes over time of the formation synonymous vocabulary. Article submissions, the results of the study are of interest for scientists studying the corpus relying on statistical methods, bypassing the stage of pre-formulated hypotheses, applying qualitative analysis method for the semantic interpretation corpus only at a subsequent and final step.

Keywords: quantitative method, qualitative method, corpus, IdS "Textkorpora" program, semantic distributive model, the realization of speech.

1 Introduction

Considerable interest of linguists to the lexicographical research, in-depth study of the paradigmatic relations in the lexical system of language, the analysis of the semantic structure of the word due to the wide spread of cognitive and corpus linguistics, application of computer technologies in the processing of texts (Sprachkorpora, 2007; Lexikalische Semantik und Korpuslinguistok, 2006). *The topicality* of the study is the fact that the alleged problems in the article, were studied with a large array of text corpus in the computer program "Textkorpora" des IdS als empirische Basis für die linguistische Forschung" with the use of modern methods of corpus linguistics (quantitative and qualitative analysis). *The purpose of the study* is to detect the *lexicographical reflection* of synonymy (on materials of synonyms dictionary by H.Gerner and G.Kempke the editions of 1974, 1984, 1999 years (Synonymwoerterbuch, 1974; Synonymwoerterbuch, 1984; Woerterbuch Synonyme, 1999) and the frequency of "the natural speech" verbal use of German synonyms, names of person in the language of reality. The computer program of the Institute of Mannheim German "Textkorpora der IdS als empirische Basis für die linguistische Forschung" contains 1.736 billion words of text with examples totaling 4340000 book pages. Niladri Sekhar Dash throws corpus linguistics as a multidimensional area. Corpus Linguistics is an area with a wide spectrum for encompassing all diversities of language use in all domains of linguistic interaction, communication and comprehension (Niladri Sekhar, 2010).

A wide range of technical options for the creation of electronic enclosures, and large amounts of experimental facts, electronically prompted scientists to find effective methods of analysis of texts using computer technologies. According to L.M.Ayhinger "case studies are an attempt to get closer to the linguistic reality through statistical analysis and mathematical modeling in abstraction from the linguistic competence of the subject and his method of introspection" (Eichinger,2007). "Quantitative and qualitative methods of analysis applicable to the corpus of texts and annotations to the levels in the body" (Safina et al, 2015). Abstract K.Sherer in treatment is "an additional structural information that goes beyond the text in the body, encoded in the text by means of special markings" (Scherer,2006). With abstract implicit information contained in the text, translated into explicit form, that speeds up the process of collecting information in the annotated case. The basis of any quantitative analysis, believes A.Lyudeling is qualitative analysis and categorization of data. Quantitative analysis depends on the preceding stage of categorization, the latter is not always indisputable, as often in studies based on quantitative analysis of the buildings, there is no information about the categorization conducted employed categories, categories of selection criteria (Luedeling,2007). Mick O'Donnell presents language corpora used to enhance the classroom experience in several ways. For the teacher, corpora can be used to improve their understanding of classroom interactions, and of the language learning process itself. Alternatively, a corpus of student writings can be explored to identify what students do wrong, and thus target teaching to their problem areas (Mick O'Donnell,2010-2012).

2 Methods

In the first stage of the study, using the method of quantitative analysis, we can learn to what extent the lexicographical practice reflects the linguistic reality. Due to the significant array of text examples of "Textkorpora" program and given the high frequency of the speech use of German synonyms (eg, Hase "coward" - 1874, Fuchs is "cunning" - 10023), we chose to study a fragment of this program, that includes the 9 most common synonymous series (SS), whose members represent the quality of human characteristics (SS Ange-ber - proud, SS Schmeichler - smoothie, SS Kriecher - groveller, SS Heuchler - hypocrite, SS Lügner - liar, SS Geizhals - miser, SS Feigling - coward, SS Schlappschwanz - gruel, SS Duckmäuser - demure). The total number of text examples demonstrating the uses of the 9 members of the Set-governmental synonymous series, was about 14,200 texts. As a result the characteristic changes in the lexical composition and structure of synonymous series in three editions of the German dictionary of synonyms and H.Gernera G.Kempke (1974, 1984, 1999.) were given. The comparative analysis of these words-ray showed relative stability synonyms for the duration length of time. Only in the last edition of the thesaurus (1999) some changes in the structure and lexical filling of some SS were recorded.

In the second phase of the study the method of qualitative analysis was used to identify and describe the distribution of semantic models of the German synonyms members 9 analyzed synonymous series. As a result of the semantic interpretation of the computer program "Textkorpora" 7 semantic distributional patterns were identified: 1) adjective, pronouns, participles in an agreed definition of the function, 2) prepositional phrases in the function of inconsistent definitions (mostly in postposition), 2) prepositional phrases in an inconsistent definition of the function, 3) subordinate attributive sentence specifying the meaning synonym often represents its semantic motivation, 4) semantic correlates of having identical with synonymous or different from the reference classifying, 5) the transfer of semantic correlates with identical or different reference attributing, belonging to different CP 6) the main focus is on the semantic functions (identification, generalizing, quality-term characteristics of a person) of the German article, combined with a synonym, in the naming of a person-having reference assignment to a specific person, group of persons, an indefinite multitude of individuals, 7) the game of words. The most common model of the speech environment are semantically close and distant correlates synonym. Enumerating various semantically correlates with the assignment of a single reference in the text to actualize the potential seme. The semantics of the individual as a synonym has a regulating effect on the environment synonym, prejudging its possible range of contextual semantic correlates. A typical model of the speech environment of lexemes Schönredner – “talker, Smoothie”, Kriecher – “under-Halim, sycophant, groveler”, Speichellecker – “sycophant, flatterer, meanly due”, Feigling – “coward” is a comparison with different semantic correlates having identical or different from their reference concerns, for example: Er ist ein Miesmacher und Angsthase, ein Weichling, Defätist und Nichtsnutz. “He's a whiner”’ (skeptic knocker) and a coward, sissy, defeatist and a slacker (parasite, it-dyay, idler). A token Charmeur “charming man” is found in the enumeration semantically different nouns, comprehensively characterized by a human and having identical with identical Charmeur referenting relatedness: Als witziger Charmeur, souveräner Frackträger und eleganter Gentleman-Abenteurer knüpfte er fast nahtlos an die Karriere seines Vaters an. “How witty charming, sovereign, wearing a suit and elegant man-tion gentleman-adventurer, he slowly continued his father's career.” There was no single case of the use of words among Charmeur having different reference relatedness. Comparison with semantic correlates not typical tokens der Geizige – “stingy”, Geizkragen – “hunks”, Pfennigfuchser – “cheapskate, cheapskate,” relating to the CP der Geizige – “miser” and tokens Pharisäer – “Pharisee, the hypocrite,” a member of the CP Heuchler – “a hypocrite.”

3 Results

According to the results of the comparative analysis on the materials of program “Textkorpora” the discrepancies between the frequency of the speech realization of synonyms and their markedness in a dictionary of synonyms of H.Gerner and G.Kempke (1999) were revealed. For example, a synonym Drückeberger, expelled from the SS Feigling - coward of the dictionary, is used in 146 texts, and included in the SS Feigling - coward of the same dictionary synonyms Wagenichts, Trauminet not recorded in any of the text. 6 synonyms members of SS Schmeichler - Smoothie (Schmuspeter, Schmuskopf, Fuchsschwänzer, Flaumstreicher, Schmeichelzunge, Schmeichelkatze), were not used in the texts of the program even once, although they are on-labeled in a dictionary of synonyms of H.Gerner and G.Kempke (1974 and 1984's edition). Significant differences in the frequency of using the synonyms were revealed. They were the members of the same synonymous series. Thus, the frequency of using the members of the SS Heuchler - hypocrite ranges from 1177 (Biedermann) to two occurrences (falscher Fuffziger), frequency of use of the dominant Heuchler is to 1736, members of the CP Pharisäer - 70, Wolf im Schafspelz - 77 cases of abuse.

As a result of the semantic interpretation of the computer program “Textkorpora” 7 semantic distributional patterns were identified. The most common model of the speech environment are semantically close and distant correlates synonym. Enumerating various semantically correlates with the assignment of a single reference in the text to actualize the potential seme. The semantics of the individual as a synonym has a regulating effect on the environment synonym, prejudging its possible range of contextual semantic correlates.

4 Discussions

Q.Cai, J. Zhang consider that corpus linguistics is a newly developed subject with its specific characteristics and can be widely used in many aspects of language research and application (Qiang Cai, 2013) Many linguists throw corpora as very important for computational linguistics and offer a survey of how corpora for computational linguistics is “currently used in different fields of the discipline, with particular emphasis on anaphora and coreference resolution, automatic summarisation and term extraction” (Orasan et al, 2007). M.Tymoczko provides a discussion of the centrality of corpus-based studies within the entire discipline of translation studies (Maria Tymoczko,1998).

The debate is the problem of "experimental data" in linguistics. Linguists trust introspection as a method of study and consider the real facts of how inaccurate reflections of abstract principles, see the analysis of the buildings further opportunity to expand the theoretical knowledge of the language (Eichinger, 2006). Y.Asmussen treats the body as a large digital collection of texts, “serving as a representative sample for a specific and in general context is the target sample of language in general” (Asmussen, 2007). But modern housing, believes Kr.Lemann may also include language material, specially created for the body. The requirement for it texts and their existence as private collections preserved today, the requirements of the exhaustion of the body and the natural existence of the texts prior to their analysis, void (Lehmann et al, 2007).

5 Conclusion

The results of the semantic interpretation of a computer program “Textkorpora” using the methods of quantitative and qualitative analysis show that the lexicographical practice does not reflect the linguistic reality: if dictionaries of synonyms fix a non-volatile, stable character fairy-nomen language system synonyms, while the studing the speech synonyms of a computer program “Textkorpora” the dynamic character of verbal synonymy was found. It is in constant change and development. If you have a common structural semantic models of the German Synonyms, names of the person, the members of the 9 various synonymous series, that we analyzed and characterized by a qualitatively distinct features of speech realization of these models. The research is performed according to the Russian Governement Program of Competitive Growth of Kazan Federal University.

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POST-SECULARITY: TRENDS OF ANALYSIS OF THE PHENOMENON IN MODERN RELIGIOUS STUDIES

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Annotation: This article is devoted to the systematization and classification of modern approaches to the interpretation of the post-secularity phenomenon. Post-secular as a religious, socio-historical and cultural phenomenon is a diverse and multilayered space for research, and the problem of post-secular contains a sufficient reserve for analyzing the religious foundations of the modern information society. The very process of secularization remains also unclear. Based on this, we formed three interpretation classes: the first one includes ideas about post-secularity as a critique of the secularization theory; the second one is based on a dialectical synthesis of religious and secular views of the world; the third one is devoted to the analysis of the quality of religious consciousness and faith practice in the post-secular space. As a result of the analysis, the authors came to the conclusion that the formation of post-secular thinking and the development of post-secular society were inextricably linked with the evaluation and reassessment of the secularization principles of modern reality.

Key words: post-secularity, secularization, secularism, "multiple modernities", "commodification of religiosity".

1 Introduction

A surge of interest in the problem of post-secular understanding of the world occurred in the late 90s of the XX century. Gradually, the concept of post-secular acquired various shades, and the problem of an adequate analysis of this phenomenon became even more complex and versatile in the XXI century. The phenomenon of post-secularity covers the problem fields of a wide spectrum of disciplines from philosophy and theology to culturology or international relations. Therefore, it is difficult enough to assume possibility of creating a uniform post-secularity theory. However, the following question remains topical: how much of the meaning attributed to the post-secular in the various academic fields, are consistent and compatible?

At present, there is an urgent need, at least, to systematize and "restore order" in the growing diversity of the meanings of this term. In this paper, without pretending to be exhaustive, we will try to structure many approaches to understanding of the post-secular approach existing in the modern discourse, and also to point out the main arguments in favor of the post-secular understanding of the world.

2 Materials And Methods

In this paper, we relied on particular post-secularity concepts of the modern researchers of religion (E. Greeley, C. Taylor, P. Berger, B. Turner, et al.) in order to demonstrate the widest possible range of opinions, taking into account the socio-political and cultural characteristics of the various regions. It should also be noted that both theoretical and philosophical studies (J. Caputo, C. Taylor, et al.) and the works based on empirical studies of religion sociologists (R. Stark, P. Berger, E. Greeley) were subjected to the analysis and systematization.

In view of our task of systematization of the basic approaches to post-secularity understanding, the basic methods of research were the general scientific methods traditional for the social and humanitarian works: phenomenological, method of unity of the historical and the logical in cognition, systemic approach.

3 Results

Based on the content of the sources analyzed, we tend to adhere to the view that the whole wide range of ideas and concepts of post-secularity can be divided into three broad groups. Of course, this classification will not be as complete and detailed as possible, but, nevertheless, it will help lay the foundation for further systematic understanding of the post-secularity phenomenon. Since the term "post-secularity" is already semantically related to the secularization process, our division of a set of presented theories is based on the relationship specific between these two phenomena.

The first group, in our opinion, should include the critics of secularization and skeptics denying it as such. The supporters of these positions hold the view that secularization has never reflected the true state of religious changes, thus it is necessary to completely abandon the vicious and erroneous concept, and in return we should talk about the modern religious situation in terms of post-secular.

In this direction, the researchers, accusing secularization of being nothing more than a self-serving ploy and an ideological myth created by the "rational intellectuals", express quite extreme views. In particular, A. Morozov argues that "secularization as a comprehensive process no longer exists. And not in the sense that the "process" was over and the "post-secular era" began, but most likely in the sense that there was no "process" at all. And there was only a self-description of the rationalistic consciousness, which singled out this process as existing" (Morozov,2007). David Martin shared this position (at an early stage of his researches), proposing "to strike out secularization from the sociological dictionary" as it is nothing more than an ideological construct (Martin,1969,p. 30). Peter Glazner also considered secularization as a myth spread by the ideologies hostile to religion (Glasner,1977).and according to J. Hadden, secularization was originally rather not an ideology of some circle of scientists demanding any evidence, rather than a systematically valid theory, and empirical studies only refuted the theoretical provisions in the societies considered secularized (Hadden,1987).

In our view, in the light of these and similar arguments, the understanding of post-secular is reduced not so much to the sociocultural situation "after secularization" as to the discourse "after the theory of secularization".

In a less sharp form, it is suggested that "secularization, as a theory about the future development of society, is increasingly out of touch with real events, the religion does not disappear" (Douglas et al, 2008). This thesis is consistent with the fact that secularization could be a determining process for several decades in certain parts of the world before finally extinguished, or even until the process has gone in the opposite direction. As an illustration, one can cite the point of view of the Catholic sociologist E. Greeley, who believes that if the secular processes take place, then only among intellectuals. On the whole, there is a discrepancy between the theory declaring the decline of religiosity and empirical data (Greeley,1969).

The American religion sociologist Rodney Stark repeats Greeley: "After... the completely failed prophecies and misunderstandings of the past and present, it is time to bury the secularization doctrine in the cemetery of false theories and whisper: "Rest in peace" (Stark and Finke, 2000). According to his empirical researches (Finke and Stark, 1992). the individual religiosity was still great and the level of churchization before modernization was low in Europe at the moment; on the contrary, the statistical indicators of religion not only remained consistently high, but even increased over the past one hundred and fifty years in the USA. As for the rest of the world, the main discussions still remain of Christian-centric nature despite the fact that the theorists define secularization as a global process.

P. Berger could be also referred to the critics of secularization, when he points to the inconsistency of both the term "post-secularity" and "desecularization" in a number of his last works. The reason for this position is that both of these terms imply some chronological sequence: it is assumed that "the world was secular at one time, and it became post-secular now... but... the world has never ceased to be religious" (Berger,2011, p. 103).

As it is known, the modern pluralistic world no longer lends itself to an interpretation that reduces it to unity for the sake of ultimate truth at all costs. In connection with this understanding of the "plural modernity", the disputes over the secularization theory continue among sociologists of religion in the last decade. In earlier discussions, it seemed obvious that the growth of wealth and personal safety would go hand in hand with a decrease in participation in the religious life. However, C. Taylor (Wohlrab-Sahra, Burchardtb ,2012). takes a critical position, arguing that the secularization theories were mostly "subtraction stories" based on the idea that the secularization was unfolded as a release from earlier forms of knowledge. He makes a distinction between the process of secularization as the expulsion of religion from public space and the concept of secular as weakening of religious conviction. Ultimately, he focuses on secularization as a change in the "conditions of faith" in the conditions of the exceptional humanism emergence. Taylor understands and supports the idea of multiple modernities, emphasizing that "secularism, like other features of "modernity"... finds quite different expressions, and is developed under the pressure of various demands and aspirations in different civilizations" (Charles,2007, p. 22).

The concept of "multiple secularities" is based on the recognition that the notion of secular is generally blamed for very divergent meanings that are associated with different political and cultural contexts and social conflicts in the history of societies. Despite the fact that these social conflicts inevitably lead to different social dynamics, they are always focused on the specific cultural and historical ways of drawing boundaries and differences between religion and other spheres of social practice. On the one hand, this conceptualization recognizes divergent structures of meaning, which then are accumulated in the concept of secular in different societies. On the other hand, these differences prove that the transformation of the public place of religion unfolds as comparable processes in principle. Thus, the same secularization motives exist in the representations of different societies in the modern world of numerous and intricate "multiple modernities".

As a result, we see that the researchers (Wohlrab-Sahra and Burch,2012) reduce the criticism of the classical secularization theory to three fundamental objections. Namely, they have doubts in: 1) its alleged universalism, (2) its importance as the basic theory of process, and 3) its modernist normative bias.

Another common argument in favor of understanding the modern world as a post-secular one was that the secularism - as a general term for various ideological antireligious movements of our time - created such problems in a society to which only new, post-secular, religious answers could be considered expedient. Secularization affected the decline of religious authority, which led to a reorientation to the real world "here and now", but at the same time, the modernity created new risks and fears that once again engendered religiosity. Therefore, the post-secularity can become the major stage of historical development, creating favorable conditions for origin and development of new forms of religiosity. In the post-secular era, religion "must necessarily fill the vacuum created in the XX century by the failure of secular materialism... Indeed, it can be argued that the immediate consequence of the complete and apparent failure of secularism is the new religious Renaissance, which is observed throughout the world" (Morales,2007).

Thus, one of the reasons for speaking in terms of post-secular was the conviction that the ideas of secularity and secularism were either "intent" or mistake. Therefore, we included those ideas of post-secularity to the first class, which tend to point to imperfections and weaknesses in the theories of secularization.

The second group – let us call it "based on the secular" - should include the researchers who, instead of considering post-secularity only as a correction of secularism errors, chose to see in it some progressive development based on the achievements of both religious and secular epochs. In modern reality, the post-secular destroys the boundaries of public and private, secular and religious, which leads to the participation of religion in politics, public debate, as well as allows the resacralization of certain areas of life.

In the context of post-secular analysis by the second group of researchers, it is important to note that the proponents of respect attitude for the achievements of secular tradition draw attention to the need to distinguish pre- and post-secular in order to protect the latter from any interventions of pre-secular values that are justly rejected by modernity for the rejection of freedom and democracy.

Perhaps one of the most frank statements about understanding the post-secularity as a progressive achievement based on the secularity results is to consider John Caputo's words that "post-" in the post-secular should be understood not in the sense of "the game is over", but in the sense of "after passing through" modernity" (Turner,2012, p. 201), i.e. on the one hand, there is no danger of the emergence of irrational relativism, and on the other hand, the danger of a return to the conservative pre-modernity. The post-secular worldview, in his opinion, should appear before us as a symbol of the New Enlightenment, which continues the old Enlightenment, but by other means and enlightened relative the old one. Speaking against a return to pre-secular values, Caputo evaluates the theological trends of radical orthodoxy (primarily associated with such names as D. Millbank, K. Pikstock, U.T. Kavano, etc.) rather than the conservative pre-modern movements that only masquerade as postmodern and post-secularity. Radical orthodoxy is inclined to believe that the secular world should reconsider its foundations, return to its roots and to the church, i.e. not the Christ should adapt to the non-religious people, but the non-religious people should turn to uncomfortable Christ. However, according to Caputo, the New Enlightenment should no longer build illusions that it is possible to establish the impenetrable boundaries and to separate certain areas of knowledge from each other, including the fields of science, art and religion, thus preserving them in a patriarchal traditional form. The undogmatized modernity proclaims that the right of everyone to freedom is its core value: freedom of thought, faith, doubt, and each personal freedom is limited only by the same freedom of the other. The consequence of this is the emergence of a multitude competing beliefs and practices, "and we should make every conceivable effort to give them a place, let all the flowers bloom... Including the flowers of religion" (Caputo ,2011, p. 202). The only possible criterion for the credibility and legitimacy of these pluralistic views should be the ability to withstand the open public debates. Only in this way can we give the modernity a subtle postmodern sounding - this is, from Caputo's point of view, the defining idea of a new post-secular Enlightenment.

Thus, the second group of understanding the post-secularity is formed under the slogan of a dialectical synthesis of the advantages of religious and secular, with an aim of building a new post-secular future on this basis.

However, along with a rather optimistic interpretation of the post-secular future of religion, there is a much more skeptical view on the problem of religiosity functioning and development in the modern society in science. In this regard, we single out **the third group** of post-secularity researchers.

It should include the critics of theoretical concept of post-secularism in terms of the quality of religious consciousness manifestation in the post-secular space. According to B. Turner (Turner,2012). the commercialization of religion takes place simultaneously with the democratization in the modern societies. This is expressed in such phenomena of mass culture as: "televangelism", religious tourism, order of prayer at a distance, etc. And then religion itself becomes compatible with the secular consumerism in the post-secular society, since "the ineffable hierarchy of the existing is democratized through the popular manifestations of religion", and the sacred becomes principally *expressible*. According to Turner, the process of universal transformation of modern religions into a commodity, the situation of "religious piety globalization" enables us to look at secularization in a completely different way. The democratization of religion turns it into an expressible system of beliefs and practices that can be sold as a commodity and as a service in the religious markets. This leads to the spread of a new spirituality that exists outside of traditional churches and is no longer a condition for resolving meaningful problems in everyday life. What is important is that the consequence of all these processes is the ever increasing division between "religion" and "spirituality". The paradox of the religion existence in the post-secular society is that the modern religions are at risk, as the metaphysical tension between the world and religion is lost. This is due to the inclusion of religion in the context of consumer goods. Turner calls this process a "commodification of religiosity," which in turn leads to a change in the "tight solidarity" of the secular society to the new individualized "weak solidarity" of the post-secular religion. "Weak solidarity" is a consequence of the commercialization and weakening of the social function of religion. Therefore, from Turner's point of view, "it is at stake that the viable forms of social life can be found in the global world of commercial and commodified religiosity" in the revival of interest in religion (Wohlrab-Sahra,2012, p. 48).

4 Summary

In this article, we examined three groups of researches of the post-secularity phenomenon. The first group includes the ideas of post-secularity, which tend to point to imperfections and weaknesses in the theories of secularization, the second group of researchers adheres to the idea of a dialectical synthesis of the advantages of religious and secular, with the aim of building a new post-secular future on this basis, and the third group consists of ideas of critics of the post-secularism concept in terms of the quality of religious consciousness manifestation and the faith practice in the post-secular space. Thus, the problem of post-secular contains a sufficient reserve for analyzing the religious foundations of the modern information society.

5 Conclusions

The analysis of a whole spectrum of various religious studies of the post-secular problem leads us to the conclusion that the formation of post-secular thinking and the development of post-secular society were inextricably linked with the evaluation and reassessment of the secularization principles of modern reality. The theory of "multiple secularities," along with the notion of "commodified religiosity", is an indisputable proof that the very secularization phenomenon and its impact on contemporary processes of the religiosity revival in society is not fully understood. This means that it becomes possible to view the post-secular as a way of secular self-reflection.

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INTERNET-MEME AS METHOD OF CULTURAL CODE REPRESENTATION

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Annotation.This article is devoted to Internet memes operating in the modern media scene. The relevance of the study is determined by the increasing interest to the problem of the Russian language functioning in the World Wide Web. The development of modern technologies has led to the fact that the Internet has become a universal global infomedia (information environment). Representing a new form of communication the Internet is becoming a new platform for the language implementation, where various language units appear. Their knowledge is necessary for effective communication in the network. Internet memes are a special kind of precedent phenomenon. That is based on the actualization of this phenomenon in the consciousness of the recipients. Internet memes are revealed in visual images, creolized texts, fixed phrases, names and titles and thus carry a cultural code that evokes meaningful information in the mind of an individual. The sources of Internet memes origin are classified and their characteristics as precedent units are detected, what is illustrated by the examples of popular Internet memes usage. The article concludes the essence of Internet memes and the functions that they perform in the media discourse. In modern society where the right of access to the Internet is one of basic human rights, the usage of Internet memes not only becomes an integral part of online communication, but also is infiltrating into various spheres of real life, such as: the media, advertising products, informal communication and even social and political actions.

Key words: Internet meme, media scene, precedent phenomenon, linguistic persona

1 Introduction

The development of information technologies in the 21st century has led to the fact that the Internet has become the main communicative space for people from all over the world. The accessibility, mobility and convenience of Internet communication have largely determined the choice of a modern person: business or personal correspondence is maintained per e-mail, communication occurs via instant messengers (Whats App, Telegram), in which it is possible to organize workplace or informal communication in group chats, and channels in Telegram, as well as news feed in Facebook and VK, have become the main platform for broadcasting your opinion.

New types of communication contribute to the emergence of new platforms for the language implementation, require and at the same time create new language forms. As noted by T.G. Bochina and A.N. Miftakhova, "Internet is a specific, varied by its national, age, educational and other characteristics community of people with their own values, linguistic world image, particularity of linguistic consciousness (collective and individual), cultural paradigms, development history, etc." (Bochina,2014).

Massive accessibility of the Internet provides an opportunity for every person not only to be a recipient of information, but also to become its author. Today, when the information space is overfilled because of globalization, a unit of information must be truly unique to interest a large number of users and impel them to distribute this unit. Internet meme has become such a phenomenon in the modern media scene. Meme, in a broad sense of the term, is a unit of information transmitted from one linguistic persona to another. Specific character of Internet memes lies in their distribution channel (the Internet), as well as in the existence of cultural codes embedded in them.

Internet memes are revealed in visual images, creolized texts, fixed phrases, names and titles transforming itself and generating new interpretations with each new dissemination among users of the network. Like a precedent unit Internet meme appears in communication repeatedly, has a set of cultural connotations that evoke meaningful information in the mind of an individual and the ability to elicit an adequate emotional response.

Relevance of the study is determined by an increasing interest to the problem of the Russian language functioning in the Internet space. Due to new ways of communication such an information unit as Internet meme appears. Its knowledge is necessary for effective communication not only in the network, but also in real life. In addition, the chosen focus of research - representation of cultural codes with the help of Internet memes – adds to the relevance of the study. The way in which an information item becomes meaningful to the reference group and the language means that are used in the process are of value to sociolinguists.

The purpose of the study is to classify the sources of Internet memes and identify characteristics of Internet memes as precedent units. The objectives to be reached are: to determine the nature of Internet memes; to classify the sources of their formation; to identify the characteristics of Internet memes as precedent units; to present the functions that Internet meme performs in the media discourse.

2 Methods

As a material for the study we used, firstly, the data of public social networks (Facebook, VK, Twitter), where the largest number of Russian-speaking users is logged in; secondly, the new format of Internet communication - channels in Telegram, which are analogous to messaging to subscribers; thirdly, the information of such online media outlets as TJ Journal, Wonderzine, WOS, Medusa. The target audience of these sites are young people who become the main creators and consumers of Internet memes. The afore mentioned resources were chosen due to the fact that “Internet sources are becoming an important tool for linguistic research, because in the era of high technologies the Internet has become the most popular means of communication in any field"(Yapparova et al, 2016). The purpose of the research and specific character of the material under study have determined the choice of the following scientific methods: introspection and participant observation method. Despite the obvious subjectivity, they allow you to have an insight into the subject of research and give it a more objective characteristic than with the help of ordinary observation. Continuous sampling method, description and classification are used along with the aforementioned methods.

The research methodology includes the following steps: a) selection of Internet memes according to their relevance; b) typology of Internet memes in accordance with the source of their origin; c) analysis of Internet memes as precedent units; d) description of the functions that Internet meme performs in the media scene.

3 Results

Having identified the nature of Internet meme as a representation of cultural stereotypes and a carrier of relevant information, we can correlate it with the notion of precedence. The term "precedent text" was introduced by Y. Karaulov, who defines precedent texts as "texts, (1) significant for a particular person in cognitive and emotional respect, (2) having “a superpersonal character”, i.e. well-known not only to a person, but also to their social circle, their predecessors and contemporaries, and, finally, (3) that are repeatedly referred to in the discourse of a certain linguistic persona"(Karaulov,2007). Later the definition of the term "precedent text" was extrapolated to precedent phenomena and the very term "precedent text" became more narrowly defined. On the basis of this definition we can distinguish the following characteristics of Internet memes as precedent units: recognition, relevance and regular reproducibility.

Taking into consideration the specific character of the Internet as a medium for the functioning of Internet memes, we can say with certainty that Internet meme, due to the universal accessibility and interactivity of the global network, is able to spread incredibly quickly among users as well as to go beyond the sphere of Internet communication and infiltrate into the mass media and real life.

Internet meme is alive while it is popular. The popularity of any Internet meme is provided by two factors: the possibility to use its cultural code to interpret a new event of current interest and the ability of a meme to "hook" the recipient eliciting the necessary emotional response with the help of its structure (provocative, aggressive, comic, etc.).

In order for an information unit to become an Internet meme, it must have an important feature - the ability to create new derivatives while preserving the semantic core. Ample opportunities of the global network and its mass accessibility gradually remove all the barriers that existed earlier for anyone who wanted to distribute the information product. Users have a choice: to try to create an original meme or to take a well familiar to most people information unit, and put it into a new cultural context.

So, Internet meme is a special kind of precedent phenomenon, because it has its essential characteristics and reflects the specific character of virtual communication: remoteness of communicants, intercultural nature of communication, underdevelopment of social norms, etc.

In modern media scene we can distinguish the following types of Internet memes according to the source of their origin: 1) Internet meme as a meaningful statement; 2) Internet meme as a creolized text; 3) Internet meme as a real person or a character; 4) Internet meme as a visual image.

Meme, if it is a meaningful statement, can consist of one word, a combination of words or a fixed phrase. Meme "Wasted" that appeared due to a low-quality translation of the computer game GTA, came into use to describe life's failures and turned into a symbol of despair in Russian reality.

It was so popular with Russian-speaking Internet users that the poor translation of the game became the basis for new language forms actively used in literary creation and poetry. Several VK communities dedicated exclusively to the “wasted language” and communication in it were created(The Agency "WOS",2017).

Speech clichés are popular in the network serve as the basis for creating a new meme, which carries a certain message: "One does not simply ..." (do something). The phrase is taken from "The Lord of the Rings", when one of the heroes says that “one does not simply walk into Mordor”, because it is a well-protected country. The statement is used in a truncated form to ridicule simple actions that people unreasonably complicate (Internet-memes database Know Your Meme.2017).

“There is no money. But you hang in there!”. This is a quote, taken out from the dialogue between D. Medvedev and the Crimean pensioners, which went like this: "There is simply no money now. When we find the money, we will do the indexing. You hang in there! Best wishes, cheer! Take care!"The meme in no time reached the top of requests in search engines and became one of the most popular Internet memes in 2016. It was alluded to in the Russian dubbing of "Sing" and such large companies as "Alpha-bank”, cellular service provider Tele2, marketing service Aviasales (sells airline tickets) used Medvedev's words to promote their products not only in the Internet, but also offline. The phrase is often used in a truncated version, where money is replaced by any other object and users are offered to "hold in there" despite the absence of this object (The Internet newspaper Lenta.ru,2017).

Creolized texts are objects "the structure of which consists of two non-homogeneous parts: verbal linguistic and non-verbal (belonging to other sign systems, rather than natural language)" (Sorokin et al, 1990). Creolized texts in an Internet meme often does not just carry a certain idea, but also imposes a stereotypical position explicable in the precedent text according to the existing pattern. The popular Internet meme "Be like ..." can be mentioned as an example. The character of the meme, most often named Petya (and Bill in English version of the meme), always does the right thing, because Petya is smart ("Be like Petya"). The headquarters of the opposition leader A. Navalny used this meme agitating young people to take part in their election campaign and thereby claiming that a person will act smartly as a meme character if they join the campaign(The site of A.N. Navalny,2017). While the coarse imposition of particular views or models of behavior usually repels people, especially the youth, being imbedded into the structure of an Internet meme it can be perceived uncritically and get a positive re-enforcement.

Sometimes real people or characters become memes. For example, Pepe the Frog created in 2005 by Matt Fury as a character of comics "Boy's Club" became a meme in 2008 thanks to the site 4chan. In 10 years of his life Pepe the Frog has evolved from a popular meme used to express different emotions (anger, joy, sadness, etc.), into a symbol of anti-Semitism and hatred. The meme went far beyond the youth sites and was actively used in the election campaign of the current US president Donald Trump (American news website The Daily Beast,2017). It led to the fact that Trump was suspected in having a connection to the American nationalists and the giant of chain retailing Zara had to withdraw the denim skirt with a print that seemed to users to depict Pepe the Frog (British daily newspaper The Guardian,2017). In May 2017 the creator of the frog officially put an end to the meme, publishing a comic about Pepe’s death. However, network users were skeptical of his decision presuming that such a significant Internet meme like Pepe the frog would continue to be popular in the future and serve its initial purpose – expression of simple human emotions.

The possibility to freely use visual images (such as pictures, video, gif-animation) when communicating is a feature of Internet communication. The photograph of a dress published on the social networking service Tumblr with a question about its color was one of the main memes in 2015. It seemed to some users that the dress was white and gold, while others saw the true colors - blue and black. Online media outlet Buzzfeed conducted a survey asking "What color is the dress?", which went viral. The dress was shown on TV, experts and even scientists were invited to resolve the dispute. The meme generated many derivatives and was used as a powerful visual image in social advertising against domestic violence that contained word play (compare: “black and blue” as colors of the dress and “black and blue” as an idiom, which means to be beaten, to be in bruises) (British daily newspaper The Guardian,2017). Thus, Internet meme is an information unit that conveys cultural code, which can be creatively supplemented by any linguistic persona belonging to the existing reference group. A meme changes not accidentally, but because of new events of current interest. These events can be political, cultural, social changes that cause a stir among recipients and elicit their emotional response. The more flexible the cultural code is, the longer an Internet meme remains popular. Consequently, it becomes more recognizable and has a wider cultural scope.

Undoubtedly, not only a user can influence a meme, changing and disseminating it, but a meme can also influence a user, as well as society overall. Meme reflects and interprets public life, gives new meanings to the usual stereotypes, enciphers feelings, emotions of recipients and even is able to impose certain behavior patterns. Being put in a comic or intentionally insulting and provocative form, it is perceived by users uncritically (in case of humor) or causes a violent emotional outburst (in case of aggressive connotation) and therefore is easily remembered for a long time.

4 Summary

As a kind of precedent phenomenon functioning in the media discourse Internet meme performs the following functions: nominative function (memes give names to phenomena and social processes), expressive (meme is used as means of expression that puts emphasis on the necessary information and attracts audience's attention to it), estimative (meme is always subjective, it is a way of expressing your position on a particular issue, so it reflects the author's views), a password function (the author and the addressee form a group of people understanding each other well; thus, Internet meme contains an embedded opposition "friend or foe"). If a popular Internet meme is understandable for a recipient, the recipient feels flattered and disseminates the meme further to emphasize their belonging to a particular group. In this case, we can distinguish a social function: the usage of Internet memes is a kind of a language game, which makes the context less formal, eases the tension, and also attracts the attention of users. The Russian language provides a linguistic persona with ample opportunities for a language game. That is reflected, for example, in communication in forums, which are divided according to the topic: political (for example, (Yapparova et al,2015)), gender, professional forums, etc. The style of Internet communication undoubtedly has a strong influence on the chosen discourse (Bochina et al, 2015). Memes, being put into a form of game, can become part of a manipulation aimed at winning confidence of the recipient and inspiring them to take a desired position.

5 Conclusion

Thus, the analysis allows us to assert that the Internet meme is polyfunctional, has the essential characteristics of a precedent phenomenon and contains a set of connotations embedded in the mind and vocabulary of a linguistic persona - the so-called cultural code. Meme encrypts emotions, feelings, ideas and customs of a society and therefore the cultural code of an Internet meme is a product of the collective unconscious, the product of modern culture. Internet memes impact the audience transmitting a certain behavior pattern or a specific assessment of the event. Events can be interpreted with the help of Internet memes in the following ways: reproduction of existing Internet memes by including them in a new context and production of new information units by framing an event into the cultural code of an Internet meme.

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PERSPECTIVE ASSESSMENT OF PERSONNEL COMPENSATION LEVEL

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Abstract: The paper substantiates the need for a perspective assessment of personnel compensation in accordance with the strategic goals of doing business since the information set of an analytical system is the basis for decision-making. The scientific and practical aspects of the compensation modeling for employees in the oil industry have been studied: the goal has been set, and the tasks for the perspective assessment of the compensation level have been determined. The possibility of applying the regression model for revealing the dependence of the level of compensation to corporate personnel on quantitative and qualitative factors is estimated. The following indicators were identified for their inclusion in the regression model: the number of employees, length of service, and the index of labor distribution. The factors that have the strongest impact on the compensation to employees are highlighted. Qualitative indicators have been introduced in order to take into account qualitative variables that have an impact on the amount of personnel compensation in the future: possession of a higher vocational education and knowledge of foreign (English) language.A linear multiple regression equation is derived taking into account the specified qualitative factors. As a result, it was concluded that the most significant factor in the growth of the compensation to personnel of an oil company developing oil deposits not only within the Russian Federation but also abroad is command of English. Consequently, this factor serves as a basis for introducing incentive types of compensation for personnel in oil industry.

Keywords: compensation, analysis, stochastic analysis, correlation, regression, management decisions, ANCOVA-model.

1 Introduction

In modern conditions of free competition and speeding-up of information flows, the problems of analytical support of labor costs management and its compensation are actualized (Barrett et al, 2007), (Nesterov et al, 2014).

The analytical system allows us to evaluate the quantitative and qualitative changes occurring within strategic management of compensation costs, to identify trends in the development of favorable and adverse events and phenomena in the practice of employee compensation (Sungatullina et al, 2016). Thus, the information set generated in the analytical system serves as a basis for making and implementing decisions within the framework of personnel compensation management.

2 Method

In practice, not all economic phenomena and processes can be studied using the method of deterministic factor analysis, since in most cases they can not be reduced to functional dependencies., stochastic models are often used in economic research of personnel compensation, because all factors on which the reward depends, operate in a complex and are interrelated. Depending on how optimally the various factors combine, there will be a different impact degree of each of them on the compensation value.

The purpose and objectives of a perspective assessment of the compensation level for personnel using stochastic analysis methods are to determine the main factor affecting the amount of compensation. For this, regression models can be used, where explanatory variables are both quantitative and qualitative, that is, ANCOVA models (Beehner,2016), (Lu et al , 2016), (Rajkumar et al, 2015).

It is possible to present the following quantitative factors affecting the level of personnel compensation:

- the category of employees;
- work experience;

- percentage of overfulfilment of the plan by the volume of output (index of labor distribution - ILD).

Qualitative variables:

- posession of higher education;
- command of English.

In this case, the regression will look like:

$$y = a + b_1 \cdot x_1 + b_2 \cdot x_2 + b_3 \cdot x_3 + y_1 \cdot D_1 + y_2 \cdot D_2 + e \quad (1)$$

Where:

a - the tariff rate;

x_1 - the class of an employee;

x_2 - length of service;

x_3 - percentage of overfulfilment of the plan in terms of output (index of labor distribution - ILD);

D_1 - possession of a higher vocational education;

D_2 - knowledge of foreign (English) language.

3 Result

We investigate the dependence of personnel compensation on quantitative and qualitative factors on the basis of materials presented by an oil company from the Republic of Tatarstan.

Table 1. Data on the compensation to employees of the integrated treatment and pumping out department of an oil company from the Republic of Tatarstan for a month (fragment)

Item No.	Full name	Amount of compensation (rubles)	Class of the worker	Work experience of the employee (years)	Percentage of overfulfilment of the plan (index of labor distribution)	Higher education	Knowledge of a foreign language (English)
1	2	3	4	5	6	7th	8
1	Babanov A.A	17100	4	2	1	0	1
2	Maksimov L.N.	19900	5	6	1.5	0	0
3	Kondratyuk S.E.	9600	2	10	0.5	0	0
4	Apraksin N.D.	12500	3	5	1	0	0
etc.							
47	Ivanova I.S.	15400	4	8	1	1	0
48	Ziyatdinova I.F.	17300	4	12	1.2	1	1

49	Zolova I.A.	16950	4	14	1	1	0
50	Abdullin A.Sh.	21100	6th	9	1.1	1	1

Using the "Correlation" tool from the Excel software package, we build the pair correlation linear coefficients matrix.

Table 2. Pair correlation linear coefficients matrix

	Y	X_1	X_2	X_3
Y	1			
X_1	0.947726	1		
X_2	0.680576	0.620713	1	
X_3	0.381595	0.306414	0.371912	1

The analysis shows that there is the greatest close statistical relationship between the employee compensation and his/her class (r_{yx1} = 0.948), strong statistical relationship between the employee compensation and his/her length of service (r_{yx2} = 0.681), and moderate statistical relationship between the employee compensation and index of labor distribution (ILD) (r_{yx3} = 0.382).

Factors X_1 and X_2 are closely interrelated (r_{x1x2} = 0.621), but the value is less than 0.7, so both factors can be retained, just like the factor X_3 which is weakly related to other factors.

In our study, the number of observations was n = 50, and the number of independent factors m = 3. Thus, we form a three-factor multiple regression linear model. The selection of factors can be performed manually (based on the analysis of the pair correlation coefficients matrix) in the software package Excel:

$$Y_X = a + b_1 x_1 + b_2 x_2 + b_3 x_3 \quad (2)$$

The regression estimate is carried out by the least square method using the "Data Analysis and Regression Tool" package.

The following results are obtained.

Table 3. Regression statistics

Multiple R	0.957516744
R-square	0.916838315
Normalized R-square	0.911414727
Standard Error	1263.823621
Observations	50

The coefficient of multiple correlation equal to 0.958, indicates a close relationship between the amount of compensation, class, length of service, and the index of labor distribution (ILD) of an employee.

The coefficient of determination which is equal to 0.917, shows that 91.7% of the compensation amount is formed as a result of the influence of the class, length of service and the index of labor distribution (ILD) of the employee, and only 8.3% of the compensation amount variance is formed under the influence of factors which are not considered in this model.

Table 4. Dispersion analysis

	df	SS	MS	F	The importance of F
Regression	3	810028391.30	270009463.800	169.046448	7.5945E-25
Residual	46	73473506.72	1597250.1146		
Total	49	883501898.00			

The factor dispersion of the compensation amount is 270009463.8; the residual dispersion is 1597250.15.

The observed value of the Fisher test 169 (the importance is of 7.5945E-25 <0.05) confirms the statistical reliability of the regression equation and the determination coefficients.

Table 5. Factor dispersion of the personnel compensation amount for the complex treatment and pumping out department of an oil company from the Republic of Tatarstan

Index	Coefficient	Standard Error	t-statistic	P-value	Lower 95%	Upper 95%
Y-intersection	2423.12	854.31	2.84	0.01	703.48	4142.76
X_1	2.278.21	177.92	15.50	0.00	2400.08	3116.34
X_2	103.80	45.34	2.29	0.03	12.53	195.06
X_3	1234.72	758.41	1.63	0.11	-291.88	2761.32

We write the regression equation (we specify the standard error of the coefficients and the observed t-statistic in parentheses):

$Y = 2423.12 + 2758.21 * x_1 + 103.80 * x_2 + 1234.72 * x_3$

According to the regression coefficients obtained, the amount of compensation increases by 2758.21 rubles with an increase in the emloyee's class by one with the index of labor distribution (ILD) equal to 1, and no change in the length of service of the employee. With each year of work, the amount of compensation increases by 103.80 rubles, regardless of the increase in the class and influence of ILD. While maintaining the class and the length of service of employees, the amount of compensation increases by 1234.72 rubles, with the increase in ILD value by 1 (100%).

Next, we introduce the fictitious variable D. To select a variable from D_1 and D_2, we analyze the data presented in Table 6, linear coefficients of pair correlation with the participation of qualitative factors D_1 and D_2.

Table 6. Linear coefficients matrix for pair correlation

	Y	X_1	X_2	X_3	D_1	D_2
Y	1					
X_1	0.947726	1				
X_2	0.680576	0.620713	1			
X_3	0.381595	0.306414	0.371912	1		
D_1	0.408322	0.3339676	0.436695	-0.02873	1	
D_2	0.285738	0.221564	-0.06491	-0.05252	0.088301	1

The results obtained show that the factor D_1 (possession of higher education) which is equal to 0.408, has the greatest relation with Y. The factor D_2 (command of the English) is 0.3 and has not much less relation, in comparison with the factor D_1. Hence, we select both factors as fictitious variables.

Next, we use the "Regression" analysis tool and write down the multiple regression linear equation, including qualitative features in it: possession of higher education and command of English.

The following results are obtained.

Table 7. Regression statistics and variance analysis

Multiple R	0.96711
R-square	0.93529
Normalized R-square	0,92794
Standard Error	1139.86311
Observations	50

Dispersion analysis					
	df	SS	MS	F	Importance of F
Regression	5	826333229.5	165,266,645.9	127.19786	5.31163E-25
Residue	44	57168668.47	1,299,287.92		
Total	49	883501898			

The multiple correlation coefficient which is equal to 0.967, indicates a close relationship between the amount of compensation, class, length of service, ILD, possession of a higher education, and command of English.

The coefficient of determination equal to 0.935 shows that 93.5% of the amount of compensation to employees is formed as a result of the influence of employees' class, length of service, ILD, possession of a higher vocational education and command of English, and only 6.5% of the compensation amount variance is formed under the influence of factors not taken into account in this model.

Table 8. Factor dispersion for the complex oil treatment and pumping out department personnel compensation of an oil company from the Republic of Tatarstan per year

Index	Factors	Standard Error	t-statistics	P-value	Lower 95%	Upper 95%
Y	2048.50	797.20	2.57	0.01	441.85	3655.15
X_1	2553.32	171.29	14.91	0.00	2208.11	2898.52
X_2	106.10	45.31	2.34	0.02	14.79	197.40
X_3	1674.22	705.63	2.37	0.02	252.11	3096.33
D_1	673.53	383.79	1.75	0.09	-99.95	1447.01
D_2	1143.55	393.37	2.91	0.01	350.76	1936.33

As a result, we obtain the linear multiple regression equation taking into account the qualitative factors D_1 (possession of higher education) and D_2 (command of English):

$$Y = 2048.50 + 2553.32 \cdot X_1 + 106.1 \cdot X_2 + 1674.22 \cdot X_3 + 673.53 \cdot D_1 + 1143.5 \cdot D_2 + e$$

Let's compare the quality of the model with a fictitious variable with the usual regression model (Table 9).

Table 9. Comparative table for indicators of the model with fictitious variable and the usual regression model

Indicators	Without fictitious variable	With fictitious variable
Multiple R	0.96	0.97
R-square	0.92	0.94
F - Statistics	169.00	127.20

Regression sum of squared deviations	810,028,391.30	826,333,229.50
Error sum of squares	73,473,506.72	57,168,668.47
t_a	2.84	2.57
t_{b1}	15.50	14.91
t_{b2}	2.29	2.34
t_{b3}	1.63	2.37

The results of the comparison show that when a fictitious variable is introduced, the quality of the model practically does not change, although small changes towards improving the quality of the model are observed in such regression analysis indicators as:

- multiple R;
- R-square;
- regression sum of squared deviations.

To make a conclusion about the influence of qualitative factors on the amount of personnel compensation, we use Student's statistics. T-statistics for the differential coefficient of Y-intercept before the variable D_1 is 1.75, and before the variable D_2 - 2.91. The critical value of t-statistics is 2.0154 (t - 0.05; 44). Consequently, possession of higher education does not affect the amount of compensation, and command of English increases it by 1,143.55 rubles.

Thus, for the perspective assessment of the average amount of personnel compensation in an enterprise, the following model can be recommended:

$$Y = 2048.50 + 2553.32 \cdot X_1 + 106{,}1 \cdot X_2 + 1674.22 \cdot X_3 + 1143.55 \cdot D_2 + e$$

In the case of command of English:

$$Y = (2048.50 + 1143.55) + 2553{,}32 \cdot X_1 + 106{,}1 \cdot X_2 + 1674{,}22 \cdot X_3 + e$$

Without command of English:

$$Y = 2048.50 + 2553.32 \cdot X_1 + 106{,}1 \cdot X_2 + 1674.22 \cdot X_3 + e$$

We introduce the following assumptions. For the following year, it is planned to increase the average class index of employees (x_1) to 4 due to training activities; length of service (x_2) can not be changed due to increased production, attraction of staff and their training, and will be 8 years; the percentage of fulfillment of the plan (in other in words: the index of labor distribution, ILD) x_3 is planned to be increased to 1.1. Taking into account this information, the projected compensation to personnel of the complex oil treatment and pumping out department of the oil company from the Republic of Tatarstan will be:

In the case of command of English:

$$Y = (2048.50 + 1143.55) + 2553.32 * 4 + 106.1 * 8 + 1674.22 * 1.1 = 16095.78 \text{ rubles.}$$

Without command of English:

$$Y = 2048.50 + 2553.32 * 4 + 106.1 * 8 + 1674.22 * 1.1 = 14952.22 \text{ rubles.}$$

Consequently, command of English is a more promising factor in the amount of compensation than possession of a higher vocational education. This is because the oil company being under study develops oil deposits not only within the Russian Federation, but also abroad. Proceeding from this, the presence in the reserve of employees who speak a foreign language is a significant factor. Therefore, the introduction of incentive allowances is recommended, what will affect the amount of personnel compensation.

4 Discussion

As studies show, a perspective assessment of compensation should be built taking into account the qualitative variables that characterize the development of knowledge and skills of staff. These properties have an impact on the formation of the principles of compensation to personnel in conjunction with the strategic objectives of a company (Sum, 2010). Many specialists (Chen et al, 2005) emphasize the relevance of business strategies and human capital strategies to motivate employees to work effectively. In particular, P. Boxall (Boxall,1998) notes the relationship between the company's competitive advantage, business strategy and reward system. B.K. Boyd and A. Salamin (B.K. Boyd and A. Salamin,2001) give the key role of sustainable enterprise development to bonus programs, T.J. Bush (T.J. Bush,2003) emphasizes that a bonus system is a significant factor, R. White (White,2005) and F.Yuliaty (F.Yuliaty,2017) also indicate the need for development of a logically based employee incentive scheme.

Our studies confirm the findings of specialists. A perspective assessment of the level of compensation to personnel based on the ANCOVA-model promotes the formation of information for building incentive programs for rewarding employees in conjunction with the concept of sustainable development of a company.

5 Summary

Modern business conditions are aimed at identifying factors that have an impact on the facts of financial and economic activities of organizations in the long term. In this context, the most precisely economic phenomena are described using probabilistic stochastic models, since they allow us to give a perspective assessment of economic processes (Kadochnikova et al,2015).

The results of the ANCOVA model application where the explanatory variables are both quantitative and qualitative, make it possible to assess changes in the amount of personnel compensation in the long term. In our study, we have determined that the variation in the level of personnel compensation occurs depending on the deviation from the planned level of such quantitative variables as employees' class, length of service, and index of labor distribution. At the same time, the qualitative characteristics are influenced by the level of compensation to employees: possession of higher education and knowledge of foreign (English) language. Consequently, these variables must be taken into account upon prospective assessment of the level of compensation to personnel in the oil industry and when forming incentive compensation types.

6 Conclusion

Thus, a long-term assessment of the compensation to employees contributes to the growth of analytical capabilities of information flows in the development and adoption of decisions related to strategic management of a company's human capital (Sungatullina, 2015). In this connection, when building an integrated system of personnel compensation, it is necessary to rely on the results of an analysis. In aggregate, the results of the perspective assessment of compensation make it possible to give strategic importance to the variables that determine the effectiveness of the personnel compensation system, to assess the degree of their influence, and the emerging trends.

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THE INFORMATION EDUCATIONAL TECHNOLOGIES IN THE DEVELOPMENT OF STUDENTS' COGNITIVE SELF-STUDY AND PRACTICAL AUTONOMY

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Abstract: The article is devoted to the development of cognitive-practical autonomy of learners through the introduction to educational process of educational information technology, including distance learning. It presents some aspects of the development and application of electronic educational resources in the disciplines of professional training. This article provides a description of the structural components of the distance learning course of Methods of teaching second foreign language (French), designed for students enrolled in the direction "Pedagogical education", as well as analysis of the effectiveness of its application in the educational process at the University. Positive survey results, pedagogical observation, and also organized experiential learning allow us to conclude that distance learning courses are means of development and stimulation of cognitive activity and independence of learners. They provide more comfortable learning environment, positive influence on the ability and willingness of future teachers to learn, to grow and to develop throughout their career.

Key words: cognitive-practical autonomy, information educational technologies, distance learning, electronic educational resources, distance course, method of learning a foreign language, professional training.

1 Introduction

Actuality of research is caused by the general trends of world development, defining the change of priority targets in education. The formation of a competitive educational environment requires more of informatization of education, introduction of innovative educational technologies, creation of opportunities for the development of cognitive independence of learners (Gaifutdinova et al., 2015).

A number of scientific studies are dedicated to the problems of distance education and e-learning resources. Procedural matters and psychological-pedagogical aspects of informatization of education are discussed (Zakharova, 2003, Robert, 2007, Martin, 2009). Methods of organization of independent educational cognitive activity in the online environment are available in the writings of such researchers as T. A. Boronenko, A. V. Kaysina, V. S. Fedotov, J. Martin, and many others (Boronenko et al., 2015). Challenges and advantages of distance learning, organization of bilateral cooperation between teacher and student, the importance of feedback are revealed in researches of S. Li, V. Irby, M. Hastie, I. Hung, N. Chen and Kinshuk (Li, Irby, 2008; Hastie et al., 2010).

Currently, in connection with the occurrence in the Russian Universities the new educational directions and specialties, the curricular plans and teaching methods of several disciplines are undergoing significant changes due to the challenges of entering the Russian education system into the world educational space. In order to enhance its competitiveness in the educational market, the disciplines of professional cycle of training are being increasingly specialized, focus on the formation of professionally significant competencies, responding to current needs and social requests to the training of future graduates (Subich et al., 2016).

According to Federal state educational standards of new generation, the results of education are presented in the form of characteristics of acquired competencies (Konopatskaya, Fakhrutdinova, 2015). So, training on methods of teaching foreign languages at higher school is focused on the formation of common cultural competences, among which are the ability to self-organization and self-education and professional competences, which are expressed, among all, by the ability to use the opportunities of the educational environment to achieve personal, metasubject and subject results of education and ensure the quality of the educational process by means of taught academic subjects, ability to organize cooperation of students, to support their activity, initiative and autonomy, to develop creative abilities.

One of the means of developing the cognitive-practical autonomy of students and enhancing the effectiveness of the educational process at the Kazan Federal University are actively developing remote educational technologies, which are increasingly applied at different levels of learning, both in full-time and in part-time forms.

2 Materials and methods

The purpose of the study was to pilot test the e-course on Methods of foreign language teaching in the educational process of higher education and to identify its potential in the development of the cognitive-practical autonomy of the learners.

The research is based on developed electronic course "Theory and methods of teaching second foreign language (French)", developed at the Department of Roman Philology, Kazan Federal University IFMC in support of the corresponding academic discipline (Nazarova, 2014).

The course is designed for students of fourth and fifth years of pedagogical full-time study, learners of French as a second foreign language, and is aimed at formation of professional competence of future teachers. The course contributes to the students' acquiring the following knowledge: basic regularities of the process of learning a foreign language as a means of communication, education, development and education of students; the characteristics and the main ways of formation of speech skills of the French language; modern methods of diagnosing achievements of students. In the process of mastering of a course students learn methods and technologies of formation of speech skills and learn to apply them in the professional teaching activities creatively.

As the research methods, the study and generalization of pedagogical experience, conversations with teachers and students on the research problem, observation of the learning process, testing, questioning, experiential learning and analysis of learning outcomes of students were used.

3 Results

Developed e-course of methods of teaching the second foreign language (French) provides a solid theoretical training of future professionals, as it contains the basic theoretical principles, including the basic methodological concepts and definitions. Much attention is paid to peculiarities of formation of skills of the French language in comparison with the first foreign language. Thematic test tasks help to consolidate the knowledge and to identify the level of learning of students.

As the curriculum is supported by the electronic resource of the discipline which includes lectures and practical classes, so the lecture notes, assignments for preparation for practical classes and independent work are included. The main elements of the considered e-course are also the working program of discipline, a glossary, a list of keywords and abbreviations. The control unit includes a self-assessment questions, the approximate list of questions to offset and final tests. For the convenience of users the guidelines for learners and for teachers to work with the electronic resource were developed, educational-methodical and information support of the discipline was presented.

E-course is designed to work in class and independently and provides the organization of various forms of communication between teachers and students. It has high interactivity level thanks to guidelines, tests for self-control in all sections and control testing, assignments with feedback, and monitoring the activities of trainees.

The content of the course consists of five thematic blocks. Each unit includes guidelines for students, lecture notes, presentation on the topic, practical exercises and tasks for independent work, questions for self-assessment and test on theoretical questions of the topic studied, as well as additional material in the form of PDF documents, presentations or links to websites and digital resources from open sources (e.g., reference material "Vocabulary classroom items on the French lesson" in a PDF-document, presentation "Game technology in the training of the French language"; links to the websites of the Federal educational standard, the official website of the Ministry of education and science of the Russian Federation; article "Teaching pronunciation in the French lesson in elementary school", "Training and control language tests").

Practical tasks are designed for each studied subject and are directed on formation and perfection of professional pedagogical skills of the trainees. So, theme 1: "The theoretical foundations of methods of teaching French language", has the following task: determine the goals and objectives of the lesson of the French language (according to one of the textbooks recommended by the Ministry of education and science for teaching at school). The purpose of this task is to update theoretical knowledge and to demonstrate the ability of their application in practical teaching. The task done is sent to the tutor, and the discussion in practical classes is possible, too.

Test control on this topic includes the tasks to test knowledge of the vocabulary of classroom use (vocabulary presented in a PDF-document), the possession of which helps the learner to prepare and demonstrate in the subsequent practical classes the fragments of French lessons.

In theme 2: "Formation of speech skills of the French language", the features and methods of formation of phonetic, lexical and grammatical skills in French are described. In particular, the following practical tasks are presented:

1. To develop a phonetic exercise for the introduction and training of a pronunciation of sounds of the French language.

2. To propose and justify the most appropriate ways of introducing different types of lexical units and to develop a set of exercises for their workout.

3. To introduce new grammatical material and to develop training exercises and the automation of grammar skills on this topic.

All assignments are sent to the tutor.

Theme 3 "The features of the formation of the receptive skills of the French language", examines the features and technologies of formation of reading and listening skills. Among the practical tasks are as follows:

1. To select and present at a practical lesson the text for listening at the senior stage of secondary school. To develop the task for understanding of the basic information and the detailed understanding of the text. To prepare for the demonstration of a part of the lesson, by applying the developed materials. The text of the tasks is sent to the tutor, a fragment of a lesson is demonstrated in practical classes.

2. To develop assignments to the proposed text to be read in accordance with the principle of level penetration in the text (the text is presented in a PDF file). The task is sent to the tutor.

In theme 4 "The features of formation of the productive skills of the French language", the technologies of formation of skills of speaking and writing are discussed. We give examples of practical tasks, performed by the students:

1. To make speech situation for the lesson-discussion on a topic of study at the senior level of school. The task is executed in the form of a file and sent to the tutor.

2. To select normatively composed speech samples for the formation of skills of written speech, in accordance with the content of teaching writing at the secondary level school. The response to the task is sent to the teacher in the form of a file.

The course is finished with theme 5 – "The types and methods of control of the speech skills of the French language". The main practical task of this subject is the formation of skills of various types of control in the lesson of the French language. As an example of thematic tasks, the following ones are given:

1. To make a test on the control of lexical and grammatical skills in accordance with the themes of learning the French language at the secondary school level. The response to the task is sent to the teacher in the form of a file.

2. To create tasks for the control of listening skills for secondary level of learning French at school. The job is checked out of the site during the practical classes.

3. To prepare the demonstration of a fragment of one of the lessons in the textbook of the French language for school. To use the presentation in POWER-POINT. The task is checked out of the site during the practical classes.

Before performing practical and control tasks in all subjects, students are advised to study carefully the lecture and additional material, presented in the course. When developing demonstrations of fragments of lessons, it is recommended to use widely modern learning tools and innovative learning technologies.

Check of correctness of tests execution is carried out automatically, the teacher has the option of monitoring results through the report estimated, allowing to track the results of each user, is enrolled in the course. For all tests, and many practical assignments a time limit is set. The number of attempts, as a rule, is not limited, but is automatically evaluated and displayed according to the first attempt. The gradebook allows the instructor to view the results, written to all course users, it reflects the average performance for each of the theoretical test or the practical assignment, the system automatically issues the final grade for the course. A feedback form with students is provided by sending messages and works, checked by the teacher, on the email addresses.

The course was introduced in 2014 More than 100 students participated at an experienced training. The results showed that in comparison with traditional learning, the application of the distance learning course is more effective, both in terms of formation of professional skills, and in developing cognitive-practical autonomy of the learners.

A survey among the users of considered e-course has revealed a number of positive aspects of its application in the educational process; we represent them in descending order of importance, according to respondents:

- permanent access to all course materials, including tests on theoretical questions and practical tasks (marked 98% of respondents);

- interactivity of the course, availability of assignments with feedback from the teacher (97%),
- the availability of short and full lectures, presentations on topics (93%),
- the ability to self-plan their own learning activities (92,5%),
- possibility to return to the already passed material, to repeat bad or poorly assimilated (89.5 %);
- the presence of a variety of tasks and supplementary materials to enhance the formation and development of professional skills and competencies in methods of teaching foreign language (85,5%),
- increased motivation to learn academic discipline (69%).

4 Summary

As it is rightly noted by many researchers, the main goal of modern education should be the formation of the young generation's ability and willingness to learn, to grow and develop throughout life. The problems of improvement and modernization of forms and methods of learning are successfully solved through the development and increasingly wider involvement in the learning process of electronic educational resources of various kinds. E-learning opens up great opportunities for the development of cognitive-practical autonomy (Antonova at al., 2016).

Online courses provide both students and teachers a greater freedom of action. In particular, they allow students, if necessary, develop training modules independently, to execute the offered tests for self-control and practical tasks at their convenient time and at their own place, making use of all the necessary reference books and other resources. From the point of view of teaching, the proper application of these courses provides the individualization of the educational process. As a result, knowledge, skills and abilities, acquired by the learners, are formed on a more conscious basis, which plays an important role "in solving problems of formation of the modern competence-oriented educational environment" (Abdrafikova, Konopatskaya, 2014; Meets Shelestova, 2016).

5 Conclusion

Thus, the use of e-learning courses in educational process in high school can be one of the means of ensuring the transition to a productive style of learning as the ultimate goal of modernization of Russian education. The constantly changing conditions of modern life, noted, in particular, by the rapid growth and an unprecedented spread of new information technologies require a fundamental change in the content of education, forms and methods of work; while the tasks of the development and stimulation of cognitive activity and independence of learners are of great importance.

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PRAGMATIC ASPECTS OF ARTISTIC PROS REALITY TRANSLATION FROM KAZAKH LANGUAGE TO RUSSIAN

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Abstract.Recently, a special attention was paid to the issue of realities, which make an integral part of any artistic text pragmatics. In the process of translation as an act of interlingual and intercultural interaction, the realities as national-cultural elements of a work of art specificity cause some difficulties and complexities. The article deals with the transfer of Kazakh fiction historical realities in a pragmatic aspect. The main method of the study was the comparative analysis of translations with fiction prose originals from Kazakh into Russian. The ways of historical reality translation were analyzed as the results of research, as well as the impact of pragmatic factors on the process and results of the artistic translation, are analyzed. A particular attention is paid to the translation of Kazakh historical realities into Russian as a special set of translation techniques that provide a pragmatic adaptation of reality, as well as the degree of their application pragmatic adequacy. The main results of the study presented in the article provide an opportunity to find out how the standard tasks of Kazakh reality artistic translations are implemented to recreate the specific cultural and historical background of the Kazakh people.

Keywords: realia, translation, pragmatic aspects of translation, text pragmatics, interlingual communication, intercultural communication.

1 Introduction

The phenomenon of linguistic pragmatics comes into contact with the process of text linguistic translation from one language to another in the most direct way. "The concept of pragmatics in linguistics (and, more broadly, in semiotics) is not reduced only to the concept of pragmatic meanings of linguistic (and generally signative) units. This concept is much broader - it includes all the issues related with the different degree of communicative process understanding of certain language units and speech works and their different interpretations by participants, depending on linguistic and non-linguistic (extralinguistic) experience of people participating in communication" (L.S. Barkhudarov,2008, p.107). Based on the results of translation activity, it can be seen that the pragmatic aspects, covering the whole process and the result of interlingual communication, are of considerable importance, along with the aspects of the linguistic nature.

The necessity and the importance of pragmatic aspect consideration in the translation is largely determined by the differences of reader perception and understanding - the carriers of different languages and cultures of speech work content, the asymmetry of their background knowledge, where the basis of this knowledge is reality. It is the realities as national-specific elements of the national-cultural aspect of a text that cause the greatest difficulties in the process of translation as the means of interlingual and intercultural understanding. The ideas about the pragmatic difficulties of translation were expressed by some domestic and foreign theoreticians and linguists (Labov U ,1975, 9). The whole point of this problem was that it was required to make serious changes in translation from pragmatic considerations (Vlakhov ,1986; Krupnov ,1976; Schweitzer,1973). So, for example, A.D. Schweitzer was one of the first to talk about the need of translation beyond the boundaries of the linguistic system itself, pointing to the "indissoluble unity of linguistic and non-linguistic aspects" (Schweitzer,1973, p. 32).

The task of our study is to analyze the ways of translation, as well as the methods of pragmatic influence of historical reality names on the basis of the artistic translations of Kazakh prose into Russian.

2 Methods

The material for the study was the historical story "Farabi" of the Kazakh prose writer Dukenbai Doszhan and the translations of the story performed by Z. Nikolaeva and Z. Yakhontova. In the course of the analysis, we encountered different cases of pragmatic adaptation application in the translations of the story into Russian.

The following methods of linguistic research were used in the work: generalization and systematization, analytical method, comparative analysis and statistical method.

The method of generalization and systematization was applied during the consideration of different researcher views and linguistic materials on the research topic. The analytical method was used to analyze the scientific and scientific-methodical literature on the study of pragmatic relations specific features in translation, as well as the scientific concepts in modern domestic and foreign works. The differences between two genetically unrelated languages - Russian and Kazakh - are revealed as a comparative method.

Besides, a statistical method was used that made it possible to comprehend the phenomenon under study deeper, to reveal the most frequent methods of pragmatic influence used in translation of Kazakh literature into Russian.

3 Results

Over 60 names of historical realities were identified and analyzed in the course of the study. The comparative analysis showed that an important interpreter's strategy during the transfer of realities (in our case, Kazakh ones) is the pragmatic adaptation, which involves the transformation of a source text, taking into account the transfer of its pragmatic potential, which is achieved by the inclusion of additional explanatory elements in the text of translation, redundant from a recipient's point of view, as well as by a number of semantic transformations.

It turned out that the transfer without the change of historical reality names from a source text to a translated one does not always make it possible to produce fully a potential communicative effect that an art message implied. It is proved that this happens due to the lack of realities of one culture in the background knowledge of another culture knowledge, therefore, during the translation process, translators resort to various special methods of reality transfer in order to provide the desired impact on a reader.

Having analyzed the extensive material on the analysis of the pragmatic component of Dukenbai Doszhan's work realities, we highlighted the frequently used ways of Kazakh historical realities translation into Russian:

A) the preservation of a realia in the text with the subsequent comment (or a footnote). Compare:

*Күтуші кеп **торсықтан** су жұтқызды* (D. Doszhan "Farabi", 21 bet). The servant gave him a sip from the **torsyk*** (* torsyk - a leather bag) (translation by Z. Yakhontova, p. 270).

As can be seen from the above example, the translator accompanies the historical reality torsyk with a sub-page footnote *torsyk - a leather bag. This method of reality transfer is used due to the absence "materiality" in the language of translation (the term by A.A. Reformatsky), available in the original language. The necessity of using this method is explained by the fact that there is no direct correspondence to this reality in the translation language, namely, there is no such thing as torsyk in the everyday life of Russian reality. Thus, accompanying the transliterated reality by a sub-page footnote, the translator ensures the reader's adequate understanding of a source text in order to reproduce his pragmatic potential.

B) refusal to save a realia, "descriptive" translation. Compare:

*Жұрт жұтып отырған шарап – **саумалын** қоя салып селк етті (D.Doszhan "Farabi", 12 бет).*

... put aside the bowl of wine and fresh mare's milk

(translated by Z. Nikolaeva, p. 12).

This example demonstrates that the translation author has not preserved the realia "saumal", which means "fresh, not fermented koumiss; steamed mare milk", and replaced it with the description "fresh mare milk". Such a method is often essentially not a translation not of realia itself, but its interpretation. Nevertheless, it allows us to achieve a high degree of comprehensibility for the translation reader provided that the accuracy is sufficiently high. Such cases are described by the researchers S.Vlahov and S.Florin as "the errors against national and historical atmosphere" , pointing out the undesirability of realia demonstration using the translation language units with a vivid national coloring in order not to introduce a foreign national coloring into translation.

C) The preservation of realia in a text with the addition of explanatory words. For example:

*Ең алғаш сәлемін алып, тіл қатқан шаһар **датқасы** болды* (D.Doszhan "Farabi", 11 бет).

The first greeted and the ruler of the city, the datka, spoke to him (translation by Z. Nikolaeva, p. 11).

In this context, in order to understand the Kazakh historical realia datka properly (a person exercising supervision over justice; the title awarded to people in the Kokand and Bukhara khanates to the people holding a high administrative position) the translator added the explanatory words - the ruler of the city. Compare Russian title lexeme "autocrat", denoting an autocratic ruler not limited in his power (Akhmetzhan,2007).

D) transformation, i.e. the replacement of one realia with another. Compare:

*Әуелі қаша ұрыс салсын деп **керней** салдырды* (D.Dozhan "Farabi", 8 бет).

Saif, who did not lost his courage, all wounded, seeing how his dilapidated army is scattered across the steppe, threw a cry into the zurna to give the last battle before the flight (translation by Z.Nikolaeva, p. 8).

As you can see, the realia "kerney" in Russian translation, which denotes the name of the national musical instrument, is replaced by another reality - зурна (surnay), which is similar in its genus to the realia "kerney", but is not its equivalent, since it has a slightly different function, namely, it is used in an orchestra, during holidays, horse races and fights. In this context, we talk about a military campaign. In the electronic collection of dictionaries "Лұғат" the word "kerney" is translated as "horn". But we believe that the use of the word "horn" in this context is also not entirely appropriate, since in a modern reader's view an external appearance of a horn resembles a pipe with valves or keys. But very few people know and remember that a horn comes from ancient musical and signal instruments made from the horns of mountain animals (hence the name); it is similar to the horn "kerney" only by signal function. It is known from history that "kerney" was used as an independent tool for the warning in military campaigns, and in combination with surnay, in various festivities. The mentions about "kerney" in the Kazakh historical epos is more common than about any other instruments.

D) elimination, ignoring of realia in a text. Compare:

*Тек төрде датқаның алдында ғана сүңгіге шаншып, **қалқанға** салған бас көрінді* (D.Dozhan "Farabi", 14 бет).

The head planted on the spear was before datka (translation by Yakhontova, p. 273).

In the first case, the translator missed the historical realia of қалқан (i.e., a protective device that covered a warrior's body from the throwing and cold weapons, which was used since ancient times until the 17th century). The Kazakh battle калкан had a round spherical or conical shape and was made of wood, as well as of rawhide (GaleevT,2016, p.152). In connection with the absence of this important realia, the contextual pragmatics of a context is lost, as it is very important that such a part of an animal's meat as a head is served on a калкан, planted on a spearhead, which is a symbol of batyr's (a warrior) courage.

The next detail concerns the need for a brief description of animal meat serving. Kazakhs pay a special attention to the division of meat. Thus, in this example, the head of a horse is mentioned. It is important to note here the fact that the head is served usually to the most respected person.

So, the abovementioned semantic transformations are considered as the ways of the text pragmatic adaptation greatest achievement.

4 Conclusions

So, on the basis of the analysis concerning the ways of Kazakh historical realia translation into Russian, we were able to identify a set of the most frequent features for the transfer of their national cultural identity. It turned out that the prevailing methods of Kazakh historical realia translation in the texts of Russian translations are the preservation of realia (often accompanied by a sub-page footnote) and a descriptive translation.

Thus, the conducted research showed that in order to achieve the effectiveness of the communication process, it is necessary to take into account the pragmatic aspects of translation, namely "the introduction of certain amendments to social-cultural, psychological and other differences between the recipients of an original and a translated text" (Schweitzer,1973 p.242). The results of the comparative analysis concerning the methods of pragmatic adaptation used in the translation of Kazakh literature into Russian indicate that when the abovementioned differences are introduced in a foreign language text, the translator should be aware of the need to find not only semantic correspondences but also functional equivalents that have a pragmatic impact, which is inherent in the original.

The study of translation methods and the pragmatic potential of historical realities was of special interest to us also because the events in the story "Farabi" by Dukenbai Doszhan (according to which the comparative analysis was conducted) are developed in the Middle Ages (IX-X centuries).

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THE TUTOR SUPPORT TO THE BEGINNING MATH TEACHERS

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Abstract: The relevance of the problem is due to the fact that the system solution of the problems of training and adaptation of beginning teachers of mathematics is necessary. In the early years of professional development of young teachers, it is desirable to provide them a high-quality methodical support – the tutor help. The purpose of the study is to improve the professional training of future teachers of mathematics on the results of the tutor support for young teachers. The tutor support is aimed to identify the main errors and difficulties, faced by young specialists and their causes; and to aim the results on the adjustment of methodical training of future teachers, promoting competitiveness, ensuring success in a chosen profession. Monographic study of young teachers' activity at school №165 of Kazan was conducted by the experts of the Department of theory and technology of teaching mathematics and computer science of the Institute of mathematics and mechanics named after N. I. Lobachevsky of Kazan Federal University. The conducted research allowed to see the main shortcomings of the training of young teachers, namely, ignorance of age-specific psychology and pedagogical techniques; the inability to work out ways of working and to teach the solution of mathematical problems etc. In accordance with this designed an individual trajectories of professional development of young teachers were worked out, as well as the ways of improving the content of training of future teachers of mathematics.

Key words: training of future teachers, the beginning teacher of mathematics, the adaptation of the beginning teachers, tutor, tutor support.

1 Introduction

School teacher lays the foundations of quality mathematics education, on which the welfare and safety of any state depends. On his competence, literacy, professionalism depend the welfare, the future of our country.

In 2013 the Concept of development of mathematical education in Russia was adopted, in which the HR problem was named as one of the main: "there is not enough teachers who can teach mathematics effectively. Most of the graduates do not meet the qualification requirements, professional standards, have little experience of teaching activities and application of pedagogical knowledge" (The concept of development of mathematical education in the Russian Federation,2017).

The Tatarstan Republic is experiencing a high demand for teachers of mathematics, their average weekly load is 25-29 hours. The average age of the teachers in refresher courses is 50 years, and the courses involve teachers of geography, chemistry, graduates of other institutions. Despite the grant system, we have to acknowledge the bad placement of young teachers in the school. The reasons for this are the lack of serious guidance to the beginning teachers, their biggest weekly load, the distribution of classes according to the residual principle. The spaces in a special, psycho-pedagogical and methodical training of future teachers also affect.

Hence, the need for a systemic solution to the problems of selection, training, certification and employment of teachers-mathematicians exists. Of particular importance are the early years of professional formation, which need to provide high-quality methodological support – tutor help. The problems of tutor support to young teachers are engaged in foreign and domestic researchers. Their works are devoted to study the effectiveness of remote forms of such supervision (Agnaldo et al, 2016); including online learning (Kao Tai-Chien Chen et al, 2015) ; work under the guidance of a university mentor (Sarah Bansilal,2015); programs of targeted training in the professional development system (Zhizhina,2014; Ignatieva,2009).

In this regard, we consider the purpose of the study in the improvement of professional training of future teachers of mathematics (FTM), as a result of the tutor support for young teachers.

Objectives of the study:

- the identification of main difficulties and mistakes of young teachers;
- the determination of their causes;
- the development of individual trajectories for the professional development of young teachers;
- the adjustment of special, psychological-pedagogical and methodical training of BOOM (young teachers).

Currently the Professional standard for teachers of mathematics is been developing, which is based on the idea of the Concept of mathematical education: "The main task of the math teacher is the formation of students' skills and readiness to formulate and solve new, not previously encountered, tasks in the respective areas. At the same time ... he will teach students but not just give them the finished mathematical knowledge in the form of a system of definitions, proofs, and recipes" (The concept of development of mathematical education in the Russian Federation,2017).

You need to rebuild the training system for BOOM: to move from "knowledge" paradigm to a competence one. At the Department of theory and technology of teaching mathematics and computer science of the Institute of mathematics and mechanics by N. I. Lobachevsky of Kazan Federal University are constantly searching for new ways to improve the effectiveness of special and methodical training of BOOM. The communication with teachers on courses of improvement of qualification and retraining plays an important role, when reviewing creative work, while the implementation of scientific management in schools, joint teaching practices. The first years, a period of adaptation are of particular importance in the professional development, retention of personnel in the school. Universities should maintain the contact with graduates, which often occurs formally, and directly receive feedback, as a rule, fails. The Department has carried out systematic observation and tutor assistance to the beginning teachers during their adaptation in high school № 165 in Kazan. It should be noted that such forms of interaction of University teachers with beginning teachers are also implemented abroad (Paivi Perkkila, Paivi Valli,2013; Janet,2015).

Tutor (supervisor) is translated from English literally as "teacher-mentor". Tutor – mentor – facilitator has the position, accompanying and supporting the process of self-education, individual educational route (Erofeeva ,2015). Accordingly, for the successful establishment of the young teacher in his professional activity, the following techniques, methods and forms the tutor support were used: conversations, pair and group tutor consultations; joint planning of lessons; visits and analysis of lessons; master classes; work with students in the class.

The purpose of this activity was to identify the main errors and difficulties faced with young professionals; analysis of the reasons; work to overcome them; and, consequently, the adjustment of methodical training of BOOM, contributing to increase the competitiveness of graduates, to ensure success in a chosen profession.

The observations revealed the inconsistencies that hinder success in their professional activities:

- between the theoretical knowledge of young teachers and the ability to apply them in practice;
- between the notions of pedagogical work, "a success situation" in the period of teaching practice while studying at the University under the guidance of experienced supervisors and independent work after graduation.

2 Methods

For the solution of research tasks the following methods were used:

theoretical (analysis of pedagogical, psychological, methodological literature);

experiential (interviews, observations, review of school documentation in 2015-2017).

We present data from the monographic research of young teachers' activities.

Graduates Z. and L. graduated from the Pedagogical faculty of mathematics and mechanics of Kazan Federal University with honors. The weekly load of each is 25 hours. Experts visited and analyzed for 30 lessons.

Graduate Z works at the school the first year in 5-th grades. The teacher is motivated for a job, but inert, not active. Conducts lessons according to plan, sometimes takes into account the characteristics of the class. Increasingly she is good at the lessons in classes where there are no discipline problems, and she can implement the plans. Z believes that raising the voice is the main means of disciplining the group.

The following causes of difficulties arising were revealed:

- subjective - personal, including the underdevelopment of the emotional sphere (conducts lessons monotonously, ordinary, not always able to interest the class);
- objective – lack of experience, a large weekly load.

A graduate L is motivated for the work of a teacher, has strong organizational and mobilizing skills. Has been working in this school from the last year at the university. Work experience is 2.5 years. Has big weekly load, inability and lack of time for self-analysis and self-education hinder professional growth. L feels the need in professional communication.

Teacher E (a graduate of the mechanic and mathematical faculty). Experience of work in this school is 3 years. 20 lessons were visited and analyzed. The teacher uses their potential (mathematical and methodological) not fully. Not always properly prepared for the lessons, not able to formulate clearly the purpose of the lesson, which does not allow to the correct selection of content and teaching methods. Often gives complicated home work, which was not studied in the classroom.

3 Results and discussion

Visiting lessons of the graduates of the mathematical and pedagogical departments of IMM provides a unique opportunity to obtain feedback that allows you to see the main disadvantages of the methods of professional training: lack of knowledge of age psychology and pedagogical techniques; the inability to refine the methods of mathematical actions, and to teach problem solving and etc. It is worth noting that the beginning teachers have the theoretical knowledge (all of them are honored students), but the appropriate level of skills to work with these knowledge is not achieved. They "sink" the following functions: organizational, motivational, communicative, constructive, mobilization. The gnostic function especially suffers. A young teacher is not yet able to provide better learning of mathematical concepts, algorithms, properties and ways of action. Emotional state of the teachers under control is desired to be better: they experience feelings of confusion, frustration, anxiety, stress. Often need psychological assistance from a senior mentor.

Such assistance is organized by our Tutors. Accordingly, an individual trajectory of professional development is built for every young teacher. As the initial recommendations to the teacher Z is suggested:

- to conduct lessons in parallel classes in one day on the same topic, which is convenient from the standpoint of Scientific Labor Organizing (SLO) of teachers and self-improvement;
- to formulate the lesson goals better and to select the content of the lesson and teaching methods according to them;
- to implement the method of working with the concepts, tasks. To pay special attention to the methods of training of individual ways of mathematical actions;
- to improve pedagogical technique. Use feedback, or this, for example, the lesson should be finished by conducting independent work, which includes exercises from previous homework.

To the teacher L is recommended:

- to improve the quality of students ' knowledge;
- to improve pedagogical technique. To learn how to install a friendly, but demanding relationships with students;
- to organize an independent educational-cognitive activity of pupils in the lessons;
- to continue working on formation of cognitive interest of students;
- to study and try to implement the technology of cooperation with students in the classroom, showing her attitude to mathematics;
- to apply active forms and methods of teaching.

Recommendations to the teacher E:

- to consider the forms and methods of work, allowing to increase the level of knowledge, skills and abilities of students. Accordingly, to apply the collective learning method (CSR), integration of didactic units (UD);
- not to transfer knowledge in finished form, and to organize UPDO for obtaining new knowledge (to create problem situations, to rely on the subjective experience of learners, to use the "appropriate tasks" methodic, etc.);
- to pay more attention to independent work of pupils in the classroom;
- to work with not one student but with the whole class in the lesson;
- to consider the content of the work in class and at home;
- to achieve awareness and strength of knowledge. To read special literature on the design of the lesson (Manvelov, 2005).
- to increase the interest of students in mathematics using different methods of stimulation.

In addition to the individual recommendations, the general guidelines to all the teachers were developed:

- to manage the activity of students throughout the lesson, to use various activities to achieve a positive motivation (through evaluation, oral approval, etc.). To instill students with love and interest to mathematics by the personal example of the teacher;
- to implement requirements of the new Standard while the introduction of new concepts, relying on the subjective experiences of students, to pay more attention to independent and research work in the lesson, to carry out an individual approach;
- in order to take into account the specifics of the pupils of the 5th classes, to study the special literature on the psychology of educational activity of younger pupils. To attend math lessons of primary school teachers;
- when selecting the content for the classroom and at home to pay attention to a variety of tasks, to consider priority tasks for development of cognitive interest of students;

- to consider carefully the method of training students to solving word problems. To pay special attention to methods of testing individual methods of mathematical actions;
- to pay attention to the emotional component of the lesson, positive emotions must prevail with the teacher and students. The optimistic component of the pedagogical activity should become the main;
- it is necessary to conduct and analyze the results of the reflection at the end of the lesson;
- to use different methods of disciplining students;
- to use the health saving technologies (physical flexing, positive emotions, etc.).

4 Insights

Observation of professional activities of the beginning teachers showed a need to increase the amount of practical training, to improve the methods of their performance and to bring the teaching methods in the University closer to school methods. With the aim of increasing competitiveness, promoting success in their chosen profession, reducing the period of adaptation, it is proposed to apply an innovative treatment technology to future teachers. We consider the method of "learning in reverse" to be promising for the actualization of knowledge in elementary mathematics and methods of teaching mathematics. First, students are offered a task, which they perform at home themselves, then in the classroom together with the teacher they discuss possible solutions of tasks or problems.

It is also necessary to improve the content of training of bachelors. For this to include into curriculum the courses on "Pedagogical mastering and technique" (where methods of disciplining students and maintaining their interest and attention in math class are taught), and on the final course - "Actual problems of methodology of teaching mathematics" (the use of didactic games, entertaining tasks, methods of projects and modelling in the teaching of algebra, geometry, etc.).

You should pay special attention to the psychological component of training future math teachers, namely:

- development of motivational aspects (to consider not only the attractive side of the profession of a teacher, but also to recognize the importance of its public mission);
- development of volitional sphere (of duty, responsibility, discipline);
- development of the emotional sphere (feelings of satisfaction and enjoyment from working with children, feelings of joy from achievement of psychological well-being, and hence a successful end result). Emotional stability is a professionally important quality of the teacher (Rudenko,2008);
- development of personal qualities (confident in necessity of chosen profession, pride for the future generation, etc.).

5 Conclusion

On the basis of the studies the difficulties in training of young teachers were revealed, related to:

- the contents of the subject "Mathematics" (insufficient level of generality and systematization of mathematical knowledge, the insufficient techniques and methods of actions, algorithms);
- the means and methods of pedagogical influence on students (the difficulty of formulating and solving pedagogical problems, the inability to consider past mistakes, lack of flexibility to modify tasks in the course of a lesson, the inability to organize the UPDO, poor managing of the discipline);
- the individual psychological characteristics of teachers (temperament, volitional qualities, emotional sphere, etc.);
- the lack of reflection and a low criticality in relation to themselves. Young teachers do not see themselves as the cause of the failures, the shortcomings in their own work.

Based on the foregoing, recommendations for the young teachers of mathematics for the preparation and conduct of lessons were worked out:

- to create pedagogical conditions for self-obtaining of knowledge by the students, as they can not be transferred in a ready kind;
- to enable students to search, study and solution of significant problems, primarily, the problems of the environment, the solution of which is directly related to the real (environmental and economic) situation in their lives to motivate learning;
- to design the content of training, based on systematic knowledge and integrative abilities of students;
- to stimulate future teachers of mathematics, encouraging their activity in solving mathematical problems and organizing a constructive dialogue;
- to choose methods and forms of education, allowing students to express themselves, to defend their own point of view, to solve problems, to anticipate situations, to develop their intuition.

However, it is necessary to carry out the reflection of professional activities (introspection, self-evaluation, self-improvement), allowing to assess adequately the level of professional skills, the causes of failures and mistakes, and also the ways of their elimination.

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THE USE OF INTERNET COMMENTS IN THE FORMATION OF SOCIOCULTURAL COMPETENCE OF STUDENTS IN FL TRAINING

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Abstract: Modernization of Russian educational system puts forward the search for new ways of formation of different competencies for University students as one of the objectives. In the process of teaching foreign languages the main aim is the development of communicative competence in the complex of its components. The article is devoted to the problem of formation of socio-cultural competence as one of the main components of foreign language communicative competence. Online comments to newspaper articles have become available at the lessons of foreign language in high school as one of the means of formation of such competence. The leading researching method was a pedagogical experiment, whose results prove the high efficiency of using online reviews in teaching foreign languages as a valuable source of formation of socio-cultural competence among the students, learning to understand the foreign text, to conduct discussions on a given problem and the construction of argument statements. The study of online reviews allows to expand linguistic-cultural, cross-cultural and cultural knowledge of students, it also serves as an information base for the development of discourse competence, increases the level of foreign language communicative competence and contributes to the maintenance of cognitive interest to the “Foreign language” subject.

Key words: online reviews, the act of communication, the understanding of foreign texts, socio-cultural competence, the teaching of the French language.

1 Introduction

One of the top-priority challenges facing the modern education is the improving of its quality (Antonova et al., 2016), bringing-up of unlikely thinking, creative person who possesses communicative competence and skills of information management. Cultural, cross- cultural, socio-cultural and intercultural knowledge and communication skills as components of socio-cultural competence of the foreign language join each other in communicative and speech competence formed in the learning process of a University’s graduate. The urgency of the problem of formation of socio-cultural competence in the process of learning a foreign language is emphasized in numerous studies (Nieto, Booth, 2010; Piatkowska, 2015; Rakhimova et al., 2017). The socio-pedagogical conditions correlated to the formation of social competence are studied (Galeeva, 2017), and there are different technologies of realization of the competence approach to the teaching of foreign languages (Abdrafikova, Konopatskaya, 2014).

The variability and diversity of social and cultural interaction with other cultures set a number of difficulties to the students, firstly in terms of understanding and interpreting the meaning of communication due to the lack or insufficient development of skills of extracting and using the information properly in combination with the existing of an individual cultural experience.

The knowledge of socio-cultural competence provides the integration of personality in the system of world and national cultures. The basis of social competence includes the mechanisms of meaning, and it means that any social-role interaction occurs in the conditions of the active involvement of personal meaning experience. In the educational process of studying foreign languages the development of socio-cultural information is carried out by stages, and its transformation into the personal experience as the ultimate goal of teaching goes through several phases: the perception, the understanding, the evaluation and application of mastered social and cultural experience.

The informational component of social competence is the ability to perceive and isolate the necessary information to conduct its analysis, comparison, generalization and synthesis for subsequent use in constantly changing conditions of modern informative society (Yarmakeev et al., 2016). That's why informative skills make up an integral part of general cultural and professional competences of the individual, which must be formed of a graduate according to the Russian Federal state standards of higher professional education. The goal-oriented organization culture of thinking and understanding of the value of information in the modern world at present is inevitably connected with the ability to work on the socio-cultural and informational field of global networks. At the same time, the Internet provides new possibilities for the formation of foreign communicative competence among the students (Gaifutdinova, 2015).

In the present study we make an attempt to give reasons for the desirability of integration of virtual review into the educational process (Hennoste et al., 2010), by which we mean a section of news sites designed to accommodate readers’ comments to articles of journalists in the online format for the purpose of expressing their point of view and perhaps for the further discussion in course of the idea given before.

2 Materials and methods

The purpose of the study was to identify the educational potential of the Internet comments to newspaper articles in meaning of forming socio-cultural competence among the students learning foreign languages.

Virtual written discourse includes a variety of genres and types of speech. The genres of virtual discourse are differentiated along the thematic lines, according to the method of interaction, channels of communication (oral, written), they differ from each other in structurally-composite, communicative and thematic parameters.

Online comments represent the textual area of a special type, which is determined by psychological, objective and cognitive attitudes of communicants (Koit, 2015). It is a specific kind of written discourse, in which the socio-cultural characteristics of a particular community are clearly manifested into the communicative behavior of the participant (Oster et al., 2015). The use of online reviews as supplementary didactic material for studying foreign language allows the trainee to get in touch with vivid and figurative language of its native speakers, to discover a colourful palette of real people’s opinions and experiences about the developments in the international and national scales, to support or challenge the views expressed, to cause arguments in defense or refutation of a particular position. The skills of understanding foreign-language texts make up the basis for the formation of full-fledged communicative competence in summary of all its components (Subich et al., 2016).

The content of the study consists of newspaper articles and their commentaries from the French printed press presented on the Internet (lemonde.fr, lefigaro.fr, nouvelobs.com, lexpress.fr, liberation.fr, francetvinfo.fr, lci.fr, 20minutes.fr, m6info.yahoo.com, atlantico.fr, leparisien.fr, etc.).

The methods of the research are stated as the study and generalization of pedagogical experience in the use of different tools and ways of formation of social competence of the individual, the monitoring of the educational process, the analysis of outcomes of students’ learning and the pedagogical experiment conducted by the authors with the aim to identify the efficiency of using the Internet reviews at foreign languages classes for the purpose of forming the socio-cultural competence among the students.

The experimental facility of the study is situated in Kazan (Volga region) Federal University. The experiment covered 100 persons among the students of Leo Tolstoy Institute of Philology and Intercultural Communication, divided into control and experimental groups, with the equal degree of training. In order to transfer the qualitative indicators into the quantitative special criteria for assessing the level of formation of socio-cultural competence has been developed.

In the educational process of learning French language the hermeneutic methods of reflexive thinking and actualization of the subjective students' experience was used, also the modeling method of personally significant social and cultural situations, the method of problem-based learning were used.

3 Results

The training in the control groups was conducted without additional Internet comments to the newspaper articles discussed at the classes. Overall, it has been stated that the comparison of received information about the particular human community with its own socio-cultural norms and values increases the efficiency of socio-cultural competence formation among the learners. From this point of view the additional information contained in the comments represents great didactic and educational potential. The specific of online comments lies in the specific national picture of the world they reflect, fixing the vision of reality from the starting point of modern reflective consciousness.

The control sections on the basis of which the level of development of social competence was identified consisted of the task to demonstrate the ability to invest the mastered knowledge into the productive forms of social and cultural activities, such as the discussions on the studied problems in contemporary French society, presentations, writing an essay on a given topic, etc. The students took a certain personal sense, which was embodied subsequently in forms of one person's activities, behavior skills and individual qualities from online comments which were studied in the class..

The concept of social competence has several interpretations depending on whether it is a part of philosophical, linguistic or pedagogical research (Murav'ev, 2011). In this article we understand it as a set of specific knowledge, skills, abilities and qualities that are generated in the process of formal or informal language training of intercultural interaction. The component structure of the considered competences are presented in the table and it has made up the basis for constructing of a pedagogical model of development of this competence based on the use of online comments to newspaper articles studied at French classes.

Table 1. The components of socio-cultural competence and its content

The components of social competence	**The content of a component (formed knowledge, skills and abilities)**
Linguistic-cultural knowledge	The understanding of the realities of the country of target language, knowledge of lexical units with the socio-cultural semantics and non-equivalent vocabulary, knowledge of rules of speech behavior, as well as the skills to apply them in typical situations of communication.
cross-cultural knowledge	Knowledge of weather and climate conditions, economy, socio-political system, social features of the country of the target language at key stages in its historical and cultural development.
cultural knowledge	knowledge of traditions, customs and main values for the people of the target language, the peculiarities of the national character, lifestyle and the national psycho, standards of behavior, typical for members of this society
socio-cultural communicative skills	The skill of using the national-specific patterns of behavior in different communicative situations, the use of linguistic, regional geographic and cultural knowledge in the dialogue of cultures.

Each component of social competence was evaluated according to the criteria corresponding to its content (the generated knowledge, skills and abilities) according to the scale from 1 to 10 points. It was possible to obtain the quantitative indicators for comparison of the level of this competence formation among the trainees in both groups. The results of the final controlling test are summarized in figure 1 in the form of average results for the control and experimental groups respectively.

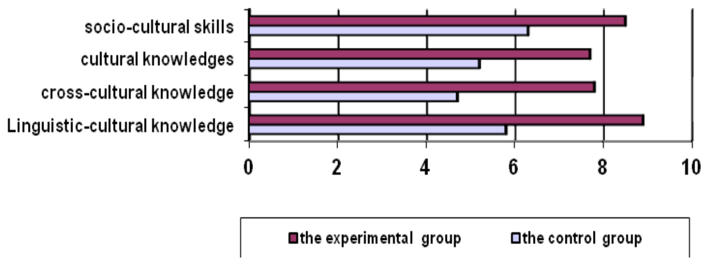

Figure 1. The results of the final phase of the experiment

The results achieved by the learners in the experimental group were higher than in the control group and it is shown in the following figure charts for each parameter. These data allow us to make up a conclusion about the validity and methodological relevance of using the Internet comments at the lessons of foreign language in high school.

4 Summary

The globalization of the economy and culture shows a strong need for specialists who speak foreign languages and are capable of professional activity under the conditions of significant expansion of intercultural interaction. The modern educational paradigm needs the implementation of the competence approach to organization of educational process and the assessment of educational outcomes. The problem of formation of socio-cultural competence is examined in the present study as one of the components of foreign language communicative competence which presents the planned result of the process of teaching foreign languages.

5 Conclusion

Such virtual written discourse, as online comments to newspaper articles is proposed as one of the modern means of forming socio-cultural competence in course of active introduction into the teaching process of foreign languages. The experimental study which was held by the authors demonstrated high educational opportunities of using the Internet reviews at foreign language classes in high school, among which we should emphasize the improvement of linguistic, cross-cultural and cultural knowledge that promotes the formation of skills of accurate interaction in the dialogue of cultures.

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THE PROJECT OF THE TROUT (SALMO TRUTTA LINNAEUS, 1758) POPULATION'S RESTORATION IN THE REPUBLIC OF TATARSTAN AS THE TASK OF WATER MANAGEMENT FOR SMALL RIVERS

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Abstract: As a result of technological calculation of recirculating aquaculture system, with the capacity of 10 tons of market fish per year, it was established, that the following basic elements are required for the system operation: fish-rearing pools, incubators, equipment for oxygenation and disinfection of water, biological and mechanical filters. The calculation showed that the payback period of the fish farm, designed in the course of the work, is 2 years, with the total costs for the organization of this farming - 12202000 rubles. The volume of the expected proceeds will be 6190000 rubles. The implementation of the project also allows to increase the number of species, rare for the fauna of the Republic of Tatarstan - *Salmo trutta* Linnaeus, 1758. The possible annual volume of release of rainbow trout fingerling, with a mass of 1-1.5 g, into the natural watercourses of the Republic of Tatarstan, with the purpose of recruitment, is 16900 pcs.

Keywords: rainbow trout, recruitment, recirculating aquaculture system, artificial reproduction, fish farming.

1 Introduction

One of the contemporary problems is the reduction of biological diversity. Biodiversity affects the ability of living systems to respond to changes in the environment, supports the functions of ecosystems.

Today it is clear, that biodiversity is important for the future sustainability of water resources. This also includes commercial fishing. The widespread reduction of fish resources necessitates the introduction of new approaches to the conservation of biological diversity (Hiddink et al,2008).

Recently, it became clear, that changes in the species and size composition of fish communities affect the structure and functioning of aquatic ecosystems, including the biomass of species at all trophic levels (Frank et al, 2005).

Along with traditional approaches for the conservation of biological diversity (for example, the creation of protected natural areas (Zamaletdinov et al, 2016), it is advisable to use artificial methods for the reproduction of rare and endangered species. The latter is particularly effective within the scope of works for creation of aquaculture.

Salmo trutta Linnaeus, 1758 now is one of rare and endangered species in the territory of the Republic of Tatarstan (*Red book of the Republic of Tatarstan (animals, plants, mushrooms),2016).* This species is also an important element for sport and commercial fishing. The latter circumstance also does not contribute to the restoration of the species number.

The widespread reduction of habitable conditions for this type casts doubt on the possibility of its preservation by traditional methods. Therefore, the issue of organizing a specialized fish farm is on the agenda.

Salmonids are one of the traditional objects for artificial reproduction (Fraser ,2008).The creation and operation of such farm will not only provide the economy of the Republic of Tatarstan with a valuable protein product. This farm will also allow to save, and to maintain at a stable level, the number of rare and endangered species.

The aim of this work is to develop an algorithm for the reproduction of rainbow trout in conditions of recirculating aquaculture system, for the conservation and recruitment of their population. At present, there are no such farms on the territory of the Republic of Tatarstan.

The work was carried out at the Department of Environmental Engineering and Water Management of the Institute of Management, Economics and Finance of the Kazan (Volga) Federal University.

2 Material And Methods

The proposed fish farm is supposed to be created on the principle of recirculating aquaculture system. Such a choice is due to the stenobiontility of the breeding object to the external conditions (primarily to the oxygen content in the water).

The basic technological calculations were carried out using standard algorithms (Proskurenko ,2003). Technological calculations (the survival rate of fish, the number and volume of containers in recirculating aquaculture system, the leveling of oxygen balance, water flow rate) were carried out according to the algorithms, recommended by V.L. Tsuladze(Tsuladze,1990).

Recirculating aquaculture systems require the continuous removal of metabolic products. This is especially important for salmonids. The calculations of metabolic products and the volume of bio-loading were carried out according to M.B. Timmons and J.M. Ebeling (Timmons,2013).

Along with the technological component, we carried out the economic calculation of the planned farm.

In the process of economic calculations, we proceeded from the assumption, that the cost of electricity, heating and water supply is planned to be paid from the federal budget, in accordance with the State Program "The development of Market Aquaculture in the Republic of Tatarstan" for 2015-2020.

The calculation of capital costs and payback period was carried out using the standard algorithm (Sheremet,1998).

3 Results And Discussion

Planned fish husbandry is supposed to be located near the village Popovka, in the Nizhnekamsk municipal district of the Republic of Tatarstan.

The manufacture consists of 3 recirculating aquaculture systems for market fish rearing of different age groups and installation of closed water supply for breeding the spawners and incubation of hard roe.

Schematically, the recirculating aquaculture system includes a number of specific elements:

1. System for bactericidal treatment.
2. System for oxygen saturation of water.
3. System for maintaining the fixed temperature.
4. Mechanical and biological filters.

Functionally, the circuit is shown in Figure 1.

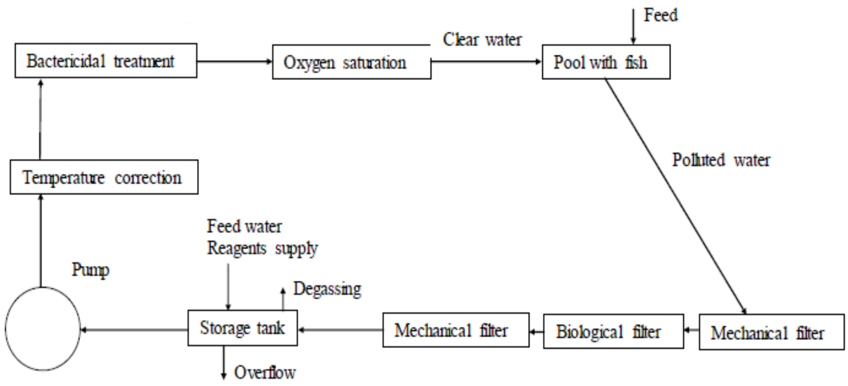

Figure 1. Functional diagram of the used recirculating aquaculture system.

For the calculations we proceeded from the following initial parameters:

- Productivity: 10 t/year (market fish)
- Water temperature in the system: 10°C
- Maximum fish-holding density: 250 kg/ m^3
- Weight of fish seed: 1g
- Weight of market fish: 0,8-1,0 kg
- Amount of dissolved oxygen at the outflow: 8 mg/l
- Intensity of water exchange in the system: 2 times per hour.

According to our data, 13000 pcs of trout juveniles are needed to implement the proposed project. The brood stock requires 23 females and 3 males. The structure of the reserve is similar to the structure of the brood stock.

The total number of received trout juveniles is 29900 pcs, 16900 pcs of them are expected to be released into the natural watercourses of the Republic of Tatarstan.

Taking into account the coefficient of commercial return of the trout, it was found, that having released 16900 pcs of trout juveniles, weighing 1.5g, their commercial return will be 338 pcs.

Table 1 shows the estimated data on the required number of pools for obtaining of market fish.

Table 1.Necessary number of pools for market fish

Fish weight, g	$\rho_{\text{fish-holding}}$, kg/m^3	h_{water}, m	V_{water} in 1 pool, m^3	Size of the pool, m	Number of pools, pcs.
>0,3-10	10-20	0,1-0,2	0,4	2,5*0,8*0,6	13
10-50	20-60	0,3	1,2	2*2*0,8	7
50-100	60-100	0,4-0,5	5,5	3,3*3,3*1	2
100-500	100	0,5-0,8	5,6	Ø3*1	9
> 500	100-250	До 1,5	15	Ø4*1,7	3

Table 2 presents the estimated data on the number of pools, necessary for rearing brood stock.

Table 2.Required number of pools for rearing brood stock

Age groups	$\rho_{\text{fish-holding}}$	h_{water}, m	V_{water} in 1 pool, m^3	Size of the pool, m	Number of pools, pcs.
Spawn	-	-	-	0,5*0,3	6
Juveniles	10 kg/m^3	0,2	0,4	2,5*0,8*0,6	7
Breeding females	4 pcs/m^3	1,3	5,8	Ø2,4*1,5	2
Breeding males	4 pcs/m^3	0,9	0,75	Ø1*1,2	2

Table 3 shows the estimated data on the amount of feed, required for fish rearing, according to the specified characteristics.

Table 3.Required amount of fish-feed at a temperature of 10°C

Fish weight, g	Total fish weight, kg	Duration of rearing, days	Title of feed	Feeding rates, kg/100kg per day	Total amount of feed, kg/day
> 0,15	2,4	14	Nutra HP 0,3	3,6	0,09
0,12 – 0,5	1,9 – 7,4	12	Nutra HP 0,5	3,5	0,07 – 0,26
0,4 – 1,0	5,7 – 13,6	20	Nutra HP 0,7	3,4	0,2 – 0,46
0,9 – 2,5	12,3 – 32,5	34	Nutra HP 1,0	3,1	0,38 – 1,0
2,0 – 7,0	27,5 – 91	23	Nutra HP 1,5	2,4	0,6 – 2,2

6,0 – 20	78 – 240	30	Nutra HP 1,8	2,2	1,7 – 5,28
10 – 60	120 – 690	28	Optiline 1P	1,5	1,8 – 10,4
50 – 150	575 – 1650	41	Optiline 2P	1,3	7,47 – 21,5
125 – 350	1375 – 3675	18	Optiline 3P	1,1	15,1 – 40,4
300 – 1000	3150 – 10000	150	Optiline XL	0,8	25,2 – 80

Equipment, necessary for a fish farm, with a capacity of 10 tons of market fish per year is given in Table 4.

Table 4.Summary table of capital expenditures

Items	Characteristics	Number, pcs	Cost* per 1 unit, rub.	Total cost, rub.
Fish-rearing pool	2,5*0,8*0,6 m	20	9000	180000
	2*2*0,8 m	7	27500	192500
	3,3*3,3*1 m	2	63700	127400
	ø1*1,2 m	2	14600	29200
	ø2,4*1,5 m	2	50700	101400
	ø3*1 m	9	53000	477000
	ø4*1,7 m	3	89700	269100
Incubator for spawn	Capacity 20000 roe corns	2	21500	43000
Oxygenator	15 m^3/h, 0,37 kW	1	78000	78000
	60 m^3/h, 0,37 kW	2	125000	250000
	200 m^3/h, 0,37 kW	1	170000	170000
Aerator	30 W	2	5850	11700
	38 W	1	8320	8320
	65 W	1	10560	10560
UV- disinfectant	16 m^3/h, 75 W	1	18929	18929
	50 m^3/h, 220 W	2	158439	316878
	250 m^3/h, 1800 W	1	502000	502000
Oxygen generator		4	620000	2480000
Pump	2700 l/h, 370 W	3	2080	6240
	6900 l/h, 182 W	2	4600	9200
	12000 l/h, 271 W	1	7400	7400
	18000 l/h, 2100 W	2	25400	50800
	160000 l/h, 15 kW	2	22200	44400
Storage tank	3,4*1,5 m	1	5300	5300
	4,0*2,0 m	1	6800	6800
	6,1*2,0 m	1	8200	8200
	9,0*5,0 m	1	12400	12400
Tank for biological filter	ø0,6*1 m	1	2242	2242
	ø1,2*2 m	1	5605	5605
	ø1,5*1,5 m	1	5740	5740
	ø2,58*2,5 m	1	11210	11210
Bed for biological filter	600 m^2/m^3	8 m^3	31900	255200
Polyethylene pipe	ø17 mm	52	17	884
	ø30 mm	5	35	175
	ø50 mm	50	86	2580
	ø63 mm	42	90	3780
	ø75 mm	4	127	508
	ø110 mm	78	163	12714
	ø180 mm	11	475	5225
	ø200 mm	88	570	5160
	ø360 mm	15	1739	26085
	ø400 mm	2	2235	4470
	ø750 mm	17	7542	128214
Fish seed	1,0-1,5 g	13000	4	52000
Feed	Nutra HP 0,3	1,5 kg	4200 (10 kg)	4200
	Nutra HP 0,5	3 kg	7800 (20 kg)	7800
	Nutra HP 0,7	9 kg	7500 (20 kg)	7500
	Nutra HP 1,0	34 kg	7500 (20 kg)	15000
	Nutra HP 1,5	50 kg	7300 (20 kg)	21900
	Nutra HP 1,8	158 kg	7300 (20 kg)	58400
	Optiline 1P	291 kg	5200 (25 kg)	62400
	Optiline 2P	881 kg	5600 (20 kg)	246400
	Optiline 3P	727 kg	6100 (25 kg)	176900
	Optiline XL	12000 kg	5000 (25 kg)	2400000
Total capital expenditures				8939019
Overhead costs, 5%				446950
Total				9385969

* at average prices for May 2017

Other expenses account for approximately 30% of the amount of capital expenditures.

$$R = 0{,}3 \times 9385969 = 2815790\, rub.$$

Thus, the overall cost is the following:

$$Z = 9385969 + 2815790 = 12201759 \text{ rub.}$$

Table 5 presents the results of economic calculation. The results show the possibility of quick payback of the project.

Table 5.Annual average income

Item	Number	Cost*	Total amount
Rainbow trout 1-1,5 kg	10000 kg	450 rub/kg	4500000
Impregnated roe (1000)	46000 pcs	700 rub/1000 pcs	32200
Juveniles 1,0-1,5 g	16900 pcs	5 rub/pc	84500
Juveniles 1,5-2,0 g	16900 pcs	5,5 rub/pc	92950
Juveniles 2,1-2,5 g	16900 pcs	6 rub/pc	101400
Juveniles 2,6-3,0 g	16900 pcs	6,5 rub/pc	109850
Juveniles 3,1-4,0 g	16900 pcs	8 rub/pc	135200
Juveniles 4,1-5,0 g	16900 pcs	2 rub/g	169000
Juveniles 5,1-10,0 g	16900 pcs	4 rub/g	676000
Fingerling trout 100-200 g	16900 pcs	500 rub/kg	1690000
Total:			6190000

* at average prices for May 2017

Thus, a simple payback period is:

$$PP = \frac{12201759}{6190000} = 1{,}97 = 2 \text{ years}$$

4 Deductions

Currently, no more than 60 pond and cage-type farms are engaged in the production and sale of market fish in the Republic of Tatarstan. Currently, there are no organizations, involved in trout breeding in the republic. The most environmentally friendly, promising and economically justified is the breeding of fish in recirculating aquaculture systems.

5 Conclusions

As a result of technological calculation of recirculating aquaculture system, with the capacity of 10 tons of market fish per year, it was established, that the following basic elements are required for the system operation: fish-rearing pools, incubators, equipment for oxygenation and disinfection of water, biological and mechanical filters.

The calculation showed that the payback period of the fish farm, designed in the course of the work, is 2 years, with the total costs for the organization of this farming - 12202000 rubles. The volume of the expected proceeds will be 6190000 rubles.

The possible annual volume of release of rainbow trout fingerling, with a mass of 1-1.5 g, into the natural watercourses of the Republic of Tatarstan, with the purpose of recruitment, is 16900 pcs.

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NOVRUZ HOLIDAY IN SHIRVAN REGION

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Abstract: The article analyzes one of the national holidays Navruz-bairam - a holiday of spring and the New Year celebrated by the Turkic peoples; phrases that give information about its origin, folk traditions, celebrations that have appeared in connection with this holiday; elicits the original meaning, designation, the mythological basis of the rite. It is concluded that, spring traditions, customs and rituals reflect not only the ethnic history, but also the culture of population. So, during performing the traditions and rituals people adhere to special rules of thumb, and they have existed since ancient times and survived to the present day. It is emphasized that such rites and traditions are found in many Turkic peoples. The majority of them is associated with pre-Islamic beliefs, especially with Zoroastrianism and fetishism. The article separately refers to the celebration of Navruz holiday in Azerbaijan, coinciding with the spring equinox, which falls every year on March 20-21. According to Minorski, the holiday being celebrated in Azerbaijan now was existed in Shirvan. The article also shows that the life of cattle-breeder has been existed since the ancient times in Shirvan, it affirms that the first song texts are the preparation to Navruz in this region.

Key words: Shirvan, Navruz, holiday, Tuesday, fire, water.

1 Introduction

Navruz-bairam is a holiday of spring and the New Year's coming according to the solar calendar of the Turkic peoples, which coincides with the spring equinox, which falls every year on March 20-21.

Navruz in translation from Farsi means “a new day”, and “bairam” is a Turkic word and means “holiday”. It is one of the most ancient holidays on Earth, symbolizing the beginning of a new life. Navruz acquired an official status in the Persian Empire of the Achaemenids (VI-IV centuries BC).

The celebration of Navruz is popularized among the Muslim peoples, “this is not a religious but a national holiday, which is associated with spring, the beginning of agricultural work, nature's great awakening and coming warm days” (Yarullina 2007: 23). The origin of the holiday is attributed to the cult of the Sun and the name of ancient Persian prophet Zarathushtra. The sacred book of the Zoroastrians “Avesta” is the oldest source, which covers the celebration of Navruz. According to the teachings of Avesta, every spring people should celebrate the beginnings of life on Earth which was born “in six kinds” (sky, water, earth, plants, animals and man). “According to the legend, many legendary events took place that day” (Zaragoza 2009: 11). According to the Turkic legends, on that day the Turks broke out of the encirclement, having left Ergenekon (the territory embosomed in mountains). Therefore, Navruz was adopted by the Turkic peoples as the beginning of the New Year and has been celebrated to the present day (Urmanche 2009: 252).

Russian research scientist K.A. Inostrantsev, referring to the unknown author's book «Китаб-ал-махасин уа-л-аддад», cites the opinion of Kisrawi, who lived in the 9th century, concerning the emergence of Navruz: “Kisravi says: ... There was Niruz (Navruz) the beginning of the approval of his power (Jamshida); then it (Niruz) took a fixed form and became a custom ... And Jam divided the days of the month (into six parts) and destined the first five days (to be the holiday) for the nobles; and the next five days to be Niruz for the King, during which he gave presents and did good deeds; then the next five days (to be a holiday) for the royal servants; and the five ones for those being close to the king; and five - for his army; and the next five days - for the people. Altogether, thirty days” (Foreigners 2007).

The above legends point to the ancient origin of Navruz. From them, one can infer the following: most of the legends associated with Navruz consist of the events concerning King Jamshed; it is discovered from the legends that one adhered to the laws of nature when defining Navruz.

2 Methods

Ritual folklore, national holidays of the Turkic peoples, the traditions, peculiar features of performance, its mythological foundations and poetic texts are investigated in the works by I. Urmancheev (Urmancheev 2009) , F.S. Bayazitova (Bayazitova 2010), R.K. Urazmanova (Urazmanova 1984), I.G. Zakirova (Zakirova 2011), L.I. Mingazova (Mingazova 2016), F.S. Sayfulina (Sayfulina 2006:117), A. Nabiyeva (Nabiyeva 1989), S. Ashurbeyli (Ashurbeyli 1982), A.Xürrəmqızı (Xürrəmqızı 2006), O. Paşabəyli (Paşabəyli 2009), A. Oleari (Oleari 1985) and others. Despite the rituals, customs, rites having been considerably researched, some of them, for today, continue to be out of researchers' eyeshot (Mingazova 2014:253).

Different forms of comparative analysis allow to trace the processes of continuity of artistic merits of various national literatures and folklore, typological convergence, to determine the interrelations and influences, which were subsequently concretized in the works by theorists of comparative literature study, M.P. Alekseev, V.M. Zhirmunsky, N.I. Conrad, I.G. Neupokoyeva. They have devised the basic abstract theorems of Russian comparative literary criticism (Konrad 1972; Neupokoyeva, 1976).

3 Results

Navruz is a holiday of kindness, unity and harmony with nature. It is believed that good angels descend on earth on Navruz - the Farishta, in order to give people hope, joy and prosperity. But the houses where evil and animosity have settled, the angels do not look in. Therefore, one of the essential conditions of the holiday is the forgiveness of offenses, debts and the reconciliation of the quarreled (Inostrantsev 2007).

One of the territories in which all customs, rituals, songs and beliefs of Navruz have been extensively performed since ancient times is Shirvan (Azerbaijan).

4 Discussion

According to the Minor State, since ancient times Shirvan Shah has already won great fame in the nearest countries for the intensified development of the culture of farming and animal husbandry; achieved the economic growth by expanding the natural exchange of agriculture and livestock, and the products. It becomes known from the majority of folklore texts that for the first time the words about planting and sowing, the songs about milking, as well as the songs of milch animals, sai rites have appeared in Shirvan. The rhythmic system in the dialect and the style of the performance of the songs survived to this day has preserved almost all the functions belonging to the lexicon of the spoken language of the Shirvanites, and they need to be separately studied. It should also be taken into account that most of them were recorded and published from Shirvan at the end of the 19th and early 20th centuries. The same can be said about the rituals created in Shirvan and also about other labor and domestic songs. For example, if to pay attention to the sai rituals and to the majority of the sayachi words (the words of a person composing songs about milch animals), then in these literary patterns one can see the life traditional for the Shirvan population and the details related to agriculture and sheep breeding. It can be traced in the songs such as «Чобан негмелери» (“Shepherd’s Songs”), «Бэнек» (“The Place of Nomadism”), «Бэнекчи негмелери» (“Nomadic Songs”), «Санама» (“Playground Rhyme”), «Саячы» (“A man Who Composes the Songs about Milch Animals”) and «Джютчю негмелери» (The Songs of a Plowman”).

The nomadic life having existed since ancient times in Shirvan confirms the creation of primary song texts for the preparation of Navruz in this region. The observations show that the celebration of rites, rituals, primary beliefs related to Water, Fire, Wind and Earth occurred in Shirvan and spread along the ancient the Silk Road to all regions of Azerbaijan.

O. Paşabəyli writes about carrying out Navruz in the Shirvan region: “The noted customs related to last Tuesday of the year are popular in different localities of the Geokchay province and the Kutkashen district of Sheki province” (Paşabəyli 2009:112).

It is necessary to give general information about this. Last Tuesday of the year is the last forty days Tuesday of the scourge. And the local population calls it to be “the last Tuesday of the year”. The last Tuesday, in Mirza Muhammad Kirmani’s translation, is called «Çaharşənbeyi çərxi» (“Circulatory Tuesday”). It means that how much the name has been changed, the last Tuesday of the year is the same as «Çaharşənbeyi çərxi», and çaharşənbeyi-suri.

This custom, adopted from the Persians, is associated with ethnographic questions, in addition to the name of which, there are some changes. The population confirms the phenomenon of this Tuesday to be the last Tuesday of the year with a series of evidence. So, they divide the winter into three parts: First Great Forty Days, Second Short Forty Days and Third Forty Days of the scourge. From December 22 to February 2, the First Great Forty Days take place, from February 2 to 22 - the Second Short Forty Days and from February 22 to March 22 - the Third Forty Days of the scourge.

As can be seen, whatever the information on conducting Navruz in Shirvan given by the author was valuable, there is an error in the issue of the division of the Gray month. First, the Great Forty Days begin on December 21 and end on January 30. The Short Forty Days begin on January 31 end on February 20. Then, there comes the Gray month, which has four Tuesdays. The New Year is on 20th of March. In turn, the Gray month, needs a special comment.

There are also four Tuesdays in Shirvan. The first is associated with the cult of Water, the second - of Fire, the third – of Wind and the fourth - with the cult of Earth. The belonging of every Tuesday to one of the elements means resurrection, revival, warming of one or another life-giving element.

Two kilometers from the city of Geokchay, adjacent to the village of Shahadet, there is a big tree. This tree is called the forty-days of Khon. Approximately in meters from the earth in the middle of the tree there is a hollow (Paşabəyli 2009: 113). This makes us be aware of the ancient times of man’s trust in the cult of tree (Sayfulina 2014:117).

There is a chain of traditions and customs, rituals associated with the Shirvan Navruz attributes and elements, which, like those bringing luck, are widespread among people: when tying a colored cloth on the tree, to ask it for health, when jumping over the river, to get rid of diseases, when jumping over a fire, to get rid of the evil eye, from evil, when drinking water from this water, to clear the voice, etc. Such traditions were the expressions of different beliefs and the cults, as well as the sacred rites among the people.

Most of the above customs exist in Shirvan today. But it should be noted that the presentation of the four elements in the structure of Navruz in the form of Tuesdays is very attractive since, despite the exact preservation of these customs in Shirvan, and the fact that the fourth last Tuesday indicated here is marked by the element of tree, its substitution by fire and earth is not widely spread in Shirvan. In times of rapid expansion of mass technological progress, Navruz customs have for millennia retained their primary conservatism in the following form:

1. Tuesday Water
2. Tuesday of Fire
3. Tuesday of Wind (Air)
4. Tuesday of Earth

It should also be noted that there is no clarity in the matter of which Tuesday is included in what week, nor among the population, nor in comprehensive research studies. On the contrary, this is a controversial issue. Thus, some people put water into the first place, some - fire. This fact confirms once again: Navruz is a very ancient ritual complex. Without going into the philosophical essence of the elements of Fire, Water, Air and Earth, it should be noted that, just like in other regions, the people in Shirvan attach special importance to the conduct of Tuesdays on the basis of these four elements.

The Navruz customs in Shirvan do not end with it. Preparation for Navruz is solemn. A few weeks before the holiday, Syamyani is grown (wheat grown in a plate during Navruz), the houses are put in order, the ground is dug. Closer to the holiday of Navruz - on the last Tuesday of the year, festive sweets, called shekerbura, bakhlava, shorgogaly are baked. Eggs are usually painted in red in boiling water with the onion skin. All people prepare for the holiday in a festive high spirits.

The finest day for Navruz in Shirvan is the day of coming Navruz. Despite the fact that people prepare for Navruz for weeks, a special celebration attracts attention on Navruz’s day. And this is natural: preparing for the day of celebration will not replace the day of the holiday. On the day of Navruz holiday, the doors of all houses are left open. This is done both for the purpose of celebrating the spring air and treating guests to sweets, nuts, almonds, etc.

Whatever the material level the population would have, they do not forget the customs of Navruz. At home, they keep even a small amount of nuts in reserve, preparing at least one helping of gogal-sweets. One of the most popular mass events is the joyous celebration of Navruz by children. For them, eggs are painted, which they use to compete with each other or experience happiness. Naturally, this is associated with the most ancient mythological concepts. Egg symbolizes the act of birth. The well-known proverb “try your luck on a nut”, despite the abundance of nuts during Navruz, the nut seems to lose its strength and is replaced by the concept “try your happiness on the egg”.

Another custom - to place stealthily the belt during the Navruz holiday in Shirvan- has survived to this day. People call it “putting a belt or a hat”, and sometimes “putting stealthily a sack”, among which the expression about the hat is the most popular.

The doors are left open for flipping hats. When tossing the belt, the thrower hides. They hide not with bad intentions, but because of the customs. Nuts and sweets are put in the belt, and the door is closed. In Shirvan, to spy upon the master of the belt is considered a misdemeanor.

On the example of the aforementioned customs and rituals, we were able to trace the features of the celebration of Navruz-bairam in Azerbaijan and the process of its changing from ancient times to the present day.

3 Summary

Thus, there is a special need to collect new materials about rituals and customs, and in particular, the songs about planting and harvesting, rituals of sai and the words of sayachy in Shirvan, and to investigate them.

5 Conclusion

Thus, Navruz-bairam has been adopted by the Turkic peoples as the beginning of the New Year and is celebrated to the present day. This day coincides with the spring equinox, which is on March 20-21 every year. Unfortunately, many Turkic peoples do not preserve the ancient attributes of this holiday. One can see from the analyzed material that Navruz in Azerbaijan's Shirvan has preserved its primacy until today.

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INTERPRETATION: BETWEEN TRUTH AND THE THIRST FOR POWER

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Abstract: The article concerns the understanding of the forms of dependence of ideological constructions on the place of the intelligentsia in the system of spiritual production. The methodological principles used in this study are based on the analysis of intellectual history (R. Rorty) and the phenomenon of the "organic intelligentsia" (A. Gramsci). The intelligentsia today turns out to increase the tendency to transforming the information which it owns into the form of property, which represents the function of an agent of spiritual production in a new way and demonstrates its direct relation to the political and economic spheres of society.

Keywords: the intelligentsia, "the organic intellectuals", intellectual production, interpretation.

1 Introduction

The question of interpretation inevitably raises the question of interpreters. Who is he, a man, who risks to confide his understanding of some eventivity of life to the world? What motivates his desire to voice his thoughts and aspirations? The answer seems to be obvious at first glance. We have got into the habit of saying "about" and even thinking (which does not always coincide) of a person participating in speaking about the objective reality, a being endowed with a special ability to understand, a special optics that allows us to see the world on the horizon of truth, and a special, almost prophetic inability to remain silent about the suffering of the world and in the world. But, admit, this is also just one of the interpretations of the role of the representative of a certain community, who has taken the liberty of speaking on behalf of being and who is called in different ways: a representative of the intelligentsia, an intellectual, a creative person, an artist, a theorist, and to better and sharply say - the agent of intellectual production.

We were prompted to the writing of this article by mass discussions about the interpretation of the phenomenon of social revolution and, specifically, the October revolution, which we can safely call the Great and without reserve (centenary of which is marked in 2017).

2 Methods

The methodological foundations of this investigation are built in the logic of compositionality, which implies the possibility of constructing the object under study within the context of different angles. The method, proposed by V.E. Kemerov, supposes "movement around an object", as a result of which each reconstructed methodological set recreates a certain composite unity of the phenomenon (Kemerov ,2003).

The method of intellectual history proposed by R. Rorty is used as forming, which implies studying the reflections, purposes and activities of people of "high culture" - the intellectuals (Rorty ,1979). The analysis of the development of ideas of the intellectual elite in the context of our research allows us not only to trace the forms and ways of active influence of the elite on the cultural environment, but, following Gramsci's logic, to find out the reverse effect of the cultural environment on the intellectual way of thinking, i.e., the paper uses the provisions of Marxist methodology.

3 Discussion

We will try to express the general pathos of very different and very interesting statements somewhat deliberately straightforward, perhaps grotesquely, although in many respects emotionally: we agree with the authors in assessing the attitude of the intelligentsia towards the revolution. But let us note that when assessing the role of the intelligentsia, we often forget about the socio-economic grounds that determine its position in society, not its unique nature and the trail of not only positive, but also negative consequences of its activities. And it is the ambiguity of the role of the agent of intellectual production that will be the subject of our speculation. So, the subject of speaking (and he is always the subject of interpretation) "without giving up himself / his own, lets life unfold in its entirely. Moreover, he designates life, its events", - writes O.D. Agapov (Agapov ,2016). We add: the ability to let life unfold in its entirely is precisely due to the fact that the subject "designates the events of life". In fact, one can say that in this way the classical "reducing being to being" is realized. A cultivated person (an intellectual) can do this by virtue of the fact that, due to his particular nature (or due to a combination of circumstances), he can turn out to be "in the bright spot of being" and transpose his social subjectness into existential subjectness (see (Fatenkov ,2016)).It is this ability that makes it possible to experience events and realize oneself in the co-being of oneself and the world.

"We are certain, - writes O.D. Agapov, - that the richness of the interpretations of historical formation of mankind is connected with the fact that transcendental *events* are *designated*, depending on which subject / subjects are aroused, what are his sociocultural - explicit and implicit - preferences, attitudes, values, meanings and senses are objectified" (Agapov ,2016). Of course! But since we are talking about denomination, then these subjects are the subjects of spiritual production. So, we must understand that not only the subjects are different, roughly speaking, bad and good, talented and middling. Their position in the system of intellectual production, which determines their perspective of judgment of the phenomenon and the nature of their illusions, changing, will entail a change in the very perceptions.

"A question of the questions what to do with revelation, how to live with it, *how they will live*. B. Pasternak / Zhivago chose life-evidence. In a broad sense, he chose *a synergistic life*, where a person does not give up himself / his own, lets life unfold in its entirely. Moreover, he denominates life, its events" (Agapov ,2016).

It is all very beautiful, which means we'd love it to be true. But let's trace how this procedure of denominating is carried out, giving a name to the phenomenon. Realizing that "a thing that does not have a name does not exist", let's try to figure out what influences the character of image formation. Although, of course, it will be only the hypothesis. And, it being "one of". It's not about the cultural context that sets the semantic connotations, but what in the classical tradition is called the place of the subject in the system of intellectual production. We make one more remark. While on the subject of the intelligentsia, we are talking about us, about ourselves, not taking ourselves out of this community at all and assuming the need to divide responsibility for what has been said.

Realization of this or that historical tendency is possible in actual situations only with inevitable pronouncing it by one or another historical subject. Beginning with the era of the New Time, the intelligentsia has taken this function. Indeed, because of the instability of its social position, the intelligentsia is much more sensitive and even painfully sensitive to all contradictory aspects of the historical events. And, crystallizing the phenomenon in its perception (namely, this ability of crystallization is essentially rightly fixed by O. D. Agapov), this painful sensitivity is also led on the horizon of speaking. It means that the event being crystallized in the word has already been a double subjectivation, or interpretation (let us say, we understand that subjectivization, of course, is not identical to interpretation).

So, let's ask the question differently, sharply, roughly: is the ability to "get into the bright spot of being" (let us not forget that you can just *find yourself*, and quite accidentally, in this bright spot) to be a sufficient ground to speak on behalf of being? Does it give a revelation of being? And one more question is rightly asked (though in a slightly different tone) by O.D. Agapov: "How to live with this revelation?" How can one live with it?" (Agapov ,2016)., thereby implying a gap between the cultivated person / the intellectual and the very being.

Let us recall some of the writings from the field of social theory. In the pre-capitalist society, a theorist is, as a rule, a representative of the ruling class. Creating a theoretical model of society, he depicts this society through the prism of the ideas of this very class or estate. Plato's ideal state continued to be a slave-owning polis, Augustine's hail of the earth was a criticism of imperfect forms of communication from the point of view of a religious newly-converted who devoted himself to God, and who at the same time has the opportunity to theorize, but not to worry literally about daily bread. This position gave an amazing strength and confidence to the theorist that he speaks on behalf of the Absolute, being his conductor, medium, bearer of the truth of being, and not his subjective opinion. In fact, in the role of the prototype of being there was one or another social stratum to which the theorist belonged. Probably, it was this position that gave rise to the phenomenon that Gramsci called "the organic intelligentsia" (Gramsci ,1971) and to the conception of which Z. Bauman turns, which we will talk about a little later.

In modern times, the position of the theorist, scientist, artist (in general, the intellectual, and we will speak roughly - the agent of spiritual production) is changing dramatically. First, as a rule, he has not belonged to the ruling class and he expresses his interests not as his own, but ones as of a wage worker, creating a certain product in the form of an idea. He has been no longer "an organic intellectual". However, "the memory of the form" continues to work. He keeps thinking that it is he who is able to make being say with his own voice (the duality of the expression "his own" begins already to flicker). It is the vision of society in the optics of the intellectual that is deemed adequate to his vision. "A good society, - writes Bauman, - ... is the projection of the way of life of intellectuals on society as a whole; or, in other words, it is a model that, as the intellectuals hope, will provide the optimal conditions for the dissemination of such [their own. - Auth.] way of life" (Bauman ,1992). In principle, there is nothing new. The world is written from itself. Xenophanes also said that if cows and horses invented gods for themselves, their gods would be like cows and horses. And this universality of the nature of the idea is also important for comprehending the problem.

However, there is another interesting point: the ontological rootedness outside (in the power of the class that it represents, not having in this society its right, legitimized property) still gave a sense of voting right as a mission in expressing the Absolute. This sense was supported by the specifics of the relationship between the intellectual and the authorities, which is described by Bauman, interestingly (albeit somewhat unambiguously).

He quite rightly points to one historical point - the Enlightenment. This is the time when the ambitions of the intellectual (we add - not proletarianized yet, but already lost the patrimonial connection with the ruling class) coincided with the needs of the young bourgeois state, when the young bourgeoisie, which had no experience of participation in governing the state, needed the intellectual. This increases the self-awareness of yourself as a teacher of life, who also has the ability to pronounce the Absolute. However, the bourgeoisie having grown stronger begins to infringe on the theorist's ambitions more and more. However, Bauman still depicts an idyllic picture: after having removed the intellectual from political power, ceasing to consider him as a teacher, the state left him the freedom to convert intellectual products, in fact having given the right of ownership of information (Bauman does not write so, but it does so). However, this is not quite true. First, the teacher of life cannot get used to his marginal position so easily. Second, the manifestation of freedom of speech in itself means that it is necessary if not to win, then to defend, therefore, it is not a transparent social state, and that indigenously. This is already evident from the offense of layman Socrates to Aristophanes being if not aristocratic, then wealthy, from the fate of "The Letters of Dark Men", etc. Beginning with the end of the 19th century, writers of freedom have always written with "tears and blood" and therefore needed not understanding, as Nietzsche said, but the fact that they were "memorized". Manifestation without the requirement of understanding, invocation of a full paranoid acceptance. In a situation when you no longer express the organic aspirations of another person, this desire becomes intensified. It is no wonder that Blok writes about the rupture of relations between the people and the intelligentsia and about the alleged optimism of the theorists and writers who do not notice this (See: Blok,2006, p. 274-276). Indeed, were these relations of a zemsky doctor, a teacher and a Russian peasant idyllic? Did Populism really express the aspirations of the very people? But the appeal to reason is becoming less audible. Chekhov's irony, Platonov's detachment are needed to describe the vainness of these claims without sarcasm, and without tearful emotion.

Having lost confidence in organic existence, the intellectual searches for support in himself, hypertrophying his distancing from social forms and making a dangerous substitution: now he is no longer the conductor of the Absolute. The Absolute is himself, his own voice is the voice of being itself. And again, the "memory of the form" responds, but inverted: the feeling that his voice is the voice of the very Absolute is growing. And he can and must be a teacher of life for the world!

The intellectual, as they say, "loves not art in himself, but himself in art". He probably does not lay claims to authorship, but still lays claims to power. Including to the power over the Absolute. The intellectual confused the roles. He thinks that his version of the world is being, truth, etc., indeed, and he is ready to defend his version of the world quite aggressively. Given that philosophy is engaged in the legitimization of discourses (Lyotard) (See: Lyotard,1979, p. 79-91) that namely it "is guilty" of penetrating this or that "intellectual contagion" into the layers of public consciousness, one can assume that the self-consciousness of philosophy (and the philosopher) must be sufficiently developed, that he must somehow justify (although would be for himself) his claims to the world and the right to have the image of his thought in this world materialized (or, to put it differently, embodied).

It should be admitted that the thinkers who turned their eyes to society always differed more or less boldly in search for the means to realize their utopian dream. You can appeal to the tyrant of the Syracuse (although you can later be sold into slavery). You can try to implement the Hellenic project through your pupil, and then be disappointed. You can rely on the sovereign, albeit a stranger. It would be nice if a woman, a northerner or a Russian woman. Someone appeals to the superman, someone to a strong hand and totalitarian power. In all cases - the search for means in the desire to realize the project. And, as a total one. However, the nature of these attempts is changing and takes the form of a keen contest in the 19th century. Speaking about the relationship of Socrates and the Sophists, for example, it does not occur to talk about the "struggle" of opinions. The very term of ideological struggle, which arose in the 19th century, marks the time when this flip-flop was implemented and had been implemented. And, as is clear, "ideological" is the struggle of ideas alone. That is, the interpretations. Of course, the struggle of ideas proceeds from the moment of isolation of spiritual production, but only within this period it is included in the arsenal of political and socio-economic means of struggle for power. The struggle of ideas becomes an ideological struggle.

By the way, the reason for the intelligentsia's interest in the revolution, the interest of the most close, sincere and at the same time ... self-serving may be concealed here. The breakdown of old social forms / cells, structures makes any person homelessness, "beats up" into strange communities of different people. In this situation, the voice of the prophet-intellectual can become more audible and interesting for many who has lost their roots, faced with the complexity of the identification process, etc. The intellectual is in demand in this period. If he is not needed by the official structures in his radicalism, then an opposition needs him. And the more radical his ideas are, the more popular the actor will be. Therefore, it is so sincere: "Listen with all your heart to the revolution!".

Agapov quotes the article "The Religious Meaning of the Revolution" by F.A. Stepun who notes that in the October Revolution as an event that took place, it is possible to single out three points that give it a non-uniform character. The first moment is a biological, associated with the energy of young people, the second is a criminal, and, finally, the third - fantastic and werewolf. In the scheme of things, we can say that this heterogeneity is a fertile soil for dissemination (and deformation!) of ideas arising within the period of revolutionary upheavals, and the uncertainty of the position of the agent of intellectual production, who seeks for support for ensuring the organic nature of his existence, makes him the hostage of his own concepts. To call the logic of one's own thought into question is not an easy task. Not every theorist is aimed at (and is capable of) solving it. It is no coincidence that precisely this ability that was defined by J. Derrida as one of the features of genius K. Marx (Derrida ,1994).Although, for the sake of justice, it must be said that Marx himself could not fully trace back the possible interpretations of his ideas. Nobody can do this! And, of course, he was also a hostage of cultural and historical realities.

4 Conclusions

The analysis of the place of the theorist in the system of spiritual production today is one of the most important and difficult tasks. Its decision is complicated by the fact that the information, owned by the agent of intellectual production, has today a tendency to become a property. The intelligentsia traverses the same path that the bureaucracy did, making the state machine its ownership. And this means that a classical question: "Whose interests are represented in this or that ideological construction? Whom is this profitable to?" - becomes even more interesting and complicated today. U. Eco's ironical remark that today the order of words has ceased to correspond to the order of things (Eco ,1962). acquires an additional political and economic meaning. Which, of course, does not remove the existential and anthropological dimension of the problem and should be expressed in the intelligentsia's understanding of responsibility for the word as a matter.

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FROM MEDIA LITERACY - TO PROFESSIONAL JOURNALISTIC EDUCATION

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Abstract: The information culture of the population becomes the most important indicator of modern society development. The higher it is, the bigger requirements are put to quality of information products and level of professional skill of experts in the field of mass media. On the other hand, and the professional media education, i.e. training of specialists for media branch, has to be guided by high information culture of society and lean on steady system of mass media education. In this regard experience of the Republic of Tatarstan where there is big system work in the field of increase in media literacy of the population is of interest. It is proved that purposefully created high media culture of society allows to increase and level of training of journalistic workers in the republic. As the leading center of professional media education in the region the Kazan (Volga region) Federal University where the complete cycle of training of specialists of media branch beginning with preschool and school media education successfully is implemented acts. The authors show rich traditions of the Kazan University in the field of preparation of journalistic workers, define growth points allowing achieving the greatest efficiency in this area during reforming of the sphere of the higher education.

Keywords: media education, media literacy, society, university, journalism, workers, media.

1 Introduction

Nowadays an urgent problem of society development is training the educated, highly erudite generation of the media space users which are able to react adequately to calls of rough information streams. Due to the lack of integral system of media education, in modern society there are problems connected with penetration into consciousness of citizens of alien ideologies with inoculation at the population of the negative values directed to destruction of foundations of civilized democratic society. Therefore media education needs the system, evidence-based approach allowing entering gradually and step by step into consciousness of the personality the correct methods and methods of assimilation and assessment of information stream today.

2 Materials And Methods

The authors used traditional empirical and general scientific methods, including historical, the analysis and synthesis, observation, comparison. In the methodological plan the research is based on scientific works of theorists of modern journalistic education. Studying of media education, many of theoretical aspects, are presented in Bondarenko E. A. works. (2017), Gendina N. I. (2013), Kirillova N. B. (2005), Fateevy I.A (2007), Fedorov A. V. (2000,2004), Buckingham D. (2010), Kamaruzaman J., Nurul N.S. (2009), Kubey R. (1997), Lee A.Y. L. (2007), Nakamura S. (2009), Schilder E., Lockee B., Saxon D. (2016), Thakkar, R.R., Garrison, M.M., Christakis D.A. (2006), Thoman E. (2010), Weston M. (2017), etc.

3 Results

The current year (2017) is announced at the Kazan (Volga region) Federal University as a Year of journalistic education. It is connected with 55-year anniversary of journalistic education in this educational institution. In the relevant order of the rector the importance and a role of training of specialists for media communication space of Russia, a contribution of graduates of university to the development of branch and expansion of a circle of the tasks shown by modern society to experts of the media sphere is emphasized. Having such wealth of experience and traditions in training of experts for media area, the Kazan University is the main center of preparation of journalistic workers for the Republic of Tatarstan (Live connection between generations,2006) today.

In this educational institution the sphere of professional education in the field of mass media widely is based on advanced mass media educational space of the region. Mass media education, unlike professional journalistic education, a concept wider, includes many steps of training of the person for behavior in the conditions of information society. It begins from the first days of independent knowledge by the person of the environment by the means of mass media. When parents choose pictures from newspapers and magazines, TV and radio programs, Internet resources which are possible or need to be shown to the small child, at this time they are already engaged in media education of the kid. Further this process continues in kindergarten, school, and higher education institution.

Mass media education forms media culture of society as which basic elements outlook formation, communicative competence, experience of creative activity in the sphere of mass media are considered (Bondarenko,2017).

Some scientists call all this cycle of education and education "nonprofessional" media education. "Nonprofessional (or mass) media education is intended for successful adaptation of mass audience to the life in the conditions of mediated community and for effective - thanks to readiness of audience - functioning of media" (Fateeva,2007, page 55). Where there is no complete system of "nonprofessional" media education, problems connected with a manipulation public consciousness with formation at youth of negative and not constructive values exist. All this threatens with destruction of foundations of civilized democratic society. Therefore the society needs the system, evidence-based mass media education allowing to enter well and step by step into consciousness of the identity of a basis of assimilation and assessment of information stream today.

In the conditions of deep transformations in the information sphere, creations in Russia of new model of the media industry, during search of new approaches to training of modern generation of journalists, in the Republic of Tatarstan the complete system of training of journalistic workers including all types of media education successfully functions. Children since the smallest years have an opportunity to join mass media. In the republic about ten children's newspapers and magazines in the Tatar and Russian languages which actively attract the audience as non-staff authors are issued. The broadcasting company "Tatarstan - a New Century" till several hours a day shows the transfers for children of different age. Hosts of telecasts are children. Since 2017 the TV channel together with the Ministry of Education and Science of the Republic of Tatarstan plans to organize the children's educational channel in Tatar. The main goal of the channel is to create favorable conditions to children for familiarizing with media space, and also studying of the native language since small years. The Kazan University having the strong scientific and pedagogical potential and good mass media material and technical resources was also involved into the implementation of this project. The project of children's TV channel is offered by university under the name UEN-TV ("UEN" in translation from Tatar "GAME" means, and as an abbreviation it is deciphered as Universal Entertainment Network). The idea of this project is that television content is carried to the young viewer through playful ways. UEN-TV represents also the educational project by the means of which media education of children of different age, and also training of professional journalists in the field of children's television is carried out.

The logic of training the modern journalists demands selection and preliminary training of future students journalists starting from a school bench. In this case the professional media education successfully is based on the system of pre-university media education. The Kazan University within more than twenty years takes active part in the organization of a republican festival of the press for children and young people "Gold feather". Several thousands of school students from all areas of the republic annually participate in the festival. Winners of a final tour acquire the right of preferential revenues to office of journalism of KFU. Owing to this festival, in Tatarstan the whole group of the talented young journalists conceiving on modern - professionals of the business was created. Natives of "A gold feather" are the most popular journalists, masters of a feather and the microphone able to work in all genres of journalism today in various including the most high-tech areas of system of mass communication, capable to open the topics of the day and problems of the present (Gold Feather festival (An electronic resource,2016). Many students of the Kazan Federal University studying journalism are also made active participants of this festival as the university is one of constant cofounders of this event.

Since 2015 in the republic one more competition in the sphere of media education has been founded. It is the All-Russian competition "Ilkham" ("Inspiration") in which the young writers and journalists writing in Tatar participate. In 2017 more than 2800 school students of 1-11 classes became participants of the competition. The Kazan Federal University, being one of the founders of this competition, selects the most worthy from among its participants, as students in the media educational directions of training.

At the Kazan University also permanent School of the young journalist for the studying senior classes of comprehensive schools, gymnasiums and lyceums works. The school is aimed at increase in media literacy of pupils and obtaining basic knowledge by them in the field of professional journalism.

Thus, students journalists begin study at university, having rather big baggage of the basic media knowledge received through participation in the above-stated actions behind shoulders. Relying on the available rich traditions, the university works on their further creative growth. Here much attention is paid to constant improvement of journalistic education. If two decades ago the office of journalism incorporated the unique department with several teachers who generally have philological education, then nowadays on this office - five departments (journalism, the Tatar journalism, the theory and practice of electronic media, tele-production and telecasting, applied political science and public relations).

In 2016 the decision about creation of Institute of the Higher school of journalism and media communications on the basis of the former office of mass communications was made. Today the Higher school functions in the certain building where all structure of educational and methodical ensuring educational process is located: the editorial offices of university newspapers (in the Russian and Tatar languages), publishing house, the press service of KFU, laboratory of PR-consulting, advertising technologies, multimedia journalism, the editorial office of the educational newspaper, and also pride of our university - the university television having the most modern equipment. Reconstruction of the building came to the end, subsequently what students had new opportunities for development of modern technologies (we will tell, at their order from now on is available "newsroom", having the most up-to-date equipment and the software). Thus, already in university students have a full-fledged possibility of passing all types of educational practice.

The higher school has an opportunity to conduct training of journalists on quite narrow specializations and profiles, considering the fact that modern information society imposes the additional requirements connected with need of mastering new, quite narrow-purpose competence-based knowledge and abilities on work of the journalist. In the light of these changes change and paradigms are more whole than education that dictates in turn need of giving to all system of journalistic formation of bigger mobility and mobility which would raise the status of journalistic education not only as academic, but also as practice-perfect, based on modern techniques and processing methods. In this regard the Higher school actively cooperates with the leading media of the Republic of Tatarstan and the famous experts journalists; realizes a training profiling compliance with specifics of different types of media. Along with traditional training a number of new specializations profiles of preparation is open for printed media lately.

Intensive development of national journalism in the republic and beyond its limits caused the sharp need for the Tatar speaking workers in recent years. Therefore serious steps are taken for improvement of system of their preparation. The curriculum on a preparation profile "Mass media (national journalism)" is developed. Programs and manuals in Tatar are published. The department of the Tatar journalism with the releasing department and the strong pedagogical collective capable to create educational and educational and methodical grants for Tatar speaking students is open, and already more than 25 years specialization in the Tatar journalism is implemented (Garifullin,2015).

Training of TV reporters has the same rich tradition. The specialized department was open for television to improve the training. Today it works in close cooperation with university television which has the most modern equipment. At the department the creative workshop of the skilled TV reporter Ilshat Aminov is open. In 2016 the first set of students on the new, independent direction "Television" is carried out that will allow preparing more profoundly and purposefully professionals for this branch, including for national television.

Journalistic practice aims also at training, able to work in the international information space. It is connected with strengthening of international relations of Tatarstan and with holding in Kazan many actions of the international level. Since 2007, specialization, and nowadays the International Journalism profile are implemented.

Globalization of information processes demands to join in training of specialists, the editions, to work in Internet editions owning knowledge in the field of "the world wide information web", able to develop the websites. In this regard at the university set on the New Computer Technologies profile is made. The Kazan University, being one of leaders of the Russian educational system of the higher education, could not ignore the growing need of the market for bachelors in the field of media communications. It obtained the license for the right of implementation of educational activities for the direction of Media Communication. This direction of preparation, the being symbiosis of various aspects of activity of modern workers in the sphere of media, is the new direction of media education for all Russian Federation.

Along with a bachelor degree on office of journalism the magistracy successfully functions. Today the university has ten programs of training of masters in journalism: political perspective; Tatar social and political journalism; multimedia international journalism; functioning of television; art journalism; sports journalism; national television: the place and a role in global communications; new media; ethno-confessional journalism.

One more important factor increasing quality of training of experts is existence of a postgraduate study and council for protection of doctoral and master's theses for journalism that provides full completeness of a cycle on preparation of the most highly qualified scientific personnel for this branch.

The journalistic education at the university kept the best traditions of training of masters of the word. Training harmoniously combines development of knowledge not only of technology and technology of journalistic creativity, but also on literature, history, psychology, sociology, the right, and ethics. The journalism is taught through analysis of texts, through ability to write them, keeping cultural identity of the Russian and local, including national press.

In the conditions of the modern growing information opposition, creation of the Higher school of journalism and media communications, allows to realize the full system media education considering all steps of this difficult process of training. Its successful functioning as center of training of a practice-applied orientation, promotes not only to increase in the status of journalists and experts in the field of public relations, but also strengthens positive image of the region in educational and information and communication space.

4 Summary

Thus, in the conditions of deep transformations in the information sphere, creations in Russia of new model of the media industry search of new approaches to training of modern generation of journalists began. At the Kazan (Volga region) Federal University one of the most important factors of improvement of quality of professional journalistic education is the support on mass media education. Considering dynamic globalization of information market and rapid development of new information technologies, the university develops the new programs and courses aimed at giving to system of journalistic formation of bigger mobility and mobility, strengthening of focus on practice with basing on modern techniques and processing methods.

5 Conclusion

Efficiency of training for media branch in modern conditions depends on existence in educational institution of the complete system of training including all types of media education.

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VOCABULARLY, IDENTIFYING THE MOVEMENT OF AIR MASS IN MODERN TATAR LANGUAGE

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Abstarct: In the article they consider one of the universal categories of the conceptual picture of the world - the lexeme cil "wind", referring to the meteorological concept. The word wind, being the oldest layer of the language, represents a rich language material both in number and in semantic variety. During the description of the lexical-semantic paradigm, using their traditional linguistic methods of component, derivational, historical-onomasiological analysis, their common and differential features were revealed. The article presents the lexical composition with the meaning of process semantics, which make the part of the lexical-semantic group of words that call natural phenomena with the supporting component cil 'wind'. Culturological foundations of the wind image perception were revealed, numerous names of wind species in modern Tatar literary language and in its dialects were cited, the specificity of the studied vocabulary functioning was revealed in the historical aspect. It was determined that the strength of the wind is important for the carriers of Tatar language as was evidenced by special names for its characteristics.

Key words and phrases: Tatar language; natural phenomenon; wind; proverbs and sayings; signs.

1 Introduction

Such lexemes as jaŋgyr [yañğir] 'rain', cil 'wind', qar 'snow', dawil 'hurricane', blizzard 'storm', etc. are used most frequently among the terminology that denotes natural phenomena (Vasiliev ,1986; Comparative-historical grammar of Turkic languages: Vocabulary:2001; Khafizova et al, 2016). The wind is an amazing phenomenon of nature, it controls weather, which is the old dream of mankind. This atmospheric phenomenon can cause snowstorms, storms, hurricanes, tornados, squalls, typhoons, etc. Scientific meteorological classification distinguishes the winds of two main classes: large-scale rectilinear and vortex flows (Prokh ,1983). Every natural phenomenon, including the wind is associated among Tatars with certain characteristics, which are reflected in many proverbs, sayings, folk songs and tales. The wind is called differently in them: warm, light, playful, affectionate, caressing, angry, desperate, autumn, summer, etc.

The purpose of our work is to study the names of the meteorological phenomenon concept cil 'wind' in Tatar language. It gives a paradigmatic characteristic of the lexeme in Tatar language, the patterns of lexeme functioning are traced in folklore genres of Tatar language.

Among the lexemes, which call the movement of air masses, the dominant one is the 'wind' - this is the movement of the air flow in the horizontal direction (Tatar teleneng anglatmalı süzlege., 2005).

2 Materials and methods

The heart of the word cil 'wind' systemic property study has various ways of semantic potential measuring, based on the paradigmatic and syntagmatic properties of the word. During the analysis of meteorological vocabulary, traditional linguistic methods of derivational, component and contextual analysis were used. The work also reflects the elements of the comparative-historical method. The materials of ancient Turkic texts, the works of the Middle Türkic language period and the data of modern Turkic languages are used for research.

3 Results and discussion

The analysis of lexical unit semantics motivates linguists to describe their meanings comprehensively and to reveal the specifics of functioning. The lexeme wind combines a wide range of concepts that form integral signs, based on the movement of airflows in the horizontal direction. The word cil 'wind' is common Turkic one and is used in different phonetic variants: yel - Turk., Tur., Az., Car., Cum., Nog., Uzb., cil Tat., Җel Bashk., Kaz., ccal., Kirg., del - Alt., chil - Chak., sil - Chuv. (Rakhimova et al, 2016). The word jil in the main meaning 'wind' is represented in the ancient Turkic dictionary (DTS, 254); in the Kypchak monument of the XIVth century "At-tukhfa" (Tukhfa, 309) and in the "Turkic-Tatar dictionary of the 13th century (Kuryshzhanov, 1970, 127;Yusupova,2012 ; Sevortian] et al, 1989). The transition from *d* to *c* took place in modern Tatar literary language. In this form, the word was first recorded in Old Tatar written monuments of the 18th century. The poems by G.Utyz Imyany have both variants of the word - yil ~ cil 'wind' in parallel in the same meaning 'wind'. The use of both variants by the author seems to be explained by the fact that the lexeme yil in the given period was the literary norm of the Old Tatar language, and cil "wind" was the influence of the folk-spoken language (Nurieva;2014; Kadirova,2001). The parallel use of two variants is also observed in later monuments.

In the explanatory dictionary of the Tatar language, the characteristic of the wind activity is emphasized: cil "wind" through motion, the air flow and its direction along the earth surface: Čyqty cillär, qupty dulqyn, Il korabyn cil sörä (Därdmänd) (Tatar teleneng anglatmalı süzlege., 2005).This invisible force was associated with the spirit in ancient times (kurenmes ruch), the god (Cil täŋrese (Allasy), the master (Cil ijäse), the mother (Cil anasy), the king (Cillär patšasy), and the master of the winds was called (Yalman). The specific characteristic of the wind was described very accurately by the Tatar poet Gabdulla Tukai in the poem "Cil" (according to Pushkin): Isär cil! Köčleseŋ sin, bik batyrsyŋ/ Ačulansaŋ, cihanny quzgatyrsyŋ / Bik irkenläp isäseŋ cir jözendä / Qotyrtyp bolgatasyŋ diŋgezen dä / Kötü tösle bolytlarny quasyŋ /Telärsäŋ qajsy jaqlarga borasyŋ / Ireklesеŋ: isäseŋ dä isäseŋ / Tuzan, qar tuzdyryp jullar kisäseŋ / Irekle sin, isär cil, äjdä is, is! Siŋa baš juq Xodajdan bašqa hič, hič! Translation: The Wailing Wind! You are strong, you are powerful. If you are angry, you will move the universe. / You are free to move the earth / And you will disturb a strong wind / And the pasture clouds you move /

You turn them as you want / You are free: you breathe and breathe / Dust and snow you provoke / Blow! blow, free wind. / You are not afraid of anyone but the god of one!

All these values of the process of motion are decisive ones. They form the core of the meaning cil 'wind'. However, there are figurative meanings in connection with the rotational movement: 1) the consequences of any phenomena; of a major event, foreshadowing or warning them: Barlyq mal-mölkätne altynga äjländerep, revolutsija cile tiz genä baryp citmäslek urynga küčerergä kiräk; 2) force causes a person to submit to the laws of life and reality: ulaj da tormyš cile belän jäšlek azlap-azlap anyŋ jäšen dä kipterde. (G. Bäširov); 3) the impact, the influence of something: Ömäneŋ cile Ibraj änisenä dä – Ibrajny Timur komandasyna, ulyn jaqlap qlgan anaga da kilep bärelde (G. Göbäj).

The intensity of the wind speed can be specified by adjectives: saba cile [saba jile], [saba cile], taŋ cile [tañ jile], [tañ cile], sabax cile [sabax jile], [sabax cile] (morning, warm, gentle breeze), ütäli cil [ütäli jile], [ütäli cile] (draft), köčle cil [köçle jil], [köçle cil] (strong wind). For example, in ancient literature and in modern Tatar poetry, саба жиле [saba jile], [saba cile], сабах җиле[sabax jile], [sabax cile], таң җиле [tañ jile], [tañ cile], are mentioned often. This pleasant breeze carries the fragrant scent of the wind of nature in itself and is often considered as the harbinger of love: Aqryn iskel, sabax jile, nä ütärsäŋ sän xaqiqat, Josyfymdan is dutarsän 'O morning wind, do not rush, and blow slower. You clearly contain the smell of my Yusuf' (Kol Gali, Kussa-i Yusuf); Ary gulni arynyŋ ašy qyldy, Säba jilin čäman färrašy qyldy 'A pure rose became food for a bee. Morning Zephyr called me the lawn servant' (Khorezmi "Muhabbat-name"); Saba jile tiki moški boraqy Mošäккäl irde cännätdin räwaqy 'Black Burak was similar to the morning breeze and its barn was painted better than paradise' (Muhammedyar "Tuhfa-and Mardan"). Almost in all cases, G. Kandaly saba jile also expresses the personified phenomenon of nature: the poet addresses him with the request, consults with him, gives instructions: Saba yili iser bulsañ Parau atlyg näfis canga, Sälämemne tikergäjsän Sähibcamal abystajga. 'Light morning breeze, if you blow in the charming side of Parau, say my greetings to Sahibjamal Abystay '(Kandaly "Sahibzhamalga") .

Differentiation, indicating the degree of wind power in Tatar language, is provided by separate lexemes, creating synonymous series of words with the adjective köčle "strong" – dawyl, garasat, öjermä. It can be noted that this microgroup is formed on the basis of the presence in the semantic structure of the words concerning the component "strong speed of movement".

Dawyl – cimergeč köčle cil - 'the wind of destructive force': diŋgezdä dawyl kütärelde - 'a hurricane on the sea'. It is actively applied in a figurative sense: waqigalar dawylynda - 'in the hurricane of events'. The qualities inherent to the hurricane in realities have also been preserved in the following figurative sense: 'significant events, the clashes in life of society and people'. *Tarixta qanly ez qaldyrgan qotočqyč dawyllar xäterdä* (Hurricanes, which left bloody traces in history, are still before our eyes). More relative meanings of this word are used when they want to express strong feelings and in the case of a major dispute or quarrel: 1) *Sine jaratuym, bu köčle xislärem dawyly berqajčan da basylmas* (Hurricane of feelings, experienced from my love for you, will never abate); 2) *Qart qajnataj bašlagan dawyl haman tuqtamyj* (the hurricane started by the mother-in-law still has not subsided yet) (Tatar teleneng anglatmalı süzlege., 2005).

Garasat - 1. a storm, a hurricane, a typhoon. *Kötmägändä garasat bašlandy* 'Suddenly a strong storm began'; *Garasattan isän qalgan narat* 'the pine, which survived the storm'. 2. fig war (destructive like a hurricane). The word also has the religious meaning *garasat könnäre* 'the end of the world (life)'; *garasat mäjdany* 'the place of gathering the dead to the last, divine judgment' (Kamaeva et al,2016).

Öjermä - 1. the whirlwind arising in a thundercloud cloud, lifting a column of water and sand; 2. Qarly öjermä (snow whirlwind) 'gusty circular motion of the wind'; fig.: a fast moving mass, a large group (xalyq öjermäse; mašinalar öjermäse - they tell to a large group of people, etc.); a large number of something (süzlär öjermäse - verbosity) (Tatar teleneng anglatmalı süzlege., 2005).

The listed nouns make the part of the group denoting the movement of air. The lexeme wind is the prevailing one, there is an opposition of inclusion between it and the words dawyl, öjermä, garasat, the latter have the differences in semantics apart from the general meaning: dawyl 'destructiveness'; öjermä 'rotational movement', garasat 'a threat, a danger'.

The specific feature for the Tatar language is that the vocabulary of the language has only one lexeme - storm that covers three natural phenomena: blizzard - 'snowstorm', blizzard - 'a strong wind with snow, blizzard' (snowstorm), blizzard 'a strong blizzard, a snowstorm (a snowstorm).

Buran is a snowy or a sandy whirlwind that rose with a strong wind: buran kütärelde. As is known, the word Buran is an explanation of the same natural phenomenon both in Russian and Tatar associated with snow and wind. There is only one difference: buran is a snowstorm in a steppe in Russian (Yusupov],2015), and in Tatar buran means snow drifts (qar körtläre)'. Lexeme has a figurative meaning only in colloquial speech of Tatar people: gailädä tawyš-gauga bary tik sineŋ arqaŋda qupty (noise, scandal, conflicts, skirmishes) (Tatar teleneng anglatmalı süzlege., 2005).

Knowing the mysteries of nature, Tatar people interpreted and detailed them in their own way. This knowledge of the phenomenon of nature was passed from generation to generation, took a steady character and was fixed in the language in the form of words and phraseological units: *cil algandaj* 'vanish into thin air', *cil iläp jörü* 'to engage in nonsense', *cil ujnatu* 'with a breeze', *cil jagyna awyšu* 'wait for the cat to jump', *cilgä cibärü* 'to turn it into nothing; to smash to pieces; to blow to the wind; to spend in vain'; *cil-dwyl quptaru* 'to raise a scandal'; *garasat könnäre* 'the end of the world; doomsday'; öjermä qubaru (kütärü) 'to start ruckus'.

The wind is associated with certain characteristics among Tatars, which are reflected in proverbs, sayings and signs. For example: *Dawyl aldy tyn bulyr* 'Calm before the storm'; *Cil ismičä, jafraq ta selkenmi* 'There is no smoke without fire'; *Cil čäčsäŋ, dawyl uryrsyŋ* 'If you sowed a drop of evil, it return with interest'; *Cilgä qaršy tökermä, biteŋä tösär* 'Do not spit against the wind'; *Cil qojaš artynnan kilsä, kön ajaz bulyr* 'The wind blows from the sunny side, the day will be clear'; *Cil qojaš bajyšy tarafynnan kilsä, jaŋgyr alyp kiler* 'If the wind blows from the sunset, then wait for the rain'. The analysis of examples shows that the ancestors observed their age-old observations of this natural phenomenon at a person, on his actions and external qualities.

4 Conclusions

Thus, the study of meteorological vocabulary cil - 'wind', conducted in terms of appearance study and the functioning in modern Tatar literary language, allows us to draw certain conclusions. In the general lexical fund of the Tatar language, the word cil "wind" and the phrases saba cile - 'morning wind', ütäli cil - 'draft', köçle cil - the "strong wind", signifying various meteorological phenomena and quantities, belong to the highly informative vocabulary reflecting important changes in nature for the life activity of a person. The natural processes characterized by air current movements are the elements with significant activity and are considered in the composition of separate lexical microgroups: dawyl, garasat, öjermä, buran. From the point of view of origin, the main part of the Tatar national meteorological vocabulary consists of words belonging to the original common Turkic vocabulary. Meteorological vocabulary cil 'wind' is widely used in Tatar proverbs and signs.

5 Summary

Thus, the analysis of meteorological vocabulary indicates that the wind as a natural phenomenon is interpreted in a special way within the Tatar language picture of the world. In our opinion, from the linguistic standpoint, meteorological phenomena should be studied more deeply and in detail, within the framework of not only lexicology, but also linguistic culturology. Further study of Tatar meteorological vocabulary is especially promising in terms of comparative research using the material of other Turkic languages from the point of view of semantics change of common Turkic names by origin in the course of their subsequent functioning.

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KAZAN`S SCIENTIFIC SCHOOL OF CHURCH LAW: PROBLEM OF ALLOCATION AND GENERAL CHARACTERISTICS

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Abstract.The article formulates the problem of Kazan school of church law singling out as a special trend in the science of church (canon) law at the time of late Russian Empire. Using the methodology of scholar studies (G.P. Myagkov, V.P. Korzun, A.P. Ogurtsov and others), the author proves the existence in the Kazan theological academy of the scientific community of canonists, whose founder and scientific leader was Professor Ilya Stepanovich Berdnikov (1839-1915). A distinctive feature of this school within all-Russian scale was the theological interpretation of canons (as opposed to the legal direction by N.S. Suvorov and N.A. Zaozersky) and its original problem field of research - the issues of ecclesiology and external church law. The most of publications of 14 scientists of this scientific community was written either about the structure of church institution or was devoted to the relationship between church and state institutions in the societies of secularized Europe from Antiquity to the late modernity of the 1900-ies. The members of the I.S. Berdnikov`s school distinguished the unity of methodology, a high level of self-awareness as a scientific school, as well as an intensive scientific communication with other scientific schools.

Keywords: history, theology, Kazan Theological Academy, external church (canon law), ecclesiology, Ilya Stepanovich Berdnikov, scientific school, Kazan.

1 Introduction

Scholar studies such as the investigation of scientific schools were one of the vectors of Russian historiography at the turn of the 1990's - 2000's touched upon the sphere of the church humanitarian sphere. Obviously, the research and the teaching experience of the Kazan Theological Academy (hereinafter - KazTA) is unique, which should be in demand and studied. But the following issue arises: how should we study this experience? Shall we study it by personalities or by some trends in science? The study of the works written by the professor of church law Ilya Stepanovich Berdnikov (1839-1915) and his students made it possible to put forward the hypothesis about the existence of a scientific school of church law in Kazan as a special trend in Russian science of church law in the second half of the 19th century.

2 Discussions

The community of Berdnikov’s disciples as a special scientific school at KazTA was first identified by A.V. Zhuravsky (Zhuravsky, 1999. pp. 93-98). At the same time, the characteristics of the school was performed by a formal sign. The main one was the presence of "teacher-student" relation, without the analysis of the essential moments - methodology, theoretical program and the continuity of research. Zhuravsky showed the connection between "Berdnikov's school" and other scientific communities - patrology (D. Gusev), church history (F.A. Kurganov) and Russian civil history (F.A. Blagovidov) - but again simply describing the fact of scientific co-guiding (Zhuravsky, 1999. pp. 100-103).

3 Methodological Framework

In this article, the historical material associated with the scientific school of church law in Kazan was analyzed using the methodology developed within the study of scholar problems (G.P. Myagkov, V.P. Korzun, B.G. Mogilnitsky, A.P. Ogurtsov, A.A. Dorskaya (Dorskaya, 2004) Based on it, the condition for the existence of the scientific community is its functioning in the system of the following coordinates: 1) the existence of a scientific school "theoretical program"; 2) self-consciousness, self-reflection of the community on the basis of an intensive in-school communication; 3) the relationship with other scientific communities (Myagkov, 2000. pp. 115-116).

4 Results

When this research framework (the coordinate system of the scientific school) was applied to the KazTA`s material, the author came to the following results:

a) *The theoretical program of the school: the research framework by I.S. Berdnikov*. In terms of the theoretical program formulation, the school of canonists in Kazan should be designated as "the scientific community with the leader". This leader was Professor I.S. Berdnikov, who brought the teaching of church law in the Kazan Theological Academy to a qualitatively new level. In his doctoral dissertation "The legal status of religion in the Roman-Byzantine Empire. V.I. Before Constantine the Great" defended at the academy in 1881, he formulated the research framework of "religion legal status" study (social and political, legal status of religion (Berdnikov, 1881). A large part of the students began to apply it to the historical material of various countries (Europe, Byzantium, Russia) and the epochs (Middle Ages, Modern Time).

The "problem field" of the Kazan`s academic school of the canon low is characterized by the concentration within the issues of "external church law", the adjacent sphere of contact between spiritual and secular, the focus on the problems of dogma integration into the everyday reality of society.

This is evidenced by the themes and the content of most works of its representatives. All the works of students taught by Professor I.S. Berdnikov were written in the framework of his theological-ecclesiological interpretation of church lawmaking phenomenon. Research were evolved in two main directions:

1) *"ecclesiological"*, including its practical refraction. The theoretical provisions of the doctrine about church as a special social institution were developed. For example, within the framework of synthesis of patristic and canonical discourse in the interpretation of "church`s teachers" by N.P. Rodnikov (Rodnikov, 1897). The subject of the study was also the aspect of Byzantine (canonical) ecclesiology version refraction in the organization and the management of national local churches (Greece - F.A. Kurganov (Kurganov, 1872), Serbia - M.P. Cheltsov (Cheltsov, 1899) and Romania - B.B. Kolokoltsev (Kolokoltsev, 1897)). The reflection was performed here according to the principle of church lawmaking phenomenon study through the prism of local church modern organization and the specificity of their local socialization in society. This also includes the study of particular issues of ecleziology, for example, the principle of «sobornost`» (conciliarism) (P.D. Lapin), as a necessary condition for existence, management and ideal functioning of the church within the social and political structure of the state (Lapin, 1909).

The general tendency within the ecclesiological direction was the examination of the «pomestnye» (autocephalous, "independent local") Orthodox Church`s status in the national state, its social status and canonical system. The subjects of the authors' reflections were: 1) the trends of sovereign ecclesiastical legislation development; the issue was raised about the "legislative capacity" of local churches; 2) the nature of state legislation according to the external affairs of the church, the delineation of its jurisdiction in society; 3) the ratio of church and secular lawmaking in terms of its specifics identification in the framework of various national traditions (Hellenic, Slavic and Roman one).

2) *the "external legal" trend in church low*, coming from Berdnikov's doctoral dissertation, was developed in terms of the practical applicability of the concept "the legal status of religion." The study of the "social doctrine" of the Orthodox Church in this perspective was carried out by the study of state

"confessional politics" models, the limits of jurisdiction delineated by secular authority for the church. The main trend of the work is the application of Berdnikov's "research strategy" using the empirical material, according to the study of the "confessional legislation" of individual states of modern Europe (France - E.N. Temnikovsky (Temnikovsky, 1898), Italy - Archbishop Vladimir [Putyata] (Putyata, 1906) and Germany - V.K. Sokolov (1899) and medieval Byzantium - Hieromonk Mikhail (Semenov) (Semenov, 1901)).

The conceptual heart of "Berdnikov's school" is a set of works written within the framework of external church law (jus ecclesiasticum externum) in order to study an external legal situation of the church in the state-social structure. All the works of his students in this direction were written with the use of the "comparative method", which, according to E.N. Temnikovsky consists in the comparative study of "faith and morality teaching, the canonical norms of various religious unions, the comparison of legislation on the affairs of church" (Temnikovsky, 1898. pp. III-V).

They also include the works on private issues of the church social and legal status in the state. For example, the work by N.P. Runovsky on the legal status of the clergy in the legislation of 1860-1870-ies (Runovsky, 1898) or the work by A.V. Popov on the synthesis of church and secular legislation within the frame of spiritual and moral justice (Popov, 1904). There were also works of the source`s study (V.A. Narbekov with the study about Nomokanon (Narbekov, 1889.)) and the historiography (P.A. Prokoshev with the understanding of the work by Bishop John [Sokolova] (Prokoshev, 1895)).

The structure of all works is developed in accordance with the research strategy that comes from I.S. Berdnikov. The authors preceded their studies with a detailed theory of relations between church and state, clarified the basic principles of modern state relations to religion and church. Then, after the review of religious legislation history in Italy, France and Germany, they went on to analyze contemporary confessional legislation. The final of each work was the statement and the canonical assessment of religious legislation practical implementation. The work is crowned with the conclusions about the conformity / inconsistency of the theory and practice of religious legislation in Western European countries.

b) *Intraschool communication* of the academic community of canonists was sufficiently structured, and the level of self-awareness as a scientific school and a special research area is extremely high. This is proved by constant self-reflection within the community. The creativity of the passed leaders, school theorists became the subject of historiographic analysis. Thus, the work of Bishop John [Sokolov], the rector of KazTA in 1856-1860, one of the forerunners of the academic school of church law, was often in the focus of subsequent generations of scientist attention. The works were written from different positions, concentrated on certain aspects of the multi-faceted activity of the hierarch. First of all, he was described as the "first Russian canonist" (NART, F.10, Inv.2. C. 1720.), as well as the diocesan bishop (NART, F.10, Inv. 2. C. 1531.), as well as the preacher (NART, F.10, Inv. 2. C. 1723).

The creative work by I.S. Berdnikov after his death also became the subject of comprehension within the framework of the academic tradition. The initiator was his student P.D. Lapin, and under his guidance the student of the LVIII-th course E. Malyshev wrote the course essay with the Berdnikov's system of church law comprehension (NART, F.10 Inv. 2. C. 1489). He set the following task: "to present the church-legal views by Professor I.S. Berdnikova" (NART, F.10 Inv. 2. C.1489, Sh.1), the author puts all the totality of his works into a standard three-part scheme - church legislation, church administration and church court, which speaks about a certain model of historiographical work in church low.

c) *In terms of external communication* - the communication with the surrounding world and other scientific schools - the Kazan community of canonists was not like an esoteric caste. His members communicated with the members of other scientific schools both within the frame of KazTA and on all-Russian scale through institutionalized norms of scientific communication (polemics, peer review, correspondence, public disputes, defenses, theological forums, synodal commissions, councils, publications in the «Pravoslavny Sobesednic» ("Orthodox Interlocutor").

Thus, the first Berdnikov's disciple F.A. Kurganov became the leader and the theorist of church history scientific school at KazTA and the Kazan Imperial University. The example of cooperation between two communities may be represented by the fact of defense of dissertation by F.V. Blagovidov in history of the institute of the Ober-procurator of Holy Synod within the specialty of church law, in view of the fact that the Synod did not allow it for defense in the direction of church history (Blagovidov, 1900).

5 Conclusion

Thus, it can be stated that, in sphere of the research strategy, the academic community of canonists in Kazan can be referred to as a "a scientific school with a leader", the Professor I.S. Berdnikov, who developed its "scientific ideology" (Myagkov, 2000, pp. 115-116), as a set of basic theoretical and methodological ideas that make up the essence of the school, the content of scientific research. I.S. Berdnikov was the founder and an absolute leader of the scientific community, whose way of thinking directed and delineated the main direction of school activity. The choice of research issues within the community, that is, the specificity of the school on a nationwide scale depended on him.

At all-Russian scale, the Kazan`s academic school of canon low was integrated into the space of the theological and canonical science by the inclusion into theological and canonic discussion of the second half of the XIXth – beginning XXth century. The formation of the scientific school occurred as the result of its self-identification in the context of discussions with other directions. The representatives of Berdnikov's school competed with the "western" legal direction in church law (N.S. Suvorov, N.A. Zaozersky).

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COMPARISONS OF DISHWARE NAMES IN TATAR AND RUSSIAN LANGUAGES

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Abstract.The article considers comparative structures of Tatar and Russian languages with the names of dishes as the means of language categorization in Tatar and Russian world pictures. These constructions are of undoubted interest, since they allow to reconstruct the most important stereotypes of national consciousness. Descriptive and comparative method, as well as the elements of structural and component analysis were used as the main research methods. The comparative structures selected from the National corpus of Russian language, the Written corpus of Tatar language and the dictionary "Turks in the comparative phrases of Russian language" by R.A. Yunaleeva were used as a research material. The reproduction of representation system, which is reflected in the comparative structures of Tatar and Russian languages, helps to reveal the universal and unique elements in the worldview of these languages carriers; to reveal implicit national and cultural meanings in the content of compared language comparisons. The use of certain types of dishes as the benchmarks of comparative structures gives an idea of a place that certain objects or phenomena occupy in Tatar and Russian world picture, as well as the features of the worldview among the representatives of these ethnic groups. The uniqueness of comparative structures in Tatar and Russian languages is conditioned by the peculiarities of these ethnoses historical development and thinking, as well as by the specificity of national culture and religion. The presence of close comparative constructions in comparable languages is explained by the universality of human thinking, the unity of residence territory and the common history of these peoples. The carried out research has practical significance, since the obtained results are a valuable material for the study of two ethnic groups worldview.

Key words: language picture of the world, vocabulary of material culture, comparative constructions; names of dishes, Tatar language, Russian language.

1 Introduction

In modern linguistics, language is considered not only as a static system, but as the means of world communication and reflection. At the same time, language is seen as the bearer and the custodian of people culture.

Taking into account the diversity of human activities, culture is classified into material and spiritual one. The objects created by a man and materially existing in space during certain time periods are referred to material culture. Spiritual culture is also the result of people activities, but created by mind. Spiritual culture includes ideology, spiritual communication, art and religion. Material culture is one of the important components of culture for entire human society. It appeared at the earliest stages of human life, as the need appeared to satisfy various vital needs, such as food, shelter, clothing, etc. And in the very origins of culture, the basic elements were various utensils.

The vocabulary of material culture occupies a significant place in the language vocabulary. In this paper, we turned to the names of dishes. In Tatar linguistics, the names of kitchen utensils and dishes were studied by such scholars as T.Kh. Khayrutdinova, G.N. Niyazova, A.Sh. Yusupova, R.S. Nurmukhametova et al. (Khayrutdinova,2000; Fanuza Haydarovna Gabdrakhmanova, 2016).

Those representations that are related to the material and spiritual culture of people are reflected in comparisons. The comparative study of these linguistic units reveals a national identity, a universal and a unique one in the images and the standards of comparisons. Specific images and standards help to understand the features of ethnos world outlook (Gulgena et al, 2016 ; Fanuza et al, 2016).

The uniqueness of comparative structures depends on the associations that make the basis of comparisons, since each people, characterizing people or objects, distinguishes those details that are relevant to it, but are not important for the representatives of another ethnos (Zamaletdinov et al, 2014; Bulgarova et al, 2014).

Consequently, at the comparative studies of comparative designs the general and the specific elements are revealed in material and spiritual culture of Russians and Tatars. Specific comparative and phraseological units are the bright indicators of thinking features and the worldview of certain language bearers (Sibgaeva et al, 2016 ; Yuisufuva et al, 2016; Fatkhullova et al, 2014).

Everyday objects, including the names of dishes are often attracted by comparison standards during the description of objects, the phenomena of nature, a man's appearance and character.

The purpose of our study is to identify common features and national and cultural specifics of comparisons with the names of dishes in Tatar and Russian languages.

2 Materials and methods

Materials for the study were extracted from the Written Corpus of Tatar Language (Written corpus of the Tatar language (Electronic resource),2017), the National Corpus of Russian Language (The national corpus of Russian language (Electronic resource),2017) and the Dictionary "Turkisms in the comparative turns of Russian language" by R.A. Yunaleeva (Yunaleyeva , 2011).

The following methods of linguistic analysis were used in the work: generalization and systematization, analytical method, descriptive, comparative one, etc.

The method of generalization and systematization was used to study the views of different researchers and language materials. The analytical method was used in the analysis of scientific and scientific-methodological literature on the topic of research and scientific concepts in modern domestic and foreign research.

The elements of structural and component analysis were used in the process of sampling and comparative structure research.

General and specific features of Russian and Tatar languages were set by comparative methods.

The statistical method helped to comprehend the phenomenon under study more deeply, to reveal universal and unique comparative structures occupying a certain place in the linguistic consciousness of Russians and Tatars.

3 Results

The analysis of comparative structures in Tatar and Russian languages showed that the features of the world perception among native speakers are clearly manifested in comparative structures in which different unique phenomena of everyday life, ethnic culture, including the names of dishes, serve as reference concepts and the grounds for comparison. These subjects are the basis of comparison during the description of a person, his appearance and character. Various qualitative characteristics of a reference standard, such as shape, size, color, etc., can make the basis of comparison.

Often enough the shape of various items of dishes makes the basis for comparisons in Tatar and Russian language (Tatar:

tәlinkәdәj tүgәrәk; tabaktaj җәlpәk, Russian: round as a plate, round as a frying pan):

Kolagyn ua-ua, bashyn Hodaj birgәn tere utyrgychyn kashyj-kashyj matasha torgach, tәlinkәdәj tүgәrәk јәze balkyp kitte (Written corpus of the Tatar language (Electronic resource),2017);

Hәtta kalyn irenle zur avyzy da, tabaktaj җәlpәk јәze dә үzenә үlchәp yasagandaj nәfis bulyp toela ide (Written corpus of the Tatar language (Electronic resource),2017);

Now I knew that Kazakh Bayseitov, the batyr with a sly and a round face, like a pan, demonstrates unusual records (The national corpus of Russian language (Electronic resource),2017).

A face round as a plate plus porky eyes (The national corpus of Russian language (Electronic resource),2017);

Another basis for comparisons may be the size of various items of dishes (Tatar: tәlinkәdәj zur kүzlәr, tabaktaj zur bit, Russian: huge as a frying pan):

Anyң bolaj da kiң, tүgәrәk bite shunlyktan tagyn da tүgәrәk bulyp, tabaktaj zur bulyp kүrenә ide (Written corpus of the Tatar language (Electronic resource),2017);

An icy astonishment appeared on Lavr Fedotovich's huge face (The national corpus of Russian language (Electronic resource),2017);

Color and temperature as the basis for comparison in works of art and the materials of mass media are used much less often (Tatar: samavyr kebek shәmәhәlәnep; samavyr kebek kajnarlanyp, Russian: mug as a samovar, red and hot as a kettle):

<…> dide agaj, susyz kalgan utly samavyr kebek shәmәhәlәnep, – iskechә tүgel, yaңacha sezdә hәllәr, iskechә bulsa, sine dә Kazannan kuarlar ide (Written corpus of the Tatar language (Electronic resource),2017);

Menә hәzer, samavyr kebek kajnarlanyp, ehchendә җyelgan hәr uj-hisen shushy kyzuynda par kebek bәrep chygaruny da buldyra almady (Written corpus of the Tatar language (Electronic resource),2017);

There is an inn at three roads, the owner sells kalachi with wine, new boots, and a face, red like a samovar (The national corpus of Russian language (Electronic resource),2017);

In the heat the Jewish beauty became hot, like the pot of Vera's grandmother (The national corpus of Russian language (Electronic resource),2017);

Comparative structures are of special interest, where different attributes of objects of dishes (the mode of existence, made sounds, actions, etc.) serve as the standard of comparison (Tatar, samavyr kebek kajnyj; taba kebek chyzhlarga totynyp, Russian: noise as samovar, rattling like a frying pan, jumped up like a teapot):

Tәnemnәn bertәrle suyklyk јәgerep kitte, bashym samavyr kebek "tәtenlәp" kajnyj bashlady (Written corpus of the Tatar language (Electronic resource),2017);

– Nәrsә katyp torasyz monda? – dide Keche apa, kyzgan taba kebek yaңadan chyzhlarga totynyp, – әjdәgez tizrәk avyl sovetyna! (Written corpus of the Tatar language (Electronic resource),2017);

<...> the boy, without the understanding where and why he was going, was sitting on the box beside Deniska, holding his elbow, so as not to fall down, and was jumping up like a kettle on a hob (Yunaleyeva , 2011);

But he is always boiling like a samovar, and you need to approach it carefully, so as not to get burned by spray! (The national corpus of Russian language (Electronic resource),2017);

I'll work for an hour or two and my head is empty, making noise like a samovar (The national corpus of Russian language (Electronic resource),2017);

<...> the patient was rattling like a frying pan, and, shining, began to dress (The national corpus of Russian language (Electronic resource),2017);

Turning in a sleeping bag under the Ivan Ivanovich Zagranichny's snorting, then whistling melodiously, like a teapot, with one nostril, then passing over to the siren bombing howl with two nostrils, the mechanic Kesha mentally passed the river all night (The national corpus of Russian language (Electronic resource),2017).

And at complete silence, when no one dared to get up, he was puffing on like a kettle for a long time, and he still could not calm down, remembering the Boss, from whom he suffered a lot (The national corpus of Russian language (Electronic resource),2017).

The signs of various items of utensils, such as shape, size, color, etc. are also the bases of comparisons, where an object of comparison are the objects, the phenomena of nature, and so on. The basis for comparisons in Tatar and Russian languages is most often the form of various items of utensils (Tatar tәlinkә syman tүgәrәk; tabaktaj ehshlәpә; Russian: round like a plate);

Ahyr chige min rizalashtym. Bashkalarga hich ohshamagan, tәlinkә syman tүgәrәk bu bina serle-tylsymly әkiyat ile bulyp toeldy miңa (Written corpus of the Tatar language (Electronic resource),2017);

Gәmbәneң chitlәre yugary kajtarylyp, tүbәse tash chynayak kebek chokyraep kalgan da, shunda mәlderәmә bulyp yaңgyr suy tulgan (Written corpus of the Tatar language (Electronic resource),2017);

Battal isә, tabaktaj ehshlәpәsen kyңgyr salyp, telen chygaryp, tegeneң artynnan serle genә elmaep karap kala (The national corpus of Russian language (Electronic resource),2017).;

The lake round as a plate was completely surrounded by a forest - now the trunks of the ship pines were illuminated by the setting sun and burned red like wax candles (The national corpus of Russian language (Electronic resource),2017).;

Items can be compared to dishes on the basis of size (Tatar. tabak kebek furazhka; Russian small as a plate, wide as a cup):

Tik anyң zur tabak kebek furazhkaly bashy da әbilәr belәn nәrsә ehshlәrgә ikәnen ujlap beterә almyj (Written corpus of the Tatar language (Electronic resource),2017);

<…> әnә tap urtalykta yubilyarnyң, yag"ni үzeneң bu dәn'yada kүpme gomer kichergәnen kүrsәtep toruchy zur tabaktaj tort, ak, sary fәslәre belәn masajgandaj kukraep tezelgәn shampanskijlar <…> (Written corpus of the Tatar language (Electronic resource),2017);

He led them to the far end of the apiary, showing a huge imprint of a tiger's trail, like a frying pan on a damp and black earth (The national corpus of Russian language (Electronic resource),2017).;

Cap was pleased with his conclusion and let three puffs of smoke in a row, holding his wide pipe like a cup, in his hand (The national corpus of Russian language (Electronic resource),2017);

If people thought all their lives that the Earth is small, like a plate <...> (The national corpus of Russian language (Electronic resource),2017);

The temperature of objects as the basis of comparison in the works of art is used much less frequently (Tatar: utly tabadaj, Russian: hot as a frying pan):

Yanu digənnən, dөn'yasy yanmasa da, bөten shəhər yana bүgen – utly tabadaj koyashtan kachar uryn tabarmyn dimə (Written corpus of the Tatar language (Electronic resource),2017);

And what did she find in him? The machine was hot, like a frying pan (The national corpus of Russian language (Electronic resource),2017);

Either cold, icy, then hot, like a frying pan, and iron, iron (The national corpus of Russian language (Electronic resource),2017).

There are overgrown bushes in dunes, and the sand is hot, like a frying pan (The national corpus of Russian language (Electronic resource),2017);

There are single examples of weight use as the basis for comparison (Russian: heavy, like a frying pan):

The sun was hanging over us, heavy as a frying pan (The national corpus of Russian language (Electronic resource),2017);

Comparisons can also be based on a sign of smoothness / roughness, flatness / roughness (Tatar. taba kebek shoma, Russian: smooth as a plate):

Tigez itep kүmere kiselep alyngan жir – taba kebek shoma (Written corpus of the Tatar language (Electronic resource),2017);

Only two months, March and April, before the beginning of May, the vast plains, smooth as a plate, blossom like a bright green-red carpet (Written corpus of the Tatar language (Electronic resource),2017);

Gorurlanyrsyң da shul, bүtən malajlar, monnan shuu turynda ujlauga uk, baskan жirlərendə — tabadaj tigez təshtə də bashlary əjlənep egylalardyr əle (Written corpus of the Tatar language (Electronic resource),2017);

The water flows down the slope of the sloping hillock to the old railway, from the streets of wide and flat, like a frying pan, and a quiet neighborhood with family pubs and eateries (The national corpus of Russian language (Electronic resource),2017);

Among the existential signs of everyday objects, the produced sounds and actions, etc. act as the basis of comparison. (Tartar: chynayak shikelle shyңgyrdap tora torgan; kazan kebek kajnyj, Russian: puffs like a samovar):

Menə min aңar chynayak shikelle shyңgyrdap tora torgan narat kүmere birəder idem, ə ul anyң da kaderen belmi, həzer andyj kүmerne kөtərgə satu tүgel, shyңgyrdap torgan kөmesh akchaga tabuy da chiten (Written corpus of the Tatar language (Electronic resource),2017);Kazan shəhəre chyn kazan kebek kajnyj, bez yugalyp kaldyk, kaya baryrga da belmibez (Written corpus of the Tatar language (Electronic resource),2017);

The foliage is still boiling in a confusion, / yet the feeling of a storm beats in it, / Nature is sick still: / it feels cold, then heat. / It puffs like a samovar (The national corpus of Russian language (Electronic resource),2017).

During the description of objects, the basis of comparison may be their signs, reflecting the loss of an original form and size (Tatar iske tabak kebek izelgən; Russian: split like a cup):

Iske tabak kebek izelgən Aj – / Bozly tərəzədə shəүləse (Written corpus of the Tatar language (Electronic resource),2017);

Everything made an effort - fell at once - flared up, the grasses gripped with their roots to the ground, the sky fell, splitting like a cup <...> (The national corpus of Russian language (Electronic resource),2017).

The skull fell off like a cup, the whole brain became visible <...> (The national corpus of Russian language (Electronic resource),2017).

Thus, the associative-shaped bases of comparative structure semantics are of great interest. The analysis allows us to identify the relationship of images with different signs of national culture.

4 Conclusions

The comparisons of any language are the most valuable source of information about the culture and the mentality of people, they reflect the customs, rituals, habits of people, their ideas about morals, patterns of behavior, etc.

The specificity of comparative constructions can be manifested in the images and the ways of comparison expression. Each language has its own system of images, which is the custodian of cultural information. The unity of territory of residence, the history of development, etc. explains the existence of common images and measurement standards, as a consequence, similar comparative designs. The features of thinking, material and spiritual culture are the source of specific comparative unit appearance. The results of these comparative studies are of interest not only for linguistics and linguistic culturology, but also for psycholinguistics, since the structures under study record certain stereotypes of thinking that are characteristic of a certain ethnic-cultural community.

5 Summary

The study of comparative structures with the names of items of dishes showed that these objects in compared languages are the standards of comparison more often during the description of specific objects and phenomena of nature than the appearance and the character of a person. In order to characterize a person, the use of form and size is more common as the basis for comparison, the remaining examples are single ones. During the description of the same subjects, the variety of bases of comparison is presented - shape, size, color, temperature, action, sounds, etc.

The contacting of Tatar and Russian languages led to the mutual enrichment of languages, especially through everyday vocabulary. The lexical foundation for the names of dishes in the compared languages is largely identical, since the objects of utensils are basically the same. Nevertheless, we can note the absence of comparisons in Russian language, for example, with the lexeme "kazan" borrowed from Turkic languages, compare: Казан шәһәре чын казан кебек кайный, без югалып калдык, кая барырга да белмибез.

The comparative analysis of Tatar and Russian language comparative structure with the names of dishes showed the presence of more general characteristics than unique ones. This is conditioned by the centuries-old contacts and the coexistence of these ethnic groups on a single territory.

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RUSSIAN LITERATURE IN CLASS: STEPS TO FACE (RE)COGNITION

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Abstract: As the title implies article describes didactic questions of Russian literature teaching strategies (as a part of a training in Russian as a foreign language) in system high school education nowadays. During work so-called "steps" - the stages "pre-/knowledge" of the Russian literature were allocated as unique object in the conditions of the academic situation. At allocation and the description of specific stages of work with text material became central the method of the phenomenological analysis of works of the Russian classics allowing to exempt interpretation from a canon, on the one hand, and the hypothetic-deductive method which defined the principles, provisions and the directions of didactic search. Didactic justifications for realization of specific techniques of work with the art test (a kind of the specific text) underwent studying, besides, linguodidactics tactics and receptions in the training conditions of foreign speaking recipients were approved. As a result of a research three "steps" synthesizing processes of knowledge and recognition literary whole at the level of form and content were revealed. Requirements imposed to the purposes and content of language training in the conditions of the academic environment (or teaching a foreign language *(language education)*), as well as the requirements corresponding to the standardized levels of proficiency in Russian as foreign (acquisition of the second language *(second-language acquisition)*) act on each of the established stages.

Key words: Russian as a foreign language, Russian literature, text interpretation, language education, second-language acquisition.

1 Introduction

The discussion about the place and role of "great Russian literature" the last for several years stepped over borders highly specialized (Matthews,2017) and gained additional sharpness, including in connection with award of the Nobel Prize on literature in 2015 to Russian-speaking Svetlana Aleksiyevich who most sharply erects borders between the Russian literature and the Soviet-Russian reality: "I love the humanitarian Russian world, but I do not love Lavrenti Beria, Stalin, Sergey Shoygu, Putin's world" (Quot. on: 2).

In turn, the Russian literature as the academic subject is included in system of the obligatory requirements imposed for effective acquisition of Russian as foreign, and at first sight is alienated from the Russian literature as the phenomenon of world culture, losing partly a specific aura of globalism and, the main thing, ideological filling of signs language, to be exact a cultural discourse. Thus, names of many writers of the Russian literature are included in historical and even political context - thus "the humanitarian Russian world" and names of specific politicians are located in one narrative whole. In article "Tolstoy, Dostoyevsky, Chekhov, Nabokov where have you disappeared?" names of the writer Isaak Babel and Stalin are interfaced: "For example, Isaak Babel whose stories I read with big admiration now was shot at the time of Stalin. An opportunity to publish his books appeared only after the death of this Soviet leader" (Börekçi et al, 2016).

Similar specifics of an object - the Russian literature - return us not only to culture semiotics questions, but also pressing problems of teaching. Lack of universality of specific methods for definite purposes (the accounting of the identity of the trainee, lack of homogeneity is obvious when training in group, etc.), thus the approach considering the general didactic principles in the conditions of statement and the solution of specific goals of teaching Russian as foreign and problems of development of language in culture space (Funk2010, S is represented to much more productive. 940-952). The solution of essential problems of formation of ability to transfer and assimilation of information in the conditions of a specific communicative situation (Dombrovskaya,2016, S. 14) it is impossible to exhaust process of understanding and interpretation of an art ensemble in the context of culture (Salakhova,2016, p. 168-169; Aygul Restamovna Salakhova,2016 , p. 107-108). Literature as a component of culture cannot be considered only as an empirical reality, it has to comprise also a possibility of the movement of the identity of the pupil to cultural development and enrichment. Unfortunately, in most cases on classes in reading the Russian literature in foreign-language audience we deal with the so-called "stopped" texts, out of interpretation and reconsideration what the contents of the modern textbooks on reading addressed to the foreign reader within studying of Russian confirm. It should be added that else M. M. Bakhtin indicated the need to consider it is illusory the works as the phenomena developing in macro-temporary space (Bakhtin,1979 S. 316) closed in the historical time. According to the fair remark of L. M. Batken, dialogue in Time "does not cease to last, "deep joy of repetition", … is explained by the fact that it not repetition, and a rhyme, a response, the echo reaching from the future" (Batken,1989, S. 130).

In practice of a teacher of Russian as a foreign language didactical and methodical elements are implemented in methodical system which will unite knowledge of different degree of a community and can be concretized in the project of activity of the teacher - the manual (Burtseva.,2017). The last, being both a part, and means of the training activity, can become a subject of the subsequent reflection over stages of pedagogical reality.

2 Materials and methods

As material for the real research results of long-term work on conceptualization of contents and structure of special courses served: "Reading: Russian classical story" and "Reading: modern Russian story". In the course of approbation initial material was corrected slightly that testifies to initially correctly chosen tactics. The publication of materials in the form of the educational edition "We all came out from under Gogol's "Overcoat"…" addressed to the foreign students of average and advanced grade levels learning Russian as foreign became unity of the embodiment of scientific and practical tasks.

Processing of material was conducted on the basis of department of Russian as foreign FGAOU "The Kazan (Volga) federal university", Institute of Slavic philology of Justus-Liebig-University (Giessen, Germany) and Institute of Slavic philology of University of Regensburg (Germany) according to standard techniques, within the didactic approach which is successfully approved by authors when training the foreign students learning Russian. Contents, the sequence and ways of supply of material conform to the federal standards of the third generation, the State educational standards on Russian as foreign (the I-III certified levels), answer scientific and practical recommendations of the leading philologists and specialists in Russian as foreign, and promote optimization of independent work of foreign pupils. In addition, the purpose of the done work is the organization of cross-cultural dialogue in the course of reading the Russian literature with foreign students; the attention is paid as well to the most urgent problem of reception processes in the Russian literature, to establishment of peculiar features of dialogue of classical and latest Russian literature, continuity of the Russian literary tradition. Authors of a practical work set also a task to create at students necessary competences, an algorithm of actions during the work on the work of art, taste to the analysis of the art text, explanation of its perspective, art features, the language means used by writers.

Adequacy of the applied methods was estimated, using a method of test control, oral poll (including a discussion), the hermeneutical analysis of case texts, skills of a monological speech (an oral and written monologue).

3 Results and discussion

During a research it was revealed that, considering features of training in nonnative language (formation of the secondary language personality), during the work with the art text the greatest efficiency is represented by the methods directed to "stimulation of a reader's discourse (as purposeful speech-thought action, result of an interiorization of super-personal experience)" (5, p.167). In the conditions of formation of the secondary language personality national specifics of the art text cannot be ignored and replaced with relaying and control of factual knowledge, have to be opposite aimed at search, identification and decoding of phenomena of culture.

Stage-by-stage (step-by-step) formations of ability to work with the art (not adapted) text allows not only to develop the integral methodical system clear to the teacher and the student, but also to correct process of digestion of language and cultural material in case of the arising difficulties.

STEP 1 - understanding of language of the text *(obvious)*. Traditional work on elimination of lexical difficulties, commenting of realities prepares the foreign speaker reader for the most non-stress movement on the fable line of the text, to trivial language I understand. During the work with texts of authors of the classical period similar work is represented to more volume for two reasons: sound use of the word as means of expressiveness, the width and expression, on the one hand, and some "old-fashioned" owing to the specified reasons not only on lexical, but also at the syntactic level (tempo of speech). Modern literature is formally closer to the foreign speaker reader owing to its brevity, capacity, photo at reconstruction of reality.

STEP 2 - understanding of language of a context *(improbable)*. It is known that the understanding of language is not equal to understanding of the speech in all its completeness. Ignorance of a context or its ignoring, as well as attempt to determine foreign to them a context leads to deformation of meanings. Therefore for formation of readiness for perception and the subsequent interpretation of cultural units the last join in the discussion field (the biography, a portrait, quotes of writers staticizing first of all social and cultural realities, etc.). During the work with classical texts this type of work follows a stage of removal of lexical difficulties, during the work with texts of the current era - the first two stages are synthesized (within biographic data it is entered and lexicon is contextually commented).

STEP 3 - understanding of language of literature. Despite the dominating regional geographic interest at the addressing art texts, as well as on the low level of literary erudition (speaking the circle of names of classic authors and/or works which are widely known as about classical (1)) it is necessary to focus trainees on work with the art text. Ability to see richness and originality of language, multi-layered and word sign polysemy, understanding and its interpretation outside a plot. Tendency of the Russian literature to existential heights, directly articulated belief in terrestrial and heavenly, undoubtedly, stimulates reader's interest.

STEP 4 - (at) knowledge of the language. During the work with the art text burdened in comparison with the text inartistic ethical and esthetic valences inevitably there is a discussion field (as result of multidirectional representations on a statement subject) which internal saturation allows to turn cultural experience into personally significant. Within methodical strategy it is about the creative tasks based on features texts, discussed (9, with. 27, 73), as well as inclusion of a reader's narrative in a discourse ("addition" of the test, opening of its borders).

STEP 5 - recognition of further search. This stage, is represented to us, has character potential, as it is implemented outside a course, on the one hand. And with another - it is stimulated already with the most binary structure of a course where both the first and (especially) the second part represent the heuristic marathon set by the title "We all came out from under Gogol's "Overcoat"…". Thereby, two parts meet after and the prefaces which are structurally made by the principle of the open questionnaires which are not demanding direct and only the right answer. All this allows to implant in consciousness of the recipient a thought of extra-time subjects, situations, heroes, both in the Russian literature, and in a world cultural paradigm.

4 Conclusions

In conclusion, complete and conceptually new approach to selection of empirical material, its structuring and work with texts of classical and modern Russian literature (a genre - the story) within studying of Russian as foreign was offered. Typological connection between a number of texts of the Russian classics (from A. Pushkin to A. Chekhov) and texts of writers of the end of XX - the beginnings of XXI was established (from D. Granin to E. Grishkovets). Besides, at the organization of this material as educational the tendency of openness of borders (historical, genre, cultural, interpretative) on purpose was consistently realized not only to find an internal "dialogism of culture" (Bakhtin (7, 334-335)), but also relevance of cross-cultural dialogue, as it is about representatives of other various cultures.

This direction was caused by purposeful work in the field of linguodidactics aspects of teaching "great Russian literature" within language education (5, 6, etc.), as well as the general relevance of culturologic approach in Russian as foreign language strategies, justification of potential of the art text in practice of linguistic education (Bochina,2016; Bochina ,2016; Spiridonov ,2016, etc.).

Besides, updating of theoretical provisions of the receptive esthetics proclaimed in the second half of the XX century in relation to practice of Russian as foreign language is obvious. We mean those concepts of more general phenomenological discourse which are focused on esthetic development and mastering reality of culture (updating, a specification, esthetic experience, an esthetic distance, identification, the strategy of the text, the expectation horizon, a sense institutionalization, communicative definiteness / uncertainty, etc.) (Kruglikov, 2001). Of course, the concepts named above are not entered into the maintenance of a course directly, however cause its scenario, methodical tactics in questions, on the one hand, of release from difficulties of perception (language aspect), with another - complication (i.e. deepening) understanding of the text, establishment of extra text communications. Thus, as a mediator the teacher at first facilitates acquaintance to the text (the STEP 1, 2 and partly 3), and then, on the contrary, increases the semantic valence of an art ensemble.

Readiness of students for similar work is represented to us inevitable and it is caused by a variety of reasons: the heuristic approach declared by a course subtitle (in the name of a grant it is taken out in a title), forces the reader constantly to proceed from abnormal (details, the nomination and/or their absence, code, gestures, etc.). The area available to understanding is by all means crossed with a zone of unclear. On the intersection of these spheres there is an identification and awareness by the foreign reader of similarities and distinctions of "the" and "foreign" culture; first of all, distinctions, not in external specifications, and not in identity of objects. Cultural distinctions consist, first of all, in specificity of subjects, and "each cultural and special applies for generality. (Batken,1989, S. 126). The zone unclear and unknown, permanently expanded within classroom and/or independent work, moves apart discourse borders, doing the meanings received as a result personally significant. Comprehension of a zone unclear finally leads to understanding of value of the thought interpreted by the text, the language representing it in pre-text, text, inter-text, meta-text and endnote forms. Text search will inevitably complicate understanding, causing deficiency of knowledge of the text which is limited at fluent reading to reception of a plot in students of a certain sort; however it is appreciably necessary during the professional work with the text (philologists, culture scientists, as well as future teachers). In broader aspect of linguodidactics at the present stage of training in foreign languages the discourse approach focused on a text-forming way of perception and realization of cultural experience in personally significant undoubtedly has to be entered into a palette of methodical approaches during the work with the text.

The Russian literature and the reality which found in it reflection usually carries out a role *of another,* reflects *other,* at first sight extreme experience. At the same time the Russian prose as the highest form of language existence opens for mastering a foreign language the new cognitive horizons: "reading fiction - business good as it makes you more effective social agent. And it is already slightly more, than just to be able to read the train schedule" (Siegel,2013). Thus, the search arranged within the academic course ("We all came out from under Gogol's "Overcoat"…"?) potentially leaves far beyond specific texts.

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THE ART "MULTICULTURALISM": EAST AND WEST IN THE WORKS OF BARBARA FRISHMUTH

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Abstract: Barbara Frishmuth is the recognized master of modern German-speaking literature, her creativity is conformable time therefore in her works it is easy to find "problem subjects" of the present. The Austrian writer creates especially individual art world, includes, following the Austrian tradition, in the narration a fantastic element and philosophical reflections. Barbara Frishmuth is the author of numerous novels, stories, and books for young generation, and concerns questions of relationship of the East and West in the creativity. Barbara Frishmuth was able to convey her ideas to the reader, as well as to set them thinking critically about life. The author of article is guided by the following methods of a research: biographic method, cultural and historical method, receptive method. Frishmuth is convinced of a possibility of peaceful existence and mutual enrichment of cultures and religions of the East and West, and also a role of the writer in rapprochement of the different worlds. Research relevance is dictated by need of reconsideration developed in the European society for decades of relationship of representatives of various religious faiths (Islam and Christianity) taking into account the changed geopolitical situation. Frishmuth could not remain indifferent to the escalating conflict between the Islamic and western countries. She also participates in these conflicts "a small part" as the writer and therefore she counted necessary to try to attract interest of people in traditions of Islam which are forgotten today by representatives of traditional Islam and fundamentalists writes The author of article gives the generalized characteristic of "multiculturalism" and considers the work of the Austrian writer in this context. The conducted research considers a poorly studied urgent problem of the present taking into account literary experience of Barbara Frishmuth.

Keywords: Austrian literature; Barbara Frishmuth; multiculturalism; Islamic religion; Turkish culture

1 Introduction

Works of the modern Austrian writer Barbara Frishmuth (1941) are imbued with the idea of "peaceful co-existence" of "stranger" and " within the European culture. The relation to a problematic issue of integration the writer repeatedly showed in works of different years, first of all, in novels – "Disappearance of a shadow in the sun" ("Das Verschwinden des Schattens in der Sonne" 1973), "A maturing time" ("Die Entschlüsselung", 2001), "The friend's note" ("Die Schrift des Freundes", 1998), "Summer, when Anna disappeared" ("Der Sommer, in dem Anna verschwunden war", 2004).

Earlier the author of article analyzed a fabulousness problem in Barbara Frishmuth's creativity (Trophimova,2015, page 919).

Deviation of Frishmuth from obviously female works to books about "others" countries and religions is dictated by the objective need connected with the urgent problems of globalization which became in the XX century as in European, and on a global scale.

The creative biography of Barbara Frishmuth is closely connected with the East. Defining it is possible to consider biographic aspect: Frishmuth learned Turkish, lived some time in Turkey, planned the scientific research connected with culture of a bektashy brotherhood.

Fact of common knowledge is that east mentality is more shown in the sphere of religious views of her representatives. The writer sets the task to show to readers other Islam, not that which they know from mass media. She tries to fight against prejudices which were created in the European consciousness. It, first of all, is connected with information concerning laws of Sharia with wearing a hijab by women, with the ban on alcohol, etc., besides, the fight which is intensively discussed in society between Sunnites and Shiites, and also terrorist actions of fanatical Islamic groups which represent Islam in negative light. It is natural that such image of "another" has under itself objective reality.

2 Methods

Material of a research are novels of Frishmuth "Disappearance of a shadow in the sun" (Das Verschwinden des Schattens in der Sonne", 1973) and "The friend's note" (Die Schrift des Freundes", 1998). The author of article is guided by methods in which experience of classical literary criticism, domestic and foreign is combined: the biographic method allows to track creative evolution of the writer, her internal dynamics, "embodiment" in society, a cultural and historical method – a way of perception, the analysis and assessment of works of art within cultural and historical aspect, a receptive method - reaction of the perceiving consciousness and feeling of the reader to the work, to the art world of the author.

3 Results

The author of article investigates features of "multiculturalism" of Barbara Frishmuth as one of aspects of the tolerance consisting in a possibility of parallel coexistence and mutual enrichment of cultures on material of the novel "Disappearance of a Shadow in the Sun" ("Das Verschwinden des Schattens in der Sonne" (1971). Works of the writer, an interview with it, and also literary criticism were sources of information.

In the works Frishmuth shows that Islamic and Christian cultures not only can coexist, but also mutually enrich each other. In her opinion, the high aspiration of a writer consists in becoming the link promoting rapprochement of representatives of the different worlds perceiving " the stranger's eyes, and "others" from the point of view of native.

4 Discussion

Barbara Frishmuth builds "bridge" in the novels between the East and the West and "acquaints" the reader with other Islamic mentality. Islam in her works appears as the phenomenon mystical, mysterious, hidden behind a mask of art and the imagination.

Under "mystical" Islam Frishmuth masks Alevism and bektashizm. The Alevism represents a form of "popular" Islam which basic principles are the love and respect for people, irrespective of religion and belonging to ethnic groups, the special attitude towards people of work. The fact that the Alevism often is considered as a mystical kind of Islam is explained by it. The Alevism reminds the multi-colored mosaic put from the customs and rituals borrowed from various religions (Zhigulskaya,2017, page 77).

As heroes of Frishmuth are also bektash - representatives of a Sufi brotherhood who in anatoliysky and Balkan folklore are called the freethinkers living outside standards of the traditional Islamic right act. Thus, the author, emphasizing heterogeneity of east religious mentality, carries out, relying on own experience, a noble mission of the peacekeeper as acquaints the western reader with "version" of Islam unknown to a wide range.

S. Polat-Menke believes that Frishmuth intentionally emphasizes other sides of Islam, increases its importance, changes perception of the West and, therefore, gives hope for a possibility of emergence of new dialogue between two worlds (Polat-Menke,2013, with. 416).

According to E. M. Shastina who, first of all, mean outstanding German-speaking writers, Nobel Prize laureates – Hermann Hesse and Elías Canetti: "will be in the Western European literature many examples illustrating spiritual synthesis of the East and West thanks to what the world literature was enriched with great works" (Shastina,2013, page 201).

The term "multiculturalism" for the first time appeared in the late sixties of the XX century in Canada. In modern Europe multiculturalism assumes, first of all, manifestation of cultural interaction, inclusion in its cultural field of elements of cultures of other countries. Beyond the scope of this article there is a debatable character of the concept "multiculturalism".

Frishmuth is among those few authors who in the books try to represent relationship "" and "others", namely Turkish and Islamic and European culture. The admitted fact that the Turkish culture takes the important place in creativity of Frishmuht (Aytac,1990, c.217). K. Gellner considers that dialogue of the East and West - one of key subjects of the novels mentioned earlier. Frishmuth perfectly owns material as often happens in the countries of the East, first of all, in Turkey (Gellner,2001, c.211).

On deep belief of Frishmuth, political and economic problems are only a background, interpersonal and interfaith contacts of representatives of the East and West are more important. The so-called tolerance which became today an ordinary concept is perceived by Frishmuth not only as tolerance to religion of people of other faith, its formulation of the question is much broader.

In the first novel of a multicultural orientation "Disappearance of a shadow in the sun" in which Frishmuth tries to present Islamic culture in all richness of paints appears Istanbul with its secrets and riddles at readers as the great city which is historically connecting Christianity and Islam. Abu Khaled considers that this novel made a significant contribution to the cultural relations between the East and the West (Khaled Mohammad Abu Hattab,1978, page 35).

The work "Disappearance of a Shadow in the Sun" can be divided into two parts. In the first part the storyteller tries as it is possible to approach legends and legends of Turkey closer. At the end of the novel the legend of Simurg is told (Frischmuth,1980, page 114).

According to this legend of Simurg it can be interpreted as a symbol of "virtual unity" or to act as the destiny tool. The role of a prophetic bird of Simurg for destiny of the heroine of the novel fascinated by the Turkish myths, the city of a dream and the fairy tale is defined - the help in complex affairs, solution of the problems and acceptance of the only right decision.

The main character - the student from Austria collects material in Turkey for the thesis which cornerstone the interrelation of poetics bektashy and dervish awards is. Its circle of contacts in Turkey is limited, it lives with the teacher Zevim and the student Turgut, maintains the relations with the father's friend Aqsa. Sometimes it meets young people students and writers, feeling, as before, the barrier dividing it and foreign culture.

Real life of the heroine mixed up with myths and the imagination, with stories about an award bektashy and its history. During the researches the storyteller gets acquainted with the mystical party of moral of the 13th and 14th centuries. The heroine of the novel wishes to correspond to the new environment completely. She is convinced that knowledge of the country is possible only through its history and culture. This wrong position prevents the heroine to understand structure and problems of the Turkish society of the second half of the 20th century and to merge together with others country.

In the second part of the novel the heroine wakens from the imaginations about magnificent life in Istanbul. In spite of the fact that the girl realizes that she has feeling of love, learns friendship, gets respect, however she stands aside, is perceived as the traveler passing by. Gradually step by step she learns that her friends conduct a double life which is carefully hidden from it.

The heroine did not want to believe that existence of bektashy depended on the government, at last, she realized that the fatal flaw was to look for so-called keys to the present far back in the past and to learn culture, having mastered the lived events. "… ich hatte das Fremdsein dadurch überwinden wollen … Und so würde es auch bleiben, solange ich es mir leisten konnte, Vergangenheit und Gegenwart nach den Gesetzen meiner Phantasie miteinander zu vertauschen …" ("I wanted to overcome "others" … And it would proceed until I do not realize that it is necessary to change the present and the past, adhering to laws of my imagination …" Trofimova L. V. Lane.) (Frischmuth,1980, page 140).

The subject of its research is not of interest as all of them live in afternoon to relatives and friends, trying to solve social and political problems to which it has no relation. At last she understands that she will manage to learn others world not in its past, and through perception of the present.

G. Brokopf-Maugh writes that the importance of the novel not in acquaintance of German-speaking reader's audience to exotic culture, and in representation of process of rapprochement with "stranger", dissolution own in the stranger and as a result dissolution of an individual in society (Brokoph,1991, page 87).

N. Akbulut allocates in the novel different types of "stranger" which can be shown as in spatial stay of the European woman in others country, and in life in social groups in the Turkish society (Akbulut,1993, page 41). In his opinion, the Austrian writer presented the East like artists impressionists, reflecting at the same time the world not it what she knows it or remembers and what she sees in concrete time-point.

I. Kamaluldin writes that Frishmuth manipulates "cross-cultural" cliches, intending to show, thus, the attitude of cultures to each other (Kamaluldin,1997, page 114). According to the researcher, Frishmuth managed to be presented a full picture of a difficult political situation in Turkey to warn the reader against precipitate judgments. For this purpose the writer addresses an award of bektashy, projecting its customs and traditions on ancient history of the Turkish state.

Barbara Frishmuth played a big role promoting of the Turkish culture, at the same time not only as the author of works of art, but also thanks to the translations of texts of east authors which are a peculiar link between the East and the West. In this sense personal experience of the author allows to look at a problem as if "from within". Frishmuth seeks to be objective, but as any artist she is not free from a mythology (Shastina,2014, page 465).

Frishmuthdeeply trusts how S. Polat-Menke writes, in a possibility of creation of the cross-cultural dialogue built on the tolerant attitude towards east culture (Polat-Menke,2013, page 187). K. Gellner divides this point of view. In his opinion, the Austrian writer set for herself the task to eliminate neglect and dissonance between cultures of the East and West by means of association of people (Gellner,2001, page.211).

M. Razboynikova-Frateeva considers that the writer expresses the attitude towards the Austrian reality in the novel "Disappearance of a Shadow in the Sun", relying at the same time on integration foreign-language and foreign. The novel becomes the beginning of a conversation about cross-cultural problems of the modern world (Razbojnikova-Frateeva,2008, page 108). A priori integration acts as a certain key for the solution of the problems connected with resettlement of the people.

Foresight of Frishmuth strikes, the novel was written last century, however did not lose the relevance during an era of new opposition of the East and West.

Foreign culture, as envisioned by Frishmuth, acts as the guide in search of lost and forgotten as the unity of religions, overcoming all arisen borders is necessary, it is necessary to be open for others, to sympathize with others, and the personal should not die or get lost in the stranger (Frischmuth,1999, page 60).

Acquaintance of heroines to "other" Islam, to other east mentality makes sober them. They suddenly realize that the reality can be apprehended as a certain vital concept.

5 Summary

East mentality is close to Frishmuth, being a writer and the translator it is between languages and cultures, between feelings and reason, between the abstract ideas and experience.

The Austrian writer Barbara Frishmuth in literary works intends to share the wealth of experience of acquaintance to the "mystical" East and Islam with the western reader, hoping at the same time that they will become a starting point in a long way of knowledge of this religion, cultures, in settlement of the interfaith conflict.

6 Conclusion

"Multicultural discourse" and its manifestation in literature it is very urgent for the modern world as reflects changes of views of culture in general and on literature in particular. In the novel "Disappearance of a Shadow in the Sun" the Austrian writer Barbara Frishmuth imparts the wealth of experience of acquaintance to the East and Islam with the western reader, hoping at the same time that they will become a starting point in a long way of knowledge of this religion, cultures, in settlement of the interfaith conflict, but also in awareness of impossibility of change of own cultural convention and its injection in foreign culture.

Thus, "multiculturalism" in creativity of Frishmuth appears as a certain model of culture, as need to self-identification as a problem of the choice of values and orientation in the latest space as one of aspects of tolerance consisting in the requirement of parallel existence of cultures for the purpose of their mutual enrichment and development in the complicated relations "the - the stranger".

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NIHILISM OF POSTMODERNIST CONSCIOUSNESS AND ENTERTAINING TELEVISION

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Abstract.The relevance of the research problem is conditioned by the dominance of entertainment information in Russian television media. Wide dissemination of entertainment content leads to uniform television discourse, reduced quality of the broadcast products, and diminished socio-political importance of television. Objective of this paper is to identify the reasons for the popularity of entertainment content among television companies - the subjects of the information market and the audience - consumers of mass media products. The research is interdisciplinary; the authors rely on a number of concepts in the field of journalistic, sociologic, philosophic and media research. The paper considers two groups of reasons – socioeconomic and sociocultural, which promote the distribution of entertainment content on television. Among the socio-economic reasons that determine the relevance of entertainment formats among the subjects of the information market (television companies), we emphasize the commercial feasibility of entertainment programs, their political neutrality (which reduces the risks of economic activity of media enterprises), and congruence of entertainment content to the capitalist economic system. Among the sociocultural reasons that increase the popularity of TV entertainment among the audience, we identified nihilism and virtualization (simulacrization) of reality inherent in postmodern culture. We believe that these phenomena cause a sense of anxiety at the personal level and are compensated by the cultural practice of entertainment television. The results of the research can serve as a basis for formulating hypotheses of empirical research aimed at studying the entertaining nature of modern mass media.

Keywords: entertaining television, nihilism, postmodernism, mass media.

1 Introduction

Modern television can be described as entertaining: contests and shows, humor and popular music, feature films and television series are the most popular television content. Even such a traditionally serious type of journalism as news journalism has been transformed into an infotainment - a mixture of information and entertainment (Jebril et al, 2013, p. 105).

We will outline the situation with entertainment formats on the main Russian channels. According to the branch report of the Federal Agency for Press and Mass Communications "Television in Russia. The state, trends and development prospects" (prepared in 2016 following the results of 2015), the majority of Russians (70%) watch TV every day, on average about six hours - 5 hours 49 minutes (Television in Russia 2016,, p. 33). Despite the process of fragmentation of the audience (its fragmentation across various media platforms and channels) and the variety of tastes of auditor groups, entertainment content remains the most in demand among viewers. The TV shows of the largest Russian channels (First Channel, Russia 1, NTV, TNT, STS, Fifth Channel, REN TV, TV3, Domashnii, Peretz, Pyatnitsa, Kanal Yu, "2x2") are of three dominant genres: television series (21%), music and entertainment shows (21%), as well as feature films (15%) (Television in Russia,2016, p. 44). Thus, entertaining TV formats account for 57% of the content of the air channels, another 15% is occupied by advertising and commercials.

2 Methodological Framework

The basis for the research is the concepts from the theory of journalism, sociology, philosophy, and the media research. When identifying the reasons for the production of entertainment content by the editorial / television companies, we relied on the theory of the press by Fred Siebert, Theodor Peterson and Wilburgh Schramm; the concept of the cultural industries by Max Horkheimer and Theodor Adorno; and the theory of social space by Pierre Bourdieu. Linking the interest of the mass audience to entertaining content with the current situation of nihilism, we, in considering the latter, turned to the works by Friedrich Nietzsche, the ideas of existentialism (Jean-Paul Sartre, Emmanuel Levinas) and phenomenology (Martin Heidegger). Since we considered the phenomenon of nihilism in the context of postmodernism, we relied on the concept of postmodernism by Frederick Jameson. Also, following the media ecologists, we considered entertaining television as a specific intermediary, affirming certain patterns of perception and understanding of reality. In particular, we used the Neil Postman's concept of media metaphor.

3 Results

There is a number of reasons why the media publish entertainment information. First, entertainment content brings profit to editors / TV and radio companies, because it is in demand among the mass audience and requires neither high costs nor a high level of journalistic skills in the preparation of materials. The history of the development of the press has shown the stability of information and entertainment formats (mass publications, "yellow" press, all sorts of tabloids, "gloss", entertainment radio stations and TV shows) in a market economy. The commercial logic of the information market forces broadcasters to rely on ratings: it is the high-rating telecasts that get into the broadcast network of the media, which allows them to attract advertisers.

The second reason the media willingly work with entertainment content is its political neutrality. Media studies (in the framework of sociology, political science, theory of journalism, etc.) showed that the ruling elites try to control the activities of the media, especially its political aspect. Therefore, the production of socio-political content, alternative entertainment, increases non-economic risks and significantly complicates the activities of editorial / television companies (requires building relationships with representatives of government and government bodies, the stable economic situation of the enterprise, etc.). As Pierre Bourdieu shows (Bourdieu,2002), symbolic power today is concentrated in the hands of economic and political elites, which establish control over media corporations, acquiring them into ownership. Entertaining, politically neutral content in this case becomes an effective symbolic strategy to maintain the existing order of things.

Another significant reason for the presence of entertaining content in the media is its congruence to the capitalist system. As Max Horkheimer and Theodor Adorno (Horkheimer,1997) showed, the cultural industry reproduces the totality of capitalism, spreading the values of consumption and shaping the consumer. Mass culture is an effective form of ideology: people seek entertainment, unlimitedly consuming it; plus, at the level of individual consciousness it is difficult to label entertaining content as ideological one. Such ideological effectiveness of entertaining mass media products causes their structural expediency for the capitalist system and the reproduction of this practice in the framework of its self-organization.

Identifying the main reasons for the interest of editorial offices / TV and radio companies to entertaining information will help us to understand why the audience needs it. Indeed, recent mediametric studies of the audience (Reports to the Federal Agency for press and mass communication,2016) show a steady interest in entertainment formats. Why does a society ask for entertainment information and what is the nature of this need?

A significant socio-cultural reason for this, in our view, is the *nihilism* of modern consciousness. Friedrich Nietzsche was one of the first to recognize nihilism: "Nihilism stands at the gate: where did this most terrible of all the guests come from?" (Nietzsche,2005, p. 29), he asks. It’s not that Nietzsche exaggerates – nihilism for him, indeed, became an eerie guest having accompanied him to madness and death.

"*What is nihilism?* - Nietzsche asks - *This is when higher values lose their value* (Nietzsche). There is no goal. There is no answer to the question "why?" (Nietzsche,2005, p. 31). A corroding emptiness of senselessness deprives the life-fulness and authenticity of religious postulates, moral imperatives, crucial meanings of everyday life, the grandeur of art or the pacifying materiality of material values – everything becomes insignificant and dilapidated in the cold depreciating light of nihilism. More intelligibly and provocatively Nietzsche describes the situation of nihilism with the aphorism "God is dead" (Nietzsche,2015, p. 108). "God is dead," and being is deprived of its truth, metaphysical perspective and authenticity. The only reality that a person can count on is the reality of the physical world, no longer sanctified by the Absolute - the "World of Ideas", God, Mind, etc. The being collapsed, lost its role as the supernatural, and a man has trapped in the physical world: "this world, which is no longer denied, becomes unbearable..." (Nietzsche,2005, p. 34).

Martin Heidegger in "European Nihilism" explains Nietzsche's thesis "God is dead," reflecting the essence of nihilism: "... the "Christian God" has lost his power over the being and the destiny of man. The "Christian God" here simultaneously serves as a leading representation for the "supersensual" in general and its various interpretations, for "ideals" and "norms", for "principles" and "rules", for "goals" and "values" that state "above" the essence in order to set a goal, an order and, as they say briefly, to give "meaning" to the essence as a whole. "Nihilism is a historical process in the course of which the "supersensory" in its dominant sense becomes shaky and insignificant, so that the very essence loses its value and meaning" (Heidegger,1993, p. 64).

Nihilism manifests itself both on a personal and a social level. In fact, it is possible only as *personal nihilism*, but the paradox of nihilism is that it, in fact, has the form of social nihilism. Nihilism indeed requires a *personal understanding* of the possibility of the "death of God" (although Nietzsche tries to *inform* others about this): without this understanding, nihilism is impossible; a man acts in a value context – against certain values, rejecting, neglecting or ignoring them. Moreover, nihilism implies a *personal reaction* on the part of a person to the situation of the "death of God", since this situation determines its fate: who am I and what can I hope for? In any case, the situation of nihilism requires *personal permission*, since staying in it is destructive, as Nietzsche's case shows.

The personal form of nihilism (conscious nihilism) described by us is extremely rare, because of its destructive nature – it is fraught with mental disorders, degradation, addictions or ends with a constructive overcoming. Think, for example, of existentialism, a kind of philosophical reaction to the situation of nihilism in the early XX century. Existentialism chews on the "nausea" of the new situation: "All essence is born without cause, continues in weakness and dies accidentally... Our birth and death are meaningless" (Sartre, Jean-Paul,2016). But it chews constructively: it clarifies the "abandonment" of a man, suggests treating his life as a "project", establishes his connection with the Other, thereby overcoming the situation of nihilism. Thus, despite the fact that nihilism is a personal position, it does not take root at the personal level. From our point of view, nihilism is reproduced at the social level. Let us explain our idea.

The phrase "social nihilism" undoubtedly sounds somewhat strange, since communities and societies always insist on certain material and/or spiritual values. If we take a hypothetical situation when nihilism becomes the defining worldview of the community (for example, in William Golding's novel "The Lord of the Flies"), then this situation, in the strict sense, transforms from the nihilistic to the ideological - postulating, prescribing certain norms, meanings and values. Then how is social nihilism possible?

In our opinion, social nihilism finds expression in postmodernism – the cultural paradigm of modernity. Using the Marxist approach to understanding culture, we note that culture forms the semantic space of human activity, incorporating people into the existing social order. Postmodernism offers spiritual crutches for the adaptation of a modern man to post-metaphysical reality. It becomes a kind of cultural reaction of capitalist society to the state of alienation, nihilism, the crisis of rationality, actualized by the twentieth century. At the same time, nihilism manifests itself in postmodernism less as at the level of content (through the declaration of certain meanings and ideas - which contradicts the very nature of nihilism), than as at the level of form: the *formal features of the culture of postmodernism*, as Fredrick Jameson calls them (Jameson,2000). These formal features level the situation of nihilism in the mind of the individual, eliminating possible negative personal effects. At the same time, the very situation of nihilism is reproduced on a social level.

So, what formal features of postmodernism does Fredrick Jameson say? In his work "Postmodernism or the cultural logic of late capitalism" (1991) Frederick Jameson speaks of two fundamental mutations of the present: the mutation of the objective world and the mutation of the subject's configuration (Jameson,1991, p. 8-9). The subject world becomes a collection of texts or simulacra, a technological hyper-reality of image culture. As a result, the traditional perception of reality, as a deeply true being, having transcendent grounds, is replaced by a sense of a simulated reality. This effect is achieved through such formal features of postmodernism as lack of depth ("surface effect"), intertextuality, rejection of historicity, fragmentation, and a cult of consumption of (pseudo)events and "spectacles" (6, p. 5-54). Postmodernism mutation of the subject consists in the disappearance of the bourgeois (classical) subject - its decentration and collapse. The rational, self-acting, active subject is replaced by a split, hedonistic, schizophrenic individual with a new, impersonal sensitivity (Jameson,1991, p. 13-25). "I" ceases to be the center of self-consciousness and the organization of feelings, the guarantor of wholeness of perception and the basis of self-expression. Such subjectivity is produced by such formal features of postmodernism as "death of a subject", extinction of affect, impersonal "intensity", weakening of historicity, pastish, and citationality. Thus, postmodernism offers its own schemes of cultural production, which, in our opinion, contribute to the social reproduction of nihilism. Any of these techniques indeed eliminates both the meaning itself and the possible subject of meaning, forms the general feeling of a fragmentary, random, heterogeneous, one-stage, simulacrized present. Nihilism in this situation manifests itself not as a rejection of values (or meanings), but as an alternative practice of consuming images outside the semantic context, a sort of non-subjective slip that occurs in the perception-consumption register (a rapid perception of information without its comprehension).

The fact that entertainment is an excellent way to relieve the mortal despondence (despondence for own mortality) - a common personal effect of the situation of nihilism - Blaise Pascal stated. In French, "entertainment" is one of the possible meanings of the word "distraction," which Blaise Pascal plays in his "Thoughts": "People do not have the power to destroy death, grief, complete ignorance, so they try not to think about it... Distraction is the only our joy in grief and at the same time the greatest sorrow: preventing us from thinking about our destiny, it imperceptibly leads us to destruction. If we had no entertainment, we would have felt such longing anguish that we tried to cure it by means not so ephemeral. But entertainment amuses us, and we, without noticing this, hurry to death" (8, p. 113). The demand for entertaining television arises from the Russian audience, among other things, as a way to overcome the mortal despondence in the situation of nihilism.

American media ecologist Neil Postman, in his work on television with a characteristic name in the spirit of Blaise Pascal ("Entertaining to Death," 1985), suggests understanding any media (including television) as a metaphor (Postman,2005, p. 10). Thus, he argues with Marshall McLuhan and his famous expression "a means is a message" (McLuhan,2007, p. 10), pointing out that the media do not say anything about the world at the content level, but, like a metaphor, at the level of the form "... develop an unobtrusive but powerful subtext that provides a certain understanding of reality" (Postman,2005, p. 10). Media metaphors by controlling our perception, organizing and controlling the mind systematize the world for us, frame it, reduce it to certain grounds, color and inspire some idea of the world (Postman,2005, p. 10-11).

What image of the world does television form as an intermediary? According to Neil Postman, first of all, television consolidates entertainment as the basic and natural form of social and interpersonal communication. Thanks to this, a modern man perceives the world as a source of entertainment, excluding serious attitude to anything.

Neil Postman states that entertainment on television is inseparable from the spectacles. The very visual practice of looking at the screen indeed can be an entertainment – a person is fascinated by the infinite change of colors, shapes, sounds, lines, movements: "American television is really a beautiful spectacle, visual pleasure, pouring out thousands of images on any given day. The average length of the video frame is only 3.5 seconds, so that the eye never rests, always has the opportunity to see something new." (Postman,2005, p. 86-87). Since television requires minimal skills to perceive visual images, everyone can be its spectator. This TV as a media significantly differs from the book, and the mass screen culture – from the elite book culture. As media ecologists show, the practice of reading affirms the value of meaning, understanding; while the practice of televiewing facilitates the simple absorption of impressive amounts of information.

A-semantic mode of life activity, formed by postmodernism culture, is characterized by social aggregation, inertia, stereotyped thinking, consumer orientation of the behavior of individuals. Being a consequence of the modernism project, it acts as a mechanism for the reproduction of the exaggerated rationality of the system and is supported, as Neil Postman says, by the metaphorical nature of electronic media. Neil Postman points to such elements of the cultural code of postmodernism broadcasted by entertainment television as fragmentary, instantaneous, ahistorical and therapeutic. As a result, electronic media as a metaphor offer a fragmentary, senseless, ahistoric and objectless image of the world, corresponding in general to a postmodernism culture and having a nihilistic character. In this case, the practice of entertainment television fascinates the individual with entertainment, immerses him in a simple perception (non-thought) mode, gives him the joy of consumption and comfort.

4 Conclusion

We can identify two groups of reasons for the popularity of entertainment content on modern television:

- socio-economic reasons (reasons caused by the activity of TV companies as enterprises on the information market);
- socio-cultural reasons (the spread of nihilism due to the emergence of post-metaphysical thinking).

Among the reasons of the first group, we point out that entertainment television formats are commercially viable due to being both in great demand from a wide audience and cheaper in production. In addition, entertainment content contains fewer risks for media companies due to their political neutrality. The congruence of entertainment programs to the capitalist system only enhances the need for entertainment content in the context of the consumer society.

Speaking about sociocultural reasons, we postulate that postmodernism, as a cultural paradigm of modernity, is a peculiar reaction of society to the situation of nihilism arose to humanity in the late XIX - early XX century. Postmodernism adapts the individual to the situation of nihilism on a personal level, smoothing out its destructive effects, and translates nihilism on a social level, offering an alternative to classical rationality a-semantic mode of information absorption. Entertainment TV in this perspective is one of the instruments of cultural adaptation, a specific mediator, affirming the postmodern worldview through formal features of information transmission.

5 Discussion

The phenomenon of entertaining television in social and humanitarian disciplines, as a rule, has been considered as a successful information product (Fred Siebert, Wilburg Schramm, Theodor Peterson); instrument of ideology (Max Horkheimer, Theodor Adorno, Herbert Marcuse), a special cultural practice (Neil Postman), which forms certain patterns of perception and understanding of reality at the level of the individual. It was assumed that the practice of watching TV is based on a natural recreational need of a person. We decided that such naturalness can be questioned and find the sociocultural reasons that form this need. Thus, we have attributed the nihilism of modern consciousness and the virtualization of reality to such reasons.

We also found that the concepts of postmodernism and nihilism are heuristically complementary and explain the relationship between classical and postclassical rationality.

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DETECTION AND DOCUMENTATION OF THE RED SNAKE BY MEANS OF REMOTE SENSING TECHNIQUES

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Abstract: The present research is related to the documentation of the great historical monument, Gorgan Wall, and its magnificent surroundings that is considered as the greatest historical Wall after the Great Wall of China in the world, using modern techniques of remote sensing. In this line, both spectral and structural capacities and fusing data in a two-level strategy have been used to make high spatial and spectral resolving power simultaneously and for fusing data in decision making level to accomplish desired goals. Moreover, some structural and descriptive layers were made and then, for the maximum simulation to the reality and taking into account the vagueness and inexactness of layers, Fuzzy ANP (Analytical Network Process) method for weighing the layers and Fuzzy WLC (weighted linear combination) technique, were used for standardizing and combining the layers. The achieved results of the detected monuments coincide completely with the existing realities on the ground.

Keywords: Heritage Documentation, Remote sensing, Image Processing, Gorgan Great Wall (the Red Snake).

1 Introduction

The natural and cultural heritage are of among the expensive gifts and capitals of each country, and the management approach of governments, must be based on giving priority to maintenance and reviving the natural and cultural heritage and paying attention to it and making it known. The importance and unique role of natural and cultural heritage in extending and developing the economic, industrial and social situation of the countries, requires that every activity about the betterment of maintenance and providing better facilities to study the natural and cultural heritage be done. Documentation, maintenance, restoration and reconstruction of monuments belonging to the natural and cultural heritage and also, their surrounding area, are of important duties of people and governments. For this reason, having spatial information and exact maps, will be the base of changes detection operation, maintenance, research, reconstruction and providing the national heritage archive (NHA). According to international treaties, the real shape of historical monuments, should be documented based on sufficient and different documentary indices and this, must include all encountered damages to the monument and its arena. Performing any fundamental operation for reconstruction, repairing, reviving, research and analysis of historical monuments and natural and cultural heritage, is just possible in case of complete measurement and documentation. Every kind of distortion and change in natural and historical monuments before scientific documentation the monument and complete knowledge about it must be forbidden and in case of occurrence, must be stopped immediately. By having correct spatial information, it is possible to guarantee the intelligent maintenance and knowledge-based management of natural and cultural heritage efficiently. A reliable archive of these monuments, makes it possible to prepare different maps, fast, easily and on time, and also, to exploit every information related to the natural or cultural monuments and doing research about them unlimitedly, even if it is severely damaged or completely destroyed. Heritage documentation is in fact used for the delivery of repairing design, environmental and archaeological projects, pathology and maintenance and reviving the natural and cultural heritage monuments. No activity can be correctly done in this scope, including research, holding and reconstruction, unless the monument and its surrounding area is correctly documented and recorded. Having such a database in Iran, is necessary, respect to there being numerous precious monuments that are unique in the world. Obeying the exploited laws and regulations from documentation, is obligatory for project executors, civil engineers and regional managers. Today, by the fast growth of citizenship and the extension of modern technologies, the necessity for more attention to health and stability of natural and cultural heritage and its arena and outlook, has increased. In case of lack of attention to this topic, human society will face non-compensable harms. The natural and cultural heritage is under two harming factors:

The first group of the harming factors includes the natural phenomena that entail cases like flood, earth-quake, volcano activity, erosion and the effect of plants and animals and so on. The second group of the harming factors that are the main and concerning factor, and has found an unprecedented speed and severity in last decades, is derived from humans unset meddling in nature and destroying the natural and cultural environment of the earth. Polluting water and soil, destroying jungles, making cities and also building industrial equipment in unauthorized places, destroying cultural and historical textures and destroying natural landscapes and many other anomalies can be mentioned among these factors. For this reason, it deserves that any effort be done in order to obtain practical ways and suitable guidelines for better understanding of the situation and maintaining the heritage and its arena. One of the important aspects of cultural heritage is its surrounding area that must be under attention and it is necessary that all developmental activities and also, aversion to arena and landscapes of historical monuments, be avoided. For this reason, according to the aforementioned treaty and also, determination and measurement of the extent of the harm to the arena, documentation by remote sensing can play an affective role in order for documentation and maintenance and also, for helping the responsible people in structure-making and setting their programs in damage prevention and crisis management. Now, in most countries, recognition and managing monuments and historical sites, is done in order to register and document the cultural heritage based on field works. These methods, in addition to low precision and non-completion in giving results, are very difficult and expensive. On one hand, respect to the high vastness of Iran and there being so much unknown historical monuments, knowledge-based guidelines are required that facilitate the recognition and management of country cultural heritage. So, using new technologies of remote sensing and geospatial information system are considered in different parts of the world and become known useful for this reason. Remote sensing in archaeology, tries to recognize the monuments and patterns remained from the humans past activities on the earth. Many researches have been done around the world about the function of remote sensing in archaeology that unfortunately, the contribution of Iran in it, is very low. In fact, remote sensing with vast and global visibility is able to act as a fast and exact tool for discovering the archaeological monuments information on or under the surface of the earth. By the development of this science in the recent years, the satellite and aerial images with high spatial and spectral resolving power are used for more exact discoveries of historical monuments on and under the surface of the earth. As far as the archaeological research are related to other sciences like botanical studies and other sciences and also, based on the principles of remote sensing, the spectrum of sunlight reflected from the earth surface, includes some information of the combination of the earth surface, thus, collecting these information in image and studying them by remote sensing, reveals clues from the past activities of human about agriculture, monuments and ways and the botanical coverage of that time and different kinds of stones and materials based on this assumption that each of them have different spectral specifications. Therefore, the remote sensing as a useful way for collecting information came into the competition stage and took step in line with completing and interpreting the archaeological studies and decreasing costs and times for detection and identification of ancient sites and monuments. Also, the changing factors on data and the harming factors on the arena, must be recognized and based on the correct recognition of the monument and its harming factors, the fundamental affairs must be conducted for solving these harming factors as well as for reviving the monument and its peripheral environment and improving level of intelligent management of natural and cultural heritage. In the present research, the efficiency of modern ways of remote sensing, for cartography, and documentation of parts of Gorgan Great Wall, that is the second great Wall in the world, after the Great Wall of China, is studied. For this purpose, some images with proper spatial and spectral resolution were prepared and were processed from spatial and spectral point of view, so that the promising signs in soil and plants anomalies and the geometry of the region under study can be detected. Then, for management and making an exact map, and considering all layers made based on an ANP Fuzzy technique, were integrated with each other till, the most exact possible output, that is, the promising regions map that includes the probable ancient points and the extent of probability, will be produced about Gorgan Great Wall and any historical and cultural monuments related to that.

1.1 The research background

Respect that the proper and high quality satellite images related to archaeological research, have been recently available, there are little research done about using remote sensing in revealing the cultural heritage and it is a very modern topic. Among the research works done in this subject, the following examples can be pointed out:

olsen (2004), showed in his study that many materials like phosphate and heavy metals, are in human ancient inhabits and proved that these materials can be detected by remote sensing methods (olsen, 2004). Grøn and Loska (2002), conducted a research about little anomalies in color and botanic coverage of places that have been the humans living places in the past. He showed that proper spectral indices, are designable and implementable to reveal such variations(Grøn and Loska ,2002). Barlindhaug (2007), used remote sensing to detect the changes of regions that had been settlement places in the past being used as agricultural fields(Barlindhaug ,2007). Egitto (2014), considered the systematic height disorders in regions that had cultural structures in the past(Egitto ,2014).

2 Gorgan Great Wall (the Red Snake)

The Gorgan Great Wall that has been called the red snake in the old texts is a historical Wall that starts from the Caspian seaside in Gomishan region and is continued till Golidagh Mountains in north east of Kelaleh. Figure 1 show the occasion of this Wall. Now, almost all parts of this wall have been destroyed and just, small parts of it that are under soil, is remained. The Gorgan historical Wall is the largest defensive Wall in the world, after the Great Wall of China. The first archaeological research performed on this Wall, was done by French scientist Zhak Demorgan. After him, another French archaeologist, called, Oren recognized and introduced parts of Gorgan Wall in a traversing form in 1933. In 1933, Erik Schmitt, flew over the region and observed a red color line on the ground. Mohammad Yousef Kiani, in 1971, flew over the Wall again and took some interesting images of the Wall and recognized the length of the Wall about 175 kilometers with 22 related parts (T. J. W. and J. N. Eberhard W.sauer,2015). An aerial view of the Wall is shown in figure 2. This Wall is longer than Hadrian Wall that was established by Hadrian Emperor in England and Scotland borders and is more than 1000 years older than many parts of the China Wall. This is also assumed that this Wall, is the world third historical wall and the world biggest brick wall (T. J. W. and J. N. Eberhard W.sauer,2015).

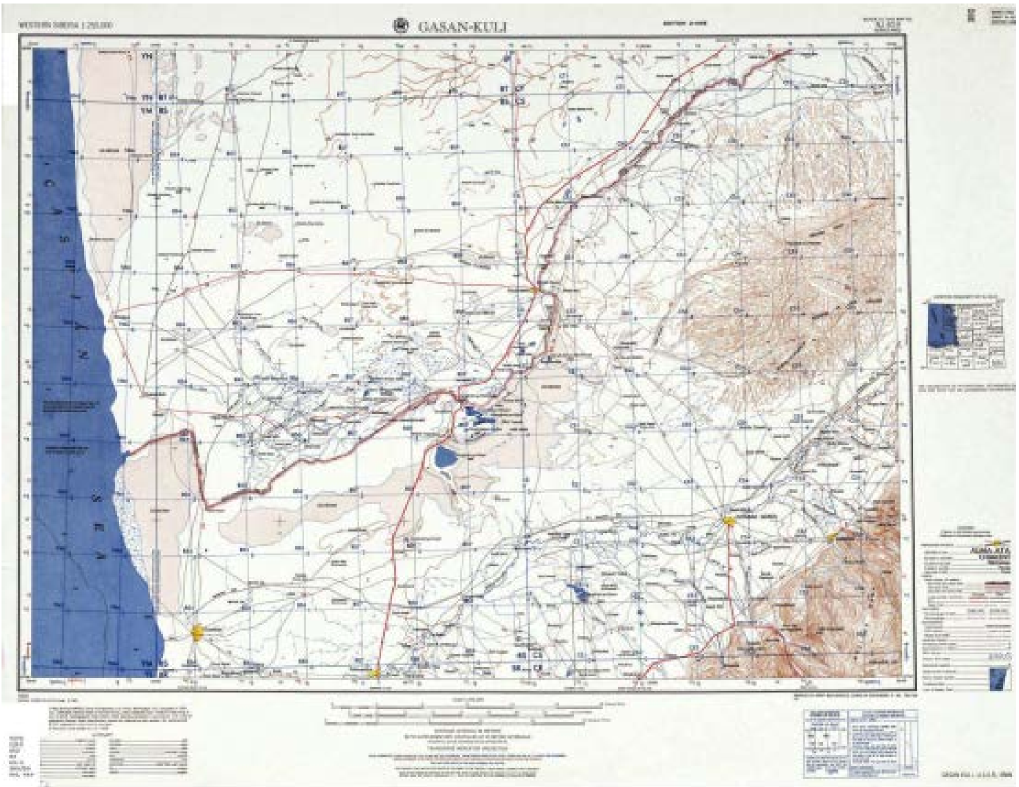


Figure1-USA military map of the USSR-Iran border compiled in 1951 illustrating the route of the great Wall of Gorgan

This historical wall, with moats, brick-making pits, dams and water-sending canals, castles connected to the Wall and the castles of big and small peripheral cities, is the longest architectural and military monument and also, is the biggest defensive structure of Persia. This ancient monument is also called "Sekandar (Alexander) dam", "Anoushiravan (Khosrow) dam", "Firouz dam", "Ghezel olang" and the defensive Wall. So far, the remainder of 30 castles and military colonies, have been recognized throughout this historical and old Wall in Golestan province and most of these castles, are built on its southern furrow, and still, some of these castles exist in some parts of the region such as BiBi Shiravan castle, Topragh castle and Dashte Halgheh. In figure 3, a sample image of the landscape of Gorgan Great Wall is shown.

Figure 2- Oblique aerial photo of the Gorgan Great Wall

The brick-kilns, were discovered and realized in line with this Wall, and also, it can be found red and grey crockery monuments aligned with the Gorgan historical due to the colonies and monuments that contain food dishes and different statues. The Wall is about 10 meters high and there are castles around the Wall that their nearest one is 50 meters and their farthest one is 100 kilometers and the castles are square-shaped or rectangular and their size is different. Their smallest size is 120 in 120 meters and their biggest one is 280 in 200 meters.

Figure 3- Excavation workshop before recovery operation of Gorgan Great Wall

According to the archaeological investigations, 30 castles are recognized and it seems that totally 40 castles exist. There is a moat in the northern part of the Wall that is mostly seen in its middle section. A sample view of exploration operation related to brick-kiln is shown in figure 4.

Figure 4-Archaeological excavation in a part of Gorgan historical wall

Now, in "pishkamar", north east of Kalaleh, a part of Wall, still, exists, and the best place that the remainders of the Wall can be observed, is the north of Gonbad, towards Kalaleh and Maraveh Tappeh and the best place among these regions, is also, "Namar Ghareh Ghouzi" village. That part of the Wall which is shown in figure 5 and on the Ikonos image of Gonbade Kavous city was considered as the case study in the current research.

Figure 5- The study region on the Ikonos satellite image of Gonbade Kavous

3 Methodology

After preliminary study on the subject, appropriate data were collected and a pre-processing procedure was applied. Then, required information layers from both structural and descriptive aspects were produced in order to get optimum results about track able ancient signals. These layers are then normalized and input the weighting and decision making process. The flowchart of the employed method is presented in figure 6.

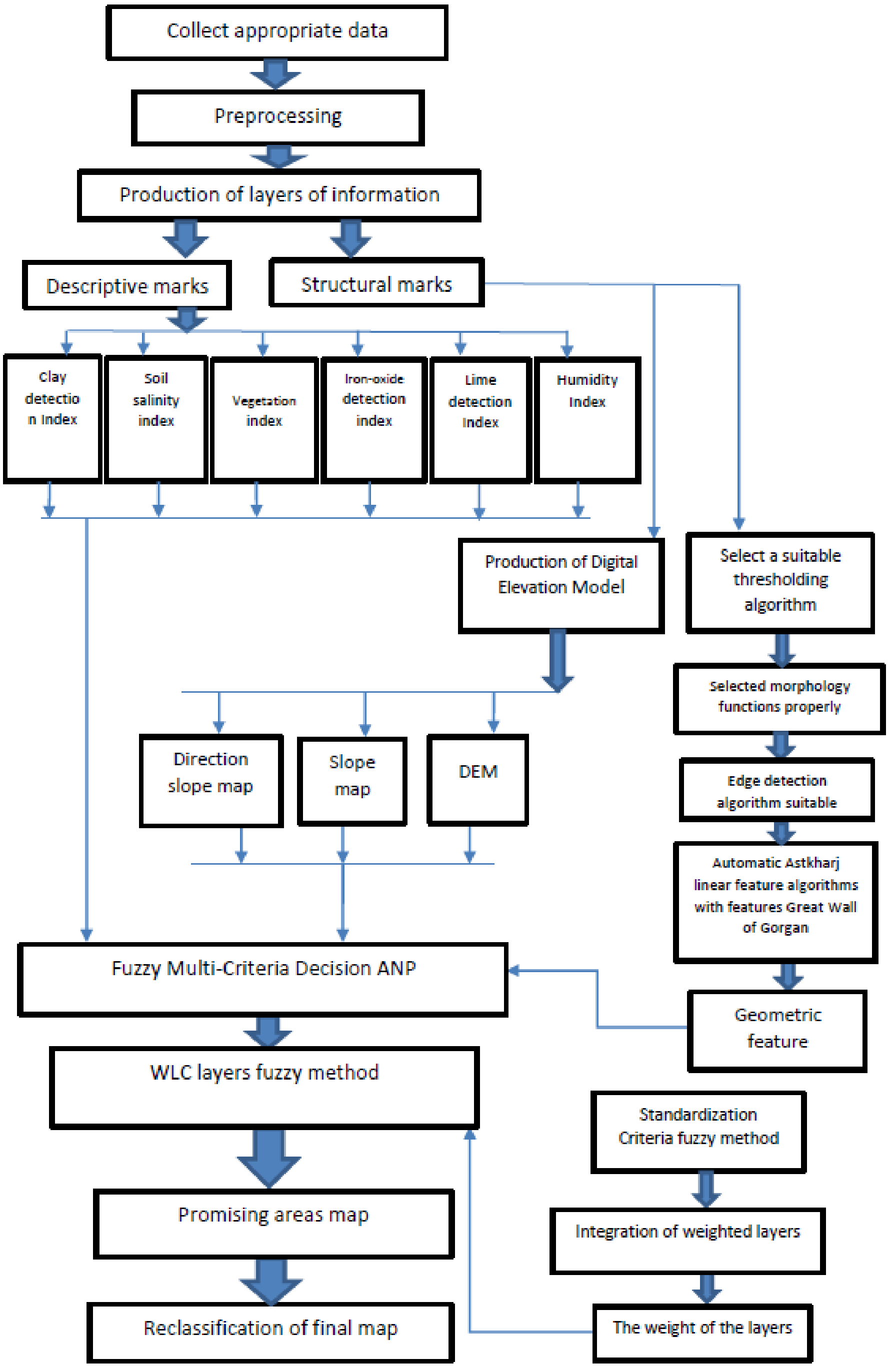


Figure 6-Flowchart of the conducted research work

3.1 Used data

The data accessible and used in this research are categorized in two parts: high resolution data and multispectral data that were used in combination with each other so as to get the best answer to the problem of detection and documentation of the Red Snake. The data used in this research are listed in table (1).

Table 1- Data used in the research

Data	Date
Multispectral image Landsat 8	2016
Panchromatic and multispectral Ikonose image	2000
Aerial Photos	1979
1:2000 Topographic map	2001

3.2 Pre-Processing

The acquired data must be pre-processed to be corrected for essential radiometric and geometric errors and preparing images for mosaic making and fusion. The conducted phases are explained in the following section.

3.3 Geometrical and radiometric correction

After acquiring proper data, the satellite images were considered from radiometric error point of view of and in this step, only the image of Landsat 8, needed correction and according to the dark object subtraction technique, the image was enhanced. Then, the images were corrected for geometric errors. To do this, precise 1:2000 topographic maps were used for extracting appropriate ground control points (GCP) that were used together with polynomials and nearest neighbor interpolation method to conduct the geo-referencing process. This operation was performed with accuracy better than 0.5 meter.

3.4 Making image mosaic

For making a suitable set of images, adjustment of their histograms was made so that an integrated image was made. In figure 7, the pictorial mosaic is shown that is cut by the size of studied region.

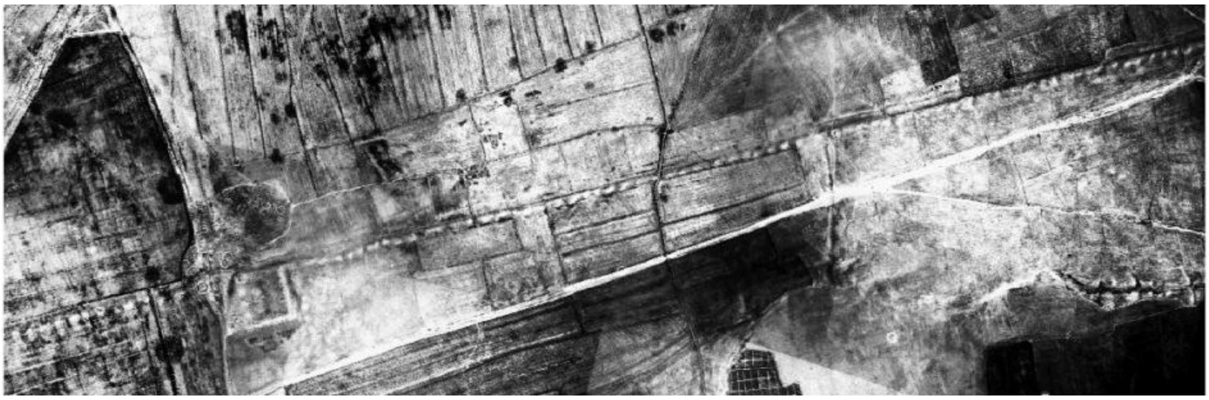
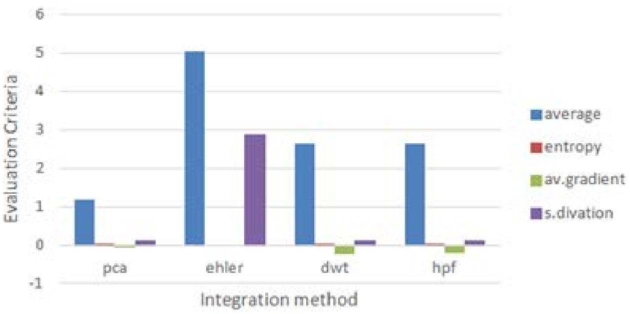


Figure 7- The cropped and the histogram-equalized image of the photo mosaic

3.5 Fusion of satellite and aerial images

Because of limitations of remote sensing technology, one sensor cannot make a high spatial and spectral resolving power simultaneously. Archaeological inspections require both aspects of acquired images. So, the OLI image data of Landsat 8 satellite was fused with Ikonos and photo-mosaic by means of Ehler, principal component analysis (PCA), Intensity-Hue-Saturation (IHS) transformation and discrete wavelet transform (DWT) and the results were assessed by criteria that were entropy, average, standard deviation and gradient average. The more these criteria are, the higher the information content becomes. This means more distribution of the grey levels and, hence better contrast of the fused image. So, it is concluded that the fusion algorithm used has operated better. The results of comparing band to band of fusion output have shown that the satellite images of Ikonos and photo-mosaic of the first group, has better results in all 4 criteria.



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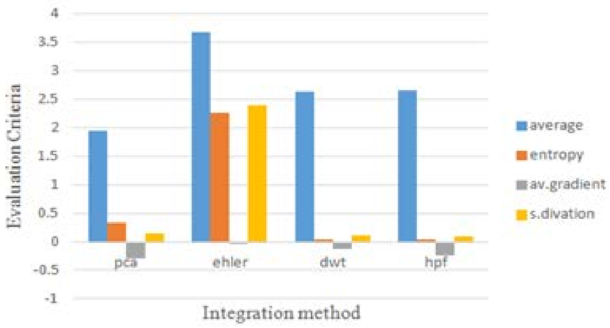

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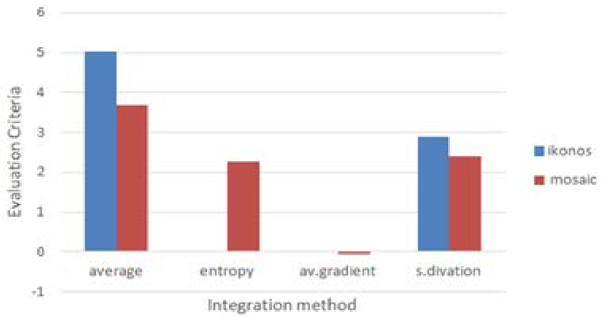

c

Figure 8- Comparison of different methods of image fusion. a) For each band, in Landsat- Ikonos image fusion, four methods were compared with each other. b) For each band, in Landsat-photo mosaic image fusion, four fusion methods, were compared with each other. c) Comparing the results of phase (a) and (b) with Ehler method.

In figure 8, three comparison charts are shown for the third band. In these charts, at first, 4 fusion methods were compared with each other, for each band, that is for the two groups of images, the first group; fusion of the Landsat image with Ikonos image and the second group; fusion of the Landsat image with photo-mosaic and then, the proper fusion technique was selected and the two groups, were compared with each other.

3.6 Detection the descriptive and spectral signs related to the existence of Gorgan Great Wall

As it was mentioned in the introduction, the registered light has some information from the surface and under the surface of the earth and also, the remaining tracks of humans, has some undeniable effects on the soil (olsen, 2004), (Grøn O. and Loska A,2002) and in real, there being a kind of moisture under the earth, affects the health, growth, kind and type of botanic coverage (Barlindhaug,2007). The capability of remote sensing for detecting such signals has been proved. So, it is worth pursuing a method for identification of promising areas that contain ancient sites based on remote sensing data analysis.

3.7 The trackable spectral features of Gorgan Great Wall

Based on what was told about the discovered parts of Gorgan Great Wall, and paying attention to what is available about this huge monument and of the red brick that is a combination of red soil, lime and special metallic components, good results can be got. In addition to this, tracking the moisture of the moats belonging to the Wall can be one of the promising signs for detection of this great monument and its belongings. The effect of the Wall and its belongings that are under the surface, are completely visible and these effects, are sometimes negative and sometimes positive. For example, the effect on the top of moats is positive (Science,2014). In this research, three spectral indices were used that are respectively, normal difference vegetation index (NDVI), Normal difference salinity index (NDSI), and normal difference water index (NDWI). Moreover, three band ratios were employed including Iron-Oxide index, clay-minerals index, and lime combinations index, respectively (Saturno,2006). For finding the promising descriptive signs, the images made by fusion of OLI image and Ikonos image, fused by Ehler method were used. The resulted images made of each of these indices are shown in figure 9.

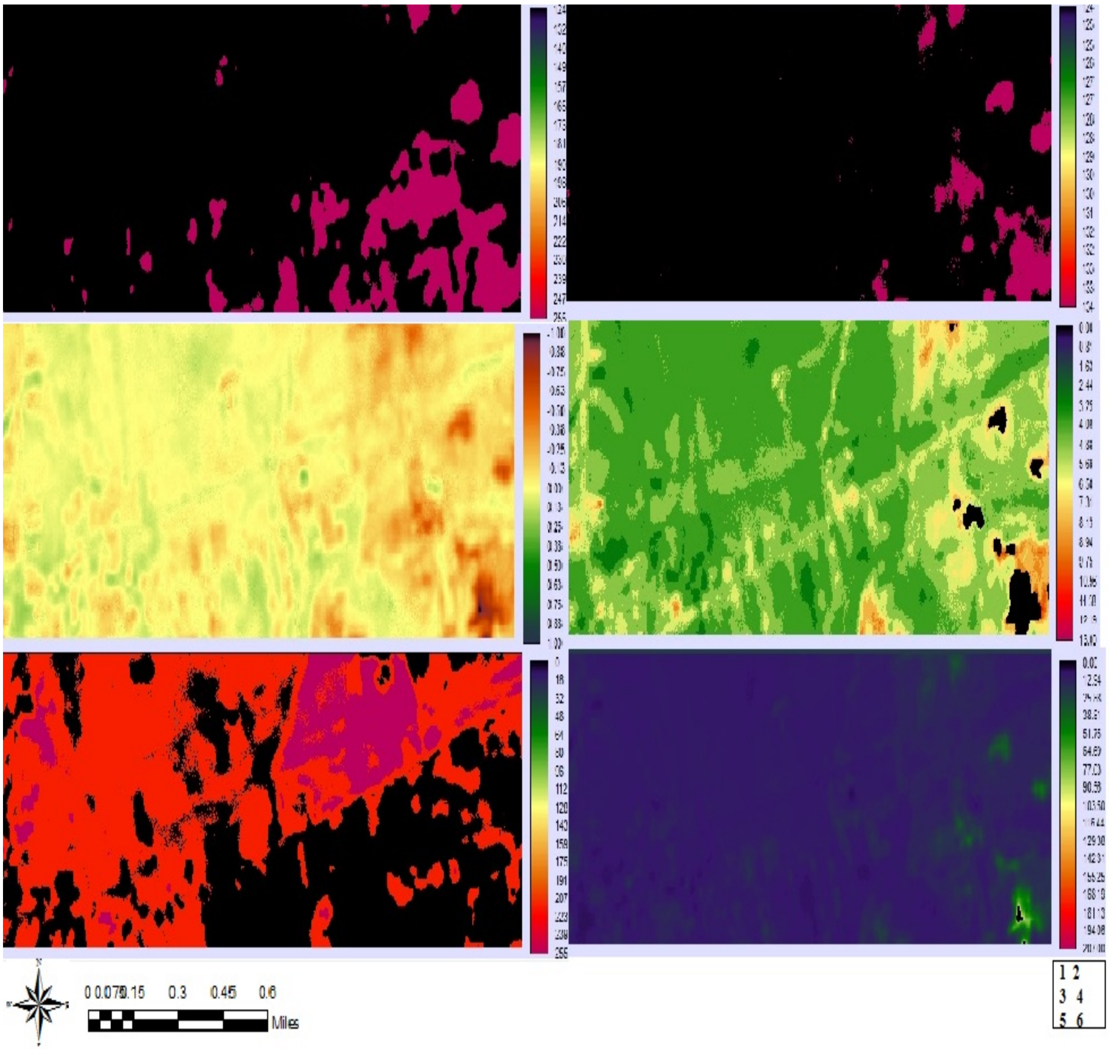

Figure 9-the spectral index maps produced. 1) Lime detection band ratio, 2) Iron-oxide detection band ratio, 3) NDVI, 4) NDSI, 5) Clay detection band ratio, 6) NDWI

3.8 The trackable geometric features of Gorgan Great Wall

The geometric phenomena made by human, has a main difference with natural phenomena and that is special order and particular shape. Using these characteristics, artificial phenomena can be discriminated from the natural phenomena. Remote sensing with its extensive and global coverage is a valuable tool for this job. So, in this project, both spectral and geometrical features discriminating man-made objects from natural phenomena, is used in order to track the Wall and the ancient monuments related to it.

3.9 Making digital elevation model (DEM), slope map and aspect map

Man-made objects make sudden changes in elevation and topography of the place even if the monuments are abandoned and under the surface of the earth. Sudden and limited changes in slope and elevation in a region can be considered as a probable candidate site for archaeological excavation and searching for human settlement residuals. Using topographic maps and satellite images, makes it possible to make digital elevation models of the terrain and to produce slope and aspect maps. Based on these data, change map can be made so as to focus on the desired phenomena. In many cases, there being of hills and abnormal outstanding on the surface of a region, implies existence of destructions and ancient monuments (Egitto,2013). Moreover, because of the inappropriate land use of the region, complete destruction of the Wall in most parts has occurred and only a few parts of the Wall are remained. Thus, having high elevation precision to be able to track the slight anomalies that may be related to the purpose of the study is necessary. The digital elevation model of this region is based on the precise 1:2000 topographic map and was made by inverse distance weighting (IDW) interpolation technique with a pixel size of 0.5 meter. The three-dimensional presentation of this layer is realized by applying an elevation magnification that reveals hidden structures (Figure 10). Since the slope of moats beside the Wall reduces from east to west, the slope layer of region together with the elevation layer, are considered as promising signs of the ancient site or historical monuments.

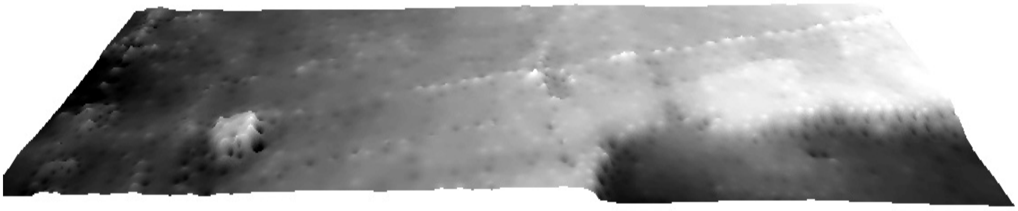

Figure10- The three-dimensional digital model of the study area

Because of serious impact of aspect layer on shadow, wind direction, and wall erosion rate, this important factor, as a tracking sign, was created from DEM of the region (Figure 11).

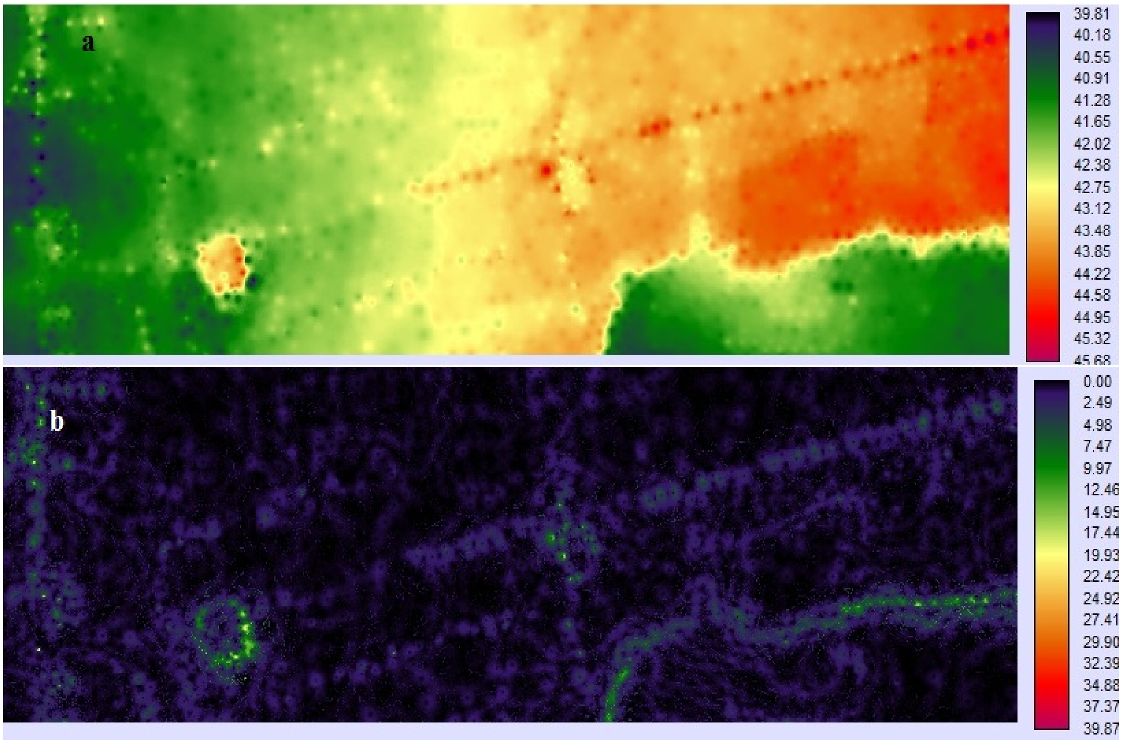

Figure 11- a) Slope map, b) Aspect map

3.10 Linear feature extraction and the main skeleton of the Gorgan Great Wall

Based on what has been recorded in old maps and what we can understand by putting these observable parts together with each other, it is obvious that, there is a geometric linear shape belonging to the Wall. Although, some points that are in one direction or some pixels that are related to one line can be identified by visual inspection, but, a more robust method based on automatic detection and intelligent identification is required for complete and precise documentation of this monument.

The algorithm proposed for this purpose in the current research consists of proper thresholding, applying suitable morphological operations, edge detection and linear feature extraction using Hough transform. According to field exploration results, if the direction of detection operation coincides with the Wall orientation and the less the distance to the Great Wall is, the more the probability of finding historical monuments will be. The aforementioned steps are described in the following sections.

3.11 Thresholding

As the oldest pictorial data related to the Great Wall of Gorgan is the aerial photo in which more parts of the monument are visible, and also considering the excellent spatial resolution of these photos that makes them suitable for tracking and identifying ancient residuals, the complied photomosaic of the region was used for extraction of main skeleton of the Wall. In order to perform this task, it was necessary to first make a binary image from the grey-scale photo. This requires a precise threshold for density slicing that preserves the pixel values of the Wall. Since the light condition varies from image to image, an adaptive thresholding method based on Wellner technique was developed. The results obtained from this threshold was compared to that of the Otsu and C-Means clustering methods by means of two quantitative and one qualitative criteria; structural similarity measure (SSIM), signal to noise ratio (PSNR) and visual assessment. Figures 12 and 13 show the corresponding results.

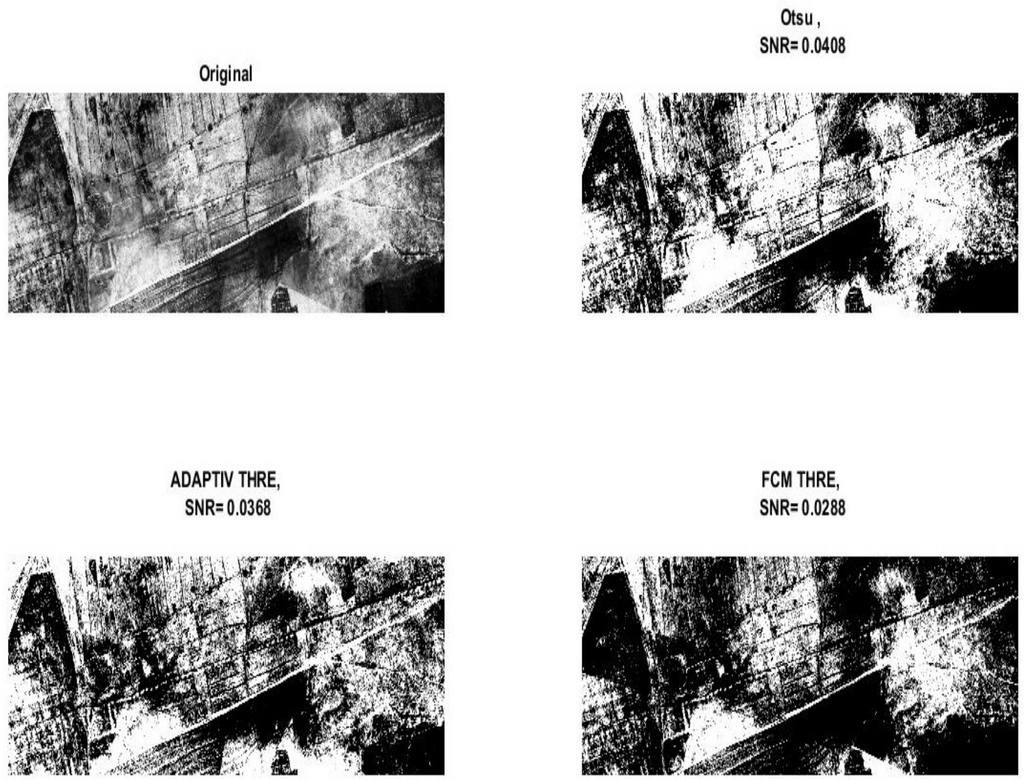

Figure 12- Image resulted from Otsu algorithm has the highest S/N

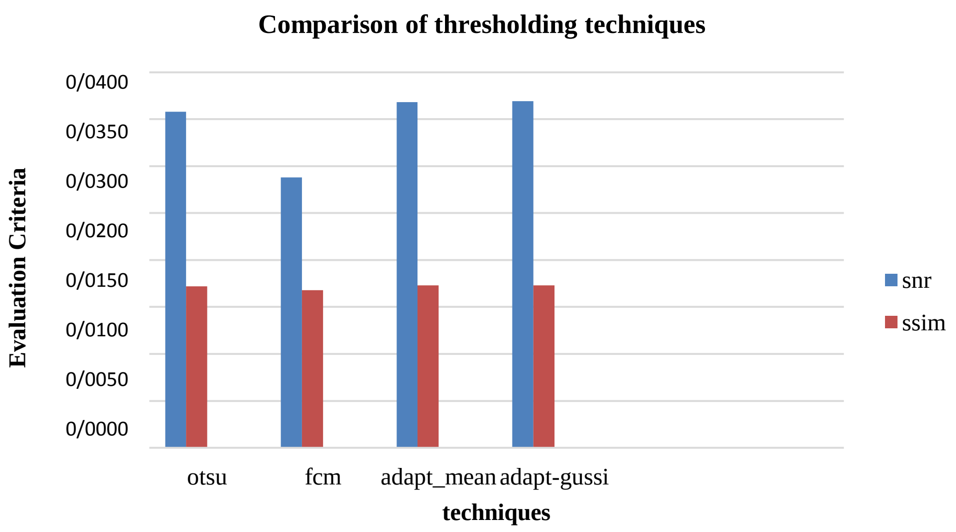

Figure 13- Comparison of thresholding techniques

3.12 Morphological operation and edge detection

The produced binary image in the previous phase includes both desired and undesired information. So, in order to merge discrete parts of the Wall image and also to remove undesired image artifacts, closing and erosion morphological operations with linear structuring element in different sizes were applied on the output of Sobel edge detecting algorithm so that required edge segments were implemented for assessment and extraction of linear layers.

3.13 Extraction of linear feature from photo-mosaic

Hough transform was considered as the linear feature extraction tool. By applying this transform, Cartesian coordinates are converted to polar coordinates and image lines are detected. Line direction and its offset are outputs of Hough transformation. According to this algorithm, each line in Cartesian space is represented as a point with (ρ , ɵ) coordinates in the output space. As seen in figure 14, this algorithm was successfully implemented.

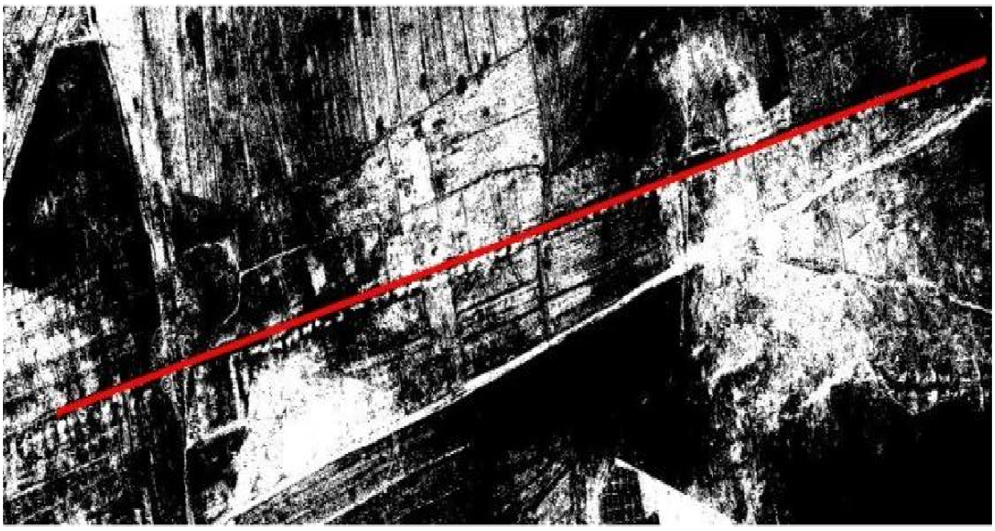

Figure 14- the output of linear feature extraction algorithm with desired characteristics

3.14 Fuzzy ANP multi-criteria decision-making

Having prepared all necessary informational layers, they must be entered into a decision-making process in order for the final decision-making. The developed Analytical Network Process (ANP) decision-making strategy is a hierarchical decision-making method (AHP) and its basis is on comparing the related criteria, but, the problem of this method is that it does not consider the relations and internal dependence of criteria. So, the ANP model that is the developed version of AHP model makes the decision-making process more exact and more reliable. The Fuzzy logic model is based on the analysis of the reality. In fact, the Fuzzy theory, is able to mathematize many concepts, variables and non-exact and vague systems and provide the field of implication, induction, control and decision-making in the conditions of lack of confidence (Ribeiro,1996), (Zadeh,1983). So, in decision-making and weighing processes considering the internal relations among criteria and the type of goal and the criteria related to this research, an ANP Fuzzy algorithm was used that works based on change development paradigm. The weights of the criteria were determined using two questionnaires about the importance of the criteria and the internal relations of criteria in a five-stage fuzzy technique by several professionals of remote sensing, architecture and the archaeology. The final weight and criteria, are shown in table 2, also, the role of each criterion in assigning weights is shown in figure 15.

Table2- weights obtained by ANP fuzzy criteria

Vegetation	Amount of humidity	The iron oxide	The clay compounds	Salinity and electrical conductivity	Lime compounds	Geometrical structure	Elevation	Slope	Aspect
0.0835	0.0552	0.0745	0.1275	0.0497	0.0662	0.2392	0.1771	0.0467	0.0803

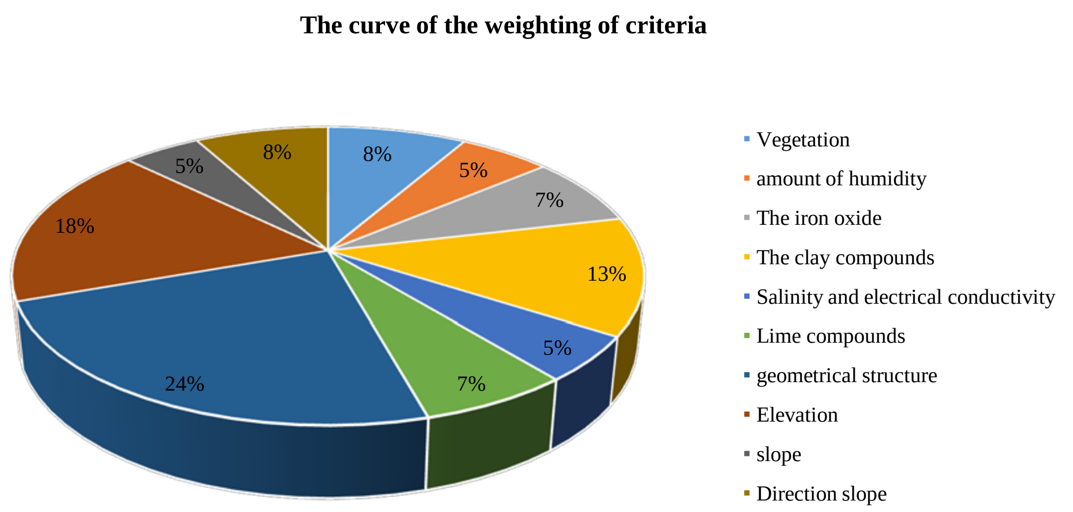

Figure 15- Contribution of criterion in the final decision according to the assigned weights

3.15 Standardizing the criteria maps

Most of the criteria used in decision-making models, are of different scales and are mostly opposing each other. Some criteria are positive and some others are negative. So, for making the different scales comparable, they must become normal and in this way, the different criteria, become dimensionless and are classified somehow that they could be compared. For this reason, fuzzification of the criteria maps was used. In addition to selecting scales for preparing Fuzzy maps, the Fuzzy function must be considered and the proper function must be chosen for desired criteria. In the current research, sigmoidal and linear functions were used. Besides the precision of fuzzifying function in fuzzification process of maps, threshold problem should be solved as well. This is related to control point concept. These points and the type of function or exact analysis of each criterion map are determined and are separately and exactly transferred to a Fuzzy map with 0 to 255 scaling. In figure 16 one of the criterion maps after and before fuzzification is presented.

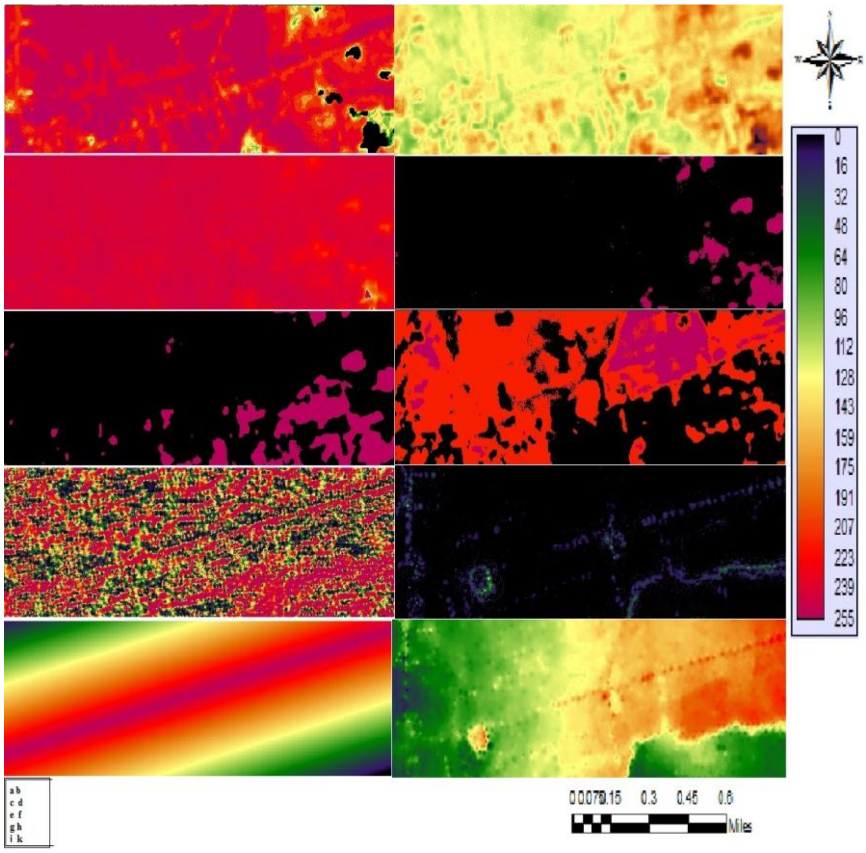

Figure 16- Fuzzified produced layers. a) NDSI, b) NDVI, c) NDWI, d) Lime detection band ratio, e) Clay detection band ratio, f) Iron-oxide detection band ratio g) Aspect, h) slope, i) Distance from extracted wall texture, k) DEM

4 Conclusion and Results

The weighted linear combination (WLC) is one of the successful and robust techniques for integrating maps in decision-making level based on using the mathematical and logic functions. In this technique, after normalization of criteria maps and determining the weight of each layer, standardized weighted map layers are produced by overlaying of layers and applying union operation so that total value for each choice is determined. The results are then re-classified. In this way, the obtained map, have values between 0 and 255 in which 255 shows the complete desirability. All layer fuzzification operations and integrating layers was implemented in IDRISI software. The final map, after the WLC process and after re-classification, is shown in figure 17. What is concluded from the comparison of the resulted map with ground truth, is that, using remote sensing method with promising signs in the detection identification process, is surely an efficient technique for exact documenting and precise monitoring of cultural heritage and its maintenance (Eastman, 2003). After map compiling in decision making (weighting) phase and fusion of data, a reclassification operation was carried out in each of the six classes for normalizing the results for comparison. These classes are very high chance: 225-226, high chance: 197-226, medium chance: 153-197, rather low chance: 117-153, low chance: 87-117, very low chance: 0-87. The final map produced after applying WLC is shown in figure 17 and the resulted map after reclassification is presented in figures 18 and 19.

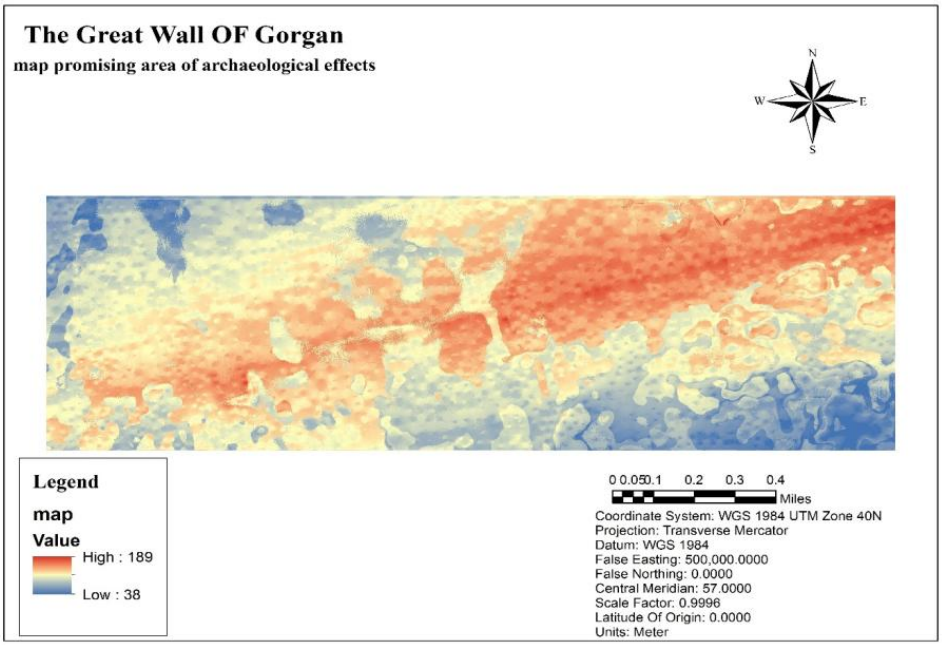

Figure 17- Final map of promising areas concerning archaeological features of Gorgan Great Wall and its related historical monuments

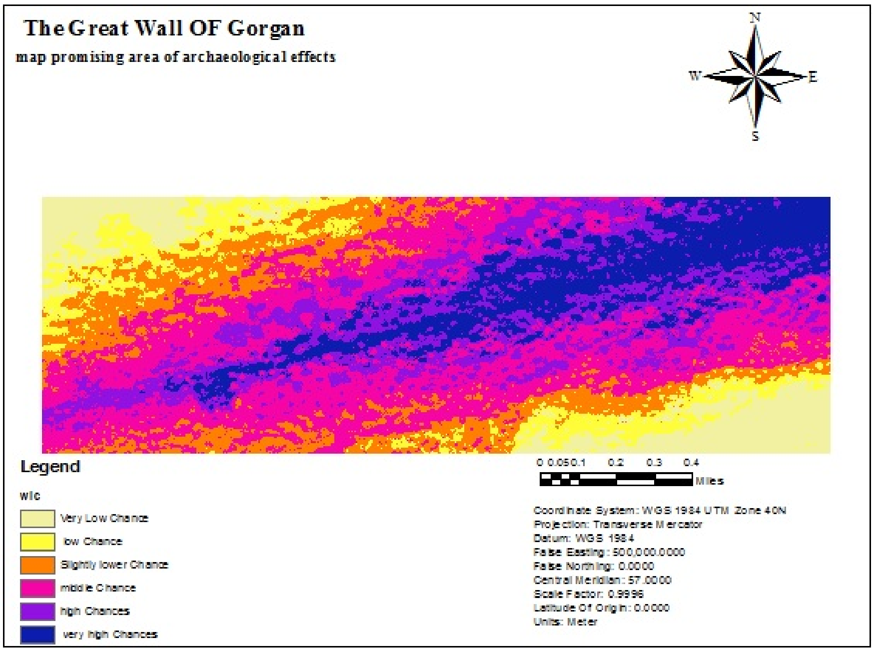

Figure 18- Resulted map after reclassification into six classes according to the probability of existence of ancient features

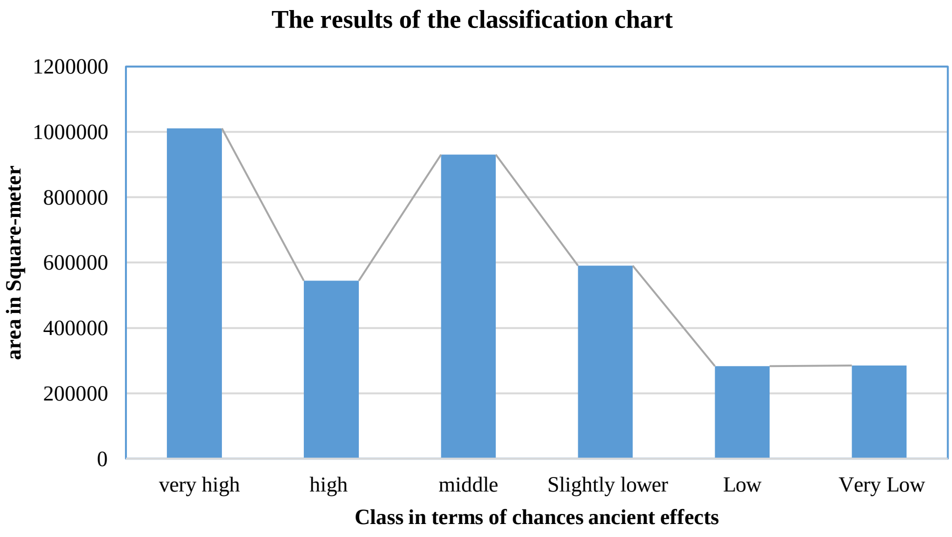

Figure 19- Area of each class after reclassification

It is evident from comparing the resulted maps with ground truth that remote sensing is capable in detection promising signs and identification of historical sites for the purpose of documentation and precise monitoring of the cultural heritage.

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BUSINESS MODEL AUTOMATION IN REGARDS TO INTERACTION WITH CUSTOMERS FOR ENSURING ECONOMIC SECURITY OF AN ENTERPRISE

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Abstract.The article deals with the automation of business model of consulting companies in regards to mechanisms of interaction with customers (the client block of business model). The authors put forward a hypothesis about the relationship between the performance of support staff and customer outages, which in turn affects the economic security of the entire firm. A methodology for identifying customers with the risk of outage has been developed, which should prevent loss of the client, maintain the client base, identify the client's disloyalty zone and, as a consequence, improve this site of economic security. The analysis was carried out on the basis of fuzzy sets theory and the Fishburn formula. The results are presented in the form of a correlation of customer outages and performance indicators, following by proposed ways of correcting the work of relevant specialists. In addition, the authors developed a quantitative methodology for assessing the economic efficiency of the automation presented, the testing of which is planned in the development of the research topic.

Key words: business model, economic security, customer loyalty, customer outages, consulting

1 Introduction

The trend of transition labor resources from the sphere of material production to the informational one is currently the most noticeable. Information and information technology are increasingly becoming the productive force of society. The main directions of transformation of the economy are considered in many scientific works, where it is mainly noted that the dominant position in the economy is the industry of information services, technologies, etc. The utmost importance is given to the ability of the state, business and enterprise to fit organically into the information space in comparison with its industrial potential. It is recognized that information is the main production resource along with finances, materials and energy. The main factor of the transition to the information economy is development of information and communication technologies in all industries (Hambrick et al, 2001).

In connection with this, the authors consider the activities of a consulting enterprise. It should be noted that such companies are engaged in servicing a lot. Many clients may stay with the company for years (Johnson et al, 2009). In this regard, building a strong loyal relationship with the client is the basis for economic security of an enterprise. The construction of an adequate effective business model becomes an indispensable condition for the company's financial stability.

At the same time, high degree of hierarchy, dynamics and complexity of the structure of modern business lead to the need for constant optimization of management tools. Automation of business model is a real tool to increase productivity and business efficiency in general.

2 Method

The research is based on the method of practical approach to customer service indicators; analysis of relationship between the work of specialists and effectiveness of their support.

To determine the overall degree of risk of customer disloyalty, the theory of fuzzy sets and the Fishburn formula were used.

3 Result

Having compared the definitions of the term «business model» from various sources of different authors, Kaspina and Khapugina came to the following definition: the business model is a logical, structured description of company's activity and increment of its value (Kaspina et al, 2014). The main components of a business model are:

1) the structure and management system in the company;
2) markets and proposed values (products, services);
3) value chain:
a) the financial component of the value chain (cost structure, revenue structure, cash flow structure);
b) the economic component of the value chain (mechanisms of interaction with suppliers and contractors, other counterparties);
4) customers:
a) channels for selling products and promoting it on the market;
b) target groups of buyers;
c) mechanisms of interaction with customers;
5) corporate culture.

The «cliental block» is seen by the authors as a tool for formation of long-term relations which are important in consulting area. Let us consider the stages of business model automation in regards to interaction with customers in detail.

1. Definition of indicators of qualitative service influencing continuation of work with clients or their refusals; rationing of indicators

To confirm the hypothesis about the relationship between the quality of specialists' work and the refusals, the process of providing consulting services should be thoroughly considered.

The main stages of the methodology (Boyeva et al, 2013):

- identification of possible risk areas and control points in the process of forming customer loyalty;
- testing the client for each control point, determining the amount of risk that the client will refuse maintenance at each point;
- determination of the overall degree of risk of customer disloyalty using the theory of fuzzy sets and the Fishburn formula.

All significant indicators of customer service can be broadly divided into the following groups:

1) service discipline;
2) attestation specialist («training» specialist);
3) training the client.

Within the framework of the research, the following private performance indicators of employees, which affect the refusals of customers, were identified and normalized (Table 1):

Table 1. Performance indicators affecting the customers' refusals

Performance indicator	Norm
Absence / existence of acts and indebtedness for payment of service provided for the quarter period	In stock 100%
Number of reporting on weekly maintenance and support	Available file for each week of service
Compliance with update schedule, customer visits	Schedule must be observed

The relevance of the update files	Files are current
Share of untrained users	15%
The proportion of untrained users of decision makers	0%
Customer's comments on the service specialist (third-party data)	Remarks should be absent

2. Regulation of the order of work with clients, implementation of other regulations

At this stage, all the identified indicators of effective work should be reflected in the relevant regulations. All participants of the process (performers, responsible persons, etc.) must be familiarized with the documents.

3. Automate customer performance checks

In view of a large number of efficiency indicators, service employees and customers, processes of monitoring quality of service, the prediction of possible failures is greatly simplified when it is automated. The purpose of automation is to optimize work of internal auditors, as well as to reduce the influence of «human factor». In some cases, without automation, the control process is not possible at all (Kuzina,2014).

In view of the large number of controlled processes, automation is seen by the authors as the only possible way of processing and controlling a huge number of information data of various kinds.

The main purpose of automation is to improve the quality of processes. An automated process has more stable characteristics than the process performed in manual mode. In many cases, process automation improves performance, reduces execution time, reduces costs, and increases the accuracy and stability of operations.

The result of automation is significant: reducing time spent on audits - from 20% to 90% for individual audits, an average of 70% over the month (96 instead of 320 man hours per month in the studied consulting company).

Table 2. Reduction of working time of internal audit due to developed automation

	The time spent on internal audit, Man-hours per month		Reduction of time for internal audit,%
	before automation	after automation	
Internal audit 1	5	4	20,00
Internal audit 2	3	1	66,67
Internal audit 3	260	86	66,92
Internal audit 4	52	5	90,38
Total	320	96	70,00

4. Control of compliance with the standards of quality of customer service

Control over the implementation of standards for customer service should be assigned to employees not involved in the process of customer service. This has to be carried out regularly with constant periodicity. Only fulfilling all these requirements may guarantee objectivity of the control and correctness of the forecasts on customers' refusals (Ismagilov et al, 2015).

In the course of monitoring the implementation of customer service standards, a classifier of inconsistencies was developed (Table 3):

Table 3. Classifier of inconsistencies

Identified discrepancy	Description of the discrepancy	Steps to remove	Timing for elimination	Responsible officer
A significant violation	Violation of the substantive items of the working standards	Elimination, reduction to norms. In case of a repeated violation, an official note addressed to the Director from the head of the audited department	7 working days from the date of receipt of the audit report	Head of audited department
Minor offense	Violation of non-essential items of the working standards	Elimination, reduction to norms	7 working days from the date of receipt of the audit report	Head of audited department
Information for clarification	Mismatches requiring explanations from managers for the purpose of further classification	Letter to the head of internal audit service from the head of audited department with specification of information for further classification	7 working days from the date of receipt of the audit report	Head of audited department
Unformalized process	Identified in the course of internal audit an indefinite process, affecting the quality of service	The fixing in the appropriate regulations of implementation procedure and the norms of identified process	21 working days from the date of receipt of the audit report	Head of Audit Division, Head of Internal Audit Service

5. Correction of work of clients' support specialists team based on the results of performance control

Correction of shortcomings in the work of specialists is undoubtedly necessary action in case of deviations in the norms for customer service. Correction should occur depending on the type of discrepancy found and in the order strictly specified by the company management, reflected in relevant regulations.

In the course of the study, the following summary tables were obtained, which determines relationship between the service indicators and the customers' refusals (Tables 4 and 5). Note that the more weight of refusals, the larger the client is and vice versa.

Table 4. Correlation of total outages and performance indicators by audit

Gr.	Other, %	P.1.1*	P.1.2*	P.1.4*	Audit of acts and debts	Audit of graphs	Satisfaction audit	Audit SE
	part	percentage of specialists in groups who did not meet the standard			percentage of refusing clients with inconsistencies in the report	percentage of clients in the chart with non-conformities	the proportion of unanswered notes	share of incorrect notes, only 19 notes
4	36,36%	0,00%	14% (1 man)	0,00%	30% (6 cat.)	4,76% (1 cat.)	10,53% (2 notes)	10,53%
2	40,91%	0,00%	0,00%	10,00%	10,57% (4 cat.)	0,00%	16,67% (2 notes)	10,53%
1	40,00%	0,00%	10% (1 man)	57,14% (4 men)	3,3% (1 cat.)	18,52% (5 cat.)	0,00%	26,32%
3	41,18%	0,00%	10% (1 man)	0,00%	38,1% (8 cat.)	30% (12 cat.)	40% (8 notes)	52,63%
OP	*42,86%*	*0,00%*	*0,00%*	*100% (3 men)*	*42,86%* (6 cat.)	*not in the sample*	*not in the sample*	*not in the sample*

Table 5. Correlation of total outages and performance indicators by groups

Group	Average weight of refusals by group	DISCIPLINE		CERTIFICATION	TRAINING	
		Absence of acts, average for the quarter, pcs.	Absence of files, average for a quarter, pcs.	TTS, technical aspects of working with the clients, weight	Share of untrained users LPR + CW	Share of untrained users
Group 1	-4,033	3	3	4	32%	46%
Group 2	-2,231	3	2	1	31%	44%
Group 3	-0,790	2	1	0	21%	38%

4 Conclusion

Thus, it can be concluded that the relationship between performance indicators considered and number of refusals takes place.

In the research, we identified indicators which signalize about an increase in the probability of the customer's refusal to service:

- passing the attestation by a specialist is not a set-off;
- the proportion of untrained users.

Table 6. Major indicators of possible customer's refusal to service

Average blade weight per group	Total number of users DPR + CI		Share of untrained users	
	MIN	MAX	MIN	MAX
-4,033	16,07%	58,57%	60,52%	72,58%
-2,231	7,69%	59,26%	19,78%	65,12%
-0,790	6,12%	30,49%	13,04%	55,69%

The relationship between the indicators of customer service quality and the number of refusals from further support has been proven by practical tests. The developed system of analytics and automation of client block of the business model allows companies generating reliable information about quality of customer service and make predictions on possible customers' refusals. Such information is undoubtedly useful for adjusting the quality of customer service. The information is deeply private: shortcomings in the work will be shown in the context of specific areas. Such approach allows making adjustments to workflows in real time in the shortest possible period. Note that it is only possible to implement the task through the automation of information processing.

5 Discussion

The authors developed and proposed the following quantitative methodology for assessing the economic efficiency of presented automation:

$$E = Zman - Zauto, \quad (1)$$

where E - definition of annual savings;

Zman - the cost of manual processing of information, rubles;

Zauto - the cost of automated processing of information, rubles.

$$Zman = M * S * 12 \quad (2)$$

where M - the average monthly salary, rubles;

S - the number of staff members of the division to be automated.

It is planned to test the model as a part of future development of the research topic.

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CROSS-CURRICULUM INTEGRATION IN THE DEVELOPMENT OF MOTIVATION OF STUDENTS IN THE PROCESS OF LEARNING FOREIGN LANGUAGES

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Abstract. A growing number of people of different ages seek to study foreign language (in particular English, as a mean of international dialogue).Despite all the importance of English language only a small part of the students can independently support their motivation for studying it. Basically, the main ideas that teacher is recommended to observe while making a plan of curriculum are to interest, attract ,wonder, challenge , therefore to motivate. For the effectiveness of a foreign language teaching, a teacher needs to master the innovations that have emerged and be ready to learn new methods, techniques and technologies, and also develop programs that meet the needs and demands of students. A complex of various methods were used in the work: analysis of pedagogical, methodological and psychological literature on the problem researched; monographic method of studying the whole experience of teaching a foreign language at a university; method of observation, conversation; research of educational activities of students, pedagogical experiment (diagnostic, forming, control stages); testing; questioning; methods of mathematical processing of research results. Under the research experimental work was carried to prove the effectiveness of cross-curriculum integration in the development of motivation of students in the process of learning foreign languages.

Keywords: the English language, motivation for learning, cross-curriculum integration,class activity, behaviors, undergraduate students.

1 Introduction

The relevance of this study is based on the contradictions between:

- The importance of the English language in modern life and the insufficiently high level of students` oral speech skills in higher school;
- The objective need for a motivational factor in teaching a foreign language and the inadequate ability of students to independently maintain the focus and interest in its study;
- The need to take into account the specialty of university students and the insufficient professional orientation of the English language course.

The aim of the research is to develop and test a model for integrating the content of linguistic knowledge in the development of the motivation of undergraduate students in the process of learning English.

This goal is realized through the following research tasks:

1. To reveal the theoretical and methodological foundations of cross-curriculum integration in the development of motivation of students in the process of learning foreign languages at a university.
2. To develop a model and program for integrating the content of linguistic knowledge in the process of learning English in high school.
3. To identify the pedagogical conditions for developing the motivation of undergraduate students in the process of learning English at the university and experimentally test the effectiveness of integrating the content of linguistic knowledge.

The object of the study is the motivation of undergraduate students in the process of learning English. The subject of the study is the model of integration of the content of linguistic knowledge in the development of students' motivation in the process of learning English at a university.

2 Research hypothesis

motivation of undergraduate students in the process

Learning English at a university will be higher if:

- The structure and level of motivation of students in the process of learning English in a university is determined;
- a program for integrating the linguistic knowledge of students in the process of teaching English is developed;
- Forms, methods, and technologies are defined to implement the program for integrating the linguistic knowledge of students in the process of teaching English;

-psychological and pedagogical conditions that ensure the effectiveness of the implementation of the program for the integration of linguistic knowledge of students in the process of teaching English are revealed and substantiated;

Foreign studies of educational motivation are basically based on two theories: the hierarchical theory of self-determination and the theory of orientation toward the goal. The first theory explores the triggering mechanisms of learning, the second - the goals pursued in the learning process. In Russian scientific works studies of motivation are focused either entirely on the theoretical, or entirely on the empirical field. Traditionally, motives are divided into external and internal .

Thus, motivation is a multi-component, multi-level, hierarchical dynamic formation that manifests itself in constant movement, the development of its components and their relationships. On this basis, the study of the English language in the system of university training should integrate with the general cultural and professional components .The development of the students` language skills is impossible without the integration of the language component into the professional space of the university courses. In addition to integrating professional and linguistic components in the study of a foreign language. The idea of English as the mean of intercultural communication, which is applicable in daily and professional life ,is considered to be the second strongest motivational message by the foreign authors. This approach is aimed to remove the negative attitude toward the desire for a level of native speakers that exists in the minds of learners and is the cause of the emergence of communication complexes.

Instead of seeking to imitate the native speakers, it would be advisable to form the desire to learn how to use linguistic skills in communication, which is possible at much earlier stages of language acquisition (Bugrimenko ,2006). The desire to speak native-level English skills leads to an increase in anxiety when communicating in English. Studies show that anxiety level does not depend on the level of English proficiency (Karatas,2016).

Integrative motivation is associated with the development of secondary linguistic identity of students with the desire to integrate into the culture of its speakers, to psychologically identify with the representatives of the international community (Meteleva ,2014).

3 Research methods

In order to achieve the goal set in the following methods were used: to study and analyze domestic and foreign literature on the research problem; monographic method solid research experience in foreign language teaching secondary school; observation, conversation method; study products of the educational activities of students, teaching experiment (diagnostic, formative, stages of a control).

In research the following methods were used:

1. ”The motivation of studying at the University” method. (T.I.Ilyina)
2. The method of studying of reasons of student’s educational activity modified be A.A.Rean, V.A.Yakunin.
3. A comprehensive questionnaire (form) is aimed to identifythe learning English motives and the readiness of using it while communication.
4. Language testing of undergraduate students (reading non-professional texts and answering the questions of text content, talking of student, a written description of groupmate, watching the video and answering the questions).
5. Mathematical processing was conducted by means of t-criterion of student.

4 Conclusions

The theoretic value of the research is that:

- students of the University has the enriched knowledge of professional and learning motivation;
- defined more exactly methodological capability of using information technologies in teaching, and educational process while teaching English language at the University;
- the original sources of the studies of foreign authors put into circulation in English language, defined more accurately the term “development of professional motivation of undergraduate students by means of foreign language”.

Academic novelty of the research is that:

1. This research revels theoretical and methodological basis of interdisciplinary integration in the development of undergraduate students’ motivation in learning English language at the University;
2. Developed model and integration program of the content of linguistic knowledge in the process of learning English language in higher education:
3. Identified pedagogical conditions of development of students-psychologists’ motivation in the process of learning English;
4. Developed a system of exercises aimed at professionalization of the study of English by the undergraduate students.

Practical significance of the research:

- research materials can be used by teachers in the English classes with students of the higher school;
- developed a system of exercises that promote the professionalization of teaching English at undergraduate and professional motivation and motivation to learn the English language.

5 Discussion

It is significant to note that students’ activity must consist of group and individual work tightly bound to each other. In group (classroom) studies it is crucial to provide the highest level of interaction among students to form communicative competence. Nevertheless, it is impossible to guarantee a discussion in foreign language without covering all the necessary materials for debate and presentations that would have a prominent psychological and linguistic orientation. (Abdrafikova,2015; Fakhrutdinova et al,2016).

There proved differences between experimental and control groups were not founded on the stating level. For students of both groups the issues of the highest priority were “to get a diploma” and “obtain knowledge”. The motive “to become a top-class specialist” appeared in the middle position. The following group of motives can be considered as procedural: “to successfully continue education on the next courses”, “to pass exams obtaining high scores”, “to keep knowledge of subjects on a good level”. The group of exterior motives is the next one: “to be respected by teachers”, “to be appraised by parents and surrounding”, “to meet pedagogical demands”,” to avoid conviction and punishment for poor academic progress”. The motives showed the lowest influence are: “to master a profession”, “to pave the way for the successful professional future”, “to keep up with the group mates and get their admiration ”, “to be always prepared for the upcoming lessons”, “to get a satisfaction from mental activity”, “to be paid a scholarship regularly”. These results comply with the scheme of building a pedagogy experiment that implies a realization of the authorial program, the main purpose of which to integrate linguistic knowledge in motivation development during the process of teaching English in the university(R. R. Fakhrutdinov et al, 2016; Kondrateva,2016).

The abovementioned distribution of motives can be explained by students’ unawareness of the future profession at the beginning of their study and it also takes some time to accustom to new forms and methods of teaching.

Nevertheless, the motive of “obtaining a diploma”, taking the highest position, shows that students are not interested in their profession for now, and their actions generally caused by the external reasons (parents and surrounding) or by procedural motives (“to keep knowledge of subjects on a good level” and so on).

This situation definitely needs pedagogical interference as an interest to the matter of occupation and its understanding is a necessary condition of effective professional activity, satisfaction with chosen profession and personal development of a mature person.

The changes held after forming stage of the experiment showed no significant differences in control group. It means that motivation of students going through traditional process of learning English remained the same.

The measures made in the experimental group after the introduction of the model and the program for integrating the linguistic knowledge in the motivation development of future psychologists in the process of teaching English at the university showed that some of the students' motivations had not changed, and some had changed significantly since the beginning of the experiment (Table 1). This indicates the effectiveness of the program and the effectiveness of the model being tested, which is consistent with theoretical information about the importance of the professional component of not only professional subjects, but general development disciplines in the preparation of students in the university.

Table 1.Diagnosis results of the experimental group on the stating level of research

	EG(1 level)	EG (2 level)	Accuracy of differences
Obtaining of knowledge	6,6	8,6	0,001
Mastering the profession	5	6,7	0,001
To become a top-class specialist	5,3	6,6	0,001
To get a diploma	6,8	6,6	No
To successfully continue education on the next courses	6,2	5,9	No
To pass exams evaluated on “good” and “excellent”	5,9	5,7	No
To get a scholarship regularly	2,2	3,3	No
To be always prepared for the upcoming lessons	4,2	5,2	0,05

To keep knowledge of subjects on the good level	5,9	5,9	No
To keep up with the group mates	4,5	4,5	No
To pave the way for the successful professional future	5	6,4	0,001
To meet pedagogical demand	5,2	5,2	No
To be respected by teachers	5,6	5,6	No
To get admiration of group mates	3,9	3,9	No
To be appraised by parents and surrounding	5,3	5,3	No
To avoid conviction and punishment for poor academic progress	5,2	5,2	No
To get a satisfaction from mental activity	4,2	6,2	0,001
Reading	3,8	5,4	0,01
Writing	2,9	3,8	No
Listening	4,7	5,2	No
Speaking	2,9	4,6	0,01
Readiness to discussions in English language	3,1	4,8	0,01

It would be better to notice that external motives of studying of experimental group students are mostly the same. There are such motives as graduation and getting a diploma, successful continuing on the next years of studying, passing exams with the highest marks, getting grants and fellowships, actualization of teacher's demands, reaching professor's respect, being as example for other students, achieving the praise of parents and friends, escaping from criticism. Thus, we can say that the motives which touch on the external parts of the studying process did not change; they do not affect on personal attitude towards studying and the profession itself. Unfortunately, the quality level of writing and listening (audition) is still left without any changes. It can be caused by the fact that the spheres of these activities are mostly depend on objective knowledge rather than reading and speaking, that is why more time demanded for their improvement. We have to take into consideration the fact that the program is considered to be realized during two years but was realized in a year and the fact that the improvement of writing and listening was observed. Due to these factors we can expect that after the realization of the program significant changes will be noticed. At the same time, the internal motives of the studying of members of experimental group also raised: getting knowledge, experiencing of a profession, becoming highly – qualified specialist, being always ready for lessons, providing the success of future activities, getting the intellectual satisfaction. (Yarmakeev, 2016). Significant changes were seen in the reading and speaking. In the beginning of studying of reading the biggest and the most difficult barrier was the need to understand every single word of the text, that's why students seeing the word they do not know begin to read more slowly. The improvement took place due to the ability of understanding the main theme of the text, searching the most important key – parts of the text and escaping from words which are not significant for understanding at all, understanding of using different parts of speech in their speech. (Iskander ,2016). Speaking was improved due to the ability of rebuild sentences with Russian grammar to sentences with English grammar, activation of passive vocabulary and the ability of making phrase different from their first variant according to words and phrases which students already know and use instead of looking for new ones. Possibly that was the main factor which influenced on general ability and readiness of experimental group members to speak (communicate) in English language (Rezida et al, 2016).

We have to notice that characterizing (describing) the motivation of studying English language, the students of experimental group on ascertain and control stage marked these motives:

- it will be useful in their profession;
- they wish they understand what they talk about;
- it is useful while travelling;
- they can read books and watch film originally;
- English is a world (International) language;
- It helps in the career.

This fact can be explained by a big degree of probability of the socially important answers of the students, which were planted into their minds during a long school period. However students said the same motives on the control stage of the experiment but they spoke about it differently: they gave us more diverse explanations, in which their attitude towards studying process and the result was seen. For example: «there was a lot of new information for me, it was quite interesting», «it helps us to be opened», «we get good emotions after communication with groupmates », «I will be a teacher and an example for my student/pupil», «I van speak being abroad» etc.

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ORGANIZATION OF THE PERFORMANCE PRODUCTION FLOW

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Abstract: This article is devoted to some consideration - in a discussion, analytical manner - of the features of lean flow management. We formulated that the lean flow is a wide-range management concept with an aim to achieve the maximum possible level of efficiency of business processes by optimizing and eliminating all categories of losses, irrational costs and expenses. A lean production flow is characterized by a high level of added value. Managing the lean production flow of an organization is a systematic activity aimed at minimizing all forms of losses that arise during the production processes. It was noted that the lean production flow management of the organization was determined by optimization of the technical and technological component: machine tools, equipment, volumes and structure of production areas. There is some set of measures at the enterprise, based on the improvement of the operational characteristics, the implementation of which contributes to a consistent increase in the level of product competitiveness.

Key words: lean flow, pull production, critical chain, innovative transformations, production costs, optimization of technical and technological components.

1 Introduction

The relevance of the specified thematic field is determined by the fact that the very concept of "lean production" itself is some kind of innovation. As a starting point, let us note that the concept of Lean Manufacturing/ Lean Production/ Lean Enterprise, as the well-known scientist Asaul M.A. interprets, can be certified as a broad content management concept, the purpose of which is to achieve the maximum possible level of efficiency of business processes due to their optimization and elimination of all categories of losses, irrational costs and expenses (Asaul et al, 2012).

Practice allows saying that the Lean Production is a system practice, determined, firstly, by the identification of irrationally organized processes; secondly, by the search and implementation of effective methods for their optimization. The activity result is the time lag reduction from the process of placing an order by the client to receiving the finished products. (*Kodolova, 2016*).

Let us describe the lean production flow management process, noting the following aspects.

- Firstly, this flow is characterized by a high level of added value.
- Secondly, there is a systematic activity aimed at minimizing all forms of losses that arise during the production processes.

In order to have the required level of efficiency, all components of the production system should be implemented as efficiently as possible: the speed of all business processes should be maximum, while the quality of these processes, their performance should be at least at the level of the base period indicators, and ideally - exceed them.

A lean flow reveals the following types of combination of the operations involved:

- consistent;
- parallel;
- parallel-consistent (mixed) (Eliya,2013).

It is very effective - due to the volume of capital expenditures, the degree of responsibility in the organization of production processes - the consistent form of combination of operations determined by the fact that there is a certain process at each operation part, the result of which is the basis for the beginning of the next process. The beginning of the next process is carried out not earlier than the set of all previous operations will be completed.

The lean flow management is determined, among other things, by the procedure of flow value mapping - the formation of a relatively simple and highly visual graphical scheme reflecting the diversity of material and information flows.

The flow value map enables to immediately see the bottlenecks of the flow and, based on its analysis, to identify all non-productive costs and processes and to develop an improvement plan.

The flow value mapping includes the following steps:

- Documentation of the current state map.
- Analysis of the production flow.
- Creation of the future state map.
- Development of the improvement plan.

There is some *discussion point of view* according to which one of the mechanisms for implementation of the lean flow management of the organization is the introduction of the critical chain method, which, ultimately, can maximize the effectiveness of the whole variety of production, marketing and logistics processes.

Justifying this point of view, and this question, we will take the liberty to note the following. The purpose of using the methodology in question is to calculate the dependencies of resources, risks, uncertainties.

Let us characterize the main aspects that determine the effectiveness of implementation of the critical chain method within the complex of industrial logistics of the rocket and space industry, noting the following aspects.

- Firstly, to carry out the unambiguous definition of some "critical term" as a date to which all production processes should be completed, and the finished products (or parts, nodes, etc.) should pass all the relevant "tests", acceptance processes, as well as approval and agreement.
- Secondly, it is expedient to make an unambiguous determination of the range of processes that can be implemented in a parallel mode, the achievement of which can be carried out in parallel. In addition, it is important to implement a system of additional "resource links" for each relevant type of limited resource.
- Thirdly, it is necessary to form some critical chain as a critical path (with exact differentiation of processes and the dates of their implementation (completion)), determined by the variety of resource links, a sequence of tasks that do not have an additional time reserve. At this stage it is expedient to define unambiguously the "points", the untimely achievement of which inspires a breakdown in the implementation of the entire project as a whole.
- Fourthly, it is important to unambiguously define - in the schedule of production processes - some special reserves - the so-called buffers, Fig. 1. This activity should be carried out taking into account the fulfillment of all project tasks as soon as possible.
- The fifth stage is the control phase. In this case, the very practice of control should be systemic: it is mandatory to control all four special buffers that are created.

The lean flow, determined by the mechanism of the critical chain of the project, starts from the project start date (we understand the system of production processes under this term) and ends with the date of the project buffer start date, but not the project completion date.

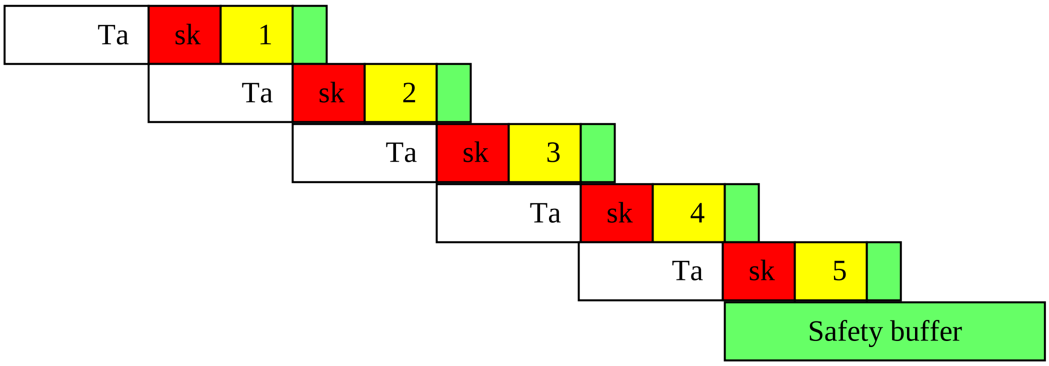

Fig. 1. Buffer formation that allow having some temporary reserve in the practice of lean flow management

Duration of the project buffer can vary - both in the direction of increasing and decreasing. The constant value here is the real period of time necessary to complete the changed project task. Thus, the critical chain, determined by the feeding buffer, the capability buffer, the resource buffer will acquire some finished form. The general scheme is shown in Figure 2.

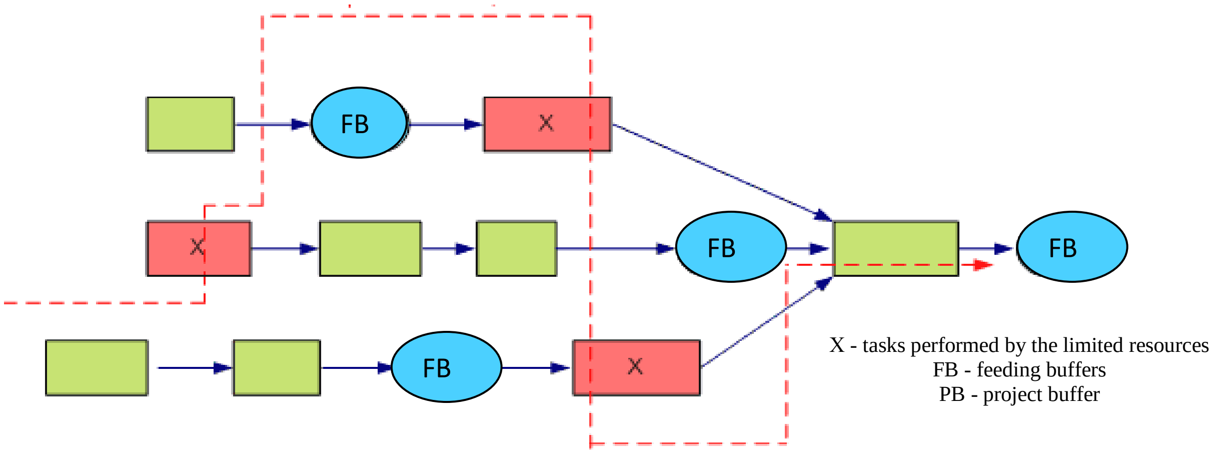

Fig. 2. General scheme for implementing the critical chain methodology in the implementation of the lean flow management processes (using a consistent combination of operations)

Thus, the practice of implementing the methodology under consideration can be reduced to the following sequence of practical steps and measures. Minimizing the duration evaluation of individual tasks, which can be implemented either by gradual reduction of the estimate by 50% or by implementing the PERT method for each task. Optimization and alignment of the entire variety of resources used in the project.

The principal objective here is to prevent the emergence of conflict or to level out their consequences. Ultimately, the critical path is transformed into a critical chain. Integration of some part of duration reserves of the shortened tasks into the project buffer, which should be completed at the project completion stage.

Placement of feeding buffers at the key points, where the outputs of non-critical tasks are the inputs of tasks on the critical circuit.

- Insert of resource buffers at the key points where it is advisable to minimize the risk of resource unavailability
- Scheduling the performance of tasks that have no previous tasks. The only principle is to implement them as late as possible.
- Encourage of early task completion.
- Manage the amount of buffers to implement, if necessary, some preventive and/or corrective actions.

There is also one more point, which Vesnin V.R. adheres to. According to it, the introduction of critical chain methodology into the practice of lean flow management can fully determine such a complex element of the concept under consideration (actually "lean flow") as pull production - "pull production" (Vesnin,2012).

This term determines a certain scheme of production organization, through which the volumes of production at each production stage are determined by the requirements of the subsequent stages.

It is ideal to organize the processes in which an internal supplier, located upstream, does not perform any processes (preparatory, production) until the internal consumer, located downstream, makes a signal about its readiness.

In fact, there is a flow, in the framework of which the subsequent operation "pulls" the products from the previous one. This flow arrangement scheme facilitates the flow synchronization and line balancing.

In addition to the above-mentioned "organizational and logical" aspects, the lean production flow management of the organization is determined by the optimization of technical and technological component: machine tools, equipment, volumes and structure of production areas.

There is some set of measures based on the improvement of the operational characteristics, the implementation of which contributes to a consistent increase in the level of product competitiveness, for example, in the machine-building production.

Let us specify the following:

1. Reducing the energy costs during operation due to the increased efficiency, reducing the length of kinematic circuits, applying electrical speed control.
2. Reducing the occupied area due to the vertical layout of the machine design, the machine and the control system in one unit.
3. Reducing the structure weight due to its optimization and use of non-metallic materials in the load-bearing structures.
4. Reducing the cost of repairs due to the transition from scheduled maintenance to diagnosis of technical condition.

Let us characterize all four of the above stated directions in detail and consistently. Reducing the energy costs during operation due to the increased efficiency implies the following activities:

1. A comprehensive analysis of the entire list of tools and mechanisms used in the technological cycle.
2. Technical and technological re-equipment of production facilities.
3. Introduction of modern machinery and equipment into operation.

We note that both machinery, equipment and power tools are consistently losing their level of efficiency due to natural "aging", the growth of non-productive energy costs over time.

An example is the following: lamps, light fixtures, soldering irons, which have been released and put into operation twenty years ago, initially have had an efficiency level not exceeding 65%, while the modern devices have had an efficiency factor of 90-95%. Obviously, the replacement of this kind of outdated equipment creates a huge reserve of optimization of energy costs.

Reducing the energy costs during operation due to reducing the length of kinematic circuits, applying electrical speed control is determined by the following aspects.

Firstly, a comprehensive analysis of the existing kinematic chains, the search for "bottlenecks", as well as areas characterized by irrational (excessive) length.

Secondly, the determination of the degree of accuracy and the range of speed control. Thirdly, the choice and installation of such a technical element that would take into account the type and power of electric motors, achievement of the required level of speed control range, torque accuracy on the motor shaft.

The second direction - the institute, defined as a potential way to optimize performance characteristics, is to reduce the occupied space due to the vertical layout of the machine design, the machine and the control system in one unit.

The implementation of this direction is determined by the following factors. The vertical machine layout leads to a certain console appearance. In fact, all the main machine parts are mounted both on the frame and inside it. The vertical layout, within which there is a combination of control function blocks, allows achieving the following advantages: firstly, a decrease in the occupied area entails a decrease in the volume of depreciation deductions (calculated from the cost of production areas as such).

In addition, the machine organization in this way allows optimizing the labor costs of the worker (reducing the level of unreasonable and irrational movements); achieving the optimal number of rotational and rectilinear movements.

2 Conclusions

The lean production flow management of an organization is always and necessarily the integrity of logically related business processes, which, with a greater effect (result) are determined by a smaller amount of resources involved: labor, capital investments, production areas, material support.

In general, we can make a conclusion that: the use of the methodology in question while managing the lean flow, the competent and consistent implementation of it is objectively detected by the factor of successful implementation of processes and production, marketing, production logistics, and the duration of the successive "chain" of the operation combinations is optimized without loss in quality.

3 Summary

The innovative transformations, sequential modernization, processes of technological renewal, the use of critical chain mechanism are all unconditional bases that determine the medium and long-term prospects of the lean production process management of the organization. The modern competitive environment requires complex economy; the lean production flow is a methodology, the implementation system of which allows getting the desired effect.

Acknowledgement

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ENDURANCE TESTING: COMMUNICATIVE STRESS TACTICS OF INTERVIEWERS IN JOB INTERVIEWS

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Abstract.The article presents the results of a study of a new recruiting discourse (a sphere of staff sourcing and selection) based on the verbatim records of real job interviews. The following theoretical and empirical methods were used in the research: analysis, synthesis, generalization of research papers, discourse analysis of institutional communication, methods of data collection and storage. The authors describe a verbal behavior of interviewers who implement their main strategy – the job seeker’s diagnostics – during job interviews. The unique stress technologies such as tactics of unexpected questions, alleged misunderstanding, interjection and test for consideration were revealed as components of the recruiters’ communicative actions. Recruiters actualize the mentioned tactics by verbal and non-verbal means in order to protect themselves from socially desirable answers of job seekers. The results of the study will help prospective specialists and potential employees to forecast successful communication.

Keywords: recruiting discourse, job interview, recruiter, job seeker, communicative stress-tactics

1 Introduction

Recruiting (sourcing and assessment of the personnel) appeared as a new business sphere in Russian communication in the end of the last century. As a consequence, a new type of communication – *recruiting discourse* – was formed. The uniqueness of the communication process in recruiting determines its extrinsic value as a subject of linguistic studies from the perspective of discourse analysis. Our attention is focused on job interviews as an inherent and a centre-forming part of communication in recruiting and the main component of the personnel sourcing.

The ubiquitous spread of the Internet opens up many new opportunities for specialists and researchers of various fields to study the features of the functioning of all kinds of discourses (Bochina et al , 2015; . Bochina et al, 2014; Akhmerova et al, 2015; Venera et al, 2016; Crystal ,2006). The analysis is based on recordings of real job interviews broadcast on TV programme “Kadry reshayut” of online channel “Success” (Uspehtv: YouTube. – URL: http://www.youtube.com/playlist?list=PL8E E432C1F803541). The analysis of live communication material has revealed that stress techniques actualized by interviewers through the use of verbal and non-verbal actions are present in virtually every job interview.

Continuing a series of word-formation from the substantive *stress*, we may be permitted to introduce a naming unit of *stress tactics*, which are used to implement elements of stress interviews in standard interviews. The described tactics are a part of a series of speech acts, accomplishing a super-task of the interviewer, i.e. to diagnose jobseekers.

The best result in implementation of a recruiter’s main strategy is achieved by a complex approach to staff assessment. The studies of communicative material demonstrate that stress technologies actualized through verbal and nonverbal actions are present in virtually every interview. Nonverbal actions include, for example, a delay of an interviewer for more than 15 minutes as a way to test the patience and endurance of a job seeker along with the level of interest in the position. Artificial stressful and, therefore, awkward situations for job seekers may also be introduced through tempo change during the interview: “from monotone indifferent to aggressive and hard" (Лухманова,2005, Pp. 96-97). «At first the welcome may be really cold (there is doubt that the vacancies exist) ». This effect is achieved by absence of etiquette greeting forms or indifferent, sweeping glance. Verbal means are represented by a wide range of speech acts analyzed and described below.

2 Methods

Identification and description of speech strategies and tactics primarily involves working with live language material, more precisely, communicative, i.e. with real communicative acts in their verbal and non-verbal manifestations. Only the complex of all these tools can provide an exhaustive picture of the implementation of a particular strategy in a specific speech situation. The empirical base for this study was videotapes of the TV program «Personnel decide» on the online TV channel "Success", which were stenographed for linguistic analysis as they were published on the TV channel (2010-2014).

3 Results

3.1 Verbal stress technologies

Each job seeker who takes part in an interview experiences emotional tension similar to the state of a student during an exam. We are referring to the so-called psycho-emotional stress that causes fear, anxiety and other negative emotions and has a negative impact on the mental health of a person (Щербатых,2003). Many theoreticians of recruiting share the view that the high class interview should not resemble the exam. It should be a conversation between two equal talking partners - two professionals. However, it is certainly only the illusion of "equal dialogue" as recruiters "torture, test, ask, and identify the level of knowledge" and, therefore, conduct an examination (from the definition of the verb "to examine" (Даль,1981, P. 663).

In this regard, one of the interviewer’s goals is to maintain benevolent ambience. Tools for recruiters are as follows: etiquette tactics at the beginning and in the end of the interview; tactics implementing the strategy of a final decision which accompany the main diagnostic strategy of an active communicant. It is essential to turn communication during the interview into a conversation rather than questioning (which is always a danger). Calm and pleasant environment promotes faster and more objective assessment of the job seeker.

Many Internet resources with a large amount of information in support of job seekers have appeared in recent years (http: /www.headhunter.ru, http: /www.superjob.ru, http: /www.job.ru et al.). It resulted in maximizing the risk of so-called ready ("programmed") socially desirable answers. HR managers are evolving new evaluation methods of job seekers by using more and more complex and psychologically conditioned options. Verbal actions for artificial introduction of the interlocutor into stress take a special (if not the most important) place in a range of speech tactics which verbalize the central strategy of recruiters thus bringing a real opportunity to objectively assess the job seeker as a potential employee for a particular position.

As noted earlier, the study of verbal interaction between recruiters and job seekers during interviews revealed the presence of stressful situations caused by communication means. Proper use of stress technologies does not interfere with the positive mood of the communicants. However, it allows testing the job seeker’s moral restraint, ability to handle stress, quick wittedness, creativity, and even find out the sense of humor. The analysis of the communicative material defined clear duality of the interviewer’s goal to conduct interviews with stress technologies:

1. To "knock down" a job seeker from a "rehearsed" communicative way in order to make him/her talk more explicitly and stop using prepared replies, i.e. to make a step from implicit to explicit information.
2. To check behavior of a job seeker under extreme conditions which is also essential for a future employee as the requirement of high stress resistance is often put forward by the employer.

3.2 Recruiter's Stress Tactics

Actual stress tactics include, first of all, interrogatory constructions specially designed for acquisition of responsive information. An interrogative construction is a linguistic universal. It means that demand for a question is present in mind of any person by nature; consequently, provocation speech is given to people genetically (as opposed to ritual speech which people master by learning the rules of the society).

The recruiter's super goal is to assess suitability of the job seeker for the position both as a professional (professional characteristics) and a person (personality traits). Along with other specialized verbal actions making a stressful situation through verbal means is one of the most difficult tactics used by interviewers who need to be high class experts in recruitment. Analyzing the candidate's reaction under conditions of emotional irritation recruiters risk to cross the border of the allowable and move from cooperative actions into confrontation thus making a communicative error ("to deprive oneself of the possibility of further interaction with the candidate").

Tactics of unexpected questions

A well-known Austrian linguist R. Rathmayer who has been researching the development of Russian business speech for more than one decade notices that *offset questions (*in the present paper we use the term *unexpected questions – author's comment)* are successfully used to reveal real potential and personal qualities of job seekers. However, it is mentioned that in the corpus of the interviews (conducted in different Russian cities in 2008 and 2010) used as a research material "such questions did not appear often". R. Rathmayer explains it by preference of "neutral, fact-oriented" questions Ратмайр,2013, P. 300-301). However, the analysis of 42 records of interviews from a later period (since 2010) and examples from theoretical sources has revealed the tendency of recruiters to a wider use of unexpected, not always tricky questions. These interrogative constructions are used to actualize the **tactics of unexpected questions** (TUQ). In our opinion, this is connected with the level of preparedness of prospective interviewees and a wish of experts to protect themselves from "ready" answers (as described earlier in chapter *Stress Tactics*).

The TUQ implies two aspects which determine "unexpectedness" of the speech actions. Firstly, a recruiter poses a question with content stressful for a candidate. For example, the interviewer asks the job seeker why he should be chosen from all other candidates. Secondly, even a usual question may shock the job seeker if it is asked followed by sudden change of the conversation subject (tactics of interruption).

R: – Why do you think / some people assign tasks / sometimes even too ambitious / and on in two times or even more often do not accomplish them?

JS: – My opinion is /that there are many different reasons here // Incompetence as a manager / is one of the reasons / insufficient motivation…

R: – ***Have you ever fired anyone?***

JS: – … incorrect // Well // Very seldom // (KP, episode 11)

In some cases recruiters intensify a stressful component in communication by verbalizing the tactics through the use of questions in a row coupled with speech interruption.

R: - well / what do you think / Evgeny Chichvarkin / is it / nice PR / or is he so interesting for mass media / that people always follow him/ or is he an unusual personality?

JS: – Nothing in life is possible without PR //

R: – Uh-huh //

JS: – Well / let me say / that I like / such // so to say a model of PR-behaviour / yes / of Zhirinovsky //

R: - ***What do you dislike about your job?***

JS: - There is / no // I think / that there is no such a thing / because …

R: - ***Fine/ what irritate you about other people?*** *Do you feel it? Or are you tolerant?*

JS: - Yes / I am tolerant enough / that's why irritate me / no // (KP, episode 26).

In the first speech act emotional tension is aggravated by the use of negative verb *to dislike*. In the second act sharp transition to the next question is mitigated by explicitly expressed evaluation lexical token *fine,* which once again shows the desire of the dominant communicant not to violate the rules of verbal communication during the job interview.

Realizing TUQ through questions of this type, the interviewer expects not only to test the job seeker's ability to quickly "switch" from one topic to another, but also to see non-verbal response, to assess whether the candidate has a sense of humor:

R: - Tell me / how many 5 ruble coins ***should you put / against each other / to reach the Moon?***

JS: - Well / you should start doing it / and when understand /that / in general / do not reach the Moon / maybe / reconsider //

R: - ***Are you ready to move?***

JS: - To a new city?

R: - Yes/

JS: - No / (KP, episode 30).

We should not forget that during the interview the potential employee's nonverbal behavior (gestures, posture and appearance) is taken into account in the analysis of the communicative behavior. In the provided example the non-verbal reaction to a strange question of the recruiter is a slightly surprised smile without a share of aggression, which, of course, is in favor of the interviewee who evidently has the skills of stress management.

The study has highlighted a type of the analyzed tactics verbalized by unexpected (some time ago) but a well-known at present (expected) question often used during the interview. It is based on a metaphor so loved by recruiters.

R: - ***Sergey / should a leader be loved or feared?***

C: - There is such a notion / we are not obliged to love anybody at work / we have to respect / that is why rather fear // It's impossible/ to be loved by everybody / well / and in your team you will always find /people who will simply respect you / but / when you let people love you / well / there is a tendency / that *soon they will seat on your neck and do not value the attitude / you have towards them //*

*R: - **Sergey / tell me / why is a tennis ball fuzzy?***

JS: - Fuzzy? Do you mean a tennis ball?

R: - Yes / it is so / villous //

JS: - I understood / <…> / a fine analogy … The ball is hard / while the fuzz cushions a blow/ as / the ball impacts a racket / it does not blow away wildly / that is softer / right?

R: - Yeah-yeah // (KP, episode 2)

The research has revealed cases when a stressful situation is caused by a manager with nonstandard methods, e.g., by an offer to talk about oneself in a surprisingly short period of time.

*R: - Nadezhda / literally for a **minute** / tell me what is most important about yourself / in your opinion //* (KP, episode 21).

Almost each job seeker realizes that recruiters will ask to make a self-presentation. In preparation for the job interview they rehearse it in stages in advance. The limit of one minute instead of a longer period of time will force them to talk about the most significant things. Thus, the required result may be achieved in a short period.

In episode #34 the interviewer starts the job interview in a non-standard way by asking an unexpected question immediately after the greeting.

R: – Hi / Anya / I am Lena!

JS: – Hi / Lena / I am Anya!

*R: – Nice to meet you! Tell me / please **/ how often do you attend the premises of Flakon design-factory?***

Including tactics of unexpected questions from the onset of the conversation the interviewer is trying to take the interlocutor away from prepared answers to sincere ones. So, an experienced recruiter while commenting on this job interview cites a situation where the average job seeker may have to answer the following question: "We really appreciate the cleanliness in our office. Did you wipe your feet at the entrance, didn't you?" Surely, any person would not hesitate to give a socially desirable answer «*Yes, of course*». This would be followed by the remark: "Well, we also appreciate honesty. In fact, there is no rug there; you could not wipe your feet". This remark indirectly explicates the question's purpose thus pointing to failure of a job seeker's selected tactics. In such a way recruiters try to avoid the prepared answers.

This episode also presents an example of stress technologies used at the end of the interview that has certain additional function of diagnostics.

R: – Anya / I like your monologue / I enjoyed enormously / and listened to you / and / believe me / I do not have any questions / to ask you //

JS: – Why on earth // Maybe / only the question about the future // If it happens / that you'd be given this position / what is the first thing / you will do on a design factory / your first step / what will it be?

In a positive way the HR manager starts implementation of the tactics from the phrase *I like your monologue, I enjoyed enormously*, thus, first of all, makes it clear for the job seeker that she is talking too much (implicitly through the lexeme *monologue*). Secondly, the manager creates a situation with emotional tension to check the interlocutor's stress resistance and determine her level of mastering stress-management skills.

4 Discussion

Verbally expressed stress technologies implemented by corresponding tactics (from the main communicative strategy of the interviewer – the strategy of a job seeker's diagnostics) - interruption, unexpected questions, alleged misunderstanding, attention control - were listed above. They are called stress tactics. Here the substantive *stress* defines the state of psychic tense stipulated by actions performed under fairly difficult conditions.

The stress technologies are based on verbal and non-verbal provocation as a tool for understanding behavior of a job seeker in a particular situation.

We have come to the conclusion that stress tactics are applied by recruiters in the following aspects:

1. To assess various qualities and skills that may be checked only in stress situations;
2. To detect the candidate's stress resistance;
3. To provide an honest answer (not socially desired and, as a rule, prepared) which should be verified in a stressful situation;
4. To check the level of aggression.

5 Conclusion

Therefore, the interview as a communicative centre of the recruiting discourse is a communicative act in which HR managers refer to unique speech acts to diagnose job seekers. The core of these tactics is special stress technologies that allow proving the candidate's eligibility for a vacancy in a limited period of time.

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ETHICAL ISSUES OF COLLECTING AND USING LARGE AMOUNTS OF DATA IN PSYCHOLOGICAL RESEARCH

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Abstract: Ethical aspects of psychological research suggest the existence of ethical principles and standards, which are related to the implementation of the psychologist's professional role. Measured psychological phenomena are not identical to real. They are interpreting through the prism of psychologists´ values formulated in the code of ethics. The main objective of the code is the welfare and protection of individuals and groups with whom psychologists do work. A mature specialist can be called a psychologist with a stable system of values, moral orientation, mature conscience, positive ideals of personal development. Personal maturity of the psychologist-researcher has different norm's characteristics standards of personal development that leads a person to finding them a generic human essence. Taking it into account the normalization standards in large groups are very difficult, since the current state of society is focused just on the one normal vital principle of regulation based on self-centeredness.

Keywords: ethical problems, data collection, psychological research, ethics of psychological research, student, ethical complex, personality of psychologist, ethical principles of psychologist

1 Introduction

Ethical aspects of psychological research suggest the existence of ethical principles and standards, which are related to the implementation of the psychologist's professional role. Measured psychological phenomena are not identical to real. They are interpreting through the prism of psychologists´ values formulated in the code of ethics. The main objective of the code is the welfare and protection of individuals and groups with whom psychologists do work. The personal willingness of a researcher as a professional is determined by the maturity of the psychologist´s personality. A mature specialist can be called a psychologist with a stable system of values, moral orientation, mature conscience. Personal maturity of the psychologist-researcher has different norm characteristics standards of personal development. Taking it into account the normalization standards in large groups are very difficult, since the current state of society is focused just on the one normal vital principle of regulation based on self-centeredness. Psychologists' ethical principles are: competence, integrity, professional and scientific responsibility, respect for human rights concern for the welfare of others, social responsibility. Rules of humans' research conducting are included respect for laws, respect and attention to self-esteem and well-being, safety of people in research participation.

The psychologist deals with the measured constructs of psychological phenomena that are not identical to them, and are displaying it in scientific consciousness (Korjova,2016, MacLin et al, 2008). Therefore it's important how they are interpreted, especially when we study large volumes of data. Psychologists do develop and working out valid and reliable scientific knowledge based on research. They can use this knowledge in different contexts of human behaviour. As a rule a psychologist performs several roles in its activities. This is the person that intervenes in social processes and the expert, analyzing the psychological component of these processes.

Scientific activity makes human sense within the wider context of human activity which must have goals, values and interests. It's necessary already to use value criteria in the methodological aspect of science. But there is another important aspect, concerning on practical application, which raises a big question regarding the axiological neutrality of science. If science defines the human as a pure object of study and manipulation, it means that not science but some people can arrogate to themselves the right to manipulate by others. It is clearly seen that lust for power can hide under the aspiration to proclaim the neutrality of science and its release from "metaphysical and ethical prejudice". The code of ethics in general aims the creation of a values' system in which psychologists should follow in their professional and scientific work. The main objective of the code is the welfare and protection of individuals and groups with whom psychologists are working.

2 Materials and methods

The method of theoretical analysis and synthesis at all stages of the study was used to identify concepts, separation of their components establishing relationships.

Theoretical analysis has been allowed to determine the direction of research in the field of psychologist-researcher professional ethics.

3 Results

3.1 Personal maturity of psychologist as researcher professionalism's of condition

The personal willingness of professional researcher is determined by the maturity of the psychologist´s personality. A mature person can be called a psychologist with a stable system of values, moral orientation, a mature conscience and positive ideals of personal development. Psychologist cannot work in criminal structures, cannot consist in destructive sects as they bring harm and destruction to people and society. Maturity of personality is primarily ability to take responsibility for other people.

Overall we can say that psychologists should form up a world outlook ideology which must be defined by such categories as "good", "benefit", "evil" and "harm" (Bocharova ,2015; Bocharova ,2015; Fahrutdinova et al, 2015 , Kharlamov et al, 2014; Khayrutdinov ,2015; Korjova ,2016, MacLin et al, 2008; Mukhametzyanova et al, 2015; Radevskaya et al, 2016). Moral relativism leads to moral chaos. If good and evil are the same, no personal responsibility can exist. This leads to dangerous social consequences.

The goal of psychological research is enrichment of our knowledge about human's psychological characteristics. Obtained results shall be used solely for the benefit of people. Psychologists should have a clear idea of for what they are working and to which area they are invading. There are areas of psychologist's activity where psychology merges with medicine. A doctor who fails to fulfill the requirements of the medical code may become a murderer. Psychologist which isn't ready professionally and personally or which is pursuing personal or self-serving goals can become an instrument in criminals' hands. Personal maturity of psychologist-researcher has following characteristics of norms of personal development that are leading to the attainment of generic human essence: an attitude to another person as to a value in itself, as to a substance, the symbol of the infinite potency of the genus "human"; an ability to de-centration, to dedication and to love as the way of implementation of this relationship; creative target-doeth nature of vital functions; a need for positive freedom; an ability to free will expression; a possibility of future's self-projection; a faith in the feasibility of the planned; an internal responsibility before own self and others' past and future generations; a desire to achieve through the overall meaning of own life. Anomalous deviating from the normal is development that leads to isolation, to separation from the universal generic essence: a relation to human as to source, as to an ultimate pre-definable thing; a self-centeredness and inability to commitment and to love; a nature of vital functions with causal-conditioned, subordinate to external circumstances; an absence or weak expression of needs and positive freedom; an inability to a free will expression and impossibility of future's self-projection; a disbelief in own-self capabilities; an absence or very weak intrinsic responsibility before own self and others' past and future generations; an absence or very weak desire to achieve through the overall meaning of own life (Kharlamov,2014).

The data obtained in the large-scale studies should be considered also from the norm's position. However the normalization processing in large groups is very difficult, since the current state of society is focused on just one vital valuation normal principle (self-centeredness). Social or existential norming, allowed to form up unified value orientation of moral order (directing a person not to egocentric values), as a rule is an unsystematic, or is carried out in double moral standards in national and religious traditions, what is not conducive for the society's consolidation and affects the mass surveys results.

3.2 Ethical principles of psychologist

In the first part of the ethical code of the psychologist we find shared ethical principles that guide psychological specialists of any profile. The general principles declare the fundamental goals designed to adopt high psychology's ideals. This is the basis for ethical psychologists' action and the foundation for understanding the specific ethical standards.

1. Competence. Psychologists tend to adhering high standards of competence in their work. They realize the capacity limits of their practical possibilities and the limits of their erudition. They use only those techniques in which they are competent by their own education, training or experience. Psychologists are aware that the competence what is required for teaching, servicing or studying groups of people, largely depends very often on its groups' characteristics. Psychologists show increased responsibility in the areas without working out the professional standards and do everything possible to protect the welfare of those with whom they are working. They improve their skills in areas of their activities and recognize the need for additional training at the proper time. Psychologists are attentive to scientific, professional, technical and administrative materials during trying to find its' proper application.
2. Honesty. Psychologists try to follow the honesty in psychology's science, teaching and practice. They are honest, friendly and respectful of others in their work. Psychologists shouldn't make false, incorrect or untruthful statements in messages about their skills, work, research and teaching. They should be well aware of their personal values, needs, beliefs and these limitations that might impose on their activities. Psychologists are trying to clarify their professional roles for others and to behave in accordance with these roles for greater efficiency. They try to avoid improper and potentially harmful dual relationships.
3. Professional and scientific responsibility. Psychologists maintain professional standards of work, are responsible for their professional and scientific activities. They try to use own methods of differentiation depending on the needs of the groups with whom they are dealing. Psychologists' moral standards and norms are personal matter to the same extent as to other people, except of those cases where these norms may compromise professional responsibilities or reduce psychology's and psychologists' public trust.
4. Respect for human rights. Psychologists treat with respect to basic rights, honor and dignity of all people. They respect people's right to internal world, privacy, self-determination and autonomy, but they are aware that their legal responsibilities may be in conflict with the implementation of these rights. Psychologists are aware of cultural, individual and role differences. Psychologists are trying to reduce the impact of these factors on their work and do not participate in any discriminatory practices consciously.
5. Caring about the welfare of others. Knowledge and understanding of the overall goals of own a self-professional activity is a necessary component of psychologists' professionalism. Such goal for the psychologist is concerned about the welfare of other people. The result of the psychologist's research activity must be aimed ultimately at ensuring the people groups' well-being.
6. Social responsibility. Aspects of professional social responsibility and of ethical positivity of professional activity results' are important in all professions; they ensure the well-being of society.

3.3 Principles of the conducting research involving humans.

The decision to conduct the study is based on a balanced judgement of a particular psychologist as how to make the greatest contribution to psychological science and to well-being of the people.

1. Based on this analysis psychologist conduct the study with showing respect and attention to the dignity and welfare of people participating in the study.
2. The scientist during research planning is responsible for careful evaluation of his ethical acceptability. The researcher during taken possibility of a compromise between scientific and human values in compliance with each principle takes simultaneously own self firm commitment to consult on ethical issues and to adhere strictly precautions for research participants' right protection.
3. The ethical issue of researcher's priority attention is to determine whether the participant of planned research will be subjected at risk or not in accordance with accepted standards.
4. The researcher carries ongoing responsibility for ethical standards' compliance in research, also is responsible for the ethical correspondence with research participants by colleagues, assistants, students and employees, where everybody in this case assumes the same obligations. The researcher sets unambiguous and direct agreement with study's participants before the experiment excluding the study with minimal danger. The researcher informs participants about all aspects of the study. The inability to reveal the contents of research fully before agreement's obtaining based on full information requires additional security measures' adoption to protect research participants' welfare and dignity.
5. Methodological requirements of a study can make it necessary to use default or fraud. The researcher takes to itself special obligations before this experiment's type: to determine whether the use of such methods is intended for scientific, educational or applied value of the study; to determine whether alternative procedures are that does not require the use of defaults or fraud; to ensure that necessary explanations are given to participants as soon as that opportunity arises.
6. The researcher respects each human's right to refuse participation in the study or withdraw from the research at any time. The obligation to this right's protection assumes especially careful reflection and study the question when researcher takes the power position or it may influence on participant.
7. The researcher takes actions to participant's safeguard from any physical and mental discomfort, harm and danger, which research procedures might entail. The researcher informs the participant about the risk of such consequences when it exists. It is unacceptable to use research procedures

which can cause party serious or long-term damage to participant unless the exception of these procedures will not cause even more damage to participant. The participant of research should be informed about the procedure for its appeal to the researcher within allowable time period after the stress' occurrence caused by participation in the experiment, etc.

8. The researcher provides to the participant information on the study's character and tries to eliminate all misunderstandings after data is collected. If scientific or human value of the research justifies the information's delay or concealment then researcher assumes on itself a particular responsibility to monitor the study's processing and to ensure that participant will not get any dangerous consequences.
9. When the research procedures lead to undesirable consequences for a particular subject the researcher takes on itself the responsibility to identify and to eliminate or correct these consequences.
10. Information about the study's participants obtained at the time during its' processing unless other conditions are not specified in advance. When there is a possibility that such information can be accessed by other people, this opportunity is communicated to the participant as procedure's part of agreement's obtaining based on full information (Bocharova, 2015; Kharlamov, 2014).

The consent to participate in research is most often given by reading and signing a special document in which the participant is informed about the study purpose, the procedure of participation in the study procedure, probable refusal to participate in the study. The document also informs about the possible risks and discomforts to the research participant, benefits of research to society; study duration; compensation for participation; confidentiality; statement of voluntary participation (Kharlamov,2014).

4 Discussion

We tried to implement such ethical principles in our study of international students' socio-psychological adaptation to the ethno-cultural characteristics of society in terms of the model of university's educational environment (Veselova ,2012).It was proved the efficiency of identified educational-methodical complex using students' readiness criteria: to plan their own interaction with ethnic groups' representatives in society; to choose cross-cultural alternatives in society; to manage the intercultural interaction's process in society, using a network technology; for perform professional work in the society, and others.

5 Conclusion

The results of the study can be extrapolated in the practice of a psychologist when working with large amounts of data while respecting ethical norms and principles.

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INVESTIGATION OF RELATIONSHIP EMERGENCE MECHANISMS IN TEACHERS' PROFESSIONAL ACTIVITY

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Abstract: The article considers the problem of relationship emergence mechanisms in teachers' professional activity. The theoretical part gives an overview of research on the problem of pedagogical communication, interpersonal relations, and examines the relation mechanisms. The theoretical basis of the work was represented by the concept of interpersonal relationship mechanisms, developed by R.Kh. Shakurov. We define the relationships as individual, selective connections of an individual with the environment. One of the interpersonal relationship emergence mechanisms are primary and secondary experiences, as well as socio-psychological mechanisms connected with the satisfaction of an individual's needs. The study methodology was represented by the adapted "Rating" questionnaire, the basis of which was the "Relationship Questionnaire", developed by M.G. Rogov (10) to investigate the relationship factors in society. As a result of empirical research, we found that the teacher's relations with his colleagues were built on the emotional reaction of "assistance-opposition" (the "assistance" relationship mechanism) and on the basis of the action of the psycho-physiological mechanism "balancing", "on the basis of" boomerang" and "assistance" principle. *Results.*Such mechanisms as "beauty" (3.88 points), "interest" (3.87 points), "standard" (3.75 points), "boomerang" and "assistance" (5 points) are most pronounced in the "teacher-teacher" relationship system. The following mechanisms are most actively manifested in the "teacher-student" relationship system: "interest" (4.5 points), "standard" (4.4 points), "assistance" (4.28 points), "boomerang" (4.07 points), "emotional echo" (4.05 points), "deficit" (3.95 points). In the "student-teacher" relationship system (3.7 points), we observe the mechanisms most inherent in such mutual relationships: "standard" (4.28 points), "emotional echo" (4.05 points), "interest" (4.03 points), "boomerang" (3.85 points). *Discussion.*The modality of interpersonal relations in the learning process influences the effectiveness of interpersonal interaction in the "teacher-student", "teacher-teacher" systems and achievement of the educational goals. The most constructive interpersonal relations arise under the influence of such mechanisms as "assistance" and "consonance" in the process of pedagogical activity. However, these relationship mechanisms are used more by teachers in relation to students than by students in relation to teachers.
Final report. It cannot be said that one of the persons tested (teachers or students) is more satisfied with the relationship.

Key words: interaction, interpersonal relationships, relationship mechanisms, pedagogical activity, teacher, student.

1 Introduction

The result of people interaction in the social space is the emergence of certain interpersonal relationships. Pedagogical activity is an activity that provides the relationships that arise in the process of transfer of socio-historical experience to the younger generation. Through communication, the teacher not only receives various kinds of information, but also interacts with colleagues, students, thus creating a personal environment. The interpersonal relationships arise with different modalities (positive or negative) in the process of carrying out the pedagogical activity. Positive relationships lead to the emergence of cooperation and commonwealth between subjects of the educational process. Negative relationships lead to conflicts and disagreements. Therefore, in our opinion, it is important to investigate the relationship emergence mechanisms in the teacher's professional activity to prevent the relationship emergence with negative modality, which is not productive for the performance of pedagogical activity. The identification of the relationship mechanisms will also allow identifying the problems faced by teachers in the process of pedagogical activity.

Pedagogical communication is a specific form of communication that has its own characteristics and at the same time obeys the general psychological patterns inherent in communication as a form of human interaction with other people, including communicative, interactive and perceptual components (Gozman, 1998).

The problem of pedagogical communication was actively developed by foreign researchers within the framework of humanitarian pedagogy since the 1930s of the XX century - G. Anderson, K. Levin, R. Lippit, D. Rine, R. White; domestic - from the 60s. - N.A. Berezovin, V.G. Kazanskaya, V.A. Kan-Kalik, Ya.L. Kolominskiy, E.V. Korotaeva, as well as A.A. Leontiev, A.K. Markova, A.O. Prokhorov, A.A. Rusalinova, R.Kh. Shakurov.

Whether the pedagogical communication is optimal depends on the teacher, on the level of his pedagogical skills and communicative culture (G.M. Ldokova, A.Z. Minakhmetova) (Ldokova, 2015). To establish positive relationships with students, the teacher should show benevolence and respect for each of the learning process participants, be implicated in the victories and defeats, the successes and mistakes of trainees, and empathize with them.

The well-known psychologist V.A. Shchekin distinguished the following styles of pedagogical communication (Shchekin, 2004):

- communication based on the high professional standards of the teacher.
- communication based on friendly disposition.
- distance communication.
- communication-intimidation.
- communication-flirtation inherent in young teachers, seeking to popularity.

In the process of pedagogical communication, it can be developed the relationships of different modalities: 1) mutual understanding, coherence in the performance of educational activities; 2) discord, alienation, conflict, inability to understand each other's point of view.

The formation of positive relations is influenced by the correct accumulation and generalization of information about each other, - a teacher about students and students about a teacher. The level of the communicative abilities development of the teacher and students, the teacher's competence, the development of reflective skills among students influence the formation of constructive pedagogical communication.

Communication in the pedagogical collective should be formed proceeding from the peculiarities of professional activity. The culture of communication between teachers is especially important, as it serves as a model of social behavior for students. So, modeling and controlling their behavior and culture of communication with colleagues is an important link in implementing the educational tasks of the modern school. Discussion with the students of the merits or demerits of this or that teacher is generally unacceptable, it is necessary to root out any discussion with the students. It is necessary to build communication in the pedagogical collective on the fact that we all do one common thing, and therefore we should help each other.

Communication, according to E.P. Savrutskaya, is determined by social relations, activity, and social human nature. Consequently, communication as a form of manifestation of social human relationships reproduces the real, historically formed social ties of a person in the process of his life activity. Therefore, communication is a multitude of ties and relationships between people in which the individual's life is implemented, as well as communications mean the system of relationships that the person establishes in the course of his life activity (Savrutskaya,1989).

There are relationships and interrelationships in the groups, collectives. There are different types of relationships, or rather, sides of a single subject relationship, determined by the multilateral possible human response and the object versatility.

The problem of human relations and pedagogical interaction was mainly touched upon in the works of G.M. Andreev, D. Bar-Tal, S. Moscovici, J.E. Brophy, V.N. Myasischev, J. Pruha. (Andreeva, 2003; Bar-Tal D., 1982; BrophyJ, 1974; Moscovici, 1988; Myasishchev, 1995; Prucha,1986).

For the first time in the social psychology R.Kh. Shakurov (Shakurov, 1998), discovered and described the psychological mechanisms of human relationship formation, which was a real breakthrough in the study of this important interdisciplinary problem. He developed a theory of three-stage psychological restructuring of an individual in the innovation process. According to the concept of academician of the Russian Academy of Education (RAE) R.Kh. Shakurov (Shakurov ,1998), the system of mechanisms that determine the process of meeting specific needs is the basis of the relationship formation between people. An affiliated demand is put forward as the most important, that is, the need for a spiritually-psychological, emotional unity with people - love, tenderness, acceptance, respect, recognition, benevolent attention, affection, etc. The formula that defines the transformation of the need for emotional relations is represented by the following scheme: need-situation-mechanism-attitude.

According to the theory of R.Kh. Shakurov, the main sources of interpersonal relationships include: needs, emotional tendencies and structures that have arisen in the structure ontogenesis, stereotypes, attitudes, etc. R.Kh. Shakurov described the following mechanisms of interpersonal relations:

- boomerang - a reciprocal emotional attitude;
- contribution - the process of establishing an emotional relationship to a person based on the forces invested in him.
- deficit - the process of emotional person's evaluation from the standpoint of how much this quality is deficit in this society or social group.
- assistance (counteraction) - volitional mediation of relations, associated with the satisfaction of human aspirations of any modality.
- consonance - the process of emotional rapprochement on the basis of identity, similarity of thoughts, experiences.
- standard - the individual's evaluation through the prism of social standards.
- ordering - the normative relationship mediation (Shakurov, 1998).

In addition to the mechanisms described, there are also other mechanisms of the interpersonal relationship functioning (interest, catalysis, beauty). The role and significance of various mechanisms in the interpersonal relationship formation depends on the situation. In this case, the situation concept includes, on the one hand, the characteristics of the interacting personalities, and on the other hand, the conditions for interaction. In turn, the conditions for interaction are largely due to the specific nature of the joint activity and the role position of the subject.

Emotional relationships are inherently the most complex kind of relationships, since they have a dual character at the same time. Duality of emotional relationships, according to L.Ya.Gozman (Gozman, 1998) is primarily represented by the following aspects: Firstly, it is both an objective process of interaction and information exchange between people, and secondly, it is a subjective process.

Entering into communication, people interact in different ways. Depending on the extent to which they observe the interests of each other, there are three main types of interaction: cooperation, domination and rivalry. Cooperation is an interaction in which people contribute to the satisfaction of each other's interests, observing an approximate parity. According to R.Kh. Shakurov (Shakurov, 1998) mutual cooperation requires mutual trust, respect for each other, affection, love, friendly feelings and other integrative relationships.

So, summing up the above, we should note that pedagogical communication is a specific form of communication that has its own characteristics and at the same time obeys the general psychological patterns inherent in communication as a form of human interaction with other people, including communicative, interactive and perceptual components. Communication in the pedagogical collective should be formed proceeding from the peculiarities of professional activity. Each teacher is a self-sufficient person and if everyone evaluates himself from this position, then it would be strange not to perceive his colleagues from the same position.

Relationship - a mutual arrangement of subjects, objects and their properties fixed by some indication. Interrelationship - an attitude that goes from people to people, "towards each other". The interpersonal relationships determine a person's position in a group or a team. The way of their establishment makes influence on the emotional well-being, satisfaction or dissatisfaction of a person in a given community. According to the theory of R.Kh. Shakurov, the main sources of interpersonal relationships include: needs, emotional tendencies and structures that have arisen in the structure ontogenesis, stereotypes, attitudes, etc.

2 Methods

The theoretical basis of the work was represented by the concept of interpersonal relationship mechanisms, developed by R.Kh. Shakurov. The study methodology was represented by the adapted "Rating" questionnaire, the basis of which was the "Relationship Questionnaire", developed by M.G. Rogov (Rogov, 2006) to investigate the relationship factors in society. The empirical study of the interpersonal relationship emergence mechanisms included 30 schoolchildren of 5, 6, 7 "A" and 30 teachers in relation to the teacher's professional activity. The goal of the empirical study was to determine the leading mechanisms of interpersonal relations in the teacher's professional activity.

3 Results and discussion

After carrying out testing using the "Relationship Questionnaire" technique, we put all the results to the blocks in the corresponding tables - in the end, we got two tables.

Table 1.Expression of the relationship mechanisms

	"teacher-teacher"		"teacher-student"		"student-teacher"	
Relationship mechanisms	weight	rank	weight	rank	weight	rank
Boomerang	3.83	4	4.08	4	3.85	4
Consonance	3.68	6	3.9	7	3.48	6
Standard	3.85	3	4.5	2	4.28	1
Deficit	3.72	5	3.95	6	3.51	5
Emotional echo	3.5	7	4.05	5	4.05	2
Assistance	3.83	4	4.38	3	3.15	8
Interest	4.17	2	4.6	1	4.03	3
Beauty	4.28	1	3.37	8	3.38	7
Satisfaction criterion	3.9		3.93		3.7	

Based on the data analysis specified in Table 1, we see that the various relationship mechanisms between teachers and students are expressed in varying degrees. Such relationship mechanisms as "beauty" (4.28 points), "interest" (3.87 points), "standard" (3.75 points), "boomerang" and "assistance" (3.83 points) are most used in the "teacher-teacher" relationship system. Teachers are inclined to assist in the organization of the educational process to their colleagues when they see assistance and mutual assistance from them in solving their professional problems. When building certain relationships with their colleagues, the colleague's appearance plays an important role for the teacher. There are pleasant, positive feelings; there is cognitive interest, a desire to build relationships based on assistance and cooperation with regard to a neat, well-dressed colleague. Consequently, the teachers are more interested not so much in the internal world of the colleague as in his external image, which is compared with the standard representation of what a good teacher should be in the future.

When building relations with students, the teacher most of all uses such relationship mechanisms as "interest" (4.6 points), "standard" (4.5 points), "assistance" (4.38 points), "boomerang" (4.08 points), "emotional echo" (4.05 points), "deficit" (3.95 points). The teachers are aimed at building relationships based on the provision of assistance to those students who have a non-trivial mindset (the original style of thinking), are executive, fulfill most of the requirements that the teacher presents in his subject to the students, show cognitive interest and initiative in studying educational subjects, in particular. That is, if the student approaches the standard of "good student" and the teacher sees emotional and intellectual feedback from him, then positive relations with him are built up and the teacher has a desire to invest his efforts for the further student's development. However, it should be noted that not all children, including gifted children, have exemplary behavior and are executive. Often children with intellectual abilities, non-traditional thinking, creative imagination, but not distinguished by exemplary behavior, are deprived of the teacher's attention and are not in high demand at the lesson. And as a consequence, their abilities (including giftedness) are not developed, and they become the category of difficult students. Therefore, in our opinion, pedagogical activity should abandon the stereotypes of perception, which adversely affect the intellectual development of a child and lead to pedagogical neglect. It should be remembered that every child is an individuality that should be realized during the educational process.

The students most often use such relationship mechanisms as "standard" (4.28 points), "emotional echo" (4.05 points), "interest" (4.03 points), "boomerang" (3.85 points) in building relationships with teachers. If a teacher is benevolent, helps the students and corresponds to the standard of "good teacher" who knows his subject deeply, has pedagogical skills, then the students are ready to build relations based on cooperation and mutual assistance with such a teacher.

Data analysis by the relationship satisfaction criterion allows making the assumption that teachers are more satisfied with their relations with students (3.93) than teachers with each other (3.9). It should be noted that the students are less satisfied with their relations with teachers (3.7) and as a consequence of the above it can become one of the reasons for the conflict situation emergence in the "student-teacher" relationship system.

When carrying out a comparative analysis of these mechanisms, we can note that the "boomerang", "standard" and "interest" mechanisms are in the first five most pronounced mutual relationship mechanisms in all three systems under consideration.

To determine the significance of the severity differences in various relationship mechanisms between "teacher-student", "student-teacher" and "teacher-teacher" samples, we perform a comparative analysis using the Student's T-criterion to see, whether there are significant statistical differences or not. The calculation results are presented in Table 2.

Table 2.Indicators of the severity differences in the various relationship mechanisms between "teacher-student", "student-teacher" and "teacher-teacher" samples

	Differences in "teacher-teacher" and "teacher-student" relationships			Differences in "teacher-student" and "student-teacher" relationships		
Mechanisms	temp.	t kr. at P ≤ 0.05.	tkr. at P ≤ 0.01.	temp.	t kr. at P ≤ 0.05.	tkr. at P ≤ 0.01.
boomerang	2.3 (undetermined)	2	2.66	1.4 (unimportant)	2	2.66
consonance	1.5 (unimportant)	2	2.66	2.5 (undetermined)	2	2.66
standard	3.8 (important)	2	2.66	0.9 (unimportant)	2	2.66
deficit	1.4 (unimportant)	2	2.66	3 (important)	2	2.66
emotional echo	3 (important)	2	2.66	0 (unimportant)	2	2.66
assistance	3.8 (important)	2	2.66	6.7 (important)	2	2.66
interest	4.3 (important)	2	2.66	3.5 (important)	2	2.66
beauty	2.4 (undetermined)	2	2.66	0 (unimportant)	2	2.66
satisfaction criterion	0.2 (unimportant)	2	2.66	0.9 (unimportant)	2	2.66

Having analyzed the data of Table 2, we can conclude that there are both important, unimportant and undetermined differences in the expression and active use of various relationship mechanisms in all relationship systems under consideration. The most significant differences were obtained in the expression of such relationship mechanisms as "standard" (t emp = 3.8 at $p \leq 0.01$), "emotional echo" (t emp = 3 at $p \leq 0.01$), "assistance" (t emp = 3.8 at $p \leq 0.01$) and "interest" (t emp = 4.3 at $p \leq 0.01$) during a comparative analysis of the relationship mechanisms in such interaction systems as "teacher-teacher" and "teacher-student".

Comparative analysis in the "teacher-student" and "student-teacher" interaction systems showed that there were statistically significant differences in the severity of such mechanisms as "deficit" (t emp = 3 at $p \leq 0.01$), "assistance" (t emp = 6.7 at $p \leq 0.01$) "interest" (t emp = 3.5 at $p \leq 0.01$).

The statistically unimportant differences have been obtained in the manifestation of the relationship mechanisms of "consonance" (1.5), "deficit" (1.4) in the teachers' relationship to students and the teachers' relationship to their fellow teachers, which means that this mechanism is used to the same extent both by teachers to students, and teachers to their colleagues in building relationships.

Also, there were no statistically significant differences in the interaction of teachers with students and students with teachers in using such mechanisms as "boomerang", "standard" "emotional echo", "beauty". The above mechanisms are equally used by teachers in relation to students and by students in relation to teachers.

4 Conclusions

Based on the statistical analysis results, we can draw the following conclusions:

- "boomerang" mechanism is more significant and is more often used in the "teacher-student" than in the "teacher-teacher" relationships. That is, the teachers, depending on how they are treated by the students, show a reciprocal emotional attitude towards them;
- "standard" mechanism is more often used by teachers in relations to students, than to teachers-colleagues. Accordingly, if the student suits a "good student" presentation, then there is an attitude toward positive interaction in relation to him;
- "emotional echo" mechanism is more often used by teachers in relations to students, than to colleagues. Consequently, the teachers often transfer their emotional state to students, especially negative ones;
- "assistance" mechanism is more likely used by the teachers in relations with students, than with fellow teachers;
- "interest" mechanism is most often used by the teachers in relations with students. The teachers are interested in the students who have a lot of erudition, a large stock of knowledge on the subject, use non-standard ways of solving problems;
- the external attractiveness becomes one of the important factors in the teacher's interaction with their colleagues. The teachers are least guided by the "beauty" mechanism when interacting with students;
- teachers value students more than students value teachers, if the student possesses deficit qualities of personality, that is, he knows well the subject of study;
- "consonance" mechanism is more often used by teachers in relation to students. That is, the teachers more often understand students when they find themselves in their situations, than the students understand teachers in a similar case;
- the teachers more often tend to assist students than the students tend to assist teachers;
- the teachers are more interested in erudite students, than the students in erudite teachers.

By analyzing the relationship satisfaction criterion, we see that it cannot be said that one of the persons tested (teachers or students) is more satisfied with the relationship. However, it should be noted that the difference in relations with each other is more significant than in the first case in the latter relationship systems.

5 Summary

Therefore, it is necessary to work on building positive relations not only with teachers, but with students as well. It is necessary to abandon stereotypes of perception, which are barriers to building positive relationships based on cooperation, in the process of implementing the educational activities. The activation of such relationship mechanisms as "assistance" and "consonance" will contribute to the emergence of educational and pedagogical cooperation. The educational and pedagogical cooperation positively influences the teacher's activities and the educational activities of students, allows them achieving the educational goals more efficiently and at lower cost. The students should be trained in the methods of educational and pedagogical cooperation.

Based on the above conclusions, we can say that the hypothesis put forward by us that there are statistically significant differences in the relationship mechanisms of a teacher to the students and a teacher to his colleagues; the "teacher-student" and "student-teacher" mechanisms will be dominated by the "assistance" mechanism, and the "consonance" mechanism is significant in the "teacher-teacher" relationship mechanisms, has been confirmed.

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LOGOEPISTEMES AS REPRESENTATIVES OF THE FABULOUS WORLD IN A.S. PUSHKIN'S POEM "RUSLAN AND LYUDMILA"

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Abstract: The article brings up the question of the possibility of considering A.S. Pushkin's poem "Ruslan and Lyudmila" among foreign language audience through the prism of the logo epistemes that exist in the communicative space of the Russians in the form of precedent texts and have a historical, cultural, linguistic and cultural value. The ability to accumulate knowledge of typical features and characteristic linguistic and cultural peculiarities of the people in a concentrated form, makes them one of the key constituent parts of the process of language learning. Meanwhile, at any stage of language learning, there arises an acute problem: to instil the skill to isolate conceptually meaningful fragments in the texts offered for reading, which can help non-native speakers to adequately perceive not only the Russian language, but also the national character and outlook of the Russians, Russian mentality and culture on the whole. The paper presents an analysis of fabulous logo epistemological nominations being the most important for each Russian speaker, having been for a long time and firmly entrenched in his linguistic consciousness and become precedent texts: *"talking" names and the names of heroes, mythological and mythical creatures, loci.* They found their level in the poem of A.S. Pushkin, having become a kind of measure of the poet's national character. At the same time, these images are very difficult to perceive for those who study Russian as a foreign language, because to understand them, it is necessary to have knowledge of some artifacts of culture, the recording of historical and etymological findings, the facts of the spiritual and material culture of the Russian people. In spite of the fact that A.S. Pushkin used fabulous logistic systems for imitation of folk poetry in his poem, at the same time the poet could not help but depict the elements of paganism in it, the world of the ideal; those features that were characteristic of the culture of the ancient Slavs. In turn, the acquaintance of foreign language speaker with A.S. Pushkin's "Ruslan and Lyudmila" through the prism of the logoepistemiological concept allows them immersing themselves in the world of Pushkin's fairy-tale to perceive the nominations-logoepistemesas the symbols of beauty, good, evil, truth, popular morality in Russian culture and enriches them with the background knowledge, so necessary for a valuable language communication.

Keywords: logo episteme, precedent text, fabulous world, didactic aspect, A.S. Pushkin, poem "Ruslan and Lyudmila"

1. Introduction

It is known that the Russian fairy-tale as one of the main genres of folklore contains the richest historical, ethnographic and cultural background material, the analysis of which within the framework of teaching of Russian as a foreign language, allows us to make sense of the phenomenon of not only the Russian fairy-tale, but also the Russian national character. Hence, the fairy-tale becomes quite relevant linguodidactic material in the teaching of language through the penetration into the culture of the people.

Note that modern methods of language acquisition in a foreign language audience are very diverse - these are an interactive method, involving active interaction of students with each other, and various variants of working with audiovisual materials, etc. (Varlamova et al ,2016; Varlamova et al, 2014; Galiulina et al, 2016). High emphasis is also offered to place on the psychological substantiation of the methodology for studying vocabulary of the non-native language. Thus, according to a number of scholars, it is the process of learning words with which the process of mastering a "foreign" language begins, since words are a sort of folded fragments of reality, and the ability to operate with them builds a person's mental activity in a non-mother tongue (Egorov et al, 2016).

However, the learning process is not restricted only to observing the specificity of the vocabulary and grammatical structure of the language being studied, or to working out speech clichés and scenarios used in real communication.

As N.V. Tatarinova rightly says, "the knowledge of any national language by the representative of another culture at the level of the language-system, not enlarged by the mastery of the cognitive basis of this people, entails either communicative failures when a non-native speaker does not understand the meaning of phrases consisting even of words known to him, or pseudo-understanding, without being aware of the meaning comprehended in the connotations, which are obvious to native speakers and are hidden from the non-native speaker"(Tatarinova et al, 2013). At the same time, he often encounters precisely the problem of an adequate understanding of the work under study: the plot and images are perceived with great difficulty, since he has not got the so-called "background knowledge".

In this connection, the interest of linguists is turned to the search for a reasonable approach to the word, according to N.V. Tatarinova, "as a unit of description and acquisition of language" (Tatarinova, 2013). Yu.I. Koltsova defines it as a word that can provide mutual understanding in the dialogue of cultures and act "at the same time as a symbol, a signal, a sign of some artifacts. Such unit, on the one hand, belongs to language, and, on the other hand, to culture" (Koltsova, 2011).

The scholars refer logoepisteme to the terminological and methodological discovery of recent years (Koltsova, 2011), which operates at the turn of language and culture and represents, according to Yu.I. Koltsova, "the trace of reflection of the reality in the minds of native speakers as a result of the comprehension (or creation) of the spiritual values of the native and world cultures entrenched by public memory in linguistic units" (Tatarinova, 2013).They exist in the communicative space of the Russians in the form of precedent texts that mirror all the typical features and characters: both linguistic and cultural, closely related to background knowledge. The latter at the same time are an integral part of the process of language communication.

Since the logoepistemes are similar to the set national verbal image (Kostomarov, 2001), they can represent the world of the Russian fairy-tale in a concentrated form. In turn, at any stage of the language learning, there arises an acute problem - to inculcate the skills to mark out the most important, conceptually significant fragments in the texts offered for reading which can help a foreign national to adequately perceive not only the Russian language but also the Russian national character.

The purpose of this article is to show the historical-cultural and linguistic-cultural approach to A. S. Pushkin's poem "Ruslan and Lyudmila" through the prism of the logoepistemiological concept. The practical significance of such conceptual approach to the poem is more than obvious: the analysis will excite a sincere interest of foreign students not only in Russian fairy-tale, but also in the Russian language learning, which is important for the actualization of its role "as an ethno-consolidating factor in a multiethnic, social and educational space" (Palekha, 2016).

2. Materials and Methods

The material for the study was the nominations-logoepistemes in A.S. Pushkin's poem "Ruslan and Lyudmila". The main method of investigation was linguoepistemiological analysis. The methods of historical and etymological description, contextual and conceptual analysis were also applied.

3. Results and Discussion

So, firstly, the group of nominations-logoepistemes comprises the names of the main protagonists of the poem (brave prince ***Ruslan***, *Prince* ***Vladimir-the Sun*** and his daughter ***Lyudmila***). Considering the poem as one, in our opinion, of the most successful examples, allowing the teacher to give an insight at least in a general outline of the ancient Russian culture (it is not a secret that the foreign nationals begin their introduction to Russian literature precisely with works by A. S. Pushkin), it is indispensable to say about the role of Prince Vladimir in the history of the formation of Ancient Rus. It is he whom the researchers of Russian epic literature refer to the possible historical prototype of the collective character of the folk-epic songs of Vladimir Krasnoye Solnyshko (Vladimir Gorgeous Sunshine). In addition, the historical data about Prince Vladimir Svyatoslavovich can be supplemented with the information about his role in the formation of the Kyiv State and the religious life of Ancient Rus, including its christening. Having attributed the epithets *the sun* and *the great* to the prince, A. S. Pushkin confirms his might and grandeur.

Secondly, the group of nominations-logoepistemes comprehend the names of secondary characters and various objects, in particular:

1) the names of mythological and mythical heroes: ***Bayan, Lel,*** *Chernomor, Finn, Baba Yaga, Kashchei*;

2) the names of various wonderful helpers: magical objects of living nature (*the learned cat, the head of Chernomor's brother, the brown wolf*, etc.) and of inanimate nature (*powerful sword-kladenets, hat of darkness, stupa*);

3) the names of demons: *goblin of the woods, water-nymph, magician,* evil *spirits, demons*;

So, analyzing the nominations-logoepistemes of this group, it is necessary to take a look at the fact that the spirit of the fairy-tale, the Russian epic literature is present in the choice of the names that have already become mythological and mythical, ***referring the readers*** to paganism, poetic images of the fairy tales of the Russian people: *the Slavic god of love and marriage* ***Lel***; *wizard terrible* ***Chernomor***; *tsar****Kashchei***; *a delightful singer, prophetic* ***Bayan; Baba Yaga***. When meeting with them, it is important to determine the historical and cultural context in which they existed.

Thus, the first records of legendary singer and narrator of Ancient Rus **Bayan** can be found in the first written monument of the Slavs "The Word of Igor's Host", however, according to the criticism of V.G. Belinsky, this image in the poem of A.S. Pushkin is rather nominal and is understood as equivalent to the words: "skald", "bard", "minstrel", "troubadour", "minnesinger" (Belinsky, 1981).

The image of **Lel**, the Slavic god of love and marriage, that helps the lovers to enter into a marriage and brings love and happiness to people, is commonly thought in Russian literature as a cross, a kind of archetype that occurs not only in A. S. Pushkin's "Ruslan and Lyudmila", but also in the "Snegurochka" ("Snow Maiden") by famous Russian playwright A.N. Ostrovsky and others.

We believe that the history of the origin of the name of ***Chernomor*** can be very interesting for foreign-language speakers. Thus, we can offer them an etymological analysis of the word «море» / "sea", during which they will learn that it goes back to one of the archaic lexical elements of the parent language *mr*. It forms the sacred name of Mount Meru, which, according to the legend, was situated at the North Pole and surrounded by the seven heavens where the celestials inhabited. The word «море» ("sea"), closely related to the concept «смерть» ("death"), became the name of the goddess of death among the Slavs - Morena, Mara. Especially Chernomor is a typical image used to describe the appearance of a person who resembles this character (for example, he is old, has a big long beard, is endowed with power, wears the helmet and chain armour being traditional for Russian heroes) (Cherneva, 2016).

Another mythological character of the poem ***Kashchei***, that is very difficult for non-native speakers to realize, is a concept in Russian culture. As Yu.S. Stepanov notes, the main concept of *Kashchei* is connected with «кость» ("bone"): the word *кощей (kashchei)* comes from the word *кость(bone)*, which goes back to the adjective «костлявый, худой» ("bony, lean") (Stepanov, 2017).

When analyzing this logoepisteme it is necessary to draw the students' attention to its typicality in Slavic mythology: the evil sorcerer gets rid of death not forever, and his death is deeply concealed in various animals and objects that are in closed in each other: «На море на океане есть остров, на том острове дуб стоит, под дубом сундук зарыт, в сундуке – заяц, в зайце – утка, в утке – яйцо, в яйце – смерть Кощея» / ("At sea on the ocean there is an island, on that island an oak stands, under the oak chest is buried, in the chest - a hare, in the hare - a duck, in the duck - an egg, in the egg – Koshchei's death").

One often finds the nominations-logoepistemes of ***Baba Yaga*** in Russian fairytales as well. However, it is very important to emphasize that in Russian folk legends this image is ambivalent: she is a kind presenter (she gives a horse as a gift), and she is an ugly, evil old woman, an enemy of positive characters. It should be noted that Baba Yaga is an image so ancient that the scholars cannot convincingly define the representations of the very name «Яга» /"Yaga", which is characteristic only of the Eastern Slavs.

A.S. Pushkin, setting a stress on the close connection of his work with Russian folklore, very delicately weaves the other well-known images of Slavic mythology into the texture of his work as well, which, like paremias, can act as an archetypal method of cognizing the world, "preserving its significance in the normative-value space of modern culture" (Bochina,2015).

One of them the fairy-tale character soft he poem A.S. Pushkin is ***Кот ученый*** / ***the Learned Cat*** who goes back to *Кот Баюн* / *Cat Bayun* (баюн from баить – '*говорить, болтать*' /'*talk, chatter'* (Dahl V. 2003)) who is well-known in Slavic mythology and widely spread in Russian fairy-tales, the companion of deity Veles being famous in the ancient paganpantheon, the protector of the magicians, wisemen, poets. By starting his songs and telling tales, a good storyteller, *the learned Cat* carries the readers with the special world of mystery and magic, on the one hand, and with the world of the victory of good over evil, etc., on the other hand. It should be noted that *Кот учёный* / *the Learned Cat*, having been for a long time outside A. S. Pushkin's poem, and he himself has already become an independent part of the Russian picture of the world. In support of the fact that it can serve as a base for constructing associative texts there is a fragment from Victor Astafiev's story "Tsar-Fish", in which we find an example of the personification of the steamer "Angara" with the wise and experienced Pushkin's character:

«Он пережил целую эпоху и остался единственным в мире. Трудились когда-то туеры на Миссисипи, на Замбези и на других великих реках—помогали судам проходить пороги, точнее, перетаскивали их через стремнины, дрожащих, повизгивающих, словно собачонок на поводке. Туер, что ***кот ученый****, прикован цепью к порогу»* (National Corpus of the Russian Language: information-search system. – URL:http://www.ruscorpora.ru/search-main.html (access date 19.05.2017).)*.("He has outlived the whole era and survived the only one in the world. The tuers worked once on the Mississippi, the Zambezi and other great rivers - helped the ships pass the rapids, or rather, dragged them through the chutes, trembling, squealing like a dog on a leash. Tuer, like the learned cat, is chained to the rapids").*

Therefore, it is important to show how such logoepistemes function in modern speech, in what situations foreign students may encounter them, where non-native speakers have a loss of meaning or misunderstanding.

We believe that it is necessary to make foreign language learners draw attention to the important role of the objects of inanimate nature in the poem of A.S. Pushkin, which are also often found in fairy tales, myths and legends. So, Ruslan manages to get *the powerful* ***sword-kladenets*** */ богатырский* ***меч-кладенец*** thanks to his strength and agility, as well as the heroes of folk tales: he was victorious in the battle over a gigantic head that turned out to be the brother of Chernomor, but the head does not take away the magic sword but gives it to the hero, etc.

In addition, in the prologue of the poem there are the mythological characters that have become habitual for a native speaker and at the same time not quite under standable for a foreign-language speaker, like ***леший /the wood goblin*** and ***русалка*** / ***the water-nymph***. Here, in our opinion, it would be quite appropriate to make a linguistic and cultural excursus to the pre-Christian history of the Slavs, in whose conception leshy / the wood goblin - the master of the forest, was a very contradictory being: he lived either in depths of the forest or in a waste area; as described by V. Artemov in his book "Slavic Mythical Creatures", in outward appearance looked either a decrepit old man, or a shaggy monster with goat legs, horns and beard (Artemiev, 2017). Yes, and his actions were also contradictory: he behaved toward good people well, helped to come out of the forest, towards not very

4 Summary

Thus, logoepistemes as special means of nomination of the world of fairy-tale allow infant-students to see the Russian picture of the world. Certainly, A.S. Pushkin, using fabulous logoepistemes, seeks to recreate the "Russian spirit" and the images of the folk art of the Slavs.

5 Conclusion

So, the logoepistemes are similar to the "stable national literary image" (Tatarinova, 2016), and therefore are able to represent the world of the Russian fairy tale in a concentrated form. In turn, the analysis of logoepistemes in the study of A.S. Pushkin's poem "Ruslan and Lyudmila" by infant-students allows them, together with the teacher, to consider these units not only as symbols of beauty, goodness, truth, etc., but also as the means of teaching the non-Russians to language and culture, thereby providing background knowledge which is conducive to the interpenetration of cultures.

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MANAGING COGNITIVE ACTIVITY STUDENTS WITH SPECIAL HEALTH NEEDS IN THE CONTEXT OF A BOARDING SCHOOL

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Abstract: The peculiarity of a child development with special health needs determines their education. This is a new option for the diagnostic testing, significantly influencing the choice of education for children with developmental disorders. In the last decade in special pedagogy it is conducted a study on the formation of cognitive activity of children with hearing difficulty. It should be noted that besides the formation of speech activity, the central focus in corrective work is done on the development of cognitive activity. To solve this problem the following methods were used: theoretical: an analysis of linguistic, psycholinguistic, psycho-pedagogical and methodical literature on the subject of research; empirical: biographical (the analysis of anamnestic data, study of psycho-pedagogical and medical records); psycho-pedagogical experiment (ascertaining, training, controlling stages); methods of processing of the obtained results: quantitative and qualitative analysis; correlation method; statistical data analysis by using the student's t-test. Under the study it was carried out the experimental work to ensure the management effectiveness of cognitive activity of students with special health needs under the conditions of a boarding school. The scientific novelty of the research is: 1. Theoretical view management of cognitive activity of children with disabilities in the context of a boarding school is refined. 2. Pedagogical conditions identified to ensure development effectiveness of cognitive activity of deaf and hard-of-hearing pupils in boarding schools in the midst of a specially designed system. 3. The necessity of managing cognitive activity of children with HIA in the midst of a boarding school is scientifically substantiated. 4. Technology organization of cognitive activity of children with disabilities in the context of a boarding school is defined. 5. The criteria and levels of cognitive activity of deaf and hard of hearing students are defined. The practical significance of the research: the research materials can be used by teachers, heads of educational institutions to enhance the cognitive activity of deaf and hard of hearing students, in general, and management of cognitive activity of children with disabilities in the context of a boarding school in particular.

Keywords: disabled children, children with hearing impairments, cognitive activity, boarding school, the learning process.

1 Introduction

Disabled students are different in their abilities of development. In accordance with the new law on education, the following categories of children with disabilities: children with hearing disabilities (deaf, hard of hearing, those who became deaf during the time, including children with cochlear implantation), visually impaired (blind, visually impaired), with severe speech disorders, musculoskeletal disorders, mental and brain retardation, autistic spectrum disorders, with other complex defects.

Special educational needs are the needs in the conditions which are necessary for the optimal realization of actual and potential opportunities that can show the child in the process of learning. It is allocated common special educational needs detected in all children with disabilities, and specific, manifested in different categories of children with disabilities (L. Cherkasova,2016).

Specific special educational needs are identified at different categories of children with special health needs. For example, the children with hearing impairment have a need for a special sign-language communication system in the technical sound amplifying facilities. Special educational needs are not unified and constant, they manifest themselves in different extent in each type of violation, varying degrees of its manifestation; identify possible (Ribakova,2016; Kolesnikova,2017).

Object of study: children with disabilities.

Subject of research: children with disabilities in the context of a boarding school.

The purpose of the study: justify theoretically and demonstrate experimentally effectiveness in the management of cognitive activity of children with disabilities in the context of a boarding school.

Research hypothesis: focus on effective development of cognitive activity of children with disabilities in the context of boarding schools is as follows:

1) ground control cognitive activity of children with disabilities in the context of the school is the sum of the contents, forms, methods, techniques and means of education based on the specifics of the education of children with hearing impairments;

2) design features of a control system of cognitive activity of children with special health needs are reflected in the logic-a content model that includes: targeted, meaningful evaluation, technological and productive units;

4) efficiency of management model of cognitive activity of children with special health needs in the midst of boarding schools is determined by a complex of pedagogical conditions: forms and tools, principles and techniques and training methods of teaching and educational process management, aimed at the development of training and learning competency of deaf and hard of hearing.

To test a hypothesis and achieving the objective of the study had the following objectives:

1. Reveal the theoretical aspects of cognitive activity of children with disabilities in the context of a boarding school.
2. Develop a model for the management of cognitive activity of children with disabilities in the context of a boarding school.
3. Identify pedagogical conditions and test the effectiveness of the cognitive activity management of children with disabilities in the context of a boarding school.

Violation of auditory function has a certain influence on the development of the individual with hearing pathology, that puts him in the special conditions in the social sphere, narrows the circle of communication, limits in social relationships.

2 Methods

In this work we used a variety of complex methods of research: analysis of pedagogical and psychological literature on the subject of the study; monographic research method of whole experience; the method of observation, conversation; research on the products of the educational activities of students, pedagogical experiment (diagnostic, formative, stages); testing; questionnaires; methods of mathematical statistics. The study was carried out experimental work (indicative, forming and controlling phases).

The study used the following techniques: identification of perception in cognitive activity, method "To discover who it is," the identification of the individual characteristics of the imagination and determining the rate of distribution and switching of attention - "S-test", the method "Memory for numbers", test of Lippmann "Logical patterns".

The theoretical and methodological basis of the research was psychological provisions for the systematic formation of mental functions in ontogenesis, determinism develop the language processes of cognitive structures.

3 Results

An empirical research for managing the learning of deaf and hearing-impaired pupils was held on the basis of SHCS «Boarding school of Nizhnekamsk for children with special health need».

The study involved 40 deaf and hearing-impaired students including 23 boys and 17 girls. The subjects have varying degrees of hearing loss and cochlear implants. Hearing loss is defined as hearing impairment, which hindered communication with other people due to lack of perception of someone else's speech. Cochlear implant is a medical device, prosthesis, which can compensate for hearing loss of some patients with expressed or severe degree of neurosensory deafness (sensorineural). 50% of hearing-impaired junior students observed the second degree of hearing loss, i.e. students hear sounds louder 41-55 dB. They have difficulties in perception of quiet and distant speech and dialogue. 20% of test subjects have the fourth degree of hearing loss. They hear sounds louder 71-90 dB, hardly even perceive loud speech. Only cry is understandable or enhanced speech with headphones. 20% of deaf students have cochlear implants and 10% have the first degree of hearing loss, i.e. students hear the sounds louder 26-40 dB. Difficulties are appeared in perception of a quiet and distant speech.

An experimental study was carried out in several stages.

The problem of cognitive activity of deaf and hearing-impaired pupils is pressing issue nowadays, since the lack of the development of mental processes, the inability to control independently and plan their activities, inadequate response to failures, lead to the fact that students with pathology of hearing decrease own interest in studying, homework becomes formal.

4 Discussion

Let us analyze the results obtained on the found stage.

Survey analysis of the perception of deaf and hard-of-hearing pupils using techniques to «Find out who it is ?» showed that 20% of students succeeded with the task.

They were able to correctly identify that this drawing shows the dog portions of the image "a" and "b".

The number of students determined that the figure depicts a dog on the picture ‘в’, amounted to 42.5%. While 37.5% fulfilled the job less successfully. Students guessed that this dog is only fragment "g". Error analysis of subjects shows that deaf and hard of hearing students slowly compared with hearing peers recognize objects. This is due to the less detailed and synthetic items such past experiences with the slow formation of deaf and hard of hearing children have the arbitrariness of the process of perception. For example, upon presentation of fragments of "a" and "b" picture depicting a dog subjects believed that there is depicted a Fox, Wolf, etc.

Analysis of the results of the survey of imagination suggests that deaf and hard-of-hearing pupils have specific features, due to slow the formation of their speeches, in particular a kind of development of the meanings of words and thinking.

So, 17.5 per cent of schoolchildren fourth difficulty level of imagination, 30% of schoolchildren-friction level, 47.5% - second level and 5% -first level.

Orally challenged and hard of hearing students show a lack of flexibility in the use of ideas. For example, when you needed to smoothly simple geometric shapes, such as a circle, triangle and square were errors in which one and the same figure turned in one and the same subject: circle-in dial square is, triangle-window at the road sign.

Analysis of the results of the survey of attention showed that children of this group experiencing some difficulty in shifting attention, they need more time on concentration, resulting in a reduced speed of executing activities and increasing the number of errors.

As we can see in figure 3, 25% of children have a high level of attention, and the next group of children (32.5%) - observed average level and 42.5 % - low level.

Analysis of the success of the memory task indicates that 17.5% of children memory is developed at a high level, and the following 50% of subjects are on the average. A 32.5% of children are at a low.

Research of features of arbitrary memorizing the numeric table revealed that deaf and hard of hearing students are less likely to use indirect techniques of memorization, which has a negative impact on retention numbers, images, words in memory. When memorizing the numeric table the similarities in writing between numbers made it difficult to memorize each of them led to the fact that instead of a certain number of deaf and hard of hearing a student wrote that remotely resembled this. For example, instead of 65, 23, 87 numbers children recorded - 63, 28, 37.

Analysis of the survey results of thinking revealed that 10% the level of thinking is high enough. A 35% were observed an average level of thinking, while in 55% of subjects were low.

Studies have shown that in connection with later deadlines for forming a visual-figurative thinking with slow development of verbal speech, the transition to the stage of verbal-logical thinking in children with hearing pathology occurs over a longer period of time than hearing. This is manifested in the development of mental operations.

Analysis of the execution of the task on the methodology of «Name words» revealed that 15% a high enough level of speech development, a 37.5% - average and 47.5% - low.

Analysis of the survey results of speech shows that school-age children with hearing problems forming verbal speech and grammatical formalization of speech, limited vocabulary.

During a control experiment, we used the same methodology as in the conduct of the experiment in order to assess the changes, dynamics of development of cognitive activity of children with HIA. Repeated diagnosis showed that children have undergone significant changes. Most of the children observed progressive dynamics of development of mental processes.

According to the results of the control experiment was found out that some of the children have changes in their amount of memory. Children become better memorize mathematical and physical concepts, which is very important for subjects of natural-mathematical cycle. If prior to forming experiment was 67.5% of subjects with high and middle level of development of memory, after implementation of the model of organization of educational-cognitive activity of students with high and medium level was 75%.

Thus, the reduction in the number of children with a low level of development of memory, up to 25%, and therefore, we can say that the model of organization of educational-cognitive activity of children with hearing impairment contributes to the development of memory.

The results are shown graphically in Figure 1.

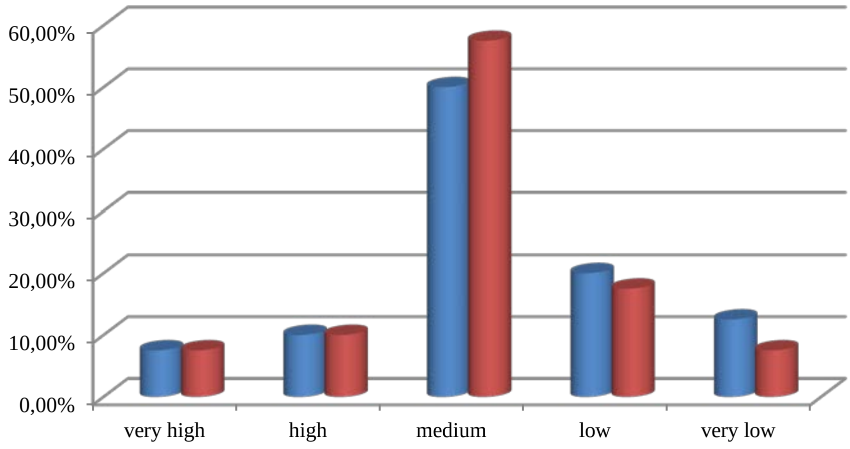

Figure. 1. The results of a survey of memory

Significant changes have occurred in the development of verbal-logical thinking hard of hearing and deaf students. So, the survey thinking showed that after controlling experiment children have better perform mental operations.

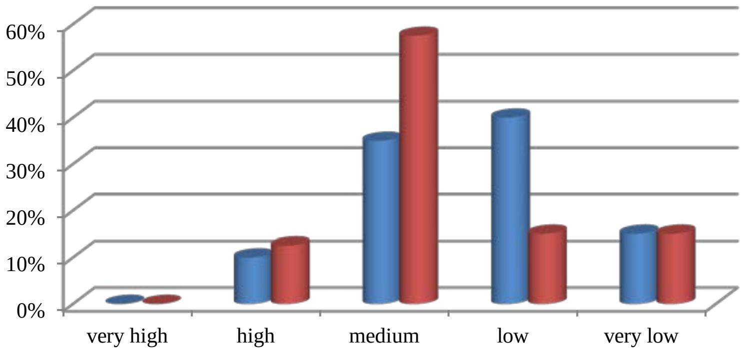

Figure. 2. The results of a survey of thinking

Figure 2 reflects the quantitative indicators that most students become better verbal-logical thinking (12.5%), increased the number of pupils with an average level of development thinking to 57.5% and reduced the number of students with low level of up to 30%. After controlling experiment observed changes in the development of speech.

Diagnostic results are presented in Figure 3.

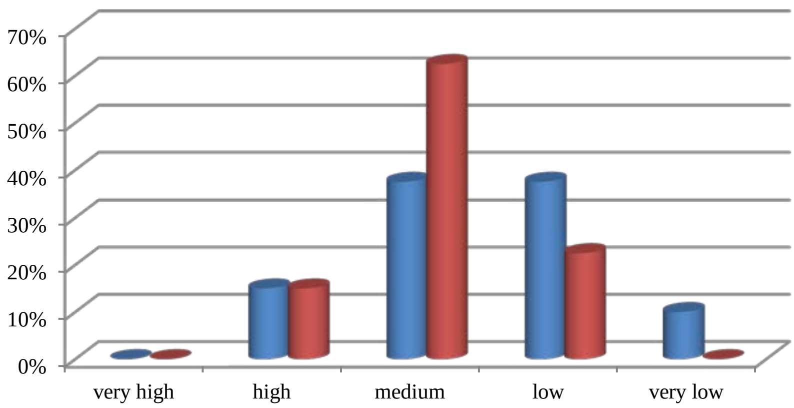

Figure. 3. The results of a survey of speech

As we can see in Figure 3, the number of deaf and hard of hearing students, with well-developed speech at the same level (15%), while the number of pupils with an average level of speech development increased to 62.5%, and students with low level of speech development fell to 22.5%.

Thus, the results of the launched experiment corroborated hypothesis of research.

4 Conclusion

The main problem of hearing disorders are speech disorders:

1. slowed down the tempo of speech formation;
2. expressed underdevelopment of sounds and letters analysis that leads to disruption of the phonetic side of speech;
3. poor vocabulary and associations;
4. long words are not used as a way of communication (pecial psychology: textbook for students of higher,2013).

The result of underdevelopment of speech, less knowledge accessible for hard-hearing and deaf children compared with hearing fellows, as well as the lack of communication with other people is slow paced personality with hearing impairments. This is reflected in the relative narrowness of the cognitive interests, lack of awareness of the various aspects of society (Fahrutdinova,2014; Special Psychology: a textbook for students of higher educational,2013).

Violation analyzation reduces the fullness of listening, hampered the development of its understanding.

In the process of training and education of these children improved thinness and differentiating visual perception, including facial expressions, movements of the lips, faces and gestures of communication partner (Rimma et al,2017).

With great difficulty deaf children memorize connected texts, especially the stories, including cause-and-effect relationship between events. The success of memorizing affects level of deaf children grammatical structure proposals, as well as the depth of understanding of the text.

Thinking of such children formed in stages, starting with visually effective, then visually imaginative and concluding the verbal-logical (abstract conceptual) thinking. Learning verbal designations of items, their relationship, the child masters the ability to perform mental acts with images of objects. It serves as a form and as a means of mental activity.

Thus, the formation of abilities of pupils with hearing impairment falls under the general laws of mental development of children. Voice communication difficulties, deficiencies in speech development, slow formation of conceptual thought, creating a significant feature in the formation of all abilities can thrive only when filling those units in mental development, which remain underdeveloped (Auhadeeva et al,2016). When working with hard of hearing and deaf students require a deep understanding of their mental development when this defect and the modalities of their compensation, the mastery of an individual approach to each child and potentially to many capable (Iskander, 2016; Kondrateva et al, 2016).

Acknowledgement

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ANALYSIS OF DISCOURSE OF STAND-UP PERFORMANCE

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Abstract: Language is an entirely social phenomenon, and it is possible to describe the data based on experience, i.e. the speech act. As a social phenomenon, language manifests itself in texts that can be recorded, described and analyzed. In this article we assume to study the discourse analysis of performance of a comedian, identifying the most frequent types of phrases and sentences, the determination of frequency classes of words. The relevance of our research is that a representative array of language data for a certain period allows to study the dynamics of processes of change in the lexical structure of the language, to analyze the lexico-grammatical features in genre of stand-up comedy. The corpus of genre stand-up comedy is overall underexplored. Certain elements of language and speech are characterized by some frequency, and hence probability, the acts of speech obviously can be analyzed and studied using computer-assisted methods and quantitative methods. Material for the study consists of discourse of stand-up comedian Anthony Jeselnik which was analyzed with computer-based text analysis tool (software "Nvivo"). Theoretical and practical results of arrays of representative language data will be useful for further linguistic research of discourse of Russian comedians.

Keywords: linguistics, discourse, corpus, language, humor, text

1 Introduction

In the last decade, discourse analysis can be attributed to a number of the most popular research methods in the social Sciences and Humanities (Discourse analysis of the text,2005). At the same time, despite the numerous publications concerning the theory of discourse and the concept of discourse analysis, it is difficult to find the results of empirical research with a detailed description of the methodology. Thus, it is not easy to determine the most effective (if one exists) approach to the study of verbal interaction at any level (M.U. Oleshkov,2006).

Discourse (Fr. discours, Lat. discursus – reasoning, argument) is one of the most complicated and difficult-to-define concepts of modern linguistics, semiotics and philosophy, which became widespread in English - and especially French-speaking cultures. The meaning of the word – speech, written or spoken conversation, reasoning (Discursive analysis,2007).

The most important feature is the dynamics of discourse context, which has been progressively unfolding through time. The content of the discourse thus concentrates around a certain reference concept, called theme or topic. The theme is what is referred to in general and in this sense, the topic of discourse (e.g., relations with bosses and authority) differs from the topic of the speaker (the conflict with the mother), it's a different level of abstraction. In addition, the theme of the discourse deals more with the social world, the subject speaks about his inner life and problems (M.V. Kamenskij,2007). Discourse analysis is designed to show who controls themes and changes them (semantic macrostructure), who determines the form and style of speech. All that is said in this discourse refers to the subject of discourse, but not all the theme elements active in each moment of discourse (M.V. Kamenskij,2012). This work is an attempt to analyze the discourse of stand-up comedian it will be also used for further contrastive research of modern American and Russian comedians.

2 Methods

The analysis of this discourse is conducted by identifying recurring, dominant patterns of speech. In the studied discourse there are standard, stable in specific situations and situational components of communicative practices. Material for the study consists of discourse of stand-up comedian Anthony Jeselnik "Caligula: Fun Activity" which was analyzed with computer-based text analysis tool "Nvivo".

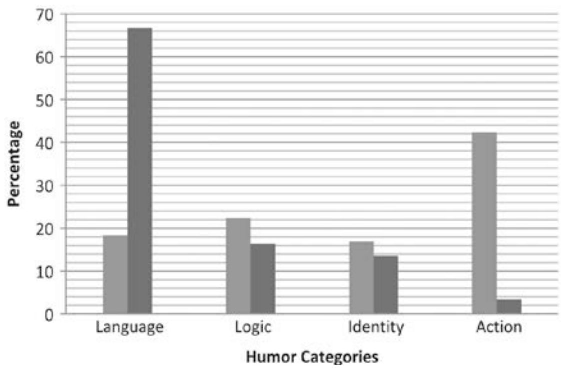

Figure 1. Percentage of humor categories in the stand-up performances.

3 Results

The discourse of American stand-up comedian Anthony Jeselnik mostly includes very short jokes, which often consist of a pair of phrases or sentences. He often makes the center of the ridicule and jeers of his family or friends and, thus, earning the gratitude of the audience. Stand-up comedy is a comic solo performance in front of a live audience, one of the genres of entertainment programs. This kind of programs is that on the stage speaker who communicates with the audience on current topics, sharp jokes and even mocks of the audience on the show. The repertoire of stand-up comedians, as a rule, involves routines, one-liners and improvisation with the audience.

For our paper we have chosen the short performance "Caligula: fun activity" which consists of 1372 symbols. There are 33 nouns, 60 verbs, 17 adjectives, 21 adverbs, 54 pronouns, 13 articles, 11 prepositions, 18 conjunctions, 1 numeral. We have chosen 10 most frequent words in the text.

Table 1.Word Frequency Query Results of the Discourse "Caligula: Fun Activity" by Nvivo Software:

Word	Length	Count	Weighted Percentage (%)
like	4	6	4,96
girlfriend	10	4	3,31
get	3	3	2,48
boyfriend	9	2	1,65
change	6	2	1,65
Cosmo	5	2	1,65
even	4	2	1,65

together	8	2	1,65
just	4	2	1,65
lunch	5	2	1,65

We can figure out from table 1 that three most frequent words are *like, girlfriend, get*.

Fig.2. Text search query (like)

The word *like* is used 6 times. It is clear from Text Search Query the context for the word *like*.

"My ex-girlfriend had a lot of like really annoying habits". Like is used as an adjective to modify a noun "habits".

"…she loved to read women's magazines like Cosmo or things like Cosmo". Here *like* serves as an adjective that describes the word "Cosmo".

"…as if it was like a fun activity for us to do together…". We observe *like* as a preposition in this example that indicates that something is similar to a "fun activity".

"Like I'll never forget the last time we played that game". Here *like* is an adverb that is used in speech as a meaningless filler or to signify the speaker's uncertainty about an expression just used.

"She was like, 'Anthony, if you could have lunch with anyone in the world…". The word *like* serves as a conjunction that links together the clauses (Part of Speech,2008).

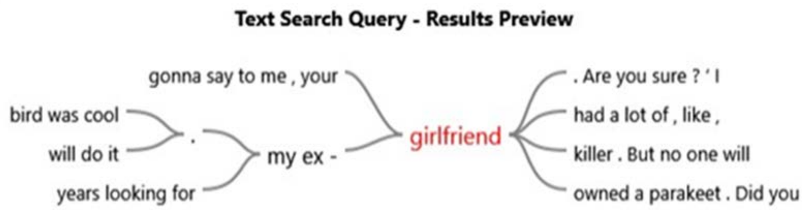

Fig. 3. Text search query (girlfriend)

The noun *girlfriend* we observe in the following context:

"…looking for my ex-girlfriend's killer".

"My ex-girlfriend owned a parakeet".

"My ex-girlfriend had a lot of…".

"That's what you're gonna say to me, your girlfriend…".

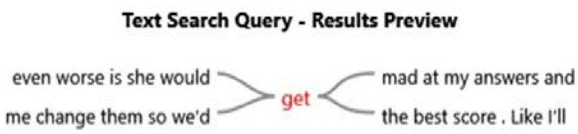

Fig.4. Text search query (get)

In these examples we can see that the verb *get* is used in different grammar tenses.

"But even worse is she would get mad at my answers".

"…so we'd get the best score…".

"She's got a new boyfriend now".

Now we study the synonyms of 10 frequent used words.

Table 2. Word Frequency Query Results “Caligula” synonyms:

Word	Length	Count	Weighted Percentage (%)	Similar Words
like	4	6	4,96	like
girlfriend	10	4	3,31	girlfriend
get	3	3	2,48	get, let, make, makes
boyfriend	9	2	1,65	boyfriend
change	6	2	1,65	change
Cosmo	5	2	1,65	Cosmo
even	4	2	1,65	even
together	8	2	1,65	together
just	4	2	1,65	just
lunch	5	2	1,65	lunch

As we can see from the table only the verb *get* has synonyms. They are also the verbs *let, make, makes.* Let us study the context of these synonyms.

“…and make me change them…”.

“Let me change that”.

“…which makes me want to go over there…”.

The word *get* has a lot of meanings and can be synonym to different other verbs.

4 Discussion

With the help of the computer program “Nvivo” we analysed the discourse of performance “Caligula: Fun Activity” of a famous American stand-up comedian Anthony Jeselnik. After having analyzed the discourses, we discovered that the comedian used mostly verbs (60) in his performance, the most frequent of them are *get, change* as we can see in Table 1. Nouns (33) are also frequent used: *girlfriend, boyfriend, lunch*. The proper noun *Cosmo* is used as well. Adverbs are *just, even* and *together*.

5 Summary

Discourse analysis has the following characteristics that we can distinguish according to our research:

1. Material of discourse analysis can be of written texts and transcripts of oral discourses. Their bearers are the tools interactive-digital communication — the blogosphere, and Internet services (Thompson,1968).
2. The focus of the study is the content of language communication, its social, rather than formal linguistic organization.
3. Discourse analysis allows to place and structure the communication variables — they are embedded in causal structures, not statistical correlations (Nesselhauf,2005).
4. It brings together in one conceptual schema of actors at different levels — from the individual(s) to the collective.
5. The unit of discourse analysis can be substantial-semantic units, individuals, corporations, institutional concepts, brands and concepts that mediate their interaction (Natalia,2016).
6. In the studied text and communication arrays are allocated shared (standard, stable in specific standard situations) and variable (situational) components of communicative practices (Natalia,2015).
7. Separately identified sustainable linguistic manifestation of social phenomena — in the form of set expressions, social meanings, etc.
8. Unlike content analysis, where the main result is the statistical characteristics and frequency distribution describing textual units, discourse analysis focuses on the allocation of actors and linking their communicative units (Khakimzyanova,2016).

6 Conclusion

In our paper we studied the discourse of American stand-up comedian Anthony Jeselnik. The discourse transcript analyzed with the text analysis tool Nvivo proved high narrativity level of the discourse studied and that the most frequently words used by the comedian were the following: like, girlfriend, get, boyfriend, change, Cosmo, even, together, just, lunch. From these 10 words we separated the first three and studied the context of them. We also managed to determine to what part of speech the most three frequent words refer to according to the context. This present pilot study was aimed not only at gaining a deep insight into the vocabulary employed in the humorous discourse but also at further contrastive research with the vocabulary used by modern Russian comedians.

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METHODS OF ASSESSING STUDENTS' SELF-REGULATED LEARNING SKILLS

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Abstract: Self-regulated learning (SRL) skills are important in the learning process. The first aim of the study is to explore the concept of SRL and itvalue in the educational process. Another aim is to identify methods and instruments for assessing SRL skills and to adopt one of them in practice. Self-regulated Learning Perception Scale developed by Turan (2009) was used to determine SRL skills of 102 first year students at the Institute of Psychology and Education of Kazan Federal University. The results showed that the average score for motivation and action to learning was 21.83 when maximum score was 35. The average score for planning and goal setting was 24.13 when maximum score was 40. The average score for strategies for learning and assessment was 57.02 when maximum score was 95. The average score for lack of self-directedness was 20.33 when maximum score was 35. The current study is descriptive in nature and does not attempt to explain a cause and effect relationship.

Keywords: self-regulated learning, methods of assessment, university student.

1 Introduction

The concept of self-regulated learning refers to "the process for learners taking the initiative to adjust the cognition, emotion and behavior in order to enhance the learning effect and achieve learning goals" (Zimmerman,1990).

Central to this concept are the autonomy and responsibility of students to take charge of their own learning (Carneiro R. et al,2011).

Self-regulated learning "can help describe the ways that people approach problems, apply strategies, monitor their performance, and interpret the outcomes of their efforts" (Schunk et al, 2008).

Zimmerman and Schunk (2008) in their research point out that in comparison to poor self-regulators, good self-regulators "set better learning goals, implement more effective learning strategies, monitor and assess their goal progress better, establish a more productive environment for learning, seek assistance more often when it is needed, expend effort and persist better, adjust strategies better, and set more effective new goals when present ones are completed" (Zimmerman and Schunk ,2008).

"Students can be described as self-regulated to the degree that they are metacognitively, motivationally, and behaviourally active participants in their own learning process" (Zimmerman, B.J. (1998a)).

Self-regulation involves several components: "self-regulation involves *cognitive*, *affective*, *motivational* and *behavioural* components that provide the individual with the capacity to adjust his or her actions and goals to achieve the desired results in light of changing environmental conditions" (Zeidner et al, 2000).

Zimmerman (1998b) developed a model which describes how university students who aim at improving their performance self-regulate their learning. According to this model, a cycle in self-regulated learning consists of four steps: (1) self-evaluation and monitoring, (2) goal setting and strategic planning, (3) strategy implementation and monitoring and (4) strategic outcome monitoring (Zimmerman ,1998b).

Zimmerman (1998c, 2000) also suggested a social cognitive model of selfregulated learning which is richer with respect to the processes which are considered at each stage. According to this model, self-regulation is achieved in cycles consisting of (1) forethought, (2) performance or volitional control, and (3) self-reflection. Zimmerman (1998c, 2000) describes the stages as follows (Zimmerman, 1998c；Zimmerman, 2000).

- *Forethought*. In the forethought phase, task analysis and self-motivation beliefs are important. Task analysis refers to planning processes like goal setting and strategic planning. Self-motivational beliefs comprise a student's self-efficacy beliefs, his outcome expectations, intrinsic interest and goal orientation. In the forethought phase, learners can ask when and where they will write, how they will start, and what will help them to write.
- *Performance or volitional control*. In this phase, the chosen strategy is implemented and monitored by the student. Zimmerman distinguishes between self-control and self-observation. Self-control refers to regulatory processes like self-instruction, imagery, attention focusing and task strategies. Self-observation includes monitoring strategies like self-recording and self-experimentation. In the performance phase, learners can try to find answer to the questions whether they accomplished the aim of the assignment, whether it is taking more time than the planned time, whether they can be encouraged to keep going, and what will help them.
- *Self-reflection*. In the self-reflection phase, the student tries to evaluate the outcome of his efforts. In the self-reflection phase, the questions "whether the students did a good job, how they kept on task, what helped them, whether they gave enough time to complete the assignment, whether they chose the right study strategies, whether they set rewards and consequences for themselves, and whether the students followed their plans" are asked.

The value of SRL is in its emphasis on the individual as a pivotal agent in defining learning goals and strategies, recognizing as it does how that individual's perceptions of him or herself alongside learning-task characteristics influence the quality of learning that emerges (Fahrutdinova et al, 2015; Fakhrutdinov et al, 2016).

Mooij (2007) suggested that in order to encourage students to develop their skills for self-regulated learning, self-regulation should benefit from the selection of learning tasks and the coaching and assessment of learning. These three activities may be learner-controlled, but they may also be assisted by teachers (Mooij,2007).

When learners become self-directed, personal influences are mobilized to strategically regulate behavior and the immediate learning environment. Self-directed learners are assumed to understand the impact of the environment on them during acquisition and to know how to improve that environment through the use of various strategies.

Bandura (1986) ascribed much importance to a learner's use of self-regulation strategies. In his view, strategy applications provide a learner with valuable self-efficacy knowledge. This knowledge, in turn, is assumed to determine subsequent strategy selections and enactments; "such representation knowledge is put to heavy use in forming judgments and in constructing and selecting courses of actions" (Bandura,1986).

Zimmerman and Martinez-Pons (1986) relied on interviews with high school students about self-reported strategies used in a variety of common learning contexts and they found evidence of students' use of 14 types of self-regulated learning strategies (Zimmerman,1986). See table 1.

Table 1. Self-regulated learning strategies.

	Categories/Strategies	Definitions
1	Self-evaluating	Statements indicating student-initiated evaluations of the quality or progress of their work; e.g., “I check over my work to make sure I did it right”
2	Organizing and trans-forming	Statements indicating student-initiated overt or covert rearrangement of instructional materials to improve learning; "I make an outline before I write my paper."
3	Goal-setting and planning	Statements indicating students’ setting of educational goals or subgoals and planning for sequencing, timing, and completing activities related to those goals; e g.. “First, I start studying two weeks before exams, and I pace myself."
4	Seeking information	Statements indicating student-initiated efforts to secure further task information from nonsocial sources when undertaking an assignment; e-g., "Before beginning to write the paper, I go to the library to get as much information as possible concerning the topic.'"
5	Keeping records and monitoring	Statements indicating student-initiated efforts to record events or results: e.g., “I look notes of the class discussions"; "I kept a list of the words I got wrong."
6	Environmental struc-turing	Statements indicating student-initiated efforts to select or arrange the physical setting to make learning easier; e.g.. “I isolate myself from anything that distracts me"; “I turned off the radio so I can concentrate on what I am doing."
7	Self-consequating	Statements indicating student arrangement or imagination of rewards or punishment for success or failure; e.g, "If I do well on a test, I treat myself to a movie."
8	Rehearsing and memorizing	Statements indicating student-initiated efforts to memorize material by overt or coven practice; e.g. “In preparing for a math test, I keep writing the formula down until I remember it."
9-11	Seeking social assistance	Statements indicating student-initiated efforts to solicit help from *peers* (9), *teachers* (10), and *adults* (11); e.g., “If I have problems with math assignments. I ask a friend to help.”
12-14	Reviewing records	Statements indicating student-initiated efforts to reread notes (12), *tests* (13), or *textbooks* (14) to prepare for class or further testing.

The main methods and instruments of SRL measurement described in literature are self-report tests mostly. Although there are many ways to capture data on learner’s self-regulation (e.g. think-aloud protocols, error detection, observations and trace methodologies), self-report measures have still stayed dominant so far. Among them are SDLRS (Self-Directed Learning Readiness Scale) and OCLI (Oddi Continuing Learning Inventory) developed by Lucy M. Guglielmino, PRO-SDLS, developed by Brockett and Hiemstra, LASSI (Learning and Strategies Study Inventory by Weinstein, Schulte and Palmer in 1987) and MSLQ (Motivated Strategies for Learning Questionnaire by Pintrich, Smith, Garcia and McKearchie in 1991), MAI (Metacognitive awareness inventory by Schraw and Dennison in 1994), SRLPS (Self-regulated Learning Perception Scale by Turan in 2009), Self-regulation Questianary by Osnitsky (1991).

2 Methods

The participants in this study were 102 first year university students at the Kazan Federal University, Institute of Psychology and Education. Self-regulated learning perception scale (SRLPS) by Turan was used to measure SRL skills of the students.

The Self-regulated Learning Perception Scale (Turan, 2009) consists of 41 items representing four dimensions: *motivation and action to learning*: seven items, the minimum possible score is seven and the maximum possible score is 35; *planning and goal setting:* eight items, the minimum possible score is eight and the maximum possible score is 40; *strategies for learning and assessment*: nineteen items, the minimum possible score is 19 and the maximum possible score is 95; and *lack of self-directedness*: seven items, the minimum possible score is seven and the maximum possible score is 35. The items were answered through a five-point Likert scale and assigned a value from one to five. Item scores were summed and averaged to obtain average level of SRL of first year students.

3 Results

The average score for motivation and action to learning was 21.83 when maximum score was 35. The average score for planning and goal setting was 24.13 when maximum score was 40. The average score for strategies for learning and assessment was 57.02 when maximum score was 95. The average score for lack of self-directedness was 20.33 when maximum score was 35. See figure 1.

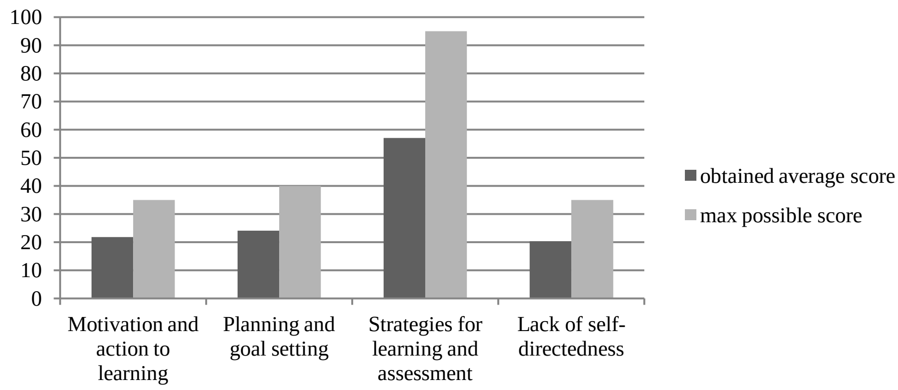

figure 1. Scores of self-regulated learning perception.

4 Discussion

Motivation and action to learning dimension measures students' general attitudes toward learning and their general motivation for succeeding in learning. The degree to which students accept responsibility for studying and for their performance is reflected in the everyday behaviors they exhibit related to school and school tasks. These behaviors include reading the textbook, preparing for class, finishing assignments on time, and being diligent in studying, even if the topic is not particularly interesting to them (or even trying to figure out ways to make it more interesting). Students' scores on this scale measure the degree to which they accept responsibility for performing specific tasks related to learning success. Students who score low on this measure need to work on their motivation and their responsibility to learning. Accepting more responsibility for studying and achievement outcomes requires that students learn to attribute much of what happens to them in school to their own efforts rather than to outside forces such as luck or poor teachers, or to uncontrollable forces such as innate ability. Accepting more responsibility and attributing success to one's efforts results in more effective studying and school performance.

Planning and goal setting dimension measures students' ability to plan the process of learning, to set and achieve learning goals. Goals involve setting and modifying task-specific goals that serve as criteria against which to gauge progress. Goal orientations are the reasons learners engage in tasks; for example, why they want to earn a high grade in a course or perform their best during a semester. Students who score high on this measure are able to self-generate thoughts, feelings and actions to attain personal goals. Students who score low on this measure need to work on goal setting, specifically on individual tasks and assignments.

Strategies for learning and assessment dimension measures students' use of strategies and their ability to assess personal learning progress. Students who score low on this measure may need to learn more about how to self-regulate, how to create a plan of learning goals achievement, the characteristics of different types of strategies for learning goals achievement, and how to self-assess. Knowing learning strategies and how to use them helps students target their study activities, set up useful study goals, implement an effective study plan, and demonstrate their knowledge and skill acquisition so it can be accurately evaluated.

Lack of self-directedness dimension measures students' ability to study effectively without teacher's guidance. Students who score low on this measure need to be taught to use or create study aids that support and increase meaningful learning. They may need to learn more about the types of study aids provided in educational materials and classes and how they can create their own aids. Using and creating study aids improves both the effectiveness and the efficiency of learning.

5 Conclusion

The findings of this study show that the first year students at the Institute of Psychology and Education of Kazan Federal University have average scores in SRL. The quantitative evaluation of the scores has shown that self-regulated learning skills need improvement.

The aim of this form of assessment was also to enable students to individualize and personalize their learning by supporting and encouraging active participation, taking responsibility of one's own learning, observation and reflection of learning by students.

The most important limitation of the current study is that it was descriptive in nature and did not attempt to explain a cause and effect relationship. Nevertheless, this study provides a hint as to where to start investigating and indicates those methods that appear more promising for achieving improvement of self-regulated learning skills.

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MODERN RUSSIA IN THE MIRROR OF HISTORICAL AND LOGICAL

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Abstract: The formation of modern Russia in the interaction of history and logic is the subject of this study. It covers a chronological framework from the socialist revolution of the 1917th to the present day. The initial principle of the authors is that the adequate analysis of the problem raised in the work is possible only from the standpoint of understanding social changes as a natural historical process. Consequently, the theory of fatal inevitability, as well as the conspiracy theory in explaining the arrival of the post-Soviet present of our country, is unjustified. In other words, the revolutionary turn in October 1917 could not help splitting society into hostile forces, the struggle between which never ceased. At the same time, the CPSU as a leading and guiding social changes force not only proved inability to work out the answers to the challenges of history but also itself degenerated. In the conditions of severe rivalry between the two worlds – socialism and capitalism – these factors multiplied many times. Post-Soviet realities have sobered the Russians: did they fight for it? Did not they throw out the child together with the delivery water (whatever was good in socialism)? In the public consciousness, a turn is made towards recognizing, if not all, at least some socialist values. At the same time, there is a growing awareness of the need to take into account the cultural peculiarities of Russia when moving "along the high road of human civilization", that is, on the way to affirm the values of the Western world. Based on the documents of the CPSU, the messages of the President of the Russian Federation to the Federal Assembly, the works of the classics of culture (and not only Russian), the language of everyday life the authors come to a fundamental conclusion, that is, there is a situation developing in the country that will be reflected in the public consciousness in the form of another project for the reorganization of Russia on perfect principles. And it will be the next one, i. e. not the last.

Keywords: project, reality, the Soviet Union, culture, society, social relations, man, post-Soviet Russia, modernity, everyday language, post-Soviet man, revolution, consumption, values, consumer society, democracy, state, socialism

1 Introduction

An appeal to a reinterpretation of historical reality that is not satisfactory is a characteristic of a person beginning from the deep antiquity to the present. However, an adequate understanding of the contradiction between the present and the desired future is difficult to achieve. The history of Russia fully confirms this thesis. Since the late 80's of the twentieth century to present days the debate about how to assess the Soviet past and post-Soviet present country still goes on. In this article, the authors, using the published materials of the CPSU, the messages of the President of the Russian Federation to the Federal Assembly, and based on the works of classics of Soviet and Russian culture (and not only them) and the evidence of the language of everyday life offer their vision of the problem.

2 The main content of the study

In the XX century, dissatisfaction with the autocratic tsarist past caused, firstly, the birth and the victory of the Soviet project. For almost 75 years of its existence, the total illiteracy of the population was eliminated, industrialization of the country was carried out and much more was achieved which became the salt of the earth for the whole world, and Russia.

To implement the basic projective principle of the "people's power" in the USSR, the corresponding structure of society was organized, i.e. from now on, any Soviet person is declared, first of all, "the sum of social relations" (More on this: 1: K. Marx, Critique of Hegel's Philosophy of Right, 1970; 2: K. Marx, Theses on Feuerbach, 1976) and assumes the obligation to enter all kinds of public and socio-political organizations. In total, there were more than 275 such organizations in the country (For example, see 3: list of organizations approved by the People's Commissariat of Internal Affairs 1928-1929). To maintain the only kind of identity the "Soviet man" approved by the government one needed to belong not to one but several such communities. It should be noted that the newly organized government became quickly unsatisfied with public organizations that functioned under the previous government. Some were closed, i. e. free philosophical association ("Vol'fila"), the Russian veterinary society, the society of friends of the opera studio named after Stanislavsky, the all-Russian society of photographers, the all-Russian union of poets, the association of passenger carriers, the Moscow society of agriculture, almost all local history societies ... (See 4: M. Sokolov, Down with shame.., 2013). After experiencing incredible difficulties, the Soviet system managed to establish itself in such a way that it was possible, as the poet wrote, to be proud of the fact that you are a citizen of this country. (5: V. Mayakovsky Poems about the Soviet passport, 1929).

However, it would be wrong to say that Soviet ideas completely took over the people's mind. The ideas and works of those who disagreed with Soviet values replenished huge containers of "anti-Soviet". The work of S. Yesenin is significant in this sense, who soon realized that the processes of industrialization and collectivization would be too expensive for ordinary peasants: "... the trumpet horn blows!" (6: S. Yesenin, Sorokoust, 1920).

After the lapse of 34 years after the creation of the USSR, N. Khrushchev, speaking at the 20th Congress of the CPSU, with a report condemning the cult of Stalin's personality, stated the need for another (third in a row) work on the mistakes. They were so large-scale and serious that they caused pain in the public consciousness and raised doubts about the possibilities of socialism[1].

With Mikhail Gorbachev coming to power, the Soviet history of the country was subjected to ruthless criticism, the excesses in which, among other things, led to the collapse of the USSR.

The profound disappointment in the old ideals which, if present before in the form of indistinct feelings, burst out absorbing the population of the newly formed Russian Federation. "The Soviet man was not ready to be post-Soviet. The Soviet past was still too dominant in his thinking, his views, the conditions of his life, the stereotypes of his behavior, his ideas about the world. Soviet people entered the post-Soviet space (including territorial, political, economic) still clinging to... the world of the past" (11: N. Khazieva, Virtual Reality ..., 2015; 12: A.K. Khaziev, N.O. Khazieva , E.V. Klyushina, In pursuit of the bright future ..., 2015).

3 Main results of the study

It is legitimate to assert that post-Soviet Russia is a project of the Soviet system itself. The many reforms implemented in the Soviet Union in recent decades have not helped to save the state from the 1991 coup. The Soviet people demanded radical changes that could not coexist peacefully with the existing political and economic Soviet reality. This has paved the way for the emergence and implementation of a post-Soviet project in a revitalized Russia.

Speaking of modern Russia, we often specify "post-Soviet" Russia, in order to emphasize some consistency of the historical process and the continuity of two cultures, two social and political systems. Partly, because, once again, rejecting his past, the Russian man will find himself in a cultural hole which in the modern world can mean a loss of identity. Another weighty argument is that the socialization of the overwhelming majority of the indigenous population of modern Russia has successfully flowed in the era of socialism under other value orientations (the benefit and success of the family and the party, equality in

[1] V.Vysotsky wrote: "Will lose true faith - It hurts me for our USSR ..." (7: V.Vysotsky, It hurts me..., 1964). About this was written by the opponents of socialism from the diametrically opposite position. (See 8: M. Djilas, The New Class, 1957; 9: S. Cohen, Soviet Fates and Lost Alternatives, 2011; 10: S. Cohen, The Friends and Foes of Change, 2005).

society, the clear priority of thinking over consumption). Despite all their abstractness, today they look more weighty and true while much of the modern society is oriented towards the consumption and over consumption, the immediate satisfaction of one's own needs, for the momentary pleasure.

This is quite easy to trace by referring to the language of everyday life. The Soviet time was full of encouraging slogans: "Be ready for the cause of the Communist Party of the Soviet Union!", "The Party is the mind, honor and conscience of our era", "Party plans – people's plans", "Life has become better, life has become more fun "" Peace to the world!", "Glory to the Soviet people!". The post-Soviet space initially dazzles with quite different, no less catchy phrases: "We need another Russia!", "Russia for the Russians!", "Fascism will not work!", "Go out to the street – regain your city", "Workers need decent salary!", "First the salary and then the rent!" No less colorful are the everyday languages. Thus, for the characterization of interethnic relations under socialism, words such as "comrade", "friend", "internationalism", and "Soviet people" were used. There are absolutely different expressions in the space of post-Soviet everyday life, i. e. "black", "animal", "a person of Caucasian nationality".

Every year, the President of the Russian Federation tells us about the completely realistic goals, tasks and results achieved in 1991 of the democratic form of government of post-Soviet Russia. In 2003, V. Putin formulated the value orientations of Russian society in the annual message to the Federal Assembly: "Russia must and will be a country with a developed civil society and a stable democracy. It will fully ensure human rights, civil and political freedoms. Russia should and will be a country with a competitive market economy. A country where property rights are reliably protected and economic freedoms allow people to work honestly and earn. Earn without fear and limitations... And such a country people cannot just be proud of. They will multiply its wealth. They will remember and respect our great history" (13: Message of 2003). However, in subsequent messages to the Federal Assembly he is forced to recognize the existence of a "closed circle of bureaucracy" and "terrorism" of tax authorities in relation to business" (14: Message of 2005), reports the presence of" distrust of individual institutions of state power" (15: Message 2006), that "corruption scandals are constantly shaking local governments" (16: Message of 2014). There will be a noticeable tendency in these messages to increase the number of usage by the president of concepts since 2001: "economy", "fund", "budget", since 2004: "library", "art", "culture", "creativity", in the subsequent appeals of the President of the Russian Federation the number of president’s appeals to the concepts of "reform" and "society" increases.

It is known that not only politics can be ideological if the ideology is understood more broadly i. e. it is not just a "false consciousness" or an illusory representation of reality surrounding us, but as reality itself. And in such a case, such an ideology (in fact reality) will be "working" if the basic rule ("non-knowledge") is observed. Ideology "works" as long as people who fulfill its principles and laws do not imply its existence (More on this 17: Zizek S. The Sublime..., 1989; 18: The Ticklish Subject ..., 2000) constantly reproducing its main provisions with its actions. In this case, it can be argued that the whole of modern culture is permeated with ideological background. The modern form of public ideology uses all possible means: art, books, films, fashion; it does not disdain for second-rate advertising. We have not been told for a long time: "think, think for yourself", we are told to "act", "consume", "everybody has already thought it over for you": "life is too short. I do not want to wait, I act. I learn, feel, try, take risks, I love – I live!"

The project of the liberation of the Soviet man from the bonds of socialism and communism, from the ways of an extreme degree of impersonality and interchangeability, in reality turned into freedom of unlimited production and over-consumption. J. Baudrillard writes: "The consumption society is also a society of training in consumption, social training in consumption, that is, a new and specific way of socialization..." (19: J. Baudrillard Consumption Society.., 1998; 20: Z. Bauman, The Individualized Society, 2001; 21. Z. Bauman, Liquid modernity, 2000). The modern structure of the megalopolis, supermarkets and even our houses is a heap of goods. The post-Soviet man, having failed (and not wishing to) to avoid another danger, plunged into life with the prefix ‘fast’: fast food, fast money, fast as a modern form of communication of people, etc. Together with the real goods, he consumes signs contained in the goods, as well as the process of consumption itself first by anticipation, and then – retrospectively, which indicates a high degree of psychologicality of the process itself. Consequently, as before, a new project has been in demand to correct the mistakes made and to remedy the newly emerging problems.

4 As a conclusion

Implementing the project of the desired future is always preceded by a complex and contradictory process for its creation, debugging and multiple subsequent adjustments. The project of the Soviet society was not successfully implemented, because it failed to take into account world politics and the economy, assuming its own isolation; it also failed to correctly take into account and allocate means to achieve the goals – the strength of the people; failed to exclude the gulf between the ruling party and the people.

5 Summary

For more than a quarter of a century we have been participating in the implementation of the new project of post-Soviet Russia which designed to correct all past mistakes and bring the Russian person to welfare. However, a constant revision of the very foundations of this project is needed again, since its basic principles and mechanisms on Russian soil produce completely different growths than, say, in the countries of Europe or even formerly friendly republics. And then again one recalls the assumption about the uniqueness of the Russian way of development, about its irreducibility to the examples of the West or the East. Not external or abstract values, principles and mechanisms for their implementation should be used as the basis for further, obviously inevitable, corrections of the post-Soviet project, but the ones peculiar to the Russian people, first of all, so that in due time our current project is not replaced by another project to create a bright future.

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MYTHOLOGIZATION OF THE SOVIET REALITY AND ISTORIZATION OF '*THE SOVIET MYTH*' IN THE RUSSIAN PROSE OF THE END OF THE XX CENTURY

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Annotation: The article considers the strategies for myth-making in the field of comprehending the Soviet reality and historical facts of the Soviet state on the broad material of the post-realism prose of the late XX century. Particular attention is paid to such postulates of Soviet ideology as the idea of Unity, universal equality, possibility of building the most just state in a single country. In the course of analysis, we touched upon the issues of dominant type of a hero and the chronotope specifics. On the example of the works of A. Melikhov, V. Pelevin, S. Esin, M. Kharitonov, V. Zalotukha, we demonstrated the ambiguity of the concept of '*marginal hero'* in the context of Soviet mythology, touched upon the issue of ritualizing the existence of human in the conditions of a totalitarian state. The combination of discrete and closed chronotopical models in the texts correlates with the idioms of the *'Soviet myth'* and the influence of genre canons of utopia and anti-utopia. We paid particular attention to the reception of the *'Soviet myth'* postulates reflected in the Soviet literature and in the modern prose. The observed intertextual roll-calls are built on the principle of attraction/repulsion, rather than a parodic decline. The article also analyzes the mechanisms of the opposite direction process - the transition of the *'Soviet myth'* concepts to the status of historical realities and artifacts. Such a situation is found in the social reception of ideologies not as desirable, but as real ones.

Key words: *'Soviet myth'*, postrealism, Russian prose of the late XX century, marginal hero, chronotop, utopia, anti-utopia.

1 Introduction

The steady research interest in the Soviet phenomenon has been observed in various areas of social and humanitarian knowledge since the disappearance of the Soviet Union as a state entity. More than 30 years after this historic event, the Soviet era is still conceived as a dominant component in the formation of modern Russian state and national identity.

An appeal to the Soviet past and other stages of Russian history is also due to the peculiar mental need of Russians. Thus, V.L. Kurguzov believes that an irresistible desire to 'constantly turn to history, argue about our past' (Kurguzov,2013 p. 25) is one 'of the main factors forming our culture as a whole' (Kurguzov,2013: p. 26).

In modern literary criticism, the desire to adopt the Soviet past is dictated by a number of specific reasons. Firstly, the official Soviet literature is characterized by an emphasis on ideology, that is, classical works of socialist realism may be regarded as a kind of historical document, ideological treatise. Secondly, the sociocultural situation at the turn of the XX and XXI centuries is defined as a postmodern situation, one of the typological features of which is an appeal to the ideological and cultural heritage of previous eras as a kind of *'building material'*. For example, M. Epstein is inclined to interpret the Russian postmodernism as an aesthetic reaction to socialist realism (Epstein,1994 p. 289).

In this work we intentionally narrow the subject of research to the study of one of the possible forms of the Soviet reality reception – the global socio-cultural *'Soviet myth'*. It is this form that dominates in the domestic literature of the late XX century.

The possibility of interpreting the Soviet mentality fixed in the forms of state structure and literature of the Soviet period as a myth is associated with an expanded interpretation of this concept by the modern philosophy and culture studies. For example, E. Cassirer is inclined to interpret the myth as 'a method of creating a social reality and a mean of socialization at the same time, that is, including a person in this reality' (Ernst Cassirer and the Myth Philosophy,1993, p. 164).

The study of mythologization technology of the Soviet reality and ideology and the ways of understanding the *'Soviet myth'* as a historically authentic reality prepares the basis for transition to the next stage of studying the modern literature. At the beginning of the XXI century, the research interest has shifted from the ideological bias of the Soviet past to microhistory, to the philosophy of everyday life. In the literature, this trend turns into a replacement of the *'Soviet myth'* by the *'Soviet discourse'*.

2 Materials and methods

The distinction between the concepts of *'Soviet myth'* and '*Soviet discourse'* predetermined the limitation of chronological frameworks of the phenomenon under study and the choice of artistic material. In the context of studying the *'Soviet myth'*, the works of Russian literature of the late XX century are very representative. The most interesting is the prose of postrealism, which takes an intermediate position between the game strategies of postmodern literature and the tendency to the realistic literature likelihood.

A systematic analysis of the *'Soviet myth'* as an integral socio-cultural formation would not be possible with the use of any one of the research methods. The work uses a combination of historical-literary, cultural-historical, structural-semantic methods, as well as the elements of receptive and intertextual analysis.

The methodological basis is the works devoted to the study of the socialist realistic canon (Dobrenko ,1997; Socialist Realist Canon: collection of articles ,2000; Hosking ,1998) and the functioning mechanisms of individual and collective memory (Halbwaks ,2005; Butler ,1980; Hobsbawm ,1983; LaCapra ,2001).

3 Results and discussion

Postulates and maxims of the *'Soviet myth'*, which have become the elements of a single cultural paradigm, penetrate into the prose of the late XX century, predetermining its set of issues and the specifics of a conflict.

Undoubtedly, the main postulate is the idea of Unity. As we knew, one of the most necessary conditions for the construction of an ideal state was the ideal of a social monolith, the cult of collective. In the novel *The Yellow Arrow* by V. Pelevin this idea is hyperbolized: a person becomes an extension, a repetition that has ever existed. Hence there is the motif of duality: an indignant Peter Sergeevich is similar to Chatsky, exposing Famusov; Khan, having not shaved for a long time becomes similar to the Japanese actor Toshiro Mifune, and the author's picture of the pamphlet read by Andrey reminds one of the much thinner Nietzsche. There is even a paradoxical fashion for human faces, topical types.

From this point of view, the fact that the protagonist of the novel by A. Melikhov *The Exile from Eden* experiences especially painful not the loss of work and confusion in the country (Putsch, etc.), but the compromise of the ideal of Unity. His feeling of frustration is all the more surprising because Leo Katzenelenbolen is marginal in terms of nationality (the novel consistently holds the idea that a Jew is not a nationality but a social role of a stranger). In addition, being a disabled person, he is the so-called *'natural marginal'*. However, having lost an eye in his childhood, he quickly managed to adapt in the world around him, in which he was greatly supported by the desire to become like everyone else. In the changed social conditions, the

Unity is demoted from the social ideal into a public vice. And the loss of this guiding light makes the hero helpless and vulnerable. It is significant that Edem, about which he recalls with despair, is not at all a blessed world of childhood, but the lost Unity.

The hero of another novel by A. Melikhov *Humpbacked Atlanteans* affirms the value of independent scientific thought, but does not seek to preserve his gift; on the contrary, he tries to merge with the crowd, because individuality has proved to be a heavy burden. Such an attitude to life is explained not so much by a critical gift as by a feeling of inferiority, insufficiency of one's own existence. It is not by chance that Saburov experiences disappointment in science as a loss of faith. However, this paradox is mitigated by referring to the opinion of one of the most competent science scholars, P. Feyerabend, who believes that the science is a new, most aggressive and dogmatic religious institution (Feyerabend,1986, p. 371). From this perspective, the story of Saburov's life may be regarded as a parable about the loss of God and the desire to find it. As a new deity, Saburov firstly considers the laws of market economy that have reigned in the country, and then the observation of the unexpectedly found ritual associated with the need to take pills at a strictly certain time.

The ritual's perception by the hero as the meaning of life actualizes the eternal problem: what is more important for a human - the possibility of free choice, independent decision, or the ability to follow orders without hesitation. It is significant that Saburov re-reads *The Great Inquisitor* by Dostoevsky, intuitively guessing the link between the legend and his mental state. In the end, he comes to the conclusion that the human soul cannot be free, it needs devotion, since it frees up doubts and responsibilities. It is during the ritual that both the individual person and the collective acquire consciousness of their integrity and unity.

At the same time, the orientation toward unity as a curative remedy for the infirmity of infallibility is the cause of most disappointments and tragedies of the heroes of modern prose. That is why there is a distinct tendency to consider the history of Andrey Saburov or Lev Katsenelenbogen not as an individual tragedy of an outstanding person, but as a parable about the modern intelligentsia, the eternal search for the non-existent Absolute in the criticism.

The same important postulate of the *'Soviet myth'* is the idea of the possibility to build socialism in a single country. And if the island isolation on which the protagonist of the novel by A. Melikhov *So Said Saburov* builds its ideal state is due to its geographical position in the middle of the ocean, and the ideal society in the story *The Yellow Arrow* by V. Pelevin is delineated from the rest of the world by the train walls, then, for example, the desire to create an ideal state, limiting it to a residence permit along Campanella Street, is rather absurd (*Lines of Destiny* by M. Kharitonov). This absurdity is aggravated by the situation with the corner house, which has the form of the letter G, a short jumper located already on another street: the border passes strictly along Campanella Street, cutting off part of the house, sometimes even spreading two rooms of one apartment on two sides of the border.

The artificiality, conventionality of the border of an ideal society is especially noticeable in the novel by S. Esin *The Casus, or the Effect of the Twins*: the famous Protective Shield, which, allegedly, strikes with laser beams anyone who tries to leave the Land of Universal Happiness, is in fact only a theatrical setting created by the spotlights illumination. And its lethality is not due to the achievements of technology, but to the accuracy of snipers on duty at the border.

In the novel S. Esin satirically rethinks the idea of universal equality: the heroes are equal in poverty, in a half-starved existence (for example, any woman can choose between an evening dress and a few Sunday lunches). It is interesting that observance of a uniform standard of living is entrusted to the inhabitants of the Country of Universal Happiness and turns into a total spy mania, surveillance under the Mutual Control System. In the novel, the realities of the era of military communism are also peculiarly refracted: a person, who exposed another person having exceeded the material and product limits, is given a part of the expropriated products as a reward.

The feeling of deception spreads also in the novel by S. Esin on the idea of the most just state. It turns out that even sentencing is only a matter of the game of chance in the literal sense: the guilt/innocence of a defendant is usually decided by guessing on the outcome in some video game.

The deployment on expose of the *'Soviet myth'* is particularly perceptible in the novel *Omon Ra* by V. Pelevin. So, it turns out at the plot level of the text that the legendary flights of the Soviet spacecraft to the Moon are just carefully planned dramatizations aimed at misleading the world community. The main character realises this only at the end of the story, when he turns to be in the position of the leading actor of this tragicomedy himself. However, as a premonition, knowledge about the deception of the Soviet cosmonautics achievements appears much earlier, even in the pioneer camp. For example, the eyes of the astronaut drawn on the propaganda shield as standing on the surface of the Moon seem full of anguish to small Omon. And reviewing the spacecraft model, he has discovered that there is no way out of the rocket: the hatch is painted outside, and from the inside - there is a wall with some dials.

And the space ship on which the adult Omon had to make a journey to the Moon was just a model driven by the forces of people immured in it. Therefore, a human becomes a part of this mechanism, a *'cog'*. At the same time, a person turns into a zombie, unable to reason and make decisions, ready to execute any order. It is significant that the role of zombifying elements is taken not only by the mysterious medical drugs administered to cosmonauts before the flight, but also the agitation speeches of flight leaders and political instructors during the pre-flight training.

It is also important that a great goal in the name of which the state easily sacrifices the lives of several cogs is a flight to the Moon. In the context of Soviet mythology, the pilots and cosmonauts are the most striking expression of the USSR's motto – *'Forward and Higher'*. However, this motif turns into its opposite in the novel by V. Pelevin: The space ship is moving not upwards, but downwards, into the catacombs of the abandoned underground lines (by the way, the metro is another significant symbol of the *'Soviet myth'*).

The story by V. Pelevin also reflects the myth of the USSR as the Great Family. So, Omon, having suddenly lost his determination, draws the strength in walking through the Moscow mother and talking with the political instructor – a substitute for the Great Father Stalin – before the flight.

The story plays out also the obligatory detailed questioning of those who are accepted for public service. At that, it should be verified not only the biography of the hero and all his relatives, but even his previous earthly incarnations in *Omon Ra*.

The story's composition is also predetermined by the impact of the *'Soviet myth'*: the plot moves according to the law of transition of quantitative changes to qualitative: every stage of the hero's life (pioneer - cadet - cosmonaut) reaches the limit of its development - a measure - sooner or later, and then there is a qualitative leap, which becomes the standard set of products of the 'border meal'.

The main provisions of the *'Soviet myth'*, as we have already noted above, are fixed not only in three laws of dialectics, but also in the classical works of socialist realism. Therefore, a parodic overplaying of the thesis about literature as a life textbook may become a very effective way to expose the *'Soviet* *myth'*. So, the subjects of the novel *How the Steel Was Tempered* by N. Ostrovsky and *The Tale of the Real Man* by B. Polevoy are literally the basis of the novel *Omon Ra* by V. Pelevin concerning the professional training of political instructors and pilots, respectively.

But the exposure of the *'Soviet myth'* is especially effective in the anti-utopian works. For example, the utopian idea of vertex forms of social development, after which further movement loses meaning, is reflected by an image of the stopped time in the story *The Yellow Arrow* by V. Pelevin. The exhausting circular statics ceases to be pathology, it turns into a norm of existence, raised to the scale of eternal law of being.

There is only one way to happiness in this world: try to find meaning in everything that happens and obey the great plan. But the ultimate goal of a journey, known to all, is a ruined bridge, that is, almost inevitable death. Thus, the attempts to build an ideal society are interpreted by V. Pelevin as being to death.

It is significant that in another anti-utopian work, the novel *The Casus, or the Effect of the Twins* by S. Esin, a sign of the state's deadness is the clouds of circling crows. And in the novel *The Great March for the Liberation of India* by V. Zalotukha, the Soviet Union, as we already noted above (Mrathuzina,2015; p. 83), appears as the realm of the dead, as the embalmed mummy becomes the main relic of the state, as if in the ancient Woody religion.

Within the fate of one hero, the deadening principle is associated with the automatism of the human existence – the cog in the state machine. By obeying to consumer inertia, a person frees himself from the need to choose and as a result loses the ability to manage his own life. Due to this everyday automatism, a person is alienated from himself, turns into a puppet of a circular race.

4 Conclusion

In the post-Stalinist prose of the end of the XX century, the quaint plot lines and conceptual constructions are created from the signs of today's reality and the elements of a so-called *"Soviet myth"*.

At that, the myth of the USSR as a great state, cosmic power, country of the most advanced technologies grows into its opposite: a powerful empire does not show its strength, but fakes it; a regime, being unable to transform life, transforms consciousness.

As a result, the components of the *'Soviet myth'* are desacralized. Moreover, they are transformed into an absurd element, which becomes a 'generator of unpredictability' (the term by I. Prigozhyn). As a consequence, the historical reality and the "secondary reality" of socialist realistic tests appear to be unstable - the chaos.

So, the dialogue with the *'Soviet myth'*, developing according to the logic of attraction-repulsion, brings the hero's issue to the fore, enriches the concept of a human and the world, enables us to problematize the seemingly everyday conflicts of the prose of postrealism.

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OPTIMIZATION OF CONSTANT EXPENSES OF ENTERPRISE BY APPLICATION OF INDUSTRIAL MODELS OF SOURCING

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Abstract: To date, the scientific and practical literature presents a large number of tools and methods to increase flexibility of company's management, however, if all firms use certain tools that logically should provide them with some protection against negative phenomena in the market, which essentially means security from those of their own kind, in this case the actual question "how to improve the competitiveness of a firm?" is evidently transformed into the question "which tool is the more competitive?" In this connection, the present work is aimed at increasing the competitiveness of the sourcing strategy, in particular, the tools proposed in the paper will allow the possibilities of sourcing models in the firm management to expand, and also to increase the importance of the "sourcing economy" direction in economic sciences. The purpose of this work is to elaborate possible ways to optimize the company's constant expenses through the use of production sourcing models. In this paper, we have used such sourcing models as restructuring production outsourcing, production insourcing, co-sourcing, and the sourcing maneuver model. The result of the work is the elaborated ways to optimize the company's constant expenses through the use of production sourcing models. The results of this paper can be useful for economist scholars with the aim of developing the direction of the "sourcing economy" in economic sciences, and also as tools for managers to increase the competitiveness of their firms. The direction of the "sourcing economy" is quite new in economic sciences and is promising from the point of view of developing reliable management tools for a firm, therefore, the ways of optimizing a company's constant expenses through the use of sourcing proposed in this paper may be of interest to both academician and practician economists.

Keywords: constant expenses, outsourcing, co-soursing, insourcing, sourcing maneuver model.

1 Introduction

The ability of a firm to quickly response to market changes is a sign of its high competitiveness, since if the firm has adapted to the new market conditions in time, it would retain all the necessary resources for its development. To date, the scientific and practical literature presents a large number of tools and methods to increase the flexibility of the company's management. However, if all firms use certain tools that logically should provide them with some protection against negative phenomena in the market, what essentially means security from those of their own kind, in this case the actual question "how to improve the competitiveness of the firm?" is evidently transformed into the question "which tool is the most competitive?" In this connection, the present work is aimed at increasing the competitiveness of the sourcing strategy, in particular, the tools proposed in the paper will allow the possibilities of sourcing models in the management of the firm to expand, and also to increase the importance of the direction "sourcing economy" in economic sciences.

The purpose of this work is to elaborate possible ways to optimize a company's constant expenses through the use of production sourcing models.

2 Materials and methods

Expenses are an integral part of business. On the one hand, they demonstrate the necessary amount of resources, the use of which in the economic activity of a firm brings a net profit to it, that is, the very meaning of the existence of each firm and, therefore, the market economy, and on the other, the efficiency degree for the use of these resources. Therefore, touching upon the subject on the classification of expenses for which there is currently no established and generally accepted position on the issue in the scientific and practical literature, we can assume that the issue of the expenses classification will always remain open. The reason is the development of economic science in both theoretical and practical directions, in particular, the development of new tools to improve the competitiveness of firms aimed at more efficient use of resources, and changes in the principles of entrepreneurial activity and economic structure, in particular, the emergence of new markets and market segments, connected, among other things, with the formation of a new technological mode.

Nevertheless, economic science presents basic approaches to the classification of expenses within which frameworks firms operate, since today they are relatively convenient to use in managing business. Analysis of scientific and practical literature allows us to distinguish the following main approaches to the classification of costs [1]:

- By the method of allocating expenses to the cost of production, such expenses groups are divided to "direct" and "indirect" (Salmina, 2011);
- By the nature of participation in the production process, such groups of expenses are allocated as "operational" and "overhead" (Salmina, 2011);
- In relation to the volume of production, such groups of expenses are allocated as "variable" and "constant" (Drury, 2012);
- By assigning to the cost price or the reporting period, there are allocated such groups of expenses as "production" and "recurring" (Glukhova, 2015);
- By the homogeneity of the composition of expenses , there are allocated such their groups as "individual" and "complex" (Salmina, 2011);
- By the possibility of planning, there are allocated such groups of expenses as "target" and "unscheduled" (Glukhova, 2015);
- By the possibility of control, there are allocated such groups of expenses as "controllable" and " uncontrollable" (Salmina, 2011);
- By the time of emergence, there are allocated such groups of expenses as "operating" and "lumpsum" (Salmina, 2011).

Of course, this is not a complete list of basic approaches to the classification of expenses , especially since different authors meet different names of expenses groups for the same classification criterion. For example, if we take the approach "with respect to the volume of production", which is taken as a basis in this work, then some economists allocate still mixed or discretely increasing expenses , in addition to variable and constant expenses (Voronova, 2007).

To begin with, we consider some definitions of constant expenses :

- Constant expenses are expenses that remain relatively unchanged during the budget period, regardless of changes in sales volumes (Asaul, 2006).
- Constant expenses are expenses that are not related to the volume of production and sales of products, goods, services, in the process of entrepreneurial activity that change in both quantitative and qualitative terms [2].

However, in the authors' opinion, the most successful definition is that "constant expenses are expenses that remain unchanged until a certain volume of production is reached and then increase stepwise"[3], since this formulation in a maximum easily-accessible form expounds the main properties of this group of expenses, understanding of which allows us to expand the possibilities of sourcing models in increasing the competitiveness of firms.

Before to turn to the main scenarios for optimizing constant expenses through sourcing, we note the following property of

[1] In this case, we are talking about the classification of production expenses.
[2] Source: http://www. pro-biznes. com/organizaciya-i-upravlenie-biznesom/uslovno-postoyannye-i-uslovno-peremennye-zatraty. html
[3] Source: http://forex. finam. ru/dictionary/wordf02F1A/?page=5

this group of expenses . In particular, the constant expenses consist of two components: useless and useful expenses that were introduced into the economic science by O. Bredt (Bredt ,1939) and E. Gutenberg (Gutenberg,1983) respectively. Speaking about manufacturers from Russian industry, those organizations are characterized by worn out, obsolete and unloaded production capacities, for example, according to Rosstat, the level of capacity utilization of enterprises producing capitalized products [4] is only 40-52% (Zamaraev ,2015), therefore, the share of useless expenses in constant expenses of Russian manufacturers remains relatively high.

Having described the state of Russian industry, we can present a generalized graphic model (see Figure 1) that characterizes the behavior of the constant expenses of Russian manufacturers.

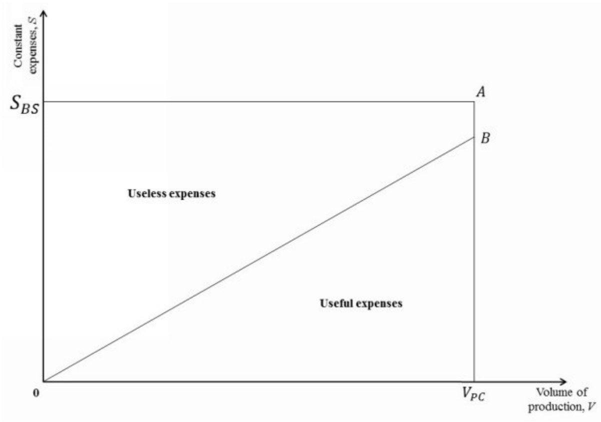

Fig. 1. Behavior model of conditional-constant expenses

Note: S_{BS} - constant expenses of an enterprise before application of sourcing; V_{PC} - production capacity of an enterprise before the application of sourcing.

In Figure 1, it was assumed that the volume of constant expenses during utilization and unloading of production capacities remains unchanged.

3 Results and their discussion

In this paper, we will consider such models of sourcing as production outsourcing, co-sourcing and insourcing, and the sourcing maneuver model "utilization of production spaces by providing outsourcing services" with the purpose to optimize constant expenses of an enterprise (Isavnin ,2013) In particular, we present the following variants of combinations of sourcing models:

1. production outsourcing, and sourcing maneuver model;

2. production outsourcing and co-sourcing, and the sourcing maneuver model;

3. production insourcing and co-sourcing, and the sourcing maneuver model.

Let's consider each sourcing combination separately.

3.1 Production outsourcing and sourcing model

The essence of this sourcing combination is that production outsourcing is used to sell unclaimed production capacities, what leads to a decrease in the volume of constant expenses of an enterprise. The sourcing maneuver model is used for the purpose of higher utilization the production capacities in demand, what leads to a reduction in the share of useless expenses in constant expenses in the production of core products below the production capacity (see Figure 2).

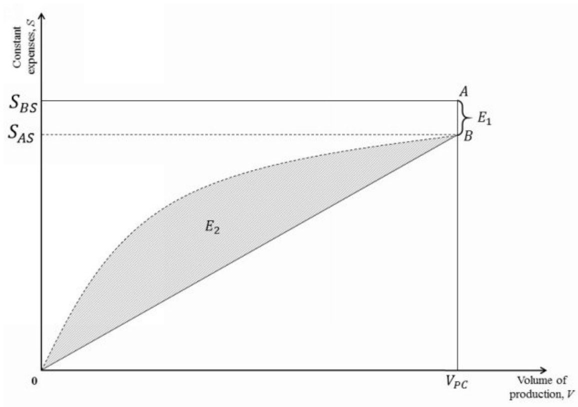

Fig. 2. Change in the behavior of conditional-constant expenses when applying the first sourcing combination

Note: S_{AS} - constant expenses of an enterprise after application of sourcing; E_1 and E_2 and - economic effects from the use of sourcing.

3.2 Production outsourcing and co-sourcing, and sourcing model

The difference of this sourcing combination from the previous one is that when using production outsourcing the achievement of 100% share [5] of useful expenses in constant expenses in the production of core products in the volume equal to production capacity is not possible, then the use of production co-sourcing makes it possible to remove bottlenecks in production and, therefore, increase the production capacities of an enterprise and achieve 100% share [6] of useful expenses in constant expenses (see Figure 3).

[4] Machines, equipment, ships, aircraft and space vehicles and other vehicles.

[5] ≈ 100%.
[6] ≈ 100%.

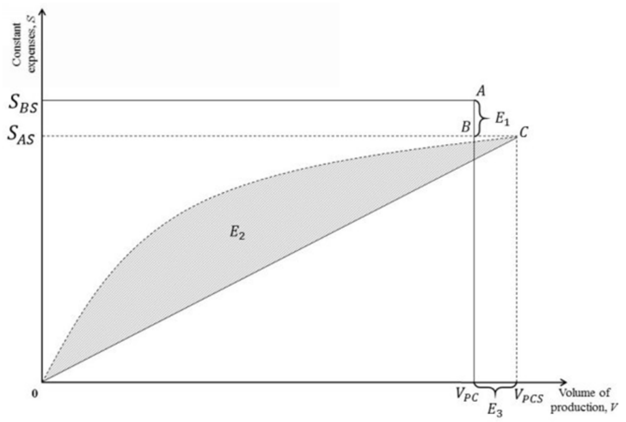

Fig. 3. Change in the behavior of conditional-constant expenses when applying second sourcing combination

Note: V_{PCS} - production capacity of an enterprise after application of sourcing; E_1 , E_2 and E_3 - economic effects from the use of sourcing.

3.3 Production insourcing and co-sourcing, and sourcing model

The difference of this sourcing combination from the previous ones is that an enterprise does not dispose of production capacities, but rather expands its own production and resorts to the services of the cosorceurs (see Figure 4).

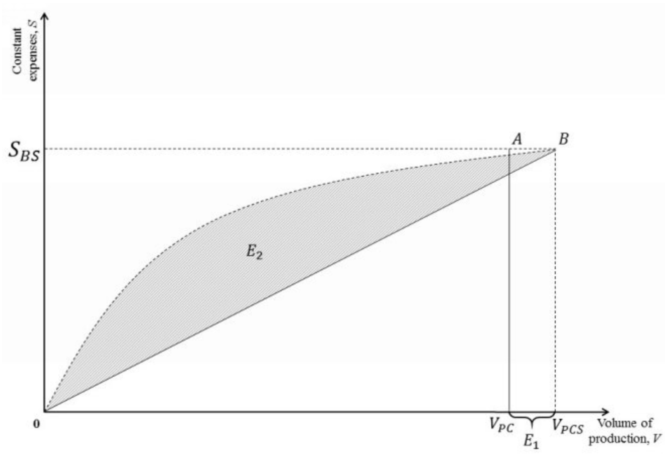

Fig. 4. Change in the behavior of conditional-constant expenses when applying the third sourcing combination

The sourcing models considered were widely used and applied by enterprises of the Russian manufacturing industry. In particular, the sourcing maneuver model "higher utilization of production spaces through the provision of outsourcing services" is an integral part of the diversification program of PJSC "KAMAZ", within the framework of which the production of crankshafts for deliveries to PJSC "Avtodizel" [7] was mastered at the forging plant of the enterprise without the purchase of additional equipment. If to talk about production outsourcing aimed at restructuring production spaces, then this sourcing model is especially relevant and in demand in Russia. In particular, it is actively used by such companies as GAZ Group, PJSC OMZ, United Company RUSAL, Severstal Group, Irbit Motorcycle Plant LLC and other enterprises of Russian industry (Rybina ,2012).

4 Conclusion

The direction "economy of sourcing" is quite new in economic sciences and promising from the point of view of developing reliable tools for company management. Therefore, the possible ways of optimizing the company's constant expenses through the use of production models of sourcing, in particular, production outsourcing, insourcing and co-sourcing, as well as the sourcing maneuver model proposed in the present paper, may be of interest for both academician economists and economists-practitioners, and for managers of economic, financial and strategic divisions of large industrial enterprises.

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[7] Source: "KAMAZ" forging plant has mastered crankshafts for YaMZ, URL: https://www.kamaz.ru/press/releases/na_kuznechnom_zavode_kamaza_osvoeny_kolenvaly_dlya_yamz/

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PENSION REFORM IN THE RUSSIAN FEDERATION IN THE MODERN PERIOD

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Abstract: The purpose of this paper is to form a comprehensive understanding of the problems concerning implementation of the pension reform at the present stage in Russia. This paper discusses the specifics of the Russian pension system, and the problems of pension provision. The main changes in Russia's pension legislation, and prospects for its development are analyzed. The conditions for obtaining two pensions are revealed. The state regulation of the parameters of the mixed pension system is presented. The general-methodological basis was formed by the general scientific (dialectical) method of obtaining knowledge, comparative legal and logical methods that allowed us to consider the problems of developing pension legislation within the framework of the ongoing pension reform in the Russian Federation. A system is substantiated that should stimulate the payment of contributions to the Pension Fund of the Russian Federation, as well as the improvement of financial institutions involved in the development of and investment in pension savings. The ways of solving the key and acute issues in the sphere of pension provision are proposed: implementation of the "active longevity" strategy, creation of a special pension subsystem with financial defined contribution principles for the self-employed population. The two-level pension system in Russia, which includes two subsystems, is defined. Practical recommendations and theoretical provisions presented in this paper can be useful for lawmaking and law enforcement activities, as well as in the educational process.

Keywords: pension system, pension reform, financial defined contribution component, Pension Fund of the Russian Federation, pension legislation.

1 Introduction

The implementation of pension reform is a necessary component for creation of a modern social security system. The pension system in Russia must meet all standards of life and the established world practice of pension provision.

It should be noted that 2015 was the starting point for the next stage of the pension reform aimed at improving the Russian pension system. At the same time, certain problems are becoming obvious, with which citizens will be inevitably faced in the near future in the exercise of their constitutional right to pension provision.

In particular, on January 1, 2015, the federal law on insurance pensions No. 400-FZ dated December 28, 2013 came into force; the law has introduced a new procedure for creation of the pension rights of citizens and the appointment of an insurance pension.

Upon that, the retirement age (60 years for men and 55 years for women) has remained at the same level so far. At the same time, the new Law is aimed at encouraging a later retirement: the coefficients that increase the fixed payment and the size of the insurance pension are introduced.

The requirements for minimum length of service to obtain the right to an old-age pension have significantly changed: from the period of 5 years which were required earlier, it will grow to 15 years. At the same time, the length of pensionable service necessary for the appointment of an insurance old-age pension will increase gradually: eight years in 2017; nine years and so on in 2018, until reaching 15 years in 2024.

A new condition for awarding of pension is the existence of an individual pension coefficient of no less than 30 (from 2025), taking into account the transitional provisions of Art. 35 of the Law on Insurance Pensions.

The pension reform, which has stretched in our country well into the third decade, enters its final stage. However, despite repeated experiments aimed at institutional and parametric changes in the pension system, no problem of its sustainable long-term development has been solved so far.

The reason for this is the lack of theoretical foundations for the formation of a new pension system that is adequate to the market mechanisms of social and labor relations. The generally accepted guidelines for the creation of an insurance pension system in Russia are not provided with either legal or economic instruments for consistent implementation.

2 Methods

The disintegration of the USSR, and the formation of a market economy put the Russian Federation in charge of creating an effective pension system in new economical conditions. Russian authorities take up the problems of pension provision for the third decade. However, the problematic issues remain the same: insufficient level of pensions, unchanged state system of pension insurance, ineffective use of the resources of the Pension Fund of the Russian Federation.

The pension reform that is being implemented now includes the idea that a pension consists of two components. First, it is a social pension, which is guaranteed by the state to all citizens in the same size. Gradually, the level of pensions to be paid must reach the subsistence level. Secondly, it is the resources of the Pension Fund, which citizens receive depending on the amount of money transferred there earlier by them.

The idea of pension reform was borrowed from the practice of most countries and supposed the so-called funded principle (Whiteside, 2006). The more personal savings of citizens will be accumulated in the Pension Fund of the Russian Federation, the higher would be the amount of the funded pension. Payments to the Pension Fund of the Russian Federation are held in two stages. Firstly, they are accumulated, and then are invested for the provision of pensions to citizens who, in the course of their work, deducted funds to the Pension Fund of the Russian Federation.

Turning to the international practice of pension reform, it can be noted that states ground their reforms on the support of international financial organizations (Shestakova, 2015). Undoubtedly, such financial organizations consider pension reform projects as a part of large-scale projects to modernize the country's socio-economic and political spheres. In such situations, pension reform can become not only a means of achieving material welfare, but also an instrument that improves the financial system of the state. Moreover, it can be noted that most international financial institutions form their own pension scheme, and then promote it based on experience and results achieved in other countries. The main international institutions providing intellectual and financial support for pension reforms are the World Bank and the US Agency for International Development (USAID), the statutory task of which is to defend US interests in a recipient country.

It is impossible to carry out reforms without creating favorable grounds for them. An example is the reform of the pension system in Latin American countries which have not been able to change the mentality of their population and withdraw workers from the shadow economy (Claramunt ,2004).

In the federal law "On Compulsory Pension Insurance in the Russian Federation" dated December 15, 2001 N 167-FZ, one can find the basic principles of creating a combined pension system. Modern pension reform is based not so much on updating existing pension regulations and changing the formula for calculating pensions, but on how to create an effective legal framework that would be able to regulate pension payments and deduction rates.

3 Results

The current legislation provides the following grounds for the appointment of pension funds: achievement of retirement age; disability or loss of a breadwinner (retained in the new legislation); required length of service within the old-age retirement pension for all categories of pensioners, except for former federal civil servants.

It should be noted that the Russian legislation provides for two categories of pensions: labor pensions and State-provided pensions. The right to receive the pension of the first category is determined on the basis of the past working life. The right to receive the second category pension is associated with certain events in the life of a person (for example, working as a federal employee, disability from childhood, military trauma, disability due to a radiation disaster, etc.). From now on, it is not possible to receive two labor pensions at the same time, but it is possible to receive two pensions for certain categories of pensioners, if one of them is a state-provided pension (table 1) (Suggestions for the improvement of the pension system in Russia, 2015).

Table 1. The grounds for obtaining two pensions in the current legislation

Group of pensioners	First pension	Second pension
Persons with disabilities due to military trauma	State-provided pension for Disability	Old-age retirement pension
Participants of WWII	State-provided pension for Disability	Old-age retirement pension
Parents of servicemen	State-provided social survivor pension	Old-age retirement pension
Widows of servicemen killed in the Second World War / Finnish War and not remarried	State-provided social survivor pension	Social pension
Non-able-bodied family members of citizens affected by the Chernobyl and other man-made disasters	State-provided social survivor pension	Old-age retirement pension (disability pension)

Under such conditions, the problem of a lack of money to pay pensions arises; it can be solved by increasing the revenue side of the pension system. In this connection, a system was created that stimulates the payment of contributions to the Pension Fund of the Russian Federation. First of all, the implementation of reform faces the complexity of the pension system. It is expedient to simplify the formulas of pension payments and create transparent conditions for obtaining the right to a pension. The second component is the creation of conditions that encourage individuals to pay contributions and to a longer period of work. This, in turn, will improve the level of solvency of the whole pension system. The new pension model provides for a direct proportional relationship between the size of the salary and the size of the future pension. The higher the salary and the payments from it, the greater the amount of pension capital, and the pension calculated on its basis (Yakushev ,2012).

The reduction in the replacement rate (the ratio of the average pension to the average salary) can serve as the overall financial stability of the pension system. Effective implementation of the funded element in the pension system depends on the following points:

1. the ability of the financial sector to implement successfully the means of the funded element;
2. the ability of individuals to have an appropriate level of income from the funded element;
3. availability of guarantees in relation to pension assets.

The funded component must be developed, being translated into a corporate or voluntary format, or the size of the insurance rate for the funded part must be optimized. There is another suggestion: to make the funded component mandatory for citizens after they reach a certain, rather high level of income.

Investment of pension savings and transfer of these funds to non-state funds on the basis of applications of insured persons are regulated by federal laws "On investing funds to finance the funded part of the labor pension in the Russian Federation" No. 111-FZ dated July 24, 2002 and "On non-state pension funds" dated 07. 05. 1998 No. 75-FZ. The first law provides for the procedure for formation and investment of pension savings, determines the specifics of the legal status, rights and obligations of participants in legal relations for investing pension savings. In addition, this draft law establishes the procedure for state regulation of control and supervision in the sphere of investing pension savings.

In accordance with this law, new rights and obligations as a subject of relations for the formation and investment of pension savings are assigned to the Pension Fund of the Russian Federation.

The powers and competence of non-state pension funds as subjects of legal relations in the field of compulsory pension insurance are enshrined in the Federal Law on non-state pension funds.

Attention should be paid to the dynamics of the budget indicators of the Pension Fund in recent years. The indicator of its expenditure side implementation since 2006 to 2011 shows its increase in 3.1 times, from 1537 to 4249 billion rubles (Indicators of the Pension Fund budget, 2016). During the same period, GDP grew in 1.6 times, from 33,248 to 54,586 billion rubles (Dynamics of GDP, 2012). The ratio of the Pension Fund expenditure indicator to GDP for those six years has increased from 4.6 to 7.8%.

The dynamics of federal budget spending on pension payments does not leave any hopes for spontaneous improvement of the situation. The problems of the Pension Fund's income are exacerbated by attempts to reduce the burden on payments to extra-budgetary insurance funds for enterprises, including the burden on small and medium-sized enterprises. To remedy the situation since 2013, some privileges on deductions to this fund for individual entrepreneurs were abolished, which increases the size of these payments by about two times (Golodets, 2013).

4 Summary

Subject to the aforesaid, it is required to improve financial institutions that participate in the development and investment of pension savings. This can be achieved by increasing the effectiveness of the funded component of the pension system. Undoubtedly, the low level of the old-age labor pension is still an actual problem. In this context, it is important to bring the level of the minimum pension closer to the level of the subsistence minimum. Pension reform implies simultaneously the development of stable market institutions, since the instability of the economy leads to greater risks of long-term financial investments. This can lead to a limited functioning of the funded pension system (Kudrin,2012). In part, this issue can be resolved through the development of domestic manufacturing enterprises and import substitution policies.

In particular, it is necessary to implement the "active longevity" strategy, the essence of which is to reduce the indexation of pensions in case of timely retirement and their increase in the case of late retirement. Emphasis should be placed on increasing the effectiveness of the funded element of pensions for middle and younger ages (Barba, 2007). It will not be superfluous to create a special pension subsystem with funded principles for the self-employed population. Such a multi-level pension scheme should be supported by the social policy of the Russian Federation, affecting the internal and external elements of the pension (Aksenov et al, 2016).

State regulation of the mixed pension system parameters should be presented as follows.

State regulation of external factors that determine the parameters of the pension system in the Russian Federation should be realized through, firstly, the regulation of the dynamics, volume and structure of public production; secondly, the development of social policies and the social services market.

Regulation of the dynamics, volume and structure of public production is aimed at ensuring employment growth and reducing the level of unemployment through industrial policy, minimizing the shadow turnover; increasing the share of knowledge-intensive industries and modern technological structures; reduction of the share of trade and intermediary services, and priority development of business services (information, project investment, logistics) (Shestakova, 2015).

The development of public policy and the social services market are focused on improving the quality of health care in order to reduce the high death rate of people of working age; gradual decrease in migration growth, increase in highly skilled jobs, revival of vocational training; development of programs for a healthy lifestyle (including economic disincentives for alcohol consumption and smoking) (Sokhey, 2015).

Two-tier pension system in Russia includes two subsystems. The first is the distribution system that includes: state compulsory pension insurance; social protection mechanism (basic (social) pension); payments of non-insurance nature at the expense of the federal budget; mandatory professional pension insurance.

The funded subsystem covers: corporate voluntary pension insurance and individual voluntary pension savings insurance.

At present, "retail resources are largely formed at the expense of imports, and not due domestic production, what negatively affects the level of employment, income of the population, real domestic investment and economic development of our country" (Podkopaev ,2012). Today, pensions are characterized by a significant number of problems requiring urgent solutions.

5 Conclusion

Thus, current domestic pension system is not productive for the economy and does not provide the necessary needs of the population. In these conditions, it is necessary to introduce pension savings and actively involve non-state structures, while simultaneously applying strict control over the processes within the pension system.

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REFLECTION OF FAMILY VALUES IN THE TATAR PARAMIAS: EAST AND WESTERN TRADITIONS

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Abstract: Folklore texts of different peoples of the world have repeatedly been the subject of study of scientists in different branches of science. Along with bylinas, fairy tales, and parables, which show the main mental qualities of the people, the aphoristic genres have been studied. After all, proverbs, sayings, rhymes from ancient times played an important role in the spiritual life of the people, now have their cognitive, aesthetic influence in the upbringing of the new generation. Therefore, their scientific potential is not exhausted for further research, since they show the traditional culture of the people, their mentality. Despite the fact that the paramias of different peoples have much in common, there are still differences, coming from different cultures and showing the national orientation of a representative of a given culture. It is believed that the culture of the Tatar people reflects Western and Eastern cultures. Due to historical and geographical factors of the place of residence, the Tatars are on the junction of these two major civilizations. Therefore, their culture has both Western and Eastern traits of knowledge of the world, which was reissued through life experiences, and is reflected in different aspects of life. The aim of this work was to study the reflections of Western and Eastern cultures in determining the values of the Tatars. The object of the study are paramias of the Tatar language. Family values of the Tatar people are the subject of the study. The author uses descriptive, comparative-descriptive, integrated-contrastive, statistical and linguistic and cultural research methods. We believe that the results of the study will be useful to ethnolinguists, culturologists, historians, and also for a wide range of readers interested in linguostylistics and Ethnology. It should be said that the obtained results of paremiological material showed that the Tatars have their own vision and understanding of the tenets of loyalty, love, duty and purpose of life.

Key words: family values, the Tatar language, paramia, ethnolinguistics, language.

1 Introduction

Paramias, despite the fact that they are only one of the genre of aphoristic heritage of the people, contain a huge information. One can find historical, ethno-linguistic, cultural, and also extra-linguistic materials in them. Their essence is in a syncretic character, which reflects the people's culture. In paramias of the Tatar people, and of other ones, you can find information about the spiritual and material values of the people, agricultural, astronomical, meteorological, medical and other knowledge of the Tatars. Because paramias express philosophical, pedagogical knowledge of the people, transfer life experience from generation to generation, preserve cultural traditions and share their experience in overcoming individual and social problems. All this forms the mental values of the people which are honored and preserved through the generations. When one has lost them, he can be lost in a global world, cease to be one of the parts of his people. Because these values are essential components of human existence in the civilized world, that were left to him from his ancestors.

The two main value systems are defined in the world - Western and Eastern, which are the foundation of their cultures. If Western culture is understood mainly as American and European culture, the representatives of Eastern cultures are Asian countries, countries of North Africa, the Middle East, Japan, China, Iran and the Arab countries. The culture of the Tatar people is a fusion of these two systems, where Western and Eastern values were reincarnated into one. The main cultural values, including family, are reflected in the language of the people, in his actions and way of being.

History and present time of the Tatar people, its spiritual and material values, development of language and methods of language teaching, intercultural and interlingual features of the Tatars are the subject of numerous scientific studies. Scientists-linguists and methodologists pay great attention to familiarize the world community with the peculiarities of the Tatar language and culture, have an active publication activity. In their studies on different sources, the specificity of the culture of the Tatar people and language features, methods of training and education (Yuisufuva et al, 2016 ; Rakhimova) et al, 2016 , national mentality (Yusupova et al, 2014 ; Gilazetdinova et al, 2015; Sibgaeva,2015; Gulimila et al, 2016; Galimova et al, 2016; Denmukhametov et al, 2015), the historical background of language and linguistic phenomena (Gabdrakhmanova et al, 2016; Dina et al, 2016) are reflected. Through these writings the world knows Tatar people, can lead a discussion about common and specific ways of thinking, understand the nature and actions of the representative of the nation in a particular situation. However, the reflection of Western and Eastern cultural values in folklore the tests is still not given proper attention to, and this is the relevance of our work.

The aim of the work was to study the reflections of Western and Eastern cultures in paramias of the Tatar language.

The object of research is the Tatar paramias – proverbs, sayings. The subject of the study is vocabulary, reflecting family values of the Tatars.

2 Materials and methods

Such methods as descriptive, comparative, linguistic and cultural, the integrated contrastive, statistical analysis, and techniques such as synthesis, interpretation, classification, monitoring and etc. were used in the work towards a comprehensive analysis of the vocabulary of the Tatar language.

3 Results and discussion

Tatar culture and its values were formulated at the intersection of cultures of East and West, due to the geographical location of the place of residence of the people and the centuries-old spiritual, economic relations between peoples and states of both cultures. Despite the fact that in the international community the West and the East are opposed to each other and are like two opposite poles of the public mind, in the culture of the people they are united and transformed into the spiritual values of the Tatar people. This is reflected in the family values of the people.

Analysis of the collected factual material has showed that the most important thing in the Tatar family is a calm, comfortable atmosphere, which is built on respectful relationships between its members and is considered a great happiness. For example, Gayle – zur bexet/ Family is a great happiness, Gaylele bul, bul tinich/ Start a family, acquire a peace of mind, Gaylede tavish chikmiy tormiy: barin da kur de echke yot/ There are family quarrels: look and take.

For the Tatars, as for the representatives of the Western and Eastern world, raising a family is due both religious and life canons. The family is seen as procreation, leaving after themselves their piece, and therefore childbirth, leaving descendants, is valued in all cultures. In Eastern culture the child is the heir, the successor of the family and the soldier defending their country, people, race. Therefore, the birth of boys is particularly valued. For the Tatars, the child is the support for parents, and therefore the hope is assigned that he will care of aged parents, care of his relatives. It is considered to be his duty.

Therefore, parents should give proper attention to the upbringing of the child, to show by their example respect and care of the senior generation. All this is reflected in the Tatar paramias, which are passed through the lexics: tuganliq/ relationship, qader-xormet/ respect, caring, burich/debt. Ata-ana berdem bulsa, balalari kurkem yse/ If the parents think the same way, children grow a rough, Achtan ylsen de ata-ananni tashlama/ Even if starving, don't leave parents Ata urnege balaga/ Actions of a parent are role model for the child.

In the Tatar family all the relatives have to be honored, one must know his roots. The Tatars believe that Ata-babali keshe –keshe tamirli/ A person, who knows his ancestors – is a person with the roots.

A family is considered to be a matter of response. If the celibacy is strictly condemned, the marriage is particularly encouraged. In Tatar proverbs a single man is compared with a lonely tree, a bath without steam, a rotten fruit, but a person, having a family is a rich man with bags of gold, a caravan with many camels, the army of the horsemen, that has entered into the national culture through the Eastern tradition.

Particularly valuable in the Tatar life is respect to each other. Already when you create the family, the bride and groom should not only love each other but respect. It is believed that love passes away, but a strong family is based on respect. Therefore, in the family the wife and the husband are on the same position from the point of view of respect: Ir suze ber bulir, xatin ani quatler/ Man’s word is strict, and his wife always supports him, Xatin - oy fereshtese/ Wife is the angel of the home, Irenen kemlegen belesen kilse, xatinina baq/ If you want to know about the husband, look at his wife.

Good behaviour, hard work, mercy are worth respect, these qualities are also valuable for the Tatars. They strongly condemn, do not like lazy people, encourage that and set an example the merciful, generous people and their actions. Choosing a wife, the guy is recommended to get acquainted with mother of the bride. If she is a hardworking, neat and tidy, this means that the daughter will be like this. Choosing a husband, a girl needs to know about the success of father of the groom. If he knows the best in the business, so and her husband will be accustomed to labor, to maintain a family in prosperity and to help relatives. The generosity and compassion, sympathy for the sorrow of others are also valuable qualities for the Tatars.

In Western culture the preference is given to the initiative, the man regarded as a person. However, for the Tartars, the unity of ideas and affairs in the family as in society is above all. This is reflected in the definition of family values. Man is understood as a representative of a single family, reflects the ideas and acts of all family and relatives. In paramias the values "one" and "all", "lonely man" and "society", "you" and "we, "you and relatives", "your family" and "country", etc. are contrasted. Therefore, the fault of one member of the genus is the spot for the whole family. And accomplishments of one are the pride of the whole family, the whole big family.

As you know, according to the Eastern traditions, the creation of the new must not destroy the old, established for centuries. Unlike Western vigorously seeking new ideas, in the East, everything new is introduced gradually. The family traditions of the Tatars innovations are perceived strictly according to certain criteria. They are introduced only gradually, being sure of their usefulness and that it will not hurt the old traditions.

In both cultures mutual love, family relationships and a strong, loving family are highly valued. And in the West for marriage it is not required that people who love each other were members of a single faith, and people of the same class. In Asian culture the family is still conceived as the foundation of society and the guarantee of happiness and peace of mind to its members. Thus, the unified faith of the family members is regarded as a guarantor of happiness. These motifs are found in the Tatar paramias. They are transmitted by the lexems "worthy", "of the same faith", "condition", "friend", "mutual understanding" . For example, Bajligina bagip chikma, kilechegene bagip chik/ When you get married do not look at wealth but look at the future; Tinne tabu jinel tugel / Not easy to find decent (the right for oneself); We bulmasa da dindesh bulsin / Let it be not rich, but will be a supporter of your faith.

The material obtained, showed that the family relationship of the Tatars are based on mutual respect, respect for the orders of the house of the groom, adherence to a single faith, in a single order and views on parenting. In 1/4 of the Tatar paramias humility, patience, reverent attitude to each other, typical of Eastern culture are praised, also expressing their opinions, dealing with lies and laziness, similar to rebelious character of the representatives of Western culture.

In 25% of paramias reflecting family values, the labour is regarded as a living benefit, through which you can obtain food, shelter, achieve wealth and allow yourself to be pampered. This is the Western attitude to labour. However, it should be noted that Eastern opinion for labor privales for Tatars (75% paramias). Labor is one of the main values of life. It is valuable in itself, as the benefit, as the contribution to the overall development of the country and it means great achievements, and only then it is regarded as a mean of achieving personal benefits. Tatar paramias teach the younger generation that they have to do and a lot of qualified work and not necessarily for high reward.

4 Insights

Western and Eastern cultural values, reflecting family values are reflected in paramias of the Tatar language, but not in the original options, but as a synthesis of these traditions. Through them, the Tartars teach their children the Tatar mentality, morals and ethics. Twisted Eastern and Western cultures find a new look in the embodiment of the Tatar culture. It is not as "free" as the Western one, but also not so “strong” as the Western one.

The empirical analysis showed that in the Tatar paramias the rules of a strong Tatar family are clearly expressed, which are based on respect for each other, a common faith, the proper upbringing of children and the abandonment of the offspring, in the acquisition of knowledge and transfer of experience of the ancestors, tolerance, diligence, the ability to express their opinion correctly, the ability to support families.

Tatars as the nations of the West, strive to innovation, contrary to the teachings of ancestors, create mixed families that are strictly criticized in proverbs and sayings.

5 Conclusion

Thus, our ongoing study shows that in the definition of family values of Tatars both Eastern and Western cultural traditions take place. Despite of their contrast in different positions, in Tatar culture they are embodied in a single unit that is filled with the experiences of the Tatars.

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SEMANTIC DEVELOPMENT OF TASTE ADJECTIVES IN THE RUSSIAN LANGUAGE: EXTRA-LINGUISTIC FACTORS

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Abstract: The article examines the semantic development of adjectives in the Russian language. In the theoretical sense, the investigation relies on studies of culture and semasiology in its historical aspect, which look at language in close connection with culture and mentality of its users. The linguistic database for the current research is presented by taste adjectives from the Russian literary texts, as well as historical and contemporary explanatory dictionaries of the Russian language. The results of the research showed that the semantic development of taste adjectives is determined by social and cultural factors, which may vary in each historical period of social development (sociocultural traditions of native speakers; the system of their religious, aesthetic, or philosophical values; changes in human thought and cognitive processes). The semantic of taste adjectives shifted away from the old syncretism of names (the initial stage of semantic process) to polysemy (the intermediate stage in history of words) and derivation (a stage in the evolution of semantics which comes after the old syncretism disintegrated). From the theoretical point of view, the paper clarifies scientific concepts of lexical semantics as a linguistic and cultural phenomenon. The results of the research can contribute to the development of historical semasiology studies, lexical semantics, linguoculturology. They expand the understanding of the processes connected with formation and development of the adjective semantics in the Russian language. We may suppose that regularities in the semantic development of taste adjectives (regarded as an integral micro-system) form a typical case for other lexical groups – a case which reflects the features of word semantics development in the Russian language. The practical significance of the research is related to the possibility of applying the results in teaching high school courses on Russian lexicology, semasiology, linguoculturology, and also in lexicographic practice.

Keywords: Lexical semantics, semantic structure of the word, semantic syncretism, lexical compatibility, polysemy, semantic derivation, semantic models, word-formation models, national mentality, national culture.

1 Introduction

At the end of the 20th and the start of the 21st century, a number of trends in linguistics are characterized by a clear turn to the semantic aspect of language. Semantics is used as a starting point for various studies. Semantic approaches also reinvigorated the study of some "old" linguistic problems in new aspects. The activation of anthropological approach to the language semantics study became crucial for linguistics; it dates back to the works of W. von Humboldt, who was the first to call for considering human factor in linguistics, as well as the interrelation between a people and a character of its language (Humboldt 1984).

Contemporary linguistics, both foreign (Danesi 2008, Gao 2006, Jourdan 2006, Kovecses 2006), and Russian (Kolesov 2006, Maslova 2007) pays great attention to language as one of the nation-specific phenomena which accumulates and translates cultural experience, traditions, world perception of generations of native speakers, and a system of their moral and ethical values. Some scientists consider primarily such culturally marked units as phraseological units (Arsenteva & Kayumova 2014, Kovshova 2012), symbols (Medvedeva 2008, Nurullina & Yusupova 2016), stereotypes (Kiklevich 2011, Yusupova 2016), derivatives (Vendina 1998, Erofeeva & Sadrieva 2016, Matveeva & Fatkhutdinova 2016). The dependence of language semantics specifics and its development on both linguistic and extra-linguistic factors (social and cultural traditions of native speakers, the system of their religious, aesthetic, moral, philosophical values, their worldview, mindset, etc.), is just as evident when considering lexical semantics which most directly reflects the mentality of different peoples in different historical periods, succession of their mental activities related to the cognitive process.

Taste adjectives as the units from the same lexical micro-system present considerable interest in this regard, since they express vital concepts, belong to the basic vocabulary of the Russian language and are parts of its most ancient lexicon.

2 Materials and methods

The objective of this article is to identify the regularities of semantic development in taste adjectives in the Russian language from the ancient period of syncretism up to the current stage of language history. We will focus on the lexical group of adjectives expressing taste.

The linguistic database for the current research is presented by taste adjectives from the Russian literary texts, historical and contemporary explanatory dictionaries of the Russian language.

The theoretical framework for the study is found in the ideas of the Russian lingusits A.A. Potebnya (Potebnya 1958, 1968) who studied historical semasiology, and contemporary authors V.V.Kolesov (Kolesov 2006) and G.A.Nikolaev (Nikolaev 2010) who studied the ancient period of syncretism associated with a particular (mythological) stage in the human thought development, when people did not distinguish between a subject and an object, a thing and its properties, an item and its name. Historical and semasiological approaches to linguistics make it possible to study the evolution of semantics in taste adjectives from the old syncretism of the name (the initial stage of semantic process) to polysemy (the intermediate stage in history of words) and derivation (a stage in the evolution of semantics which begins after the disintegration of old syncretism), which enables to consider polysemy and derivation as results of various stages of a single semantic process.

The study is also based on the research of W. von Humboldt and his culture-centric approach, the main idea of which is the study of language in close relation to the culture of its native speaker (Humboldt 1984).

3 Results and Discussion

3.1 Semantics of taste adjectives in the Old Russian language

The old syncretism is a distinctive feature of the early period in the history of Slavic society; it corresponds to the mythological stage in the development of human mentality. Integrity and indivisibility of the image perception common to the primitive intellect, inability to decompose it into the substance and predicate or attribute (Potebnya, 1958) are directly reflected on the characteristics of the Old Russian word semantics. Such syncretism was inherent for the ancient language signs which presented different types of nomination for taste: горькыи, кыслыи, сладъкыи, соленыи (солоныи), пресьныи, терпъкыи etc.

The research showed that semantic syncretism of such words was presented by non-differentiated character of their lexical semantics (combination of two different meanings in their semantic structures – "physical", relating to taste, which was originally Slavic, and "spiritual", Greek in its origin, resulting from Christianization of Slavic society and the rise of texts belonging to new culture) and indefinite part of speech (i.e., their ability to perform the attributive or substantive functions). The degree of explication for different meanings was determined, on the one hand, by its functional necessity (general semantics); on the other hand, it was dependent on the social and cultural background of the Ancient Rus'.

Specific semantic of taste words was determined by sensitive and image-based cognition, when the quality was felt at the moment of a direct "confrontation" of a human being with an object of the physical world. For example, the "sweet taste" was construed in connection with an image of a fruit, honey, honeycombs, etc.; the bitter taste was relevant to poison, bile (золчь), wormwood (пелынь) etc.

The language situation in the Old Rus' was strongly affected by Christian Byzantine traditions through the influence of church books. Together with the texts belonging to new culture, the Old Russian language acquired formulas with key words сладъкыи, горькыи which were used to explicate of main terms determining the system of common religious, aesthetic, philosophic tendencies. As calques from Ancient Greek, they dated back to Byzantine biblical sources containing relevant formulas designating good/evil, holiness/sinfulness, etc. Syntagmatic combinations of syncretes сладъкыи, горькыи, being the integral part of the main body of the church books and updating the seme "spiritual", reflected the peculiarity of the early Christianity epoch mentality founded on the idea of the dualism of the worlds and had sacral character full of religious symbolism. Ideological opposition between positive and negative connotations ran back to a more generic opposition of "sacral" and "secular", which lay the foundation of the antithetic usage of сладъкыи, горькыи, bounded by the correlating terms heaven-earth, up-down, god-devil, good-evil, etc. The word сладъкыи was connected with everything positive, kind, righteous, holy – i.e. "pleasant". On the contrary, горькыи was associated with everything negative, devilish, faithless, vicious, wicked – "unpleasant". The abovementioned syncretes realized the sacralized semes "pleasant" (holy, heavenly, "positive") and "unpleasant" (vicious, faithless, "negative") in syntagmatic usage with words of absolutely different semantics which formed a database for the combinatorial models.

3.2 Semantics of taste adjectives in the Russian language of the Middle Ages

In the Middle ages, there occurred a certain specialization of word semantics, polysemy development and formation of abstractive generalized feature forming the basis of taste meaning in adjectives: сладъкыи – "sweet, pleasant taste" (сладъкыи: овощь, вишня, груша etc.), кыслыи – "unpleasant, sour taste" (кыслыи: ягоды, виноградъ, плоды, etc.); горькыи – "unpleasant, bitter taste" (горькыи: ядрышки) etc. This specialization was based on the following linguistic factors: distribution of Russian business texts and, as a result, activation of "physical", "taste" aspect in the semantic structures of words; syntagma disintegration by semantic splitting of a word by including different distributors, determinates, comparisons – сладъкыи как медъ, кыслый как уксусъ; increase of syntagma combinations and specialization of seme content of a word in each syntagma use with simultaneous generalization of meaning by its extraction from the definite contextual usage etc. The second reason for this specialization were such extra-linguistic factors as destruction of syncretism in human mentality, its rationalization resulting from complication of social-economic relations, growth of production activity, liberation from theological context of the previous ages, commitment to knowledge acquisition and increase of information on the surrounding world, etc. Everything that was canonized, religious, generalized and symbolic in the ancient world, that had an imprint of old religious Christian ideas connected with the dual world of nature implemented in the opposition of sacral-secular, heavenly-earthly, objects as symbols and objects in the common not ritual meaning has materialized and started expressing other – real – features and qualities simultaneously with rationalization of human mentality and society which resulted in de-sacralization of all aspects of human life.

Further development of semantics of the words сладъкыи, горькыи was based on the opposition of the high, holy and the earthly, secular. Correlative semes "pleasant" – "unpleasant", which have occurred in ancient times on the basis of the indicated oppositions and de-sacralized in the Middle ages, served a base for establishment of semantic paradigm of antonymous words сладкий – горький. Development and distribution of Russian texts, activation of secular essence, introduction of borrowed (Greek in origin) formulas into surroundings, which were new for them, resulted in development of secondary meanings. Formally remaining the same, but getting into the other language surroundings, they received already another, real content, and expressed definite feature, not connected with the holy essence. For example, сладъкыи– "pleasant, delightful, full of or making pleasure, delight" (сладъкыи: весть, гласъ, пение, жизнь, смерть, etc.); горькыи – "unpleasant, miserable, painful, heavy, expressing sorrow or caused by it; bringing distress and suffering" (горькыи: гласъ, совет, плачь, воспоминание, etc.).

3.3 Semantics of taste adjectives in the Russian language of the 18-19th centuries

The researched revealed that this period was characterized by functioning of a unified system of words used as taste designations, including adjectives сладкий, горький, кислый, соленый, пресный, пряный, терпкий. This system was established as a result of lexical-semantic processes in the sphere of taste adjectives during 18-19th centuries (the so-called "gaining quality", words abstraction, widening the combinability spheres of taste adjectives, their further specialization and terminologization resulting from the development of different industrial and scientific branches, etc.). The meanings of these words specialized in the Middle ages experienced a certain degree of "settlement", specification and further differentiation in the period of shaping the unified system of the national Russian language.

Widening of combinability spheres of these adjectives due to a number of borrowings into a literary language from Western European languages (names of fruits, plants, dishes, different drinks) did not cause alteration of their semantics. However, a certain degree of specialization and terminologization of phrases containing taste adjectives was due to the rise of various sciences and industries – chemistry, mineralogy, medicine, biology (горькая, кислая, соленая земля; кислые, пресные, соленые воды; кислые, горькие соли, etc).

The 18th century became a crucial stage in the development of "polysemy" adjectives with taste meaning. "Transfer" of Greek formulas into the Russian texts, their total assimilation and adaptation in the Russian environment, pushing aside of Church-Slavic and strengthening of secular essence, and, as a consequence, the loss of ability by all native speakers to perceive them as non-original, borrowed – all of these tendencies resulted in formation in the 18th century of the "primary - secondary" relation between "abstract-figurative" (derivatives) and "taste" (generating) meanings on the basis of the established semantic paradigm, which became the base for the development of semantic derivation as the next stage in the progress of the word semantics. The result of this process is presented by the derivatives with high metaphoric level which function in the individual word-building processes in the sphere of occasional word as means of creating an artistic image (verboid, lexical-semantic variant – LSV).

3.4 Semantics of taste adjectives in the modern Russian language

At the current stage of its development, the Russian language features a unified group of adjectives used as taste designations represented by lexemes сладкий, горький, кислый, соленый, пресный, пряный, терпкий expressing generalized and abstract taste characteristics and possessing common typical value of "having this or that taste; being something to the taste".

In the modern Russian language the adjectives сладкий, горький (on the basis of application sphere widening, placing into a new semantic and conceptual sphere, change of denotation, transfer from individual word usage into common usage, loss of "figurativeness" in this respect, and as a consequence, lexicalization of occasional speech variants), as well as derivatives formed as a result of linking by the existing semantic models (without the stage of LSV) кислый, соленый, пресный, пряный, терпкий present independent words, new nominative units belonging to lexical system of language and being in homonymous relations with their generating units сладкий, горький, кислый, соленый, пресный, пряный, терпкий with the original meaning of taste characteristic.

4 Conclusion

The research in taste adjectives has shown that semantic development of Russian adjectives is determined by the character of each period in the history of human society (social and cultural traditions of a native speaker; their religious, aesthetic or philosophical values system; the dynamics of change in human thought and cognitive processes) and progresses in the direction from the ancient syncretism of a name (as the initial stage in words history) to polysemy (the intermediate stage in history of words) and derivation (a stage in the evolution of semantics which appears as a result of old syncretism disintegration).

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SPEECH-BEHAVIORAL TACTICS OF APOLOGY IN SECULAR AND RELIGIOUS CULTURES

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Abstract: The article concerns the problem of delict (guilt) to be the actual for Russian national culture and language and its expiation using etiquette formulas of apologies. Despite the domestic and foreign scientists' being attentive to this problem, the cultural specificity of apology needs to be adjusted. This determines the novelty and topicality of this investigation. The study was based on the concept of speech-behavioral tactics by E.M. Vereshchagin and V.G. Kostomarov and the calculus of speech-behavioral tactics of apology. According to these scholars, speech-behavioral tactics are a unit of the sapienteme, which is a priori and non-verbal innate consciousness. The article aims to define the culturological specifics of speech-behavioral tactics of apologies in Russian culture, and also in binary opposed secular and religious cultures of one national community. The conducted research allows to draw the following conclusions: 1) in the Russian language and culture, speech-behavioral tactics of confession, requests for being forgiven and tendering an apology are deeply meaningful; 2) the richness of content of tactics is proved by their impositivity; 3) speech-behavioral tactics of apologies in secular and religious cultures have distinctions in speech realizations, communicative intentions and attendant speech-behavioral tactics.

Keywords: speech-behavioral tactics, secular and religious cultures, speech realization, intention, guilt, sin.

1 Introduction

The approach to the study of language and speech, called today cultural studies, revealed the topic of delict (guilt) its atonement to be actual for the Russian mentality. The most common used etiquette formulae of apologies are the lexemes *извините (извиняюсь)/ excuse me* and *простите (прошу прощения)* / *I beg your pardon*, which in the linguistic literature are considered to be speech acts (Golovinskaya 1993), and speech genres (Vezhibitska 1997), and speech-behavior tactics (Vereshchagin, Kostomarov 2005: 535-551).

The scholars emphasize different degrees of guilt expressed by these formulas. R. Ratmayr believes that with the help of the formula *извини/те* the addressant asks to remember the exculpatory reasons, not counting him to be especially guilty; and with the help of the formula *прости/те*, he inclines the addressant not to be vexed with him. Thus, according to R. Rathmair, using the word *прости/те*, the addressant declares his guilt more responsibly; in that way abasing oneself more, which contributes to the image of the interlocutor and demonstrates a higher degree of politeness (Ratmayr 1997: 21).

The same differentiation of guilt is traced in the works of L. N. Chinova and E. V. Artamonova, who singled out independent speech genres "making an apology" and "requesting apology" (Chinova 1999; Artamonova 2008). In addition, E.V. Artamonova singles out the speech genre of confession, peculiar to the Christian culture. The religious aspect of the apologies is extremely interesting, for as the scholars call it (Vereshchagin 2013; Andramonova, Usmanova 2014), the language has the ability to accumulate the culture (including the religious one) of the people who speak it.

Linguistics regards the hybrid nature of the apology as well. Thus, I. S. Shevchenko, considering an apology to be a speech act, singles out two subtypes in the English-language discourse: correction, expressing a reaction to a previously committed malefactive action (*Простите, Извините*) / *(I'm sorry)*, and preventive, aimed at preventing sense of guilt in the future (*Извините, можно войти?)/ (Excuse me, can I come in?)* (Shevchenko 2009: 331, 334). This scholar is inclined to see the hybrid nature of apologies, based, on the one hand, on shame and guilt, and on the other - on the desire to exonerate oneself from responsibility for what was done through inducing the addressee to forgive (Shevchenko 2009: 330).

Despite the domestic and foreign scholars' being attentive to the topic of delict and making atonement for it, the cultural specificity of the apology needs to be adjusted.

It determines the novelty and topicality of this investigation.

2 Materials and Methods

We used the descriptive method, as well as such techniques as observation, generalization and classification of the material, as well as the contrastive approach based on the concept of E. M. Vereshchagin and V. G. Kostomarov.

3 Results

In the Russian language and culture, speech-behavioral tactics of apologies - *каюсь, прости/те, извини/те / (I repent, I'm sorry, Excuse me)* - are specific. They are meaningful and impositive. As distinct from the widespread English *(I'm) sorry* which is only the addressee-oriented and which is a formal marker of politeness, and therefore of a desemantized, Russian speech-behavioral tactics of apologies express the sincere regret of the addressant (although to varying degrees) at what have been done, aimed at modification of relations with the addressee. The meaningfulness of these tactics is also proved by the functioning of the speech-behavioral tactics *прости/те*, which preserves the semantic meaning in various cultures to a greater extent. As is well known, in a national cultural community there are many specific cultures, each of which is distinguished by its linguistic originality. They exist in the sphere of religious worship - in various confessions. According to the criterion of the attitude to religion in Russia (with consideration for the nationality of the majority of its population) secular (profane) and religious cultures are singularized, where, reflecting different communicative values, religious tactics of repentance, secular tactics of apologizing and the tactics in secular and religious culture of asking for being forgiven are used. The form of repentance, dictating the degree of the nature of apology, is determined by the type of culture, the system of moral values in one period or another of the development of society. One confesses to a serious misconduct (to betrayal, treason, theft, slander, lies) or asks for forgiveness. To a lesser extent, the conscience of guilt (violation of the rules of etiquette) can only be accompanied by apologizing, but in this case the speaker also expresses his regrets for his having done something wrong: *– Извините меня, что я в пылу нашего спора забыл представить себя вам* (Bulgakov, Master and Margarita). / *– I am sorry that in the heat of our dispute I forgot to introduce myself to you.*

The semantic content of the speech-behavioral tactics of apology is revealed in the context. The addressant's admitting that he is overcome with remorse is possible: *– Извини, что грубо выразился, ну, там, у нулевого километра. – Грубо выразился? Хе-хе. – Мужик кашлянул в кулак. – Скажи еще, что тебя совесть мучит?– Может быть, и мучит* (Senkin, Seven Lost Drachmas). / I'm sorry that I was rough-spoken, well, there, at the zero kilometer. - Roughly put it? Hehe. The man coughed into a fist. "Say better that you are full of remorse. – Maybe, my conscience bothers me".

The genuine repentance of the addressant is accompanied by his emotional shock: Tolstoy describes the mental state of Nekhludoff, who came to ask forgiveness from Katyusha just so: *– Прости меня, я страшно виноват перед… – прокричал он еще. <…> Он не мог дальше говорить… стараясь удержать колебавшие его грудь рыдания* (Л. Толстой. Воскресение). / *- Forgive me, I'm terribly guilty before ... he shouted again. <...> He could no longer speak ... trying to keep his breast swayed with sobbing.*

The intension of prompting the addressant to forgive, focused on the addressee, is also absent in English *(I'm) sorry*, confirming the national peculiarity of Russian apologies, indicating the impositivity of communicative behavior in Russian culture. The prompting to forgiveness is accompanied by reiterated repetition of direct promptings-apologies, indirect motives by means of using interrogative sentences (*простишь?)* / (*Will you forgive me?*), compliments to the addressee as an indicator of appropriateness of his actions, the inclusion of forms of address, the admission of being in the wrong and despair: *– Прости, прости!.. Ты дивная, ты изумительная!.. <…> Простишь ты меня, простишь ты меня, Катя?.. Катя? <…> – Катя, простишь ты меня когда-нибудь? <…> – Ничего я не была права!* (A. Tolstoy. Sisters). / *- Forgive me, forgive me! You are wonderful, you are marvelous!... .. ... Will you forgive me, forgive me, Katya? .. Katya? <...> - Katya, will you ever forgive me? <...> - Never mind, I was wrong!*

The speech-behavioral tactics have a corresponding set of speech realizations, communicative intentions and accompanying tactics.

The confessional verbal realizations of the tactics of repentance are the etiquette formulas *каюсь; раскаиваюсь; Господи, прости меня грешного; Господи, помилуй меня грешного*. / *I repent; Good Lord, forgive me a sinner that I am; Good Lord, have mercy on me a sinner.*

The speech-behavioral tactics of apologizing is characterized by speech realizations, to a lesser extent expressing the regret of the addresseeant about his having done something wrong: *– Извиняюсь, что опоздал, – раскланялся он. – Задержал прекрасный пол* (Averchenko. Lies). */ I apologize for my being late, - he made his bow. – I was detained by a fair sex.*

The speech realizations of the tactics of asking to be forgiven: *прости/те, прошу прощения / forgive me, I apologize*: *– С начала сумерек я был слишком встревожен вашим исчезновением <…> – Простите меня* (Alfeeva. The Light of the Night): *- Since the beginning of the twilight, I was too worried about your disappearance. <...> - Forgive me*.

The type of linguistic identity can exert influence on using the speech-behavioral tactics of a request for forgiveness and its realizations in a secular culture (*простите, прошу прощения*). When it is considered that there are the types of linguistic identities who are indifferent to the view point of the interlocutor, conflict and centered, as well as showing an informal interest in the mood and experience of the partner of communication, cooperative (see (Sedov 1999: 7-10)), then one can assume that the formulae *прости/те, прошу прощения*, expressing the conscience of guilt by the speaker is to a greater extent characteristic of the cooperative type: *– Простите, мадемуазель… но мы с приятелем не сможем вас проводить. Открылось небольшое, но очень важное дельце* (Ilf and Petrov. The Twelve Chairs) / *Excuse me, mademoiselle ... but my friend and me cannot accompany you. A small but very important business is about to open.*

We believe that the speech-behavioral tactics of apologies are poly-intensional, including the communicative intentions motivated by one culture or another in different proportions: admission of a guilt, conscience of a guilt as a sin or a fault, repentance, motivation of the addressee to forgive, hope for being forgiven, promise of gratitude for forgiveness, forgiveness, self-humiliation and excuse.

The general intentions of religious and secular speech-behavioral tactics of apology are: admission of a guilt, conscience of a guilt, remorse, motivation of the addressee to forgive, hope for being forgiven, promise of gratitude for forgiveness.

The invitation of the addressee to forgive is indicative of the hope for receiving the requested and the promise of gratitude for this. These intentions are comprehended not only in apologies, since they are presented in any Russian request. Speaking about its features, A. Zaliznyak notes the presence of the components in it: *1) я предполагаю* / *I suppose*, *2) ты это сделаешь* / *you will do it, 3) потому что я предполагаю* / *because I suppose, 4) что ты хочешь* / *that you want, 5) чтобы мне было хорошо* / *me to feel good and 6) я буду чувствовать* / *I will feel good, 7) что тебе обязан / that I am obliged to you*. According to the scholar, they, showing the relations between people, always contain a purely Russian inner, emotional and even spiritual aspect. To ask in Russian, - emphasizes A. Zaliznyak, - means to involve the addressee in good, personal relationships, to impose certain feelings on him (Zalizniak 2006: 294). Russian apologies are implied requests, writes T. V. Larina. She emphasizes that this is confirmed by the word *пожалуйста* / *please* often added to apology and the use of performative (*Прошу прощения*) / *(I apologize)* (Larina 2009: 353). T. V. Larina notes that the apology is close to gratitude (Larina 2009: 347).

There are also divergent communicative intentions of apologies in religious and secular cultures. A religious person is in conscience of his guilt as a sin, understanding its form, and confesses it to God. They ask forgiveness from God also in their prayer, for example, the Optina monks advise the religious people to address to God with these words: <…> *говори: Боже, милостив буди мне грешной!* (Лк.18:3) (Душеполезные поучения…, преп. Амвросий). /<...> *Say: God, be merciful to me sinner that I am!* (Luke 18: 3) (Soulful teachings ..., Rev. Ambrose).

Self-abasement of the penitent can function as a speech-behavioral tactic of aggravation of tort and its realizations: *Господи, прости меня. Я вел себя мерзко, недостойно, знал, что так не поступают, но все равно оскорбил Тебя своим поведением. / God, forgive me. I behaved abominably, unworthily, I knew that they should not do this, but still insulted You with my behavior.*

Even if a religious person asks for forgiveness from a person, at the same time he mentally asks for forgiveness from God, fulfilling His commandments of love for God and fellow man.

In secular culture, people ask for forgiveness not from God, but from man, fearing only the human judgment.

. Only in religious culture, speech-behavioral tactics of a request for forgiveness may include the intent of forgiving. It is known that the very word *прощай/те* is formed from the formula *прости/те*. When forgiving, religious people say *прости/те*, realizing that they are somehow guilty before God and a man they may never see again: *Мы посидели немного у могил в разреженной тени грецкого ореха. – Ну что же… Простите меня… – сказал игумен. – Бог простит. И меня простите… – ответила я по монашескому обычаю прощания* (Алфеева. Невечерний свет) /*We sat a little at the graves in the rarefied shadow of the walnut. - Well ... Excuse me… - said the abbot. - God will forgive. And forgive me ... - I answered according to the monastic custom of forgiveness.*

Apologies have also contextual intentions of self-abasement and excuse. R. Rathmayr writes about the presence of the meaning of humiliation irrespective of the type of culture in the formula *прости (те)*, although the explication of self-abasement is peculiar only to religious culture, where the believers always realize their sinful nature and insignificance before God, who, by apologizing, try to humiliate themselves using strong language (*грешный, окаянный, заблудший, недостойный прощения*) / *(sinful, cursed, misguided, unworthy of forgiveness): <…> клади поклоны от 3 до 9 с молитвой: Господи, якоже веси, помози рабе Твоей N., и за ее молитвами меня, окаянную, помилуй* / <…> (Soulful teachings …, Reverend Amvrosy).: <...> bow down from 3 to 9 with a prayer: God, as you are, help God's servant N., and with her prayers, miserable, have mercy upon me <...> (Soulful teachings ..., prep. mvrosy).

Excuses are forbidden during confession, for those who excuses themselves do not understand the depth of their sin, showing pride. On the contrary, in secular culture, excuses are used. I.S. Shevchenko's remark is evidence of the presence of the component of justification in the concept of *apologia*. It says that in English secular discourse in the primary sense this lexeme denoted precisely the plea, the request for the withdrawal of the accusation by explaining and defending own principles or behavior and, thus, being excused (Shevchenko 2009: 332-333).

Being implicitly in apologies, excuses are often explicated by the addressee, taking the form of speech-behavior tactics of minimizing the delict and their realizations: *Должен принести вам извинения за шипение Малечки, она нервная… артистка!* (Pikul. Evil Forces). / *I must apologize for Malechka's hissing, she is a nervous ... artist!.*

A number of excuses (a group of speech-behavior tactics for minimizing the delict) are given by E.M. Vereshchagin and V.G. Kostomarov (Vereshchagin, Kostomarov 2005: 536-539). Among them are the denial of the importance of guilt, the reference to reasonable excuse, the reference to extenuating circumstances, the appeal to the addressee to minimize the guilt, the reference to good intentions, the reference to accidental guilt, the reference to common guilt:

1) denying the importance of guilt: *Извините за позднее вторжение. Я отлично понимаю, это не совсем вежливо с моей стороны, но ведь в нашем деле это простительно* (Pikul. Evil Forces). / *Sorry for my late intrusion. I understand perfectly, it's not entirely polite of me, but in our case it's forgivable.*
2) the reference to accidental guilt: – *Извините, я случайно перерезал вам дорогу* (Pikul. Evil Forces). / - Sorry, I accidentally blocked your path.
3) the reference to objective reasons: *Но, извините меня, Михайло Михайлыч, я старше вас годами и могу вас пожурить: что вам за охота жить этаким бирюком? Или собственно мой дом вам не нравится? я вам не нравлюсь?* (Turgenev. Rudin). / *But, excuse me, Mikhailo Mihailych, I am older than you for years and I can scold you: what do you want to live the life of recluse? Or, actually, do you not like my house? Do you not like me?.*
4) the reference to subjective reasons– *Катя, простишь ты меня когда-нибудь? <…> – Ничего я не была права! Я от злости… Я от злости…* (A.Tolstoy. Sisters). / *- Katya, will you forgive me someday? <...> - I was wrong! I did it out of malice ... out of malice ... .*
5) the appeal to the addressee to minimize guilt*: – Извините, что сразу не поприветствовал старого товарища – сами понимаете, не до этого было* (Akunin. Death of Achilles). / *– I'm sorry that I did not immediately greet the old comrade - you know, I was up to my eyes in work.*
6) the reference to an unintentional delict: *Ах! Ваше сиятельство, – продолжал я, догадываясь об истине, – извините… я не узнал… уж не вы ли?* (Pushkin. The Tale of the Late Ivan Petrovich Belkin). / *Ah! Your excellency, - I continued, guessing the truth, - I'm sorry ... I hardly recognized you ... is it you?*

4 Discussion

The study was based on the concept of speech-behavioral tactics by E.M. Vereshchagin and V.G. Kostomarov and the calculus of speech-behavioral tactics of the central fragment of Russian national culture – the culture of delict and reparation for it (Vereshchagin, Kostomarov 2005: 523-824). According to E.M. Vereshchagin and V.G. Kostomarov, speech-behavioral tactics is a unit of sapientemes, which represents a priori and non-verbal innate consciousness (knowledge and ethical setting) (Vereshchagin, Kostomarov 2005: 953). At the deep level of a person's worldview speech-behavioral tactics is an integral sense-intention, and externally it functions in verbal cliché realizations. Following these scholars, the apology formulas are considered in the work as speech-behavioral tactics.

5 Conclusions

The preceding allows us to conclude the following: 1) in the Russian language and culture, speech-behavioral tactics of repentance (confession), requests for forgiveness and apologizing are deeply meaningful; 2) the content of tactics is proved by their impositivity; 3) in secular and religious cultures, speech-behavioral tactics of apology (together with common features) have distinctions in speech realizations, communicative intentions and attendant speech-behavioral tactics.

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TO THE QUESTION OF THE "COSTS" AND "EXPENSES" CONCEPTS

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Abstract. This paper considers various definitions of the concepts "expenditures", "costs", and "expenses" which are interpreted by well-known economists. Many scientists view these concepts as synonymic words, but there are also those who see their differences not only in the definition, but also in the sphere of application of these words. In order to define the notion of "expenditures", many domestic scholars refer to the Russian accounting standard (from the Accounting Policy Regulations) 10/99 "Expenditures of an Organization". This standard states that expenditures result in a reduction in economic benefits as a result of asset retirement or increased liabilities, what leads to a decrease in capital. It should be noted that in international accounting standards there is no analogous standard for describing expenditures. Expenses are characterized by the amount of resources used to produce a particular type of product. However, expenses can be directed not only to the production of the main type of products, but also to the general production needs of the enterprise. As a rule, the concept of "costs" is almost identical to the concept of "expenses". However, this concept is usually used in economic theory to elucidate the micro- or macroeconomic processes taking place in the economy. Thus, interest in these concepts is caused by the need to distinguish their interpretations based on the opinions of famous Russian scientists who have studied the nature and meaning of these words.

Keywords: expenditures, expenses, costs, expenditures for ordinary activities, prime cost

1 Introduction

The concept of "expenditures" was under the close attention of both domestic and foreign scientists for many centuries. With the advent and development of management accounting, new concepts have emerged, such as "expenses" and "costs". Over time, these concepts have become increasingly used as synonymic words, despite the fact that they have different meanings and are applied in different areas of accounting.

Interest in these concepts was due to the need for competent and appropriate use of them for describing economic processes. In addition, many scientists use one of these concepts to describe another, which may seem incorrect from the point of view of lexicology.

Few scientists wondered where and when the definitions of these words were confused. For example, K.M. Garifullin suggested that the substitution of those concepts could occur in the normative documents of the USSR on planning, accounting and calculating the production prime cost.

Thus, there has been such a substitution due to the lack of close attention to the definitions of these concepts in the last century, and we are hardly able to understand in the true reasons for that.

2 Materials and methods

Materials for writing this study were the papers and books of well-known economists who studied this topic. Based on their opinions, we made a conclusion for each term in order to characterize and determine the scope of their application.

3 Results and their discussion

K.M. Garifullin believes that the substitution of the concepts occurred in the normative documents of the USSR. These were the "Basic Provisions for the Planning, Accounting and Calculation of the Prime Cost of Industrial Production" (approved by the State Planning Committee of the USSR, the USSR Ministry of Finance, and the Central Statistical Board of the USSR on March 18, 1955) and "Basic Provisions for Planning, Accounting and Calculating the Prime Cost of Production in Industrial Enterprises" (approved by Gosplan (State Planning Committee) of the USSR, Ministry of Finance of the USSR, Goskomtsen (State Committee on Prices) of the USSR, and Central Statistical Administration of the USSR on July 20, 1970). The scientist drew attention to the fact that in these provisions, the term "expenditures" was used to describe "expenses".

In order to distinguish the lexical meanings of terms, K.M. Garifullin suggests using the morphological analysis of the words "expend", "spend" and "expenditure". For this purpose, he compared the interpretation of terms in the dictionaries of Soviet linguists, D.N. Ushakov and S.I. Ozhegov.

Table 1.The interpretation of the concepts of "expend", "spend" and "expenditure" (Garifullin, 2007, p.18)

Words-terms	D.N. Ushakov, Great Dictionary of the Modern Russian Language, Moscow: Alta-Print, 2006	S.I. Ozhegov, Dictionary of the Russian Language, Moscow: State Publishing House of Foreign and National Dictionaries, 1960
Expend	Spend (money) with a view to return for a profit. Consume, utilize (labor, efforts) with a view to some results	Consume, expend foreseeing any result
Spend	Expense, expenditure for anything, costs of production	An amount spent on something, expenditures. Costs of production. To spend, expend, use
Expenditure	Expense, cost of anything. Opposite: income, receipts	Expense, costs. Opposite: income, receipts

Therefore, the notions of "expend" and "spend" involve the use of money, labor and other resources to achieve any results. Hence, the use of the terms "costs" and "expenses" for describing operations for the production and acquisition of resources (works, services) is quite appropriate in this context.

Proceeding from the Accounting Policy Regulations "Expenditures of organizations" 10/99, K.M. Garifullin suggests using the term "expenditures" to reflect transactions in accounts 90 "Sales", 91 "Other incomes and expenditures" and 99 "Profits and losses". In addition, the author does not restrict the use of this term only as part of the preparation of the financial results report and believes that it is appropriate to use "expenditures" in a broader sense. For example, in the financial accounting system with the disposal of assets, etc..

R.M. Nureyev separates costs to constant and variable and gives them the following definitions. Fixed costs are the costs, the amount of which in the short term does not change with the increase or reduction of production volume (8, p.232). For example, the costs associated with the use of buildings and structures, machinery and production equipment, rent, administrative expenditures, etc.

Variable costs are the costs, the value of which varies with the increase in output (Nureev, 2016, p.233). For example, those are the cost of raw materials, labor, electricity, etc.

Thus, the author means costs by all services consumed and assets used necessary for the production of finished products. In this case, the separation into variable and fixed costs is only possible for a short-term period. In the long run, all costs are variable.

V.B. Ivashkevich means by expenses the living and material labor costs expressed in monetary form or in kind, for a certain period of time. (Ivashkevich, 2015, p.57-58) The expenses include marketing, logistics, reproduction of assets, expenditures arising from the use of inventories, the performance of work, the provision of services, and the sale of goods.

The author uses the terms "costs" and "expenditures" in order to characterize the notion of "expenses". Proceeding from this, it can be concluded that V.B. Ivashkevich uses the terms " costs", "expenditures" and "expenses" as synonyms.

A.I. Kasimova in her paper (Kasimova, 2011, pp.38-46) defines the terms and their belonging to the types of accounting: financial, managerial, tax and production. The following is a comparative table of accounting systems for financial information (Table 2).

Table 2.Comparative analysis of financial information accounting systems (6, p.40)

Types of accounting	Objectives of accounting	Accounting user group	The concepts used in accounting
Accounting (financial)	Formation of accounting (financial) statements	External	Expenditures, expenses
Managerial	Formation of information for managers to make management decisions	Internal	Expenditures, costs, expenses
Tax	The correct calculation of the amount of taxes to the state budget	External	Expenditures (that is, expenses)
Production	Collecting data on expenses of production for estimating the value of stocks of products	Internal	Expenses

The author means the term "expenses" by the reduction of one type of asset with the condition of increasing another type of asset or an increase in assets and liabilities for the same amount. That is, they are various types of resources (material, labor, etc.) expressed in the valuation base and taken into account.

The author considers the principal difference between expenditures and expenses that expenditures affect profit, and expenses do not. In addition, expenses are recognized in the accounting period where they were incurred and these expenses can be reliably estimated (document supported). Expenditures are recognized in the period when the object of current or non-current assets has been written off, or when the period of performance of work or provision of asset-creation services was completed and the expert group has recognized that those expenses will not lead to the creation of an asset.

In order to define the notion of "expenditures", we refer to the Accounting Policy Regulations 10/99 "Expenditures of an organization". It states that the expenditures of an organization should be recognized as a reduction in economic benefits as a result of the disposal of assets (cash and other assets) and (or) creation of obligations resulting in a reduction in capital.

The same Regulations state that, depending on their nature, the conditions of implementation and the direction of the organization's activities, the expenditures are divided into general expenditures and other expenditures.

General expenditures are related to the main activities of an organization. They can be manufacturing and selling products, performing works, providing services and reselling goods. Other expenditures are not included in the accounts of production expenses.

There is no standard for expenditures in International Financial Reporting Standards. However, IFRS 1 (IAS 1) "Presentation of Financial Statements" provides a definition for expenditures which is similar to the definition given in the Accounting Policy Regulations 10/99 "Expenditures of an organization".

D.A. Blinov is of the opinion that the use of any of these terms should be grounded on a sound theoretical basis and should take into account the application field of the concepts. For example, the term "costs" is applicable only in economic theory to describe micro- and macroeconomic processes. "Costs" mean the use of various resources in terms of value.

Only two concepts are applicable in budgeting: expenditures and expenses. Expenses are the valuation of consumed resources that are used to fulfill orders (Garifullin,2007, p.100). Expenses create the production or service primary cost. The author shares opinions of A.A. Evremova and V.V. Kovalev that expenses are capitalized expenditures assigned to the balance sheet; and expenditures are de-capitalized expenses that have been transferred to the Profit and Loss Account.

M.Ya. Pogorelov (2015) gives the following definitions to the concepts of "expenditures", "expenses" and "costs".

Expenses are the valuation of resources used for specific purposes (Blinov,2010, p.166). In order to recognize these expenses in accounting, it is necessary to fulfill at least three of the following conditions (Blinov,2010, p.166):

1) Expenses should be used to achieve a specific goal (production of finished products, performance of work, and provision of services);
2) The monetary estimates of expenses s can be reliably determined and reflected in the primary accounting documents;
3) Expenses can be determined only by the amount of resources used (material, financial, labor and others) that must be expressed using a monetary unit to determine the cost of production.

The principal difference between expenditures and expenses is that expenditures are determined at a specific point in time when the consumption of resources is made. That is, the concept of "expenses" is considered by the author as a broader in comparison with the concept of "expenditures".

M. Ya. Pogorelov treats "costs" and "expenses" as synonymic words, that is, they are amount or expenses spent for something.

In D. Lysenko's opinion, expenditures can be expenses that directly participate in the formation of profits of a certain period, and the remaining part of the expenses is capitalized in the assets of the organization. This conclusion was made by the author who has been guided by the International Accounting Standards. A simplified scheme based on IFRS standards is shown in Fig. 1. The author compares the concept of "costs" with the concept of "expenses" as having the same meaning. For example, he recognizes "production costs" and "production expenses" as identical concepts.

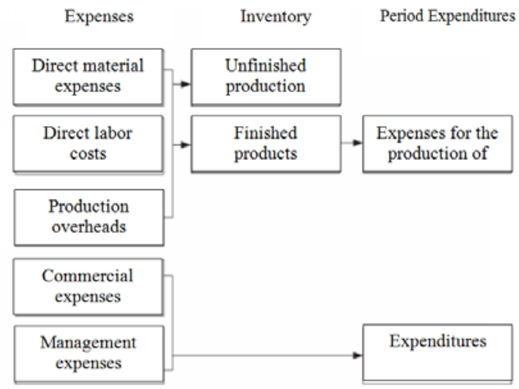

Fig.1. The structure of expenditures and expenses of a company (Lysenko,2016, p. 78)

4 Conclusions

Analyzing the interpretations of the terms by various authors, we will refine their definitions and denote the identification criteria. Summarizing this study, we give the following definitions to concepts.

1. The term "expenditures" is used to determine the accounting expenditure of the organization's resources. For an accurate definition, it is advisable to follow the Accounting Policy Regulations 10/99 "Expenditures of an organization".
2. The concept of "expenses" is not enshrined in the normative documents. They mean a monetary estimate of the resources expended by an organization. The expenses can be directed not only to the main, but also to any activity of the organization.
3. "Costs" are considered as an analogue of the word "expenses". Basically, this term is used in economic theory to describe the micro- and macroprocesses occurring in the economy.

5 Summary

According to the results of the study, based on the opinion of well-known economists, we have considered the definitions of the concepts "expenditures", "costs" and "expenses" and derived definitions and spheres of application for these concepts. The opinions of many authors for the definition of the words converged. For example, many authors unanimously refer to the Accounting Policy Regulations 10/99 "Expenditures of an organization" to describe the term "expenditures". However, when describing the concepts of "expenses" and "costs", each scientist gives his/her own definition of these words.

Acknowledgement

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STRUCTURAL-SEMANTIC CHARACTERISTICS OF EUGENE POPOV'S NEW COINED WORDS

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Abstract: This article deals with the consideration of the author's individual word formation of the modern Russian language on the basis of examples elicited from Yevgeny Popov's works. The prevalence of these methods in the author's word creation and their multiformity indicate that the writer's language corresponds primarily to the laws of usual speech production. On the other hand, the most typical non-usual methods used by Ye. Popov, namely gendiadis, contamination and virtual derivation, are distinguished in the work. In general, the work concludes that the functioning of occasional words in E. Popov's fictional texts is determined by the art tasks that the writer sets himself.

Keywords: occasional word formation, derivation, semantics, typology, V. Aksenov.

1 Introduction

The study of the language of fiction in different aspects, including the possibility of their use in the practice of teaching the variety of disciplines, has always been interesting to linguists (Salakhova,2016), (Galeev,2016), (Galiulina,2016). The analysis of the author's individual word creation plays an important role in this process. At the moment there is a fairly large number of works that analyze occasionalisms in fiction in terms of word formation, semantics, functioning, etc. (Babenko,1997), (Zemskaya,2009), (Nikolina,2009), (Popova,2005). However, some points need to be further clarified.

One of the most extraordinary contemporary novelists, a man who sometimes is called the "most cheerful anarchist of contemporary Russian literature" - Yevgeny Anatolyevich Popov, can be reckoned among the authors who regularly create occasionalisms.

The purpose of this study is to ascertain the basic structural and semantic features of the occasionalisms of E. Popov.

The material for analysis was the texts of the novel «Прекрасность жизни» / "The Beautifulness of Life" (hereinafter referred to as BL), as well as the stories «Влечение к родным деревьям» / "Attraction to Native Trees" (ANT), «Дефицит» / "Deficit" (D), «Чиновник» / "Official" (O), «Глаз Божий» / "Eye of God" (EG) , «В тумане» / "In the Fog" (IF), «Вне культуры» / "Outside Culture" (OC), «Зазвенело и лопнуло» / "Jingled and Broke" (JB), «Совокупность всех обстоятельств» / "The Manifold of All Circumstances" (MAC), «Похабов и Луиза» / "Pohabov and Louise" (PL), «И, стоя в очереди» / "And Standing in a Queue" (ASIQ), «Благородный поступок на общественном транспорте» /"A Noble Act In Public Transport" (NAPT).

2 Methods

To achieve this aim, we used the following methods of linguistic analysis: the method of continuous sampling to find out the occasional lexical units in the text, the method of derivational analysis to determine the ways of coining neologisms by E. Popov (usual and non-usual), and also the method of semantic analysis with the aim to reveal the semantic content of the investigated units.

3 Results

E. Popov's occasionalisms were created by means of usual and non-usual methods. Let us consider in more detail the usual ways of neologizing.

1. Prefixion. This way is used to create occasional nouns: Ведь, однако, не ворованное, а излишек, образовавшийся вследствие экономии и непережога, связанного с мастерством вождения (BL). In this context the occasional word непережог was formed from the stem пережог by adding the suffix не- with the negative meaning. Compare: необоснованность, нечестность and others.

By means of prefixation not only the author's individual nouns can be formed but the verbs as well: Ох, Федька, Федька! Бывал я... где только... но я тебе скажу, я тебе скажу... — он зачмокал, заоблизывался, затряс пухлыми паль¬цами (EG). Заоблизываться is built from the stem облизываться with the help of the prefix за- denoting the beginning of the action. Compare: закукарекал, заговорил and others.

The verb with colloquial connotation can be used as a derivational stem: Он ночью ходит по квартире и поет твист. Он грубит. Он обзывается. Будем его за это обсуждать на товарищеском собрании. Он у нас догрубиянничает, француз проклятый! (ANT). Pattern: the stem грубиянничать (coll.) + the prefix до- with the meaning of carrying something through → догрубиянничать. Compare: добежать, дотащить and others.

The patterns in which not only Russian but foreign prefixes are involved turn out to be productive. For example: Какой уж там смысл, какое уж там содержание, форма, когда в головушке будто волны морские, когда в головушке и в ушах прибой, и создает невидимый ультразвон (OC), where ультра- denotes very, extremely. Compare: ультрареакционер, ультразвук and others.

Realizing non-usuality of a coined lexical unit, the author can use a graphic sign in addition, for example, hyphen: Декорации центральной улицы древнего, но вечно молодого сибирского города К. С его продовольственными и промтоварными магазинами, нео-стеклянными конструкциями … (D), where нео- is used to denote new. Compare: неомодернистский, неосоветский and others.

In conclusion, the writer can use not only prefixes but prefixoids as well to form an occasional word. They are two at a time in the following example: теле- и радио-: Телерадиопоросенок сидел выпрямившись, острые плечи его торчали острыми углами, спину он, можно сказать, выгнул в противоположную от естественной сторону … (IF). Here takes place a stylistic contrast (Bochina,2016), since these prefixoids in usage are not usually added to the stems with lowered connotation.

2. Suffixation. As is the case with prefixion, in this way the nouns can be formed. So, the word ночничочек is derived from ночничок by means of the suffix -ек- with diminutive-hypocoristic meaning: Ай! – воскликнула Луиза. Воскликнула и зажгла ночничочек (PL), compare: веничек, ботиночек and others.

The other example – чихнот which means 'тот, кто чихает' / "someone who sneezes (scorns)": Ты ... ты на меня чихать, чихнот! – даже взвизгнул он (BL). The word is derived from the verb чиха(ть) with the help of the suffix -от-. Note that the adjective-based nouns (простота, широта) in usage are formed by means of this suffix.

The author's individual adjectives can be coined by suffixing: Еще и Николай Федоров: странная, взрывчатая смесь архиреакционнейшего мистицизма с техническими разработками бородатого калужского учителя … (BL), where архиреакционнейший мистицизм is formed from архирекационный. The suffix -ейш-, as is well known, forms the superlative degrees of adjective, that is, this example illustrates a case of creating not a word but a form.

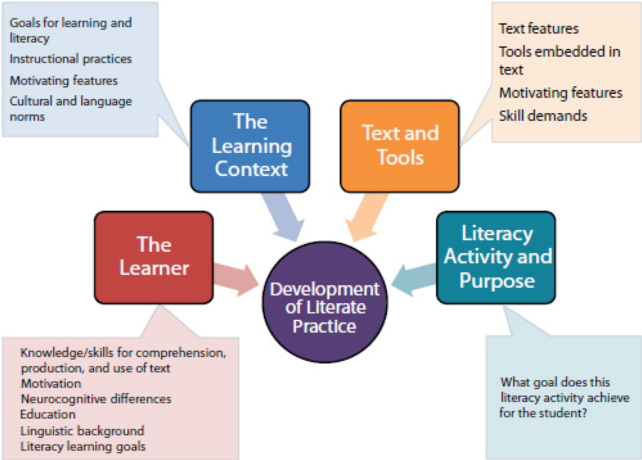

Figure 1 : Literacy Develops

Within this method the cases of step word formation are observed: Клещев этот, будучи провинциальным гением, был, по рассказам, к ней снисходителен, а сам все писал какой-то совершенно непечатабельный и стыдно выслушиваемый нецензурный роман в стихах … (BL). In this example непечатабельный (novel) is formed from the occasional stem *печатабельный, which is in its turn formed from the stem печата(ть) the suffix -бельн- which means a quality that makes it possible to do something, cp.: читабельный, смотрибельный (coll.) and others.

Finally, by means of suffixation the adverbs can be formed, including the ones formed from obsolete stems: Чувствую, что никуда мне не деться от общественного транспорта … Поэтому чтобы отдать транспорту транспортово и снять перед ним шляпу, я и привожу нижеописанную благородную историю (NAPT) from транспортовый (obsolete) + suffix -о-. Here takes place the interpreted proverb (Bochina,2015) (Give to Caesar what is Caesar's, and give to God what is God's) in the meaning of 'каждому своё' / 'everybody is different'.

The adverbs can be formed from occasional stems as well: Одна из работниц, чей портрет, выполненный масляными красками, висит на стенке Дворца культуры, многогодно перевыполняла норму на много процентов, за что получила от правительства ордена … (BL), coined from *многогодный with the help of the suffix, which is in the previous example.

3. Confixation. With the help of confix E. Popov in his works coins the nouns, namely the names of persons: А по-русски бедняга выучил лишь одно словосочетание, … вызывая тем самым бешеный хохот сопалатчиков … (BL). In this context сопалатчики – the patients who are laid up in one ward, formed from the stem палат(а) with the help of the confix со- -чик, compare: сополетчик (coll.), сокамерник and others.

The concrete nouns are coined in the same way:

И тут продавец и покупатель, масла, кассир, банки, бутылки, … таблички, оконное безшторие, поленница колбасы и швабра, приткнувшаяся в углу, – все, ну все, ну все-все-все, вы слышите? (ASIQ), where безшторие – absence of window shades, formed from the stem штор(а) by means of the confix без- -ий(е), compare: беззаконие, безвременье and others.

The other group is the verbs: Да и что, кстати, путного могут создать наши к-ские скульпторы, я их всех знаю как облупленных: спились с круга, закомплексовались и закомпромиссничались, один там и остался … (IF), formed from the colloquial компромиссничать by means of the confix за- … -ся, compare: заиграться, забегаться and others.

Consider the other example: Да нет, знаете ли, всего лишь социальный портрет, почти очерк. Хотя чего это вы, собственно, расфукались да расфердодонились, что я про Федора, здоровенный бы якорь вам в глотку? (BL), probably, derived from the non-usual *фердодонить in the meaning ходить фертом / to go with arms akimbo. With the help of the previous occasional expression the author, we believe, tried to convey the characters' state of mind (Akhmerova,2014).

Finally, confixed adjectives, common in the usual word formation (Ukhanova,2016), are not represented in the writer's word coinage.

4. Addition. There are different types of addition. Let us consider them in more detail.

a) Pure addition. In this way, nouns can be rarely created, such as, for example, шлягерпесня, У него девки по квартире голые ходили, он машину спортивный «фиат» в карты проиграл, дочку швейцара довел до аборта, у друга украл и пел шлягерпесню … (SIQ), compare with лесостепь.

As in usual, most similar units are adjectives:

А жил в комнате № 14 блатной Гера, восемнадцати лет, чьи родители очень редко писали ему письма «с зоны», куда они оба влипли на долгие годы за послевоенные кражи худолежащего государственного имущества, попрошайничество и хулиганство (BL), compare with the other occasionalisms of the writer: слабобородатый гражданин (O), слабозамусоренный стол (OC).

b) Addition with interfixing. The adjectives are formed in this way. In one case, occasionalisms are two-component: И – липкорукий, липконогий Мирзликин в липких своих штанах и липком болгарском пальто прямо подошел к символическому шесту (BL), in the other – multicomponent: Она бы и не поверила, но он предъявил юбилейный рубль, который нашел на улице, и объяснил, … что… выпил на кефирно-ветчинно-сырковые деньги с новыми друзьями …(BL).

c) This kind of addition is used by the author primarily to create occasional nouns: … вельветоноситель криво улыбнулся, застегнул дрожащими пальчиками пуговки и тихо крикнул:

– Маня! Ма-а-нон! Я уже ушедши! (JB).

In this context, a вельветоноситель stands for a person who wears velveteen clothes, it is formed from the stems вельвет and носи(ть), and with the help of-о- … -тель-, compare: брюконоситель (coll.), юбконоситель (coll.), etc.

Also, in this way, the nouns having abstract semantics can be coined: Он не идиот, но имеет другие точки жизнеприложения, отчего стройный ряд выстраивается лишь в одну сторону … (BL), it is formed from the stems жизн' and приложи(ть) with -е- … -енij-, compare: жизнесозерцание, жизнелюбие, etc.

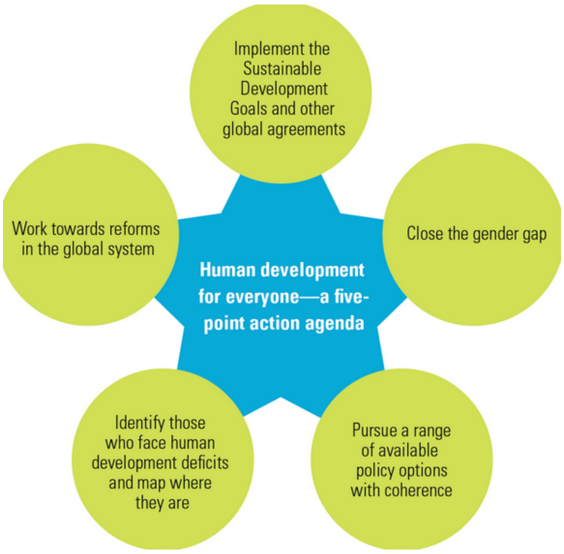

Figure 2 Human development procedure

Neologisms coined by non-usual means in the author's word creation are far and away fewer. Consider the basic ones.

1. Gendiadis. Let us analyze the following context: Фармализм-мармализм. Пстракцинизьм-модернизьм, кзисьтинцилизьм, – сказал он. – Эта дура была в Венеции и собрала на доклад «творческую интеллигенцию», то есть нас (EG). Here not only reduplication-resounding is represented but also a deliberate error is introduced, since, as is known, the word formalism is a school in art, literature, etc., it is formed from the word форма / form, where the letter ф is followed by о, not а. Thus, we are dealing with a language play.

The following example can also be explained in this way: Вот видишь, мой милый похабчик, – удовлетворенно заметила служащая. – Ты опять перебил мне весь мой девичий сон. Принеси-ка лучше чего-нибудь кусь-кусь-куснуть и ма-а-ленькую рюмочку винца (PL).

The neologisms, created with the help of gendiadis, can be consonant with jargons: …Ехал я как-то с работы. Вернее, не ехал, а стоял на остановке. Время идет. Автобусы шыньг-шыньг мимо. И мой № 7 тоже. Не останавливается (NAPT).... The occasionalism шыньг-шыньг is consonant not only with the colloquial verb шмыг, but also with the slang noun шняга (Makleeva,2016).

2. Contamination. The occasionalisms coined in this way are individual. Let us analyze the following context: Я знаю свой блискующий идеал, понимаю недостижимость его (BL). The occasionalism блискующий, probably, is formed by the combination of the words блеск and бликующий.

3. Virtual derivation. Finally, we encountered a single neologism coined by this method: Это лозунги, что ли, на заборе висят? Вот и опять проклятая двойственность, тройственность, …ойственность, как от рупоров на стадионе (BL). In this example, there is an isolation of a word-building element that is absent in usage.

4 Summary

Thus, Yevgeny Popov creates occasionalisms mainly with the help of the usual methods (prefixation, suffixation, confixation, addition and its varieties), which is indicative of the correspondence of the principles of his word creation to the laws of the word formation. Among the non-usual methods it is necessary to single out gendiadis, contamination and virtual derivation, but in the texts of the writer's works there are mainly new words referred to the first type, which is explained by his constant appeal to the language play.

Speaking on the semantic features of the neologisms of Yevgeny Popov, one can note the frequency of the author's individual denominations of the signs, which is explained by the author's desire to give the most vivid and unusual description to his characters. The occasional nouns and verbs are characterized by a lesser degree of representation, which fully corresponds to the tasks that the writer sets himself. The neologisms of other parts of speech are single.

5 Conclusion

In general, one can argue that Yevgeny Popov's turn to word coinage is a confirmation of the uniqueness and creativity of the author's thinking, and the variety and multiformity of the ways he uses to coin new formations indicate the high degree of professionalism of the writer and literary value of his works. utomatic methods can be used to construct a semantic lexicon from existing UMLS sources. This semantic information can aid natural language processing programs that analyze medical narrative, provided that lexemes with multiple semantic types are kept to a minimum. Semantic preference rules can be used to select semantic types that are appropriate to clinical reports. Further work is needed to increase the coverage of the semantic lexicon and to exploit contextual information when selecting semantic senses. The author creates a classification of occasional lexical units from the point of view of their word-building structure and semantic content. From our investigation we have made conclusions that, on the one hand, Yevgeny Popov uses the following methods of use for the coining of new words: suffixation, prefixation, confixation, addition and the variants.

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THE ASSOCIATIVE FIELD OF THE LEXEMES IR AND MAN IN TATAR AND BRITISH LINGUISTIC CULTURES

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Abstract. In this paper we have conducted a comparative analysis of the results of free association experiment with the stimulus words *ir* and man, the participant of which were the representatives of tatar and british cultures. When describing the lexemes *ir* and man, we relied on the obtained data of the psycholinguistic experiment among the students of tatar nationality of the institute of philology and intercultural communication after lev tolstoy at the age from 18 to 30 whose totaled 500 people, and referred to "the edinburgh associative thesaurus", which gives the results of the interview of the representatives of british linguistic culture. The comparative analysis of the results of the association experiment made it possible to reveal the universal characteristics of the lexeme *ir* and man, and specific national characteristics.

Keywords: cultural linguistics, tatar linguistic culture, british linguistic culture, association experiment, lexeme, stimulus word, reaction word, associative field, contrastive analysis, man.

1 Introduction

I.A. Sternin notes that the linguistic consciousness can be studied experimentally, particularly using the association experiment, which allows to reconstruct different relations of linguistic units in mind and reveal the character of their interaction in different processes of understanding, storing and generating speech products (Sternin, 2000).

The importance of association experiment is in isolating the psychological component in semantics of a word or an object. This leads to the existence of a real possibility of building the structure of the word. Based on the experiments carried out in this way, one can obtain the material of value, so called associative field, which is kept in mental state of a native speaker and defines the semantic relation of words. The chief advantage of association experiment is its ease and simplicity, the possibility to work with a large group of respondents. Therefore, the methods of association experiments are widely adopted and significant in the sciences such as psychology, sociology, psycholinguistics, cultural linguistics.

The topicality of our research is determined by the fact that the contrastive analysis of the results of association experiment with the stimulus words *ir* and man in Tatar and English enables to find out general and specific characteristics of consciousness, thinking, national values and the choice of priorities in the life of representatives of these two ethnos.

The purpose of our paper is the contrastive analysis of the results of association experiment with the stimulus words *ir* and man in Tatar and British linguistic cultures.

We based the analysis of the materials of the investigation on the works and methods by such domestic scholars as Ter-Minasova (Ter-Minasova S.G., 2000), I.A. Sternin (Sternin, 2001), L.R. Mukhametzyanova (Mukhametzyanova L., Shayakhmetova L., 2014), R.R. Bolgarova (Bolgarova R.M. et. al., 2014), R.S. Nurmukhametova (Nurmukhametova R.S., Sattarova M.R., 2015), F.R. Sibgaeva (Sibgaeva F.R. et. al., 2016), G.N. Khusnullina (Khusnullina G.N. et.al., 2016) and others.

Our research paper uses a rich complex of methodic techniques of linguistic, such as descriptive method, theoretical method, method of association experiment, analysis of dictionatry definitions, as well as culturological and linguo-culturological methods of analysis.

2 Method

The content of the Tatar language personality is manifested in phraseological units as the definition of a person's nature various traits. The phraseological units related to this thematic group make quite a numerous, an active and a typical series of phraseology. Idioms as the way of the Tatar language personality representation are characterized by a developed system of values, images and the means of expression. The idioms were analyzed according to the evaluation component of a phraseological meaning. It is the component (disapproving and approving evaluation) included in the meaning of phraseology is the main means of a Tatar language personality representation. The subjective evaluation element of phraseological value may be explained by differential reaction of people on the positive and negative effects and is an integral one in the semantic structure of phraseological units.

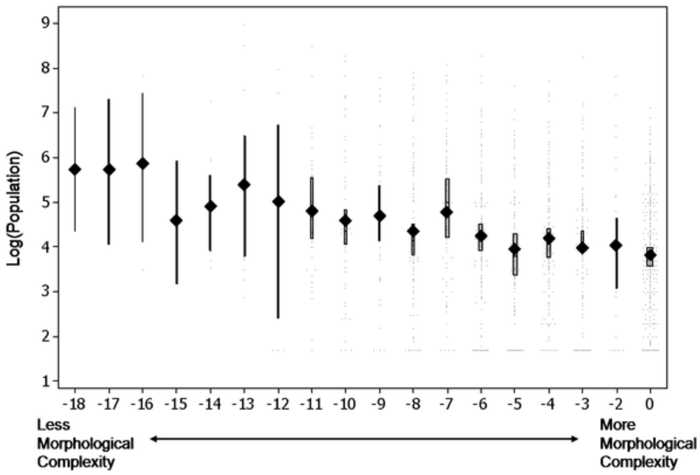

Figure 1. Languages spoken by more people have simpler inflectional morphology.

3 Results and Discussion

Before proceeding to the analysis of associational material on the stimulus words *ir* and man, let us refer to the data presented in the explanatory dictionaries of the Tatar and the English languages. Various means and methods are applied in linguistic studies to reveal the content of a lexeme. One of such methods is the analysis of the results of association experiment with stimulus words. Using such analysis, one can determine the features that are of current importance for a certain society and enlarge the semantic structure of a lexeme on the whole. Moreover, the comparative study of the results of association experiment makes it possible to expose both general and specific characteristics of consciousness, mentality, national values and the choice of priorities in the life of the representatives of two ethnos.

The word *ir* is translated into English as man and "The American Heritage Dictionary" gives the following explanation of it:

1) An adult male human;

2) A human regardless of sex or age; a person;

3) A human or an adult male human belonging to a specific occupation, group, nationality, or other category. *Often used in combination: a milkman; a congressman; a freeman;

4) The human race; mankind: man's quest for peace;

5) A male human endowed with qualities, such as strength, considered characteristic of manhood;

6) Informal:

a) A husband;

b) A male lover or sweetheart (The American Heritage Dictionary, 1987).

"Collins Essential English Dictionary" offers somewhat different interpretation of this lexeme:

Man –

1. A man is an adult male human being.

2. Man and men are sometimes used to refer to all human beings, including both males and females.

3. One man sometimes addresses another as 'man' when he is angry or impatient with him.

4. Male workers are sometimes referred to as men, especially if they do physical work or work for a more senior person.

5. In very informal social situations, man is sometimes used as a greeting or form of address to a man.

6. Some people refer to someone's husband, lover, or boyfriend as their man.

7. In the armed forces, the men are soldiers, sailors, marines, or airmen of lower rank, as opposed to the officers (https://www.collinsdictionary.com/dictionary/english/essential).

The electronic resource "Twenty-first Century Thesaurus" gives the following synonymous row of the lexeme man:

Brother, father, fellow, guy, he, husband, son, beau, boyfriend, gentleman, grandfather, Mr., nephew, papa, sir, spouse, swain, uncle (http://www.thesaurus.com/browse/twenty-first+century).

The lexemes *ir* and man in both analyzed languages are generally interpreted as an adult male human; a human regardless of sex or age; a human being, a person; a male human endowed with qualities, such as strength, considered characteristic of manhood. But in the Tatar language man is yet explained as a partner in life, who lives with a girl in marriage union. In the English language the word husband is used for it. Unlike Tatar, the lexeme man in English has the following meanings: one man sometimes addresses another as 'man' when he is angry or impatient with him; male workers are sometimes referred to as men, especially if they do physical work or work for a more senior person; as well as the form of address to someone's husband, lover, or boyfriend as their man.

As it was noted above, we were guided in our research by the results of mass free experiment with the stimulus word *ir* among the students of Tatar nationality of the Institute of Philology and Cross-Cultural Communication named after Lev Tolstoy of the Kazan Federal University. The experiment was conducted by the authors of the article in a form of collective writing. The experiment results in the following responds:

IR: ат (лошадь/ horse) 107; кеше (человек/man) 54; хатын (женщина/woman) 36; көчле (сильный/strong) 32; егет (парень/fellow) 23; әти (папа/father) 21; көч (сила/strength) 15; бала (ребенок/child) 12; баш (главный/chief) 10; батыр (герой/hero) 9; терәк (опора/support) 6; ата (отец/father); акыллы (умный/clever) 5; таза (крепкий/strong) 4; абый (дядя/uncle); машина/car; таяныч (опора/support) 3; диван/divan; матур (красивый/handsome); тормыш иптәше (спутник жизни/partner in life); тугры (верный/faithful); туй (свадьба/wedding); хакы (marital duties before husband) 2; алдакчы (лжец/lier); аңгыра (тупой/insensitive); ашата (кормит/keeps); бар (есть); башлык (глава/head); заты (род); кеше (человек/human); кешеләргә (мужчинам/to men); киләчәктә (в будущем/ in future); сакаллы (с бородой/bearded), зур гәүдәле (крепкий/strong); сынык (сломанный/broken); телевизор; төше (сон/dream); түбәтәй (тубетейка/skullcap); хайван (животное/animal); хөрмәт (уважение/respect); хуҗа (хозяин/master); чибәр (красивый/handsome); ч*ir* (болезнь/sickness); ялган (ложь/lie); ялкау (ленивый/lazy); яраткан кешең (любимый человек/precious) 1; 500+45+9+23 (the first figure (500) – the total number of reactions, the second (45) – the number of different types of reactions, the third (9) – the number of refusals, the forth (23) – the number of single responds).

To compare the results of association experiment with the stimulus word *ir* (man) with the lexeme man we referred to the Edinburgh Associative Thesaurus:

Man stimulated the following associations:

Number of different answers: 28

Total count of all answers: 98

Languages that are on the exoteric side of esoteric-exoteric continuum—as indicated by larger speaker populations, greater geographical coverage, and greater degree of contact with other languages—had overall simpler morphological systems, more frequently express semantic distinctions using lexical means, and were overall less grammatically specified. This was true both for quantitative grammatical measures such as the number of different grammatical categories encoded by verbal inflections (feature 6) and case markings, as well as for qualitative grammatical types. For example, languages spoken in the exoteric niche were associated with a lack of conventional strategies for encoding semantic distinctions like situational/epistemic possibility, evidentiality, the optative, indefiniteness, the future tense, and both distance contrasts in demonstratives (consider the rarity of the English "over yonder") and remoteness distinctions in the past tense.

By the results of experiment it becomes obvious that the interviewed Tatars associate the stimulus word *ir* most of all with ат (horse, name 29.72%), as well as with the words кеше (human being 15%), хатын (woman, wife 10%), кеше-терәк (support 0.27%), кешеләр (mankind 0.27%), which results in 45.2%. These data are indicative of the fact that Tatar respondents consider man to be mainly homosapiens, and only then a male. Perhaps, therefore, from time immemorial it has been customary for the Tatar speakers to see a man on a horseback, riding well. Consequently, that is why the Tatars have the fashion to say *ir* or *ir*-ат. The English speakers have no such variant of the respond, but have the reactions as follows mankind (1.02%), sex (1.02%) species (1.02%), male (1.02%), that totals 4.08% of all the interviewed.

It is interesting that the English speakers react to the stimulus word man as woman and this reaction occurs with the frequency of 67.3%. It is probably explained by the fact that female is opposite to male, as the explanatory dictionaries fix it, but it is likely to be connected with the possession of equal rights by both sexes.

The Tatar *ir* (man) is associated with family, which is testified by the reaction words such as әти (daddy 5.83%) and ата (father 1.38%), абый (brother 0.83%), which is 8.04% on the whole. The reaction words баш (chief 10.2%), башлык (the head 1.02%); хакы (obligations before husband 2.04 %), ашата (feeds 1.02 %) stress that man is the head in family. The only reaction of the representatives of British linguistic culture is father (1.02%). It is probably connected with the modern mainstream of childfree pertaining to adults who being of their own free will do not have or live with children. Interconnection of the respondents with the mentality of the linguistic community where they live is an indubitable fact.

Interesting, as we think, is the reaction бала (child, boy 3.3%) among the Tatar respondents. The appearance of this word in associative row can be indicative of the significance for the Tatars to have a child in family on the whole or a male child, whereas the English-speaking respondents do not have such reaction. Besides, it is possible that the reaction бала is determined by the comparison of man's behaviour with child's one.

If to turn to the syntagmatic associations – the adjectives that describe the character and concept «man», one can see, that the Tatar-speaking respondents have the words connected with strength, might, manliness on the first place with the frequency of 12.8%: көчле (strong 8.88%), батыр (hero 2.5%), таза (stalwart, robust 1.11%), зур гәүдәле (brawny 0.27%). It is interesting to note the English-speaking respondents characterize the only word strong by the notion of endurance which accounts for only 3.1% out of 100. It draws to the conclusion that the Tatars account man being strong, valiant, with well-developed body, comparing him with the qualities of might, power. Such perception among the English-speaking respondents is absent. It is very likely that man and woman possess equal rights in Europe, America, Canada, Australia, New Zealand. It might be supposed that it is immediately related to feminism and current policy in these countries, and consequently, their inhabitants ceased to associate male representatives with their strength and courageousness, since these qualities are possessed by both man and women.

The next slot is represented by the words with positive connotative meaning such as акыллы (clever 1.38%), матур (handsome 0.55%), тугры (faithful 0.55%), чибәр (handsome 0.27%), яраткан кешең (precious 0.27%), which all in all amounts to 3.02% among the respondents of the Tatar nationality, the only reaction alive (1.02%) is observed among the opponents of the British linguistic culture. To compare, one can take the words with negative connotations as an example: алдакчы (lier 0.27%), аңгыра (dull 0.27%), сынык (broken 0.27%), ялкау (lazybones 0.27%), all in all counting 1.08% among the Tatars and 1.02% with the reaction word fat among the English speakers. These data indicate that the respondents of both cultures have reacted using the words with positive and negative meanings, which is quite natural. Each man possesses different qualities, which confers the right on existing opposite opinions.

There are negative connotations as well. So, for example, among the responds of the representatives of the British linguistic culture the reactions child, eater, nonsense, trap account for 1.02% each and add up to 4.08%. This percentage seems to be small, but the presence of these answers draws the following conclusion: the presented associations give cause for reflecting on the manners of behaviour of male population in general. The Tatars that used the reaction words with negative connotation are only 1.35%: ч*ir* (desease 0.27%), алдакчы (lier 0.27%); аңгыра (dull 0.27%), ялган (lies 0.27%), хайван (animal 0.27 %).

At the same time the reactions of the Tatar respondents such as телевизор (television 0.27%), машина (car 0.27%), диван (divan 0.55%), create awareness of man as a person being lazy and narrow-minded.

Of interesting are the reactions such as horse (1.02%) and ape (1.02%), obtained from the English speakers. The people having giving these responds are likely to find common features in behaviour of the representatives of males with animals.

3 Summary

Thus, one can conclude that for the representatives of Tatar linguistic culture *ir* (man) is a human who is shapely, handsome, strong, clever, head of the family. All these beliefs appear in the reaction words of the Tatar respondents such as акыллы, көчле, зур гәүдәле, батыр, таза, матур, чибәр, баш. The reaction түбәтәй (scullcap) mirrors national colour, depicting the culture of the Tatar people.

The representatives of the British linguistic culture think of man as the opposite to woman, as the gender opposite. It is interesting to note that the English speakers use the only word strong with the meaning endurance and with the frequency of only 3.1%.

It should be emphasized that the reactions with negative connotation are natural for the respondents of both linguistic cultures. The following responds can be referred to the words such as: child, eater, nonsense, trap, алдакчы, аңгыра, сынык, ялкау with small percentage.

4 Conclusion

The analysis that we have conducted shows that the associative field of the lexemes *ir* (man) and man is universal for every nation, at the same time this concept is formed differently: the Tatars represent the image of man brighter than the opponents of the British culture do. We believe that it is explained by the fact that modern generation of the Tatar youth keeps up the traditional world-view and their world outlook differs from European views.

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THE INTERSEMIOTIC TRANSLATION OF OPERA LIBRETTO “TOSCA” INTO COMIC STRIP

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Abstract: The constant development and change of culture made the translation of classical texts into genres of popular and mass culture such as comics a usual phenomenon. In addition, the wide use of the Internet made the creation of new texts easier and faster. However, the negative attitude is still preserved. This article analyses the ways the opera libretto “Tosca” was translated into comic strip by applying the scientific approaches worked out by Anton Popovič, Dirk Delabastita and Jury Lotman. Based on A. Popovič’s classification the research also offers a new classification of the prototext-metatext relations by scope. D. Delabastita’s five mechanisms of translation on three levels allow to describe the changes that the prototext undergoes during the intersemiotic translation. Moreover, the research attempts to place this case of intersemiotic translation (the translation of the libretto into the comic strip) in the cultural space using the cultural semiotics ideas expressed by J. Lotman.

Key words: intersemiotic translation, comic strip, opera libretto, Tosca, prototext, metatext.

1 Introduction

The spread of the Internet and the introduction of new media forms have resulted in the fact that the information became available to bigger audience (and in general, the access became easier), the receiver became a potential author of new texts. The devices and the access to the Internet allow the audience create and upload self-created texts that have often connection to the popular existing texts in the cultural space.

The present research is dedicated to the analysis of “Tosca” opera libretto intersemiotic translation into comic strip. The research builds upon the intersection of such disciplines as cultural semiotics (semiotics), linguistics, semiotics of translation and literary studies.

The main questions that the research is supposed to cover are the following:

1. The description of the connection between the prototext and the metatext;
2. The characterisation of the main mechanisms that are used in the process of translation;
3. The functions of this intersemiotic translation in the cultural space.

2 Methods

The research is based on the theoretical ideas of Anton Popovič, Dirk Delabastita and Jury Lotman.

Firstly, in order to describe and analyse the interrelations of the opera libretto and the comic strip the ideas of A. Popovič are applied. During the research the traditional terms “source text” and “target text” that are widely used in translation studies are substituted by “prototext” and “metatext” accordingly (two text types according to A. Popovič. “Prototext is a text which serves as an object of inter-textual continuity” (Popovič 1976: 226). The metatext may be described as a model of a prototext. In the present analysis the term “prototext” is applied to the opera libretto while “metatext” is the comic strip.

The analysed material is the opera libretto “Tosca” (prototext) and the comic strip “Tosca” (metatext) published initially on sinfinimusic.com. “Tosca” is an opera in three acts by Giacomo Puccini to an Italian libretto by Luigi Illica and Giuseppe Giacosa. It can also be seen as an already translated text because the work is based on Victorien Sardou's 1887 French-language dramatic play “La Tosca”. However, in the present analysis we do not put an aim of finding the initial source since it can be also complicated if not impossible task regarding the way culture and text in culture develops and transforms.

Western opera is considered to belong to a dramatic art form and that explains the structural composition of a libretto as a genre. It has an act/scene structure. The important elements of the opera libretto are dialogues of the main characters in the form of verses, stage directions and playwright remarks. As a drama, a libretto starts with the enumeration of all characters. The fact that the opera libretto does not have descriptions of character appearances but begins with types of singer voices that are to perform the roles is one of the biggest differences of the opera libretto from the drama.

The metatext is a comic strip “Tosca”. The comic strip is produced by William Elliot and was initially published on sinfinimusic.com and now is also available on pinterest.com. In the book “The power of comics” R. Duncan and M.J. Smith define comic strip as a sequential art stating that unlike other kinds of art this type deals with some kind of narration (storytelling). “Comics is a useful general term for designating the phenomenon of juxtaposing images in a sequence” (Duncan, Smith 2009: 3). In the article “Multimodality, translation and comics” Michał Borodo claims that “in a comic book, the visual mode plays the primary role and the verbal mode has a subordinate and complementary role to play, but these two modes constantly interact, at times overlapping in what they communicate and sometimes diverting from each other in the meanings they express” (Borodo 2014: 2).

In the book “Total translation” Peeter Torop recognises four types of translation: textual, metatextual, in-textual and intertextual, extratextual translation. However P. Torop bases his theory on A. Popovič ideas, his classification appears to be more elaborate whereas A. Popovič recognises all translation cases as metatextual. The analysed case may be defined as extratextual translation, example of which can serve book adaptation into a movie (Torop 1995, 2000).

First of all, A. Popovič suggests two criteria for description of the prototext-metatext connection: scope of linking and way of linking of two texts. He distinguishes two types of a prototext to a metatext connection by scope: using the whole text or just its certain parts. The way of linking of two texts may be affirmative or controversial (both alternatives can be either apparent or concealed). In A. Popovič’s classification the summarised (abridged) version of the prototext is included in the second variant. He makes one of classifications on the basis of the prototext amount that is reflected in the metatext. He describes only two options: translation of the full text and translation of elements or levels of the text. However, in the light of developments that has happened in the media during the past decades, the scheme of A. Popovič can be altered. Our classification consists of three types. The first type is the translation of the full prototext into metatext. This does not mean that the word-for-word translation but the core plot elements are preserved (summaries). The second kind pertains to the translation of prototext part. The third type illustrates the situation where the prototext parts are rearranged (Popovič 1976: 232).

The main mechanisms and levels of translation are well-described in the book "There is a double tongue" by Dirk Delabastita. First of all, the scholar defines the process of translation "as a triple recoding process (on the linguistic, cultural, and textual-rhetorical plane), which requires the making of choices both because the source and target codes are asymmetric, and because texts tend to be complexly organized" (Delabastita 1993: 1). The main transformational categories are substitution, repetition, deletion, addition and permutation that function on three separate levels of linguistic code, cultural code and textual code translations. Substitution is an operation, in case of which the source text element is replaced by an element from the target text that has bigger or lesser degree of equality. Repetition can be characterized as a situation when the element of the source text is simply repeated in the target text. Deletion is an operation when one of the source text elements is not transferred into the target text. In addition the signs are added in the target text that has no parallel form in the source text. Finally, permutation is seen as a category where the source text element is reflected in the target text but these elements have different relational position in the texts. On the basis of these levels and the transformational categories he elaborates a model in which he combines these parameters in order to describe translation types.

As every translation always happens inside the cultural space it is important to analyse the functions of this type of translation. In order to do so, it is necessary to look at the culture's structure in more details. According to J. Lotman, the culture consists of culture core that constitutes all "important" classical texts that culture cannot be imagined without and culture periphery including all other texts that are part of the particular culture (Lotman 1990, 2005), (Lotman, Uspensky 1978). At the same time, in order to understand this translation the literary communication scheme should be used that is worked out by A. Popovič in the work "Aspects of Metatext" where the scholar singles out the sphere of primary communication and the sphere of metacommunication. According to the scheme the author creates a Text that is read by the Receiver1 and this Receiver may become the author of the secondary text (Metatext) that has its own receivers (Receiver2) (Popovič 1976: 226). This scheme of communication presents the almost infinite chain of creation of new texts from the already existing texts in culture.

3 Results and Discussion

The first aspect that is analysed is the relation of the opera libretto and the comic strip. According to our new classification the comic strip represents the translation of the whole opera libretto in a compressed manner as the main elements of the plot are preserved: the exposition, climax and denouement are the same events as in the libretto. According to A. Popovič classification the comic strip is a case of an apparent translation – William Elliot explicitly links his creation to the opera by naming the comic strip "Tosca" and names the composer (Giacomo Puccini). This case is also an example of affirmative translation.

The second aspect that is described is the way the opera libretto is translated into the comic strip (using the ideas expressed by D. Delabastita). On the level of linguistic code we track obvious modernization of the language. Comic strip genre usually requires easily perceivable language: most creators use colloquial words and slang, W. Elliot was not an exception. The examples of colloquial, expressive language are "girlfriend", "suddenly who should burst in but", "on the run", "make tracks", "lay in to her boyfriend", "takes some calming down", "sneak out", "shack up with", "steam off", "does his bit", "sell out". The majority of the comic strip sentences are simple. Some sentences are divided between two bubbles: "She takes some calming down… but eventually Cavaradossi is able to pacify her and sneak Angelotti out of the church". Three exclamation sentences appear towards the end of the comic strip. On the other hand, the language of the opera libretto is full of obsolete words such as "wrought". The entire style is literary and elevated: "It is the time of the full moon, when the heart is drunk with the nightly fragrance of the flowers."

On the level of cultural code the modernization is not noticeable since the creator seems to make visual mode as close as possible to the historical epoch. Firstly, the comic strip reader may spot two real places – Church of Saint'Andrea della Valle (in the beginning) and Castel Sant'Angelo (in the end) – both are situated in Rome. Both places are presented only partially, however, the picture is very detailed and realistic. Other places are unrecognizable or not connected to any spot. The costumes are also depicted according to the fashion and style of the epoch. Mario Cavaradossi wears dark trousers and a white shirt with a red vest. Scarpia has a jacket with the stand-up collar and a cloak over his shirt and vest. Tosca's clothes are a low-cut red dress with a high waist. The soldiers' uniform is depicted in the way that the reader is able to recognise their profession at once and the modern audience will perceive them as belonging to the past because of their outdated outwear.

The textual level is supposed to represent the genre differences or similarities between the source and target texts or in our case prototext and metatext. The prototext is an opera libretto that is similar to drama genre by its formal characteristics.

The drama genre is strictly verbal without visual level unlike the comic strip where the verbal and visual parts both play an important role in storyline delivering. In this particular case the drama language is strictly formal and archaic and since there is no any other information channels verbal text should be understandable on its own that is why omissions and shortenings are not possible. On the other hand, the comic strip is a genre that uses visual and verbal levels on the storytelling process and gives the possibility for the verbal part be mere complementary. The structural organisation of "Tosca" comic strip is similar to the comic strip in general: the material is organised in the panels of different shape. The number of panels in one line also differs: from one to three. The verbal part is organised in bubbles and the one important difference is the fact that usually bubbles contain characters' direct speech while in the case of "Tosca" comic strip W. Elliot places there parts of summary. So the narration is presented in the third person. The only case of the direct speech "This is Tosca's kiss!" that is uttered by Tosca when she stabs Scarpia appears, on the contrary, outside the bubble – as an inscription on the panel. The imitation of sounds is presented traditionally for the comic strip format outside the bubbles usually with capital letters and in big font.

4 Summary

The last question that the research addresses is the place of this case of intersemiotic translation in the wider cultural space. Firstly, the opera libretto pertains to the culture core according to J. Lotman and the comic strip is a genre of popular culture (peripheral zone of culture). By the translation made across the border of core culture into culture periphery W. Elliot broadens the potential audience that may become interested in the text. As the opera appears to be the genre that may not interest a lot of people due to its "seriousness" the translation of it into more popular genre allows more people to get acquainted with the plot and by this process become closer to culture core texts. In this case the author of the comic strip must be acquainted with the prototext and the genre features of comic strip in order to create his text.

5 Conclusion

To sum up, the analysed case presents the intersemiotic translation of the opera libretto "Tosca" into the comic strip. The link between the libretto and the comic strip is apparent and W. Elliot's metatext is affirmative. The visual mode (pictures) is added into the comic strip. In the comic strip the language is modernized. Some plot elements and minor characters were deleted in the process of translation; however, the main characters and the important plot elements were preserved.

Unlike the traditional use of characters' direct speech in the comic strips W. Elliot chooses to put the verbal mode in the third person narration (plot summary) that is visually organised in speech bubbles. The comic strip visual mode represents the historical epoch that the libretto is set in.

In general, the translation was made from the genre of the libretto into the genre of the comic strip that brought the prototext from the culture core into the cultural periphery allowing the widening of the potential receivers' audience.

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THE MEDIATION PROCEDURE IN THE SYSTEM OF ALTERNATIVE CONFLICT RESOLUTION IN MODERN RUSSIA

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Abstract. Currently, there are many ideas about conflict and ways of resolving them. Development of different scientific and methodological approaches that have proved its existence in the late twentieth century contributes to the generalization and systematization of understanding of the conflict. In the legal information field while resolution of conflicts quite a lot of attention is paid to the problem of congestion of the judicial system. It is possible to help solving the problem by using extrajudicial (alternative to court) methods of conflict resolution that have become popular in our country thanks to the entry into force on 1.01.2011 the Federal Law No. 193 (on mediation). It is important to note several advantages of mediation to the rest of the extrajudicial methods, but in comparative with them, it is not without some flaws. Based on the experience of other countries where mediation has been used for several decades, it can be assumed that this type of alternative conflict resolution techniques will be the most popular in modern Russia. The article discusses the possibilities and prospects of mediation in Russia.

Key words. Non-judicial methods, alternative methods, conflict resolution, mediation, negotiation, court

1 Introduction

Modern society is a complex and multifaceted phenomenon. It is characterized by numerous conflicts. The legal system gives us the confidence that conflicts will be resolved peacefully. But legal mechanisms in conflict management are not always effective in modern society because of its complexity. In some situations, alternative methods of conflict resolution are more effective. The basis of technique unit of the process of alternative conflict resolution is the number of basic postulates that characterize their perception.

2 Materials and methods

First we need to determine the categorical apparatus used in conflict resolution.

It is important to understand that conflict is a normal manifestation of social bonds and relations between people, a way to interact in the collision of incompatible views, positions and interests, confrontation of two or more parties, interrelated, but pursuing their goals.

It is necessary **to distinguish clearly the conflict from other manifestations of contradictions** – absence of simple consent, mismatch positions, the opposites of opinions on one or another vital issue. Conflict is a process having the following phase dynamics: pre-conflict or latent phase, open phase or the conflict itself, the phase of resolution and the so-called post-conflict syndrome.

The term “conflict resolution”, which is removing the underlying contradiction, is binding, but in practice it is not always possible in the foreseeable future. In this case, efforts to resolve conflicts, as a rule, aim at creating favorable conditions to resolve gradually the contradictions that led to conflict, overcoming the post-conflict syndrome – the continuing high level of mistrust in the relations between previously conflicting parties. It is obvious that in addition to the objective causes of the conflict, the subjective psychological component is also important.

It should be noted, that the set of actions through which the warring parties can come out from conflict, is limited, in addition, the military option, in the logic of game theory "zero – sum game", can hardly be satisfactory. The winner imposes "rules of the game", profitable for him, thereby stimulating revanchist sentiments on the losing side. A complete cessation of contacts between conflict sides is possible not in all cases, trial and extrajudicial settlement remain (Besemer,2004).

The shortcomings of the judicial system (congestion of vessels, the duration of the trial, the high cost of lawyers and others) become the catalyst for the formation of alternative dispute resolution. You need to pay attention to another feature: the judicial decision is not always accepted by the parties, the discontent is driven into the back of your mind and emotions, creating the threat of a new outbreak and escalation of the conflict (Bercovitch,1996).

To the main methods of alternative conflict resolution (Alternative Conflict Resolution, the official abbreviation ACR) usually refer: arbitration in the form of arbitration, negotiation, mediation.

3 Results

In literal translation, "mediation" means intermediation. The terms are often used as synonymous, while intermediation is perceived to be much broader than mediation. It assumes that the mediator can advise and persuade the parties to adopt a decision. The mediator in accordance with the principles, guiding the effectiveness of the procedure (equality, voluntary participation, neutrality of the mediator (States’ Alternative Dispute Resolution Statutes State of Utah,2002) and privacy), has no right to do so.

The judicial and mediation are in common with the principle of equality of the parties and inclusion the third instance in conflict resolution. Parties in mediation have equal rights in the selection of a mediator, procedure, behavior, information, in assessing the acceptability of proposals, the terms of the agreement, etc. It is important for the Mediator to ensure parties of conflict with equal right to participate in negotiations and decision-making. Use of procedures of mediation and reconciliation of conflicting parties also requires substantial legal knowledge (mediation refers to the unauthorized practice of law), but the mediation is significantly different from the trial:

1. Membership of the disputing parties in the mediation process is voluntary, the mediator is also freely selectable (in this respect similar to mediation, the arbitration court). In state court, the parties cannot choose the judge, and forced to go to court at the place of residence. Participate in proceedings for the accused is not voluntary. Similarly, the adoption of the sentence is not left to the free discretion of the parties.
2. If the task of the court is to determine which of the parties is right and who is wrong (or share the blame between them), then mediation is initially focused on the search for agreement.
3. If the court development and decision – making means the judge, in mediation this is done by parties of conflict.
4. In court, the plaintiff and the defendant have a duty to obey a court decision even if one or both sides are not satisfied with this decision. During the mediation, all decisions are made only by mutual consent of the parties, and they voluntarily assume the obligation to fulfil their joint decision.

5. Unlike the court process, mediation is confidential, and each party may at any time refuse to continue the interaction. The termination of the proceedings in court is only possible in case, if the plaintiff refused the claim and refusal is accepted by court, privacy is impossible, because in court there is a mandatory list of documents that should be made public.
6. The process of mediation is relatively short, while litigation can take months and even years.
7. Mediation can cost less than traditional judicial procedures.
8. Most of the people who come to court, where they speak the language full of legal terms, some important issues may not be considered for ethical or legal restrictions (because the judicial process is usually public). In mediation, the parties may raise any issues relevant to the conflict. The mediation process is quite flexible and allows for a deeper analysis of the situation and ultimately to improve the efficiency of settlement.

Thus, in mediation the outcome depends on the parties of the conflict. The parties can accept unconventional solutions, in the sense that they are not obligated to comply with the prescribed norms. Of course, in the resulting mediation agreements they must comply with General conditions and take into account the decisions which can be appealed, otherwise the agreement will be short-lived. However, within the framework there are opportunities for specific, appropriate case resolution. For purpose are solutions in which everyone wins.

One of the main drawbacks of mediation is the inadequate enforcement of decisions and the use by one of the parties of information, obtained during participation in the mediation for a further escalation of the conflict. These "defects" can be eliminated if the mediator is competent in his work and will be responsible to perform the function of "extender of resource", that is, in advance (legally correctly) will prepare the necessary documents for the procedure or use the opportunity to invite parties to go to a competent lawyer (or notary) for the successful completion of mediation for authenticating signed documents.

The procedure of mediation appeared in the US in the 20-30th years of the twentieth century. Since 1960-ies in the United States the concept of mediation in its current form began to develop. Currently in the United States are more than 700 mediation centers. Some are public, others are independent and regard themselves as an alternative to the existing judicial system. In this country appeals to the mediator occur in 75-85% of cases of conflict situations and the agreements reached during the mediation, are performed in 90-95% of cases.

To date, mediation has become widespread in legal and public practices of the countries with different geographical location and cultural specifics, becoming a truly universal form of dispute resolution, conflict resolution. The researchers think that the future of mediation is with further institutionalization and improvement of technological methods and expand the scope of applicability. (Moore,2003)

In our country in the early 90-ies of XX century the need for research of conflict resolution for the first time have been recognized at the state level, but within twenty years of mediation in Russia had no legal basis. Currently in Russia the use of mediation in arbitration and civil courts is governed by the Federal law No. 193-FZ "On alternative procedure of dispute settlement with participation of mediator (mediation procedure)" came into force on January 1, 2011. Training of specialists is conducted in accordance with the Training Program for mediators (approved by order of the Ministry of education and science of the Russian Federation , 2011 № 187).(Training Program for Mediators (Order of the Ministry of education and science of the Russian Federation dated February 14,2011) The acquisition of technology involves not only the assimilation of knowledge (information), but the real change of thinking in the understanding of conflict and the role of the mediator in the negotiations.

In general, its use is considered effective in more than 50% of cases. Approximately at a quarter of the cases it does not affect the course of conflict, and at 10% a negative trend is observed. Initially, much depends on the content of the conflict situation.

Before the beginning of negotiations, the parties and mediator should decide which strategy best fits their situation. The specialist helps the parties of conflict to identify interests, clarify long-term goals or to outline the possible in principle, the most probable and the acceptable solutions. It describes the main types of strategies for dispute resolution – competition, avoidance, adaptation, compromise and interest-based mediation and helps to identify criteria which the parties will be guided in the choice of strategies. The choice is carried out depending on time constraints, the nature of existing and desired relationship with the counterparty, on the balance of power and dynamics within the conflicting groups. One of the most important tasks of the mediator is to help the parties of conflict to coordinate their strategies, which can be repeatedly changed in the course of negotiations.

Which strategy will be implemented by the mediator is affected by: stage of conflict, the ability of the parties to resolve the dispute, the balance of power used in the negotiation procedure, the complexity of the subject of conflict, what the parties expect from the mediator. In developing the strategy, the mediator decides for what purpose, at what level and with what priorities will the intervention be implemented. He can concentrate on general problem solving or on specific issues; psychological, procedural or substantive aspects of the conflict.

4 Insights

It should be noted that mediation can be used for a variety of purposes: in order to indicate the subject of the dispute and the border of conflict more clearly and adequately; to develop rules of the game required for further dialogue between the parties about the final resolution of the conflict; to resolve the dispute and reach a mutually beneficial agreement; for a clear understanding of positions and interests of partners in the negotiation process at the conclusion of a contract; to prevent conflict; to develop a political solution taking into account the interests of the public. Such a wide range of applicability implies a diversity of approaches, techniques and methods, as well as the constant emergence of new and improvement of existing ones. We can conclude that the above-mentioned approaches in the national system of alternative resolution of conflicts in Russia will be set and settle down for a long period, since the Law on Mediation has entered into force only in 2011.

5 Conclusion

Six years have passed since the Federal Law № 193 "On alternative procedure of dispute settlement with participation of mediator (mediation procedure)" has come into force in Russia. The introduction of mediation as part of the system of alternative resolution of conflict is accompanied by certain difficulties.

We can assume that they will be identical in most regions of Russia, and their permission will be of a similar complex character. It includes: the legislative establishment of a category of cases in which mediation is obligatory before going to court; training of the judiciary competent proposal to the parties to mediation; creating the necessary conditions to promote this method of conflict resolution through the media; opening of Master's programs for mediation within the system of higher education. The practical implementation of the indicated points will contribute to a high efficiency of mediation in alternative conflict resolution in the Russian Federation.

One of such regions of the Russian Federation the Republic of Tatarstan, an example of which the features of development of mediation can be considered. A set of objects, the binder of which is conflictological activity can be called "conflictological cluster". So it can be divided into two types: educational and applied part of the cluster. We'll try to enumerate the set of elements of each of them.

In the first part there are: the Center of Mediation, Conflict Resolution and Prevention of Extremism in Kazan Federal University (KFU); Department of Conflictology of the Kazan Federal University; Department of Conflictology of the Kazan national research technological University (Kazan chemical-technological Institute); Povolzhskiy Center of Legal Reconciliation (mediation) – Kazan University named after V. G. Timirjazeva; the Service of conflictological assistance KFU "1+1".

The University structure is the most wide niche in conflictological cluster of Kazan.

The second part of the cluster is: NP "League of mediators of the Volga region"; the Panel of mediators for conciliation procedures at the CCI of RT; ktsso "Trust."

Among the designated organizations an important role in the development of mediation in the Republic of Tatarstan plays a non-profit partnership "League of mediators of the Volga region".

Designated organizations occupy a significant place in conflictological cluster of Kazan. It is worth noting that there are such organizations, which ceased to exist due to lack of demand. It is important to understand that specialist of a new area should create the demand for his services to actualize the need of citizens in the use of conflictological help. Again, the obstacle is low awareness and mentality. Therefore, the first step is information work with the potential customers of the service, still new to Russia.

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THE PERFORMATIVE NATURE OF MODERN THEATER (AS EXEMPLIFIED BY THE PERFORMANCES OF THE 'RIMINI PROTOKOLL' GROUP AND THE PROJECTS OF CHRISTOPH SCHLINGENSIEF)

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Abstract: The authors of the present article appeal to the phenomenon of performative nature in modern German theatre, which, according to many scholars, is its conceptual feature today. The article analyzes the theatrical projects of Christoph Shliengesief and "Rimini Protokoll" group. They are the indicative phenomena of the European stage of the first ten years of the 20th century. Schliengesief's creative activity is earlier than Rimini Protokoll's, but their projects have fundamental affinity. Their works have syncretic nature. The scene of action is not only classical stage but also different sites of urban environment (museum, street, park, container, the body of the truck). Alongside with the professional actors, Schliengesief and than Rimini Protokoll will have invited the amateurs, "the experts of everyday life", into their stage performances. This enables to enforce a provocative effect of the performance and to make a participant spectator look at a raised problem from within. Political and social events are often the theme of Schliengensief's and Rimini Protokoll's staging. They aim not at moralizing or enlightening but arousing a critical thought in the spectator through his active involvement into theatrical performance. At the same time Schliengesief's theatre is more politicalized, Rimini Protokoll is interested mainly in the role of "an insignificant man" in the world events.

Keywords: German literature, theatre, modern German drama, Schlingensief, Rimini Protokoll, performance, post-dramatic theatre, post-modernism, political theatre.

1 Introduction

Theatre experts and aisle-sitters note with one accord that a modern theatre is becoming more performative. Thus, the investigators M. Lipovetsky and B. Boimers, the authors of the book «The Performances of Violence: the literary and theatrical experiments of "a new drama"», discussing a young drama and theatre, see their most important feature in «their not depicting and reflecting the life, but their creating (trying to create) a magic and/or ritual space of the performative living of a special communication with the audience» (1, p. 27). Speaking of the meaning of the (post) modernistic performance, at a new level of reviving of ritual-magic component of theatre, the authors refer to Jaques Derrida and his article about "theatre of violence" of Antonin Artaud: "According to Derrida, performance deteriorates the very idea of mimesis and abolishes the principle of imitation: the signifier is here as the signified, the stage is equal to the metaphysical nucleus of life" (Lipovetsky,2012, p.27).

The term "performative" was introduced by John Austin, concerning the utterances where the plan of discourse coincided with the plan of action, the utterances which were at the same time both the discourse and the action. Roland Barthes, following German philosopher Jürgen Habermas, who extended the principle of performativeness from a single utterance to the text as a whole and saw "an interested self-presentation" in the performative, affirms: "The term performativeness denotes, that the text rather shows something, accompanies the spoken with its performance proving in that way the originality of the spoken than suggests something" (Barthes,1989, p. 34).

M. Lipovetsky and B. Boimers believe that there is a change of focus: the relationship between the actor and the role are subordinate, giving way to the relationship between the actor and the text: "… a character is made up not of the emotions being experienced but of the words being uttered and perceived. A word goes through the actor like through the conductor, and it is the acting with the text that determines the actor's relations with the role and dramaturgic/theatrical whole" (Lipovetsky,2012, p. 90). For that reason, it is the language that becomes a central object of the performance (Shevchenko,2016).

An outstanding theorist of modern theatre, German scholar H.Th.Lehmann in his book "Post-Dramatic Theatre" also writes about a performative character of modern theatre as its conceptual nature (Lehmann,1999).

A telling illustration of performative theatre is the performances of the theatrical group "Rimini Protokoll" and productions by Christoph Schlingensief (1960-2010). The present article pioneered the consideration of the performances of "Rimini Protokoll" group and stage director Christoph Schliengesief in one coordinate system as the vivid examples of performative theatre which reflects a character of perceiving a modern man on the one hand, and a reference vector of the development of European theatre of today on the other hand.

2 Methods

A complex descriptive analysis of the theatrical text was used as a basic method of the study. The object of investigation determined interdisciplinary approach using the elements of culturological analysis and the theatricology analysis. The peculiarity of the authors' approach is the use of hermeneutical method when interpreting the correlation of literary language of Christoph Schliengesief and "Rimini Protokoll" group with the aim to fully reveal a type of cultural context, that produced them, to the maximum.

3 Results and Discussion

C. Schlingensief is one of the most original, disputable and provocative figures of German cultural stage of the end of 20th – the beginning of the 21st century, one of the most important experimentalist of his time. He began his way as a cinema director, since 1993 he has produced in Berlin theatre «Volksbühne» - the then stronghold of radical free-thinking and theatrical radicalism. Besides, Schlingensief is famous as a stage director of numerous performances, actions, projects and talk-shows all over the world.

The fact that Schlingensief has come into theatre from cinema becomes decisive for forming his individual style. Camera, projection, video-installation are integral to his projects. Thereby, he falls on the nerve of time, as video is an integral part of our today's life. It has become a part of theatre as an opportunity to approach the spectator being educated on the endless use of the succeeding pictures (Shevchenko,2017). Schlingensief's performances have an exaggeratedly visual character, reflecting the most important tendency of our time: the shift of emphasis to the theatre as a performance, the theatre as a show. Thus, the performance «Atta Atta», produced by the director in the theatre «Volksbühne» in 2003, the theme of which is "modern art and terrorism", uses video-installations, scenic line, Wagner's music, etc. The spectacle has a conspicuously performative character, when "an artefact" emerges before spectators' eyes.

This feature of art of Schlingensief is especially vivid in his projects «animation graphics», on which he was working since 2004 till 2007. Being produced in Austria, Germany, Iceland, Namibia, they combined the performance, theatre and installation, having reflected thereby a syncretic character of modern art – its tendency to genre and specific blurring, the synthesis of music, painting, literature, various practices of art and media. Animatograph is a stage with revolving carousel, onto the walls of which the fragments from Schlingensief's films and spectacles, the words and pictures are projected, besides the music is performed, the actors, clothed in theatrical costumes of different epochs, do not act but "show" the stories, actualizing myths, symbols, sagas, collected by the stage director from all round the world. The spectator penetrating into the space of animatograph is immersed into fantastical surrealistic flow of images. The action has a character of improvization in many respects, as it depends on the reaction of the spectator, his viewing and experience. Schlingensief will have extended this principle to theatre, forming a kind of animatograph on stage, the spectator is given not a passive role but an active one. The stage director will have carried out these projects in Reykjavik theatre, the Viennese theatre "Burgtheater", the Berlin theatre «Volksbühne», the State Opera "Unter den Linden", in museums, etc.

A particular page of the director's works is occupied by his political projects: action art at the exhibition of modern art «Documenta 10» (1997), criticizing the policy of the then chancellor of Germany Helmut Kohl; «Chance Party 2000» (1998) – the project against unemployment in the country; «container show» - «Foreigners, get out of here! Please, love Austria» (2000) – the project that discloses xenophobia of the Austrian society, «African Twin-Towers» (2005), «Via Intoleranza" (2005-2009), etc. These projects involved the participants – artists, disabled people, unemployed people, Schlingensief's personal fans and others – who were in the state «between» - between fixed attitude, rules, cues. This radical formulation «betwixt and between" opened new playing areas. In difficult time, when the European world was being remade, Schlingensief's became a kind of art laboratory, where one artificially created a crisis situation similar to the one that arose in the society. It permitted the participants and spectators in a play form to fit themselves into the new reality and learn to live under circumstances of instability. Criticizing racism, xenophobia, violence, terrorism, indifference, the artist was as though he himself took a shady side, "staging" violence. At the same time, he broke generally accepted rules, violated taboos, but it was not a provocation for the sake of provocation. He was guided by the desire to reveal, concentrate attention on and visualize social and political problems. Thus, the theatre of Schlingensief can be determined to the full extent as a political theatre. But it is essentially distinguished from Brecht's or Müller's theatre. It does not enlighten, teach, inform, but stages the policy, sharpens the situation in a provocative way, mystifies, knocks the bottom out of an argument and combs out the present-day reality thoroughly. The other but typologically related examples of interactive "acting-in" of crisis situations in the moments to be crucial for the country are also observed in the Russian theatre of the 90th (Prokhorova and Shamina, 2014 ; Zavyalova and Shamina ,2015). They were often based on classical material (Zueva et al, 2016).

C. Schlingensief died in 2010 in his fifties year from lung cancer. Флуксус-oratorio «The Church of Fear before the Strange in Me» and the Book «There will not exactly so good in the sky like here » were the last projects of the stage director who told and staged the story of his fatal illness.

Approximately at the same time, at the end of the ninetieth, on German and European stages there appeared the artists who later founded the theatrical group "Rimini Protokoll". A distinctive feature of Rimini Protokoll theatre is the fact that not professional actors act in many performances but ordinary people. Not the events and phenomena but the characters of these events, acting the parts of themselves are the subject of the drama of Rimini Protokoll. Their projects have documentary character (Lisenko, 2016).

The members of the group called such drama «Experten-Theater», as the main characters of this theatre become "experts of the everyday". At the same time, according to M. Dreysse, the notion of «experts», but not "dilettanti" is the key one for Rimini Protokoll conception, as the judgment of the participants is important rather than amateurism in the field of acting technique (Dreysse,2015, p.213). In this respect Rimini Protokoll follows in some measure the projects of Schlingensief. He also used unprofessional actors in his performances: «With his amateur Players acting out their real problems, Schlingensief anticipated something about theatrical innovation that was better understood when, only a few years later, the theatre group Rimini Protokoll drew on 'experts' as protagonists from various professional and social fields to produce a new form of documentary theatre» (Irmer,2001, p.350).

The founders of the theatrical group– H. Haug, S. Kaegi and D. Wetzel – began their co-working in 2000. Since 2002 all their projects have come out under the name «Rimini Protokoll». Both C. Schlingensief and the members of "Rimini Protokoll" group arrived at their theatrical projects not immediately. Before their cooperation H. Haug took a great interest in documentary theatre and wrote a broadcastplay, D. Wetzel defended his thesis on performativeness of photographic survey, S. Kaegi went into journalism. Undoubtedly, such a versatility of the authors of Rimini Protokoll influenced an intermedial character of their works. More than one hundred performances have come out under their name, which are produced not only on classical stages but on «real» grounds – the streets of the cities, in the automobile van, in the board room. Some projects are performed all over the world practically unchanged, the others are the models of the spectacles on the basis of which new performances are staged.

Among the most «replicated» productions of Rimini Protokoll should be distinguished in the first place the projects «100% City» and «Remote X», where «X» – the name of the city. Like animatographs of Schlingensief, the performances of these projects were staged in many large cities of the world. The project «100% City» was firstly realized in 2008 in Berlin, then in other cities of Europe, North and South America, Asia and the world.

In the performance "100% Berlin" the actors became «the experts» of the reality – 100 inhabitants of Berlin. Being a representative of a social group, each of the participants told about their interests, traits, dreams, problems on stage. The scene is accompanied by video pictures on the circular screen (Haug,2005).

Following Brecht's tradition, the authors enforce «the effect of estrangement», not only breaking the boundaries between theatre hall and stage, but making the spectator a participator of an act. There erase the boundaries between the actor and the spectator. People on stage put not a written play, but take the part of themselves. In the process of the performance there appear a double reflexion: the narrator internalizes the events of the past with respect to the experience of the present, and then this event is interpreted by the spectator. In this way there emerges the distance between him and the event. The use of technical aids, constant repetitions and the inclusion of Rimini Protokoll's voices asking them the questions or giving instructions to them into the performance enforces the distance. Episation of drama text occurs. Rimini Protokoll use episation practically in all the works. They rather narrate than show in their performances, using different literary and technical means, about, for example, how politics is formed («Deutschland – 2», 2002), how radio broadcast is recorded («Wundersame Welt der Übertragung I-III», 2002), how the book «lives» («Adolf Hitler: Mein Kampf, Band 1 & 2», 2015), etc.

Many performances of theatrical group «Rimini Protokoll» are based on real economic and political events happening in the world, and also the myths related to the phenomena that have already become historical. For example, the project "Top Secret International (Staat 1)" (2016) lets the participants get to the very center of global network of intelligence service, which is of current importance in view of the scandals concerning control and eavesdropping occurring everywhere, and the spectacle "World Climate Change Conference" (2014) reproduces the conference declared in the name. The performances «Adolf Hitler: Mein Kampf, Band 1&2» (2015) and «Karl Marx: Das Kapital, Erster Band» (2006) show, how the myth related to the book that was written many years ago has effect upon the contemporary society.

It is obvious that the aim of the performances of Rimini Protokoll is to pay attention to the problems that in spite of being significant can be unnoticed or disregarded in our daily routine. In the center of their spectacles is above all man. There is no doubt that the projects of Rimini Protokoll have a provocative character, but this provocation, as distinct from Schlingensief's performances, is directed first of all towards a concrete man, not the society on the whole.

4 Summary

The creative work by C. Schlingensief and Rimini Protokoll is counted among the marked theatrical phenomena of the last two decades. It is a demonstration of «postdramatic» theatre, in which the performativeness is inherent.

Both Schlingensief and Rimini Protokoll came to theater having been experienced in other arts. Schlingensief's creative activity started with cinema, the members of Rimini Protokoll group were occupied, inter alia, with journalism and photography. It influenced the peculiarities of their style – in their performances there occur the shift to theatre as a show, a pronounced visual character is combined with the use of sound effects, music, voices, etc. It attaches a pronounced syncretic character to their art.

Common is also the authors' cooperation not only with the professional actors, but with ordinary people as well, who act in the performances just as the experts. Schlingensief's works developed in the works of Rimini Protokoll, in their «theatre of experts». It enabled not only to enforce a provocative character of the performances but to give an opportunity to each participator of the project «to live» a modeled situation.

Schlingensief's and Rimini Protokoll's projects are put on the stage in many cities all over the world. The grounds where they are presented become not only the theatrical boards but museums, parks, cemeteries, containers, and even trucks.

5 Conclusion

Schlingensief and Rimini Protokoll in their projects appeal to the actual political, social and economic world events and problems. Each project is, of course, a provocation, the aim of which is the activation of individual playgoer's and social consciousness. It is no accident that a spectator is often an actor and a participator of the performance.

However, in our opinion, Schlingensief's projects have more politicalized character as compared with Rimini Protokoll's performances. In the focus of works of Rimini Protokoll there is, above all, an ordinary man. There is an opportunity to represent the middle inhabitant's views of «massive» problem. Schlingensief's performances are «staging» of the politics, the creation of «a laboratory situation», that is analogous to the real life.

Performative experiments of Christoph Schlingensief and Rimini Protokoll have drawn an important vector of the development of modern theatre.

Acknowledgement

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THE RESPONSE OF MANUFACTURING INDUSTRY TO OIL AND GAS SECTOR: EVIDENCES FROM RUSSIA

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Abstract: This study empirically examines the relationship between Russia's manufacturing industry and the oil and gas sectors through analyzing quarterly data from 2005:Q1 to 2014:Q3 using the Vector Error Correction model. The main findings of the paper are following: i) Russia's manufacturing industry is negatively influenced by the booms in oil and gas complex represented by oil price and oil exports, ii) government expenditures crowd out the share of manufacturing industry while the net inflows of foreign currency slightly enlarge the manufacturing industry, iii) appreciation of the exchange rate is negatively associated with the development of manufacturing production, although the level of coefficient's significance is low, iv) manufacturing needs slightly more than 2 quarters to return to the equilibrium after the structural changes.

Keywords: Russia, Manufacturing industry, Oil and gas sector, VECM.

1 Introduction

National oil and gas sectors serve as a driving force and a foundation of the Russia's economy. In total, they provide about 55% of total export revenues and constitute almost 40% of the Federal budget[1].

In 2000s high oil prices and stable large volumes of crude oil and gas exports provided rapid economic growth in Russia (about 7% per year) before the world financial crisis in 2008 and quite moderate economic development after the 2008-2009 shock till the autumn 2014. On the contrary to the general economic growth mainly caused by the favorable oil prices (apart from the crisis time), the manufacturing industry[2] of Russia was gradually shrinking at the same period. From the Figure 1 below, it is clear that the share of manufacturing industry in GDP reduced by almost 2.70% from 16% in 2005:Q1 to 13.30% in 2014:Q3, while the share of mining in GDP increased by about 3%.[3]

In this respect, the general theory suggests that countries with the large reserves of oil and gas suffer from the problem of manufacturing slowdown (Ito, 2017). The first intuition behind this statement is that resource boom (e.g. increase in oil prices) leads to the labor migration from the manufacturing and service sectors to more profitable mining sector. Subsequently, in order to return to the equilibrium labor market the real wages increase. And, as long as labor is a factor of production and the real wage is a one of the production costs, the manufacturing industry is expected to experience reduction during the favorable conditions in oil and gas sectors (Mironov,2015). Another intuition suggests that resource boom (e.g. increase in the volume of crude oil exports) brings considerable amount of exports revenue, which in turn positively influence the real exchange rate. As a result of the real exchange rate appreciation, the competitiveness of the finished manufacturing goods in the international market decreases, exports go down and imports rise, hence the share of the manufacturing industry shrinks.

[1] Sources: Ministry of Finance of Russian Federation, Central Bank of Russian Federation.
[2] The sectors of Russian industry (e.g. metalworking, ferrous and non-ferrous metallurgy, light industry) except mining and utilities
[3] Source: Rosstat.

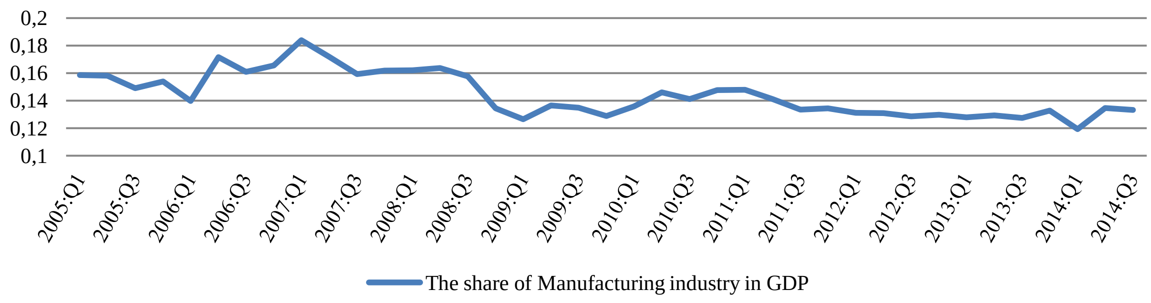

Figure 1. The share of manufacturing industry in GDP.
Source: Rosstat.

Over the past 15 years, the range of empirical studies has been held in Russia to examine the nexus of fundamental macroeconomics variables and oil and gas sectors. The most of them indicates positive relation between general economic growth and the oil and gas complex. In contrast, there is a lack of empirical works that are focused on the investigation of response of Russia's manufacturing industry to the shifts in national oil and gas sectors, although it is quite debatable issue for resource rich countries.

Therefore, the aim of this paper is to empirically determine the effect of oil and gas industry on the Russia's manufacturing production, employing the Vector Error Correction model (VECM). The hypothesis underlying our empirical research is that, Russia's manufacturing production is negatively associated with the shifts in the oil and gas sectors.

2 Data and methodology

Table 1. Description of variables used in econometric analysis

Variable	Name	Source	Period	Description
Manufacturing industry.	***MI***	Rosstat	2005:Q1 – 2014Q3	The share of manufacturing industry in GDP of Russian Federation (% of GDP).
Price of crude oil.	***OILP***	Reuters		Price of Brent oil, $/bbl.
Exports of crude oil.	***OILQ***	Central Bank of Russian Federation.		The volume of crude oil exports (mln. tons).
Government expenditures.	***GE***	Ministry of Finance of Russian Federation.		Expenditures of Federal budget of Russian Federation (% of GDP).
Current account surplus.	***CAS***	Central Bank of Russian Federation.		Proxy for net inflows of the foreign currency (% of GDP).
Real effective exchange rate.	***REER***	Bank for International Settlements		Based on CPI of Russia and on CPI of its major trading partners. 2005=100 (base year).
Dummy variable.	***D***	-	-	2008-2009 crisis dummy variable.

The model analyzed in the study includes six variables. The dependent variable is manufacturing industry (MI), which is represented by almost all sectors of Russian industry (e.g. metalworking, metallurgy, engineering, timber industry, chemical and petrochemical industry, etc.) except for mining and utilities. The explanatory variables are presented in Table 1 with corresponding description and sources. All series are seasonally adjusted by dummy variable (D) (taking into consideration the sharp shifts during the financial crisis in 2008-2009) and converted to logarithmic form.

Before proceeding to the identification of the estimation model, Augmented Dickey Fuller (ADF) and Phillips and Perron (PP) unit root tests were conducted for each variable in order to determine the order of integration of the series (Table 2). The ADF test fails to reject the null hypothesis of the presence of unit root for each series and both specifications (intercept/intercept and trend). PP test in most cases also gives the results in accordance with the ADF test's outcomes, namely that series suffer from the non-stationarity, apart from lg (OILQ) and lg (CAS) statistics which are significant at 1% level. After transforming the series into the first difference, the null hypothesis of the both tests is rejected for each variable at 1%, 5% and 10% significance level, respectively. Therefore, it can be concluded that each series is integrated of order one I (1) and we can proceed to the determination of cointegrating relation.

Table 2. Unit root tests

ADF test (H0: Unit root)				
	Level.		First difference.	
Variables	**Intercept**	**Intercept and trend.**	**Intercept**	**Intercept and trend.**
lgMI	-1.2	-2.7	-2.9**	-3.9**
lgOILP	-1.9	-3.1	-3.9*	-3.8**
lgOILQ	-0.03	-1.6	-3.1**	-3.3***
lgGE	-2.07	-1.9	-3.1**	-3.2***
lgCAS	-1.2	-2.8	-3.4**	-3.2***

lgREER	-2.5	-2.5	-3.0**	-3.3***
№ obs.	34	34	33	33
Critical values.				
1%	-3.6	-4.2	-3.6	-4.3
5%	-2.9	-3.5	-2.9	-3.5
10%	-2.6	-3.2	-2.6	-3.2
PP test (H0: Unit root)				
lgMI	-1.9	-3.2	-7.9*	-7.7*
lgOILP	-2.1	-2.8	-4.3*	-4.2**
lgOILQ	-4.5*	-6.8*	-16.0*	-16.4*
lgGE	-1.9	-1.8	-5.8*	-5.8*
lgCAS	-2.9	-4.5*	-8.5*	-8.3*
lgREER	-2.7	-2.7	-6.8*	-7.2*
№ obs.	37	37	36	36
Critical values.				
1%	-3.6	-4.2	-3.6	-4.2
5%	-2.9	-3.5	-2.9	-3.5
10%	-2.6	-3.2	-2.6	-3.2
Notes: The symbols *, ** and *** refer to the rejection of the null hypothesis at the 1%, 5% and 10% significance levels, correspondingly.				

In our analysis, in order to capture the long run relationship between the oil and gas sector and manufacturing industry of Russia, VECM which is developed by Johansen (1988, 1995) is employed (Johansen,1988; Johansen,1995). The model used in the analysis has the following form:

$$\Delta Z_t = \Gamma_1 \Delta Z_{t-1} + \Gamma_2 \Delta Z_{t-2} \ldots + \Gamma_{k-1} \Delta Z_{t-k-1} + \alpha\beta' Z_{t-1} + e_t \quad (1)$$

where Δ is the difference operator, Z_t is an (n × 1) vector of variables= (MI_t $OILP_t$ $OILQ_t$ GE_t CAS_t $REER_t$ D), k is the number of lags, e_t is an (n × 1) the vector of error terms. Γ refers to an (n × n) matrix of parameters, providing the information about the short run relationship between variables. α and β' are (n × r) adjustment and cointegration matrices, respectively, which contains information regarding the long-run relationships of series. Cointegration trace test and Max-Eig test based on Johansen's method are applied to verify the existence of the cointegration and determine the number of cointegration equations in the estimated model.

Finally, the Lagrange Multiplier test, proposed by Breusch and Godfrey (1981), which permits to check the estimated model for accuracy, is adopted (Breusch et al, 1981).

3 Results

The outcomes of the unit root tests which proved the integration of order one I (1) of each series, permits us to conduct the investigation for cointegration using Johansen's methodology in a multivariate framework. To capture the effect which is not explained by the dependent variables, constant is included in cointegration equation. Optimal lag length of 3 was determined by using the sequential likelihood-ratio (LR) test, Akaike's information criterion (AIC) method and Schwarz Bayesian information criterion (SBIC) method. The results of the Trace test and Max-Eig test presented in Table 3 confirm the presence of cointegration, namely our model cannot reject the null hypothesis of at least one equilibrium cointegrating relation at the 5% significance level. Based upon the results, it can be concluded that the stable long run relationship between the manufacturing industry (MI) and its explanatory variables exists and it is time to proceed to the model estimation.

Table 3. Johansen cointegration test

Panel A. Trace test.			
No. of cointegrating equations, r.		Trace statistic	5% critical value.
H_0	H_1		
r = 0	r = 1	135.0*	104.9
r = 1	r = 2	76.9	77.7
r = 2	r = 3	40.2	54.6
Panel B. Maximum eigenvalue test.			
No. of cointegrating equations, r.		Max-eigenvalue statistic	5% critical value.
H_0	H_1		
r = 0	r = 1	58.1*	42.4
r = 1	r = 2	35.6	36.4
r = 2	r = 3	17.5	30.3
Notes: The symbol * denotes rejection of null hypothesis at 5% significance level.			

Table 4 presents the outcomes of the VECM estimation, where the coefficient of manufacturing industry (MI) is normalized to 1. The parameters of explanatory variables are all statistically significant and their values are reasonable with expected signs. Generally, the cointegrating vector implies that MI depends negatively on the OILP, OILQ, GE and REER, while CAS has a positive effect on the development of manufacturing industry. More specifically, 1% growth in oil price results in about 0.41% decline of the manufacturing production, while the elasticity of oil exports is considerably higher, namely 1% increase in the volume of export decreases manufacturing production by more than 2%. These findings support our expectations and can be explained by the following postulates. Firstly, rise in oil price and volume of crude oil export strengthens the real effective exchange rate, which in turn negatively influences the competitiveness of the Russia's manufacturing products in the international market, and as a result the total production goes down. Another intuition that stays behind the obtained outcomes is that growth in both variables (OILP and OILQ) has negative impact on the domestic prices of raw materials used in manufacturing industry. Subsequently, the price of finished manufacturing goods goes up which further declines the demand for them and the share of manufacturing industry. Thirdly, in accordance with Mironov and Petronevich, (2015) the rise of oil price shifts the labor (mobile resource) to the more profitable mining sector, as a result the labor scarce in manufacturing and service sectors occurs (Mironov et al, 2015). Consequently, in order to fill the loss of labor resources it is necessary to manipulate the labor force through increasing the real wages, which in turn shrinks the share of manufacturing industry, or in other words brings to de-industrialization.

Table 4. Results of the VECM estimation.

Variables	**Long run coefficients**	**t-statistic**
lgOILP	- 0.413*	-3.76
lgOILQ	-2.112*	-4.58
lgGE	-0.528*	-4.87
lgCAS	0.135*	5.61
lgREER	-0.568***	-1.78
Constant	14.08883	
Error correction	-0.42044**	-2.39
Notes: The symbols *, ** and *** refer to statistical significance at 1%, 5% and 10%, respectively.		

Moreover, Table 4 suggests that 1% increase in government expenditures pushes down the portion of manufacturing industry by more than 0.50%.This outcome can be explained by the fact the rise in government expenditures leads to growth in inflation and interest rate which in turn crowds out the private investments causing manufacturing industry to diminish. In addition, the net inflow of foreign currency represented by the current account surplus has comparatively low, but significant effect on manufacturing industry, specifically 1% rise in the net inflow of foreign currency leads to growth in manufacturing production by nearly 0.14%. Despite the low significance level (10%) of the real exchange rate coefficient, the direction of relationship is in the line with expectations, namely appreciation of real exchange rate by 1%, decreases manufacturing production by about 0.57%.

The error correction term parameter is not only negative and statistically significant but also has quite large absolute value less than one, indicating that manufacturing industry adjusts to its long run equilibrium at a comparatively rapid rate after the shock.

Finally, Table 5 shows the outcomes of Lagrange – multiplier test that is employed to check the estimated model for possible misspecifications. It is found that there is no serial correlation in the system due to the fact that all p-values are larger than the 5% level of significance. Therefore it can be claimed that the results obtained through the model estimation is accurate and can be used for further implementation.

Table 5. Lagrange – multiplier test.

Lags	**LM-Stat**	**p values.**
1	30.5	0.7
2	35.0	0.5
3	27.9	0.8
Notes: H_0 is no autocorrelation. Degrees of freedom are 36.		

4 Disscusions

The manufacturing industry is considered as a substantial economic force, which not only provides massive number of work places, but also promotes productivity growth, development of innovations and technologies, and expansion of international trade, which further extends to other sectors of the economy (Kondratyev,2013). In the developing countries (e.g. China, India) the manufacturing industry serves as lever which transforms poor nations to the momentous players of the global economy. In turn, the contraction of the manufacturing production, others sectors being constant, is estimated as a sign of economic decline and results in the reduction of the country's attractiveness in the international markets (Rubtsov et al, 2012; ,11). There is a range of issues and challenges that theoretically may inhibit the development of manufacturing industry, among which the dependency on natural resources occupies the leading position.

Turning to the Russia, it is known that raw materials constitute about 80% of total value of goods export, out of which fourth fifth represented by two products: oil and natural gas (Mironov et al, 2015). This excessive concentration of Russia's export on mining industry as compared with manufacturing production causes the range of destructive consequences as follows: i) the significant structural unemployment and low wages rate among highly qualified labor force as result of de-industrialization, ii) the absence of the considerable competitive advantages in science, education and high-tech iii) substantial macroeconomic instability iv) accelerated depletion of non-renewable resources.

The results of our investigation empirically confirmed the negative impact of mining industry represented by oil and gas sectors on the manufacturing industry of Russia, thereby providing the important insights for researchers as well as policymakers. In any case the obtained outcomes do not mean that Russia needs to cease or limit the mining and exports of crude oil and gas, as long as this is the natural competitive advantage of our country (Rubtzov et al, 2015). However, regardless of the price of oil government have to stably and permanently support the modernization and development of the manufacturing sectors in order to achieve the maximum efficiency in processing the raw materials and as a result to produce the goods mostly with high added value. Subsequently, this strategy which is believed to successfully function due to the competent and rational using of taxes' and exports' revenues as well as using the strict legislation would substantially elevate the manufacturing industry and minimize the dependence of Russia's economy on the international markets conjuncture.

5 Conslusions

This paper investigates the response of the manufacturing industry of Russian Federation to changes in oil and gas industry, additionally controlling for the range of variables and taking into account the economics shock in 2008-2009. The VECM method with quarterly data from 2005:Q1 to 2014:Q3 was employed to detect the long run causalities. The main findings of the study are as follows:

1. Russia's manufacturing industry is negatively influenced by the booms in oil and gas complex represented by oil price and oil exports.

2. Government expenditures crowd out the share of manufacturing industry while the net inflows of foreign currency slightly enlarge the manufacturing industry.
3. Appreciation of the exchange rate is negatively associated with the development of manufacturing production, although the level of coefficient's significance is low.
4. Manufacturing industry needs slightly more than 2 quarters to return to the equilibrium after the structural changes.

Therefore, it is reasonable to conclude that the gradual decline in the Russia's manufacturing industry is directly related to the natural resources' dependency of the Russian economy, thereby supporting the findings of Oomes and Kalcheva (2007), Mironov and Petronevich (2015) (2,8).

The future direction of the research is to examine how separate sectors of manufacturing industry behave during the shifts in the mining industry. This would permit us to identify the most pressed sectors and to make more precise policy recommendations.

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THE TEACHING TECHNIQUE OF DEVELOPMENT OF PEDAGOGICAL COMPETENCE DURING THE STUDY OF HUMANITIES

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Abstract: The relevance of the research problem is defined by practical and theoretical components. The practical relevance of the problem is determined, on the one hand, the new demands of society and the production to the pedagogical component of the vocational training teachers' activity and lack of reflection in The Federal State Educational Standards, on the other hand, the need to realize the potential of the humanities in development of the pedagogical competence of future vocational training teachers and the insufficient development of educational conditions promoting to the effective implementation of this process. The purpose of the article is to ground the new complex technique developed by authors as one of the necessary conditions for the formation of pedagogical competence of future vocational training teachers. The leading method of this problem study is a scientific experiment comprising ascertaining and formative stages. The result revealed that the implementation of the teaching conditions improved the efficiency of formation of pedagogical competence of future vocational training teachers in the process of studying the humanities. There is a positive dynamics of the level of development of pedagogical competence in the experimental groups before and after the forming stage of the experiment due to detailed, reasonable selection of the modules content, the forms and methods of training, when each task was chosen with a focus on the formation of a particular component of the pedagogical competence. Article proceedings are valuable for organizers of vocational training of teachers, vocational teachers, researchers in the field of competence formation.

Keywords: education, pedagogical competence development, vocational training teacher, interactive teaching techniques, Humanities.

1 Introduction

The vocational training teacher is becoming increasingly in demand not only in secondary vocational institutions, but also in the training centers of applied qualifications, in organizations engaged in training for short-term educational programs, as well as in the production acts as a mentor and organizer of working activity (Zagladina, 2016). Therefore, future trainers in addition to owning a great professional competence, equipment and technology, need psychological and pedagogical competence, required for the organization of the learning process of students in educational institutions or in the management of personnel working in the company (Federal state educational standards, 2009). Statistics show that only 18-20% of vocational training teachers coming to work in the production (Bagautdinova et al., 2014) have the ability to manage staff effectively and motivating workers to provide psycho-pedagogical influence (Kamaseva et al., 2015). This fact suggests that high level of general culture, outlook, humanistic worldview, professionally-relevant qualities, pedagogical orientation of the mind, and therefore the pedagogical competence of the future vocational training teachers are important for a successful professional-pedagogical activity (Fakhrutdinova et al., 2015).

In turn, such a problem as the formation of pedagogical competence of the future vocational training teachers in the process of studying the humanities (Yow, 2005), requires search and use of innovative technologies. At this stage active searches devoted to the study of professional and pedagogical competence of the teacher are conducted in educational psychology, pedagogy and sociology of education. The ways to improve the professional and pedagogical competence are discussed in studies of N.V. Kuzmina, A.K. Markova, V.A. Slastenin (Kuzmina, 1990; Markova, 1996; Slastenin, 1997). The list of professionally important qualities of teacher's personality were outlined in researches of A.S. Batyshev, O.G. Groholskaya, E.F. Zeer (Batyshev, 1985; Groholskaya, 2011; Zeer, 2003). A number of scientists studied the means and conditions for the formation of certain components of professional pedagogical competence (Gilmeeva, 2006; Gilmeeva, 2012; Verbitsky, 2004; Klarin, 1995); another highlighted the gradual formation of professional pedagogical competence (Karelskaya, 2004; Volvenko, 2006; Kudzoeva, 2006).

During the study the following research problem was identified: What are the conditions of the formation of pedagogical competence of the future vocational training teachers in the process of studying of humanitarian disciplines in educational institutions of secondary vocational education? As well as the goal was formulated - the formation of pedagogical competence of the future vocational training teachers in the process of studying the humanities; the goal identified one of the conditions presented in this article, it is a complex method (developed and tested by authors in practice) of the formation of pedagogical competence of the future vocational training teachers in the process of studying the humanities.

As a result, the use of an integrated authoring technique helped to increase the activity of students and the formation of pedagogical competence of the future vocational training teachers in the process of studying the humanities.

2 Methods

The leading method of this problem study is a scientific experiment comprising ascertaining and formative stages. The ascertaining stage of the experiment was conducted on the base of Kazan Federal University, at this stage has been developed and used in practice: "Methods for diagnostics of the formation of pedagogical competence of the future vocational training teachers in the process of studying the humanities" and "Success Diary". The formative stage of the experiment was conducted on the base of GBEI of SVE "Kazan vocational training college" (89 people) and GBEI of SVE "Bugulma vocational training college" (56 people), at this stage was developed and tested a complex method of formation of pedagogical competence of the future vocational training teachers in the process of studying the humanities, including the steps of complex interactive technology, specially designed content of the integrative practice-oriented courses and new modules of the disciplines of the humanities cycle, a complex of diagnosing means. At the beginning and at the end of the formative experiment was studied the formation of the pedagogical competence throughout all elements.

3 Results

Thus, the "Methods for diagnostics of the formation of pedagogical competence of the future vocational training teachers in the process of studying the humanities" consists of four techniques, relevant to blocks and ten assessment cards of each component of competence, which contain allegations measured by students in importance. The developed assessment cards were filled by students and experts at the first stage, then the average indicators presented in this study were calculated.

First-year students of GBEI of SVE "Kazan vocational training college" (89 people) and GBEI of SVE "Bugulma vocational training college" (56 people) were tested in order to determine the initial level of the formation of pedagogical competence. The total sample was 145 people.

In the second phase new modules of Humanities were proposed: 1) basic philosophy - modules: "Philosophy and humanistic outlook," "teachers-philosophers of culture", "Humanitarization as a modern trend in vocational education"; 2) psychology of communication - Modules "communication culture of vocational training teachers", "Dialogue of cultures in a multinational state", 3) history - modules: "Teacher training of the future vocational training teachers in the XX century", "Vocational training teachers - humanitarian resource of modernization of vocational education "; 4) foreign language (English) - modules: «My profession is a vocational teacher», «Key competences of a vocational teacher», «Humanities vs. Professional disciplines in vocational teachers training »; 5) physical training - modules: "The role of vocational training teachers in matters of preservation of health in educational organizations", "Modern health-saving technologies".

Using the resource of a variable part of the standard, we have developed an integrative practice-oriented course "Formation of pedagogical competence of the future vocational training teachers" aimed at the development of the nature and structure of pedagogical activity by students. Special course introduces students to the ideas of humanism, general humanitarian culture of the teacher, with the methods of constructing the training sessions, elements of reflection and self-evaluation, interactive technologies (Plakhova, Rustamova, Kiyashchenko, 2015). Following the principles of integration and the formation of complex competencies our main research objective was to show and prove in practice the close relationship and thereby form a common idea of the humanities, which forms a whole pedagogical competence. The conceptual basis of this special course is a competence-based approach, student-centered learning and the modular design of the curriculum and educational programs. At this stage in the framework of teaching courses and modules of humanities of an invariant part of the standard we used a set of interactive techniques, carefully selected in the course of experimental work: active learning lecture, technology of "buzzing" groups, brainstorming, case-study, reverse communication technology, oral essay-presentation and video-essay, public speaking with PowerPoint presentation, professional orientation games, a master class (Panfilova, 2009; Gubaidullina, Ilyasova, Khakimzyanova, 2015).

In the third stage, which implies the current test of the level of formation of pedagogical competence of the future vocational training teachers and its components, we used the situation analysis technology. "Methods of assessing the level of qualification of teachers", edited by V.D. Shadrikov, I.V. Kuznetsova (Shadrikov, Kuznetsova, 2010) served as the material. This technology as the most effective tool of formation of pedagogical competence of the future trainers was also used at the stage of final control.

The technology of master-class active learning was used in the final sessions of the special course prior to the final control. The essence of the master class was that the student (future vocational training teacher) showed his/her skills to other students through active learning methods (Panfilova, 2009). One of the main tasks of the student acting as the training teacher was to involve other students in the game, brainstorming, solution of pedagogical situations, etc. and the organization of their activities. As a result, the use of the master class helped to strengthen potential opportunities of participants through the development of respect for the training teacher; clearly demonstrated the formation of the components of pedagogical competence (Khovanskaya, Maklakova, Arzhantseva, 2016).

At the final stage, we conducted the final control of learning and the level of formation of pedagogical competence of the future trainers with the participation of experts, the final inspection of the completion of "Success Diary" was carried out, "Methods for diagnostics of the formation of pedagogical competence of the future vocational training teachers in the process of studying the humanities" was re-used to track the dynamics of the formation of pedagogical competence. So we have got the results showing that in the experimental group there was a significant increase in the percentage of students with an average and high level of pedagogical competence (Table 1).

Table 1. Distribution of students in terms of the formation of pedagogical competence at the beginning and at the end of the formative experiment in %

Levels of formation	Experimental groups (89 people) at the beginning	Experimental groups (89 people) at the end	Control Groups (56 people) at the beginning	Control Groups (56 people) at the end
Low	42	14,9	40,8	34,1
Medium	44,8	38	47,7	50,7
High	13,2	47,1	11,5	15,2

4 Discussion

The complex of diagnosing means (author's methods) for assessing the formation of the pedagogical competence of future vocational training teachers, developed and tested in the course of experimental work, made it possible to identify the initial state, the final result, to track the dynamics of the formation of pedagogical competence of future vocational training teachers.

The complex method of forming of the pedagogical competence of future vocational training teachers in the process of studying the humanities consisted of several stages. For each stage, a careful selection of interactive techniques and methods, forms of study and learning tools was carried out, in addition, each task was selected with an orientation toward the formation of a certain component of the pedagogical competence, which ultimately promoted the activity of students and the realization of the third pedagogical condition for the formation of the pedagogical competence of future vocational training teachers in the process of studying the humanities.

Logically aligned content of the integrative practice-oriented course "Formation of pedagogical competence of the future vocational training teachers", and modules of Humanities, as well as a set of interactive innovative techniques, forms, methods and means of teaching, used in the process of introducing a special course, contribute to the formation of the pedagogical competence of future vocational training teachers.

5 Conclusions

After the implementation of an integrated complex method in practice, we worked on the data, the results of empirical studies have shown an unambiguous increase in the level of formation of pedagogical competence, as the percentage of students with a high level of development of the pedagogical competence indicators was 47.1%.

Summarizing the results above, it should be noted that the combined application of interactive technologies designed in a holistic method of formation of pedagogical competence of the future vocational training teachers in the process of studying the humanities, was made possible thanks to a detailed, reasonable selection of modules' content, forms and training methods, when each task was chosen with a focus on the formation of a specific component of pedagogical competence (Shaikhutdinova, Sokolova, 2013). As a result, it contributed to the increase of the activity of students and the formation of pedagogical competence of the future vocational training teachers in the process of studying the Humanities.

Further works can be devoted to the development of educational and methodological support for the process of forming the pedagogical competence of the future vocational training teachers and improving the diagnostic tools for assessing it.

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ASSESSMENT THE EFFICIENCY OF ECO-ORIENTED INNOVATION PROJECTS IN INDUSTRIAL ENTERPRISES

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Abstract: The appearance of special kind of innovation in the practice, namely, ecological innovation, led to the emergence of a new type of investment projects in industries – eco-oriented innovative investment projects. The relevance of the study is driven by the imperfection of the existing approach to evaluating the effectiveness of these projects in the Russian legislation. A complex of private parameters' performance evaluation is worked out. We offer a mathematical apparatus and the method of evaluating the effectiveness of eco-oriented innovation projects in industrial enterprises. This methodology is offered as an alternative to the traditional method based on the value conception and on the «Cash flow» method. Article submissions are of practical importance in the selection of priority eco-oriented projects at the regional level.

Keywords: innovation, innovative project, eco-innovations, eco-oriented project, desirability function, efficiency, industrial enterprise

1 Introduction

Among the priority areas of science development, technology and engineering in 2011, the Russian President approved efficient use of natural resources and to the critical technologies were added "time-lapse technology and environment state forecasting, prevention and pollution liquidation". In 2012, there have been developed and approved strategic objectives for the first time, taking into account national and international experience in environmental protection and ecological security according to the main directions of long-term socio-economic development of the country (Prognoz dolgosrochnogo social'no-jekonomicheskogo razvitija Rossijskoj Federacii na period do 2030 goda (The forecast of long-term social and economic development of the Russian Federation for the period till 2030)," 2013; Osnovy gosudarstvennoj politiki v oblasti jekologicheskogo razvitija Rossii na period do 2030 goda (Bases of state policy in the field of ecological development of Russia for the period till 2030)," 2012). To realize these set goals, investments in the sphere of environmental innovation are needed.

Currently, the evaluation of the investment projects' effectiveness is dominated by cost-based approach. However, in investment activity practice, the specific types of projects are common, the estimation of which must be implemented with taking into account the set of specific factors. Such projects include projects of environmental innovation implementation. According to Decision N° 1639/2006/EC establishing a Competitiveness and Innovation Framework Programme ("The eco-innovation action plan," 2016) an eco-innovation is "any innovation that makes progress towards the goal of sustainable development by reducing impacts on the environment, increasing resilience to environmental pressures or using natural resources more efficiently and responsibly". Eco-innovation let make it possible to get the effect of non-economic systems, which can not be adequately valued in monetary terms, using officially adopted methods of evaluation (Kosov,2000).

Eco-innovations have some peculiar features: they are focused on the long term, aim to create ecological benefits, are social in their nature, give rise to external effects (including network effects) (Yusupova ,2016). The main reason for the implementation of eco-innovation is a need to enhance the commercial viability of environmental projects. Eco-innovations, coming to replace traditional technologies of environment protection, improve the investment attractiveness of environmental projects.

The advisability of capital investment for the development of innovation is necessary to substantiate in such a way that an innovative project can satisfy not just economic indicators, but a whole range of parameters. The specifics of eco-oriented innovation projects involve injecting special parameters of project evaluation for making the decision concerning investment. The main problem in assessing "is a disparity of particular criteria, the need for simultaneous consideration of both quantitative and qualitative indicators that is connected with the presence of uncertainties of various types» (Sosyukin,2015). Evaluation of the eco-oriented innovation projects effectiveness is a separate direction of study in the design solutions field, and its methodology goes beyond the traditional approaches to the innovation analysis.

2 Method Of Research Problems

The aim of this study is to provide a method of evaluating the effectiveness of eco-oriented innovation projects in industries, based on a single criterion, which summarizes the estimated parameters of different physical nature.

Research methods and solving the problems: analysis of parameters estimation used in the industry (literature review); application of the aggregation theory.

Results of research: the method of evaluation of the effectiveness (optimal) environmental-oriented innovation projects; a set of private parameters of evaluation; mathematical apparatus that allows to roll the quantitative and qualitative parameters, different in their physical nature.

3 Research

Firstly, for solving this problem it was necessary to develop a list of private parameters of evaluation the effectiveness of projects. To do this, we have been investigated normative documents and research in the ecological field (Shoba et al, 2013;Criteria for evaluation of ecological environment to identify areas of ecological emergency and ecological disaster zones,1992; Osipov et al, 1996 ; Kas'janenko,2008; Sklyankin et al, 1988, Vetoshkin et al, 2001).

In the result of research we developed two groups of private parameters of evaluation (non-economic and economic), different in their physical nature, both quantitative and qualitative. For the integration process or evaluation generalization in a single evaluation criterion it is proposed to apply the method of Harrington's desirability function, which is universal, accurate and appropriate to solving of set problem(Harrington, 1965; Puryaev ,2015). using generalization method (aggregation).

4 Results And Discussion

In the result of research undertaken on problems of evaluation of ecological innovative projects' effectiveness, we received the following main results

1. We worked out the complex of private parameters evaluation, composed of the two groups:

a group of non-economic parameters of evaluating the effectiveness of eco-oriented innovation projects (Yusupova,2016). See Table 1;

a group of economic parameters of evaluating the effectiveness of eco-oriented innovation projects. See Table 2.

Developed complex of parameters' estimation allows implementing comprehensive approach to the effectiveness evaluation of eco-oriented innovation projects. The approach lets take into account not only the cost parameters of projects, but also ecological factors, innovative nature of the projects, as well as regional aspects.

Table 1- The noneconomic parameters of efficiency evaluation

№	Group of non-economic parameters	Description of parameter
1	Ecological parameters of assessment	
1.1	Impact on the atmosphere	Quantitative parameter. It is expressed as the dimension of contaminator's maximum permissible emission.
1.2	Influence on water bodies	Quantitative parameter. It is expressed as standard allowable dimension of contaminant emission.
1.3	Impact on soil	Quality parameter. It is expressed in according to the loss of soil quality.
1.4	Physical impact on the environment	Quantitative parameter. It is expressed as the dimension of maximum permissible level of noise, infrasound, ionizing radiation, vibration, magnetic and electric fields, radioactive and thermal action, an acceptable level of ultrasound.
2	The parameters of natural resources extraction	
2.1	Extraction of water resources	Quantitative parameter. It is expressed as volume value of water withdrawn from a water object.
2.2	Extraction of land resources	Quantitative parameter. It is expressed as square value of used land property.
2.3	Extraction of forest resources	Quantitative parameter. It is expressed as amount of used wood raw material.
2.4	Extraction of biological resources	Quantitative parameter. It is expressed as the amount of extracted biological material.
2.5	Extraction of subsoil resources	Quantitative parameter. It is expressed as level of processing complexity of subsoil resources.
3	Level of production disposability	Quantitative parameter. It is expressed as a coefficient of production disposability.
4	Parameter of technical risk	Quality parameter. It shows probability of man-made emergency situation. Evaluation is carried out depending on the hazard class of the object on which the project is implemented.
5	The ecological status of the implemented project area	Quality parameter. It considers regional environmental situation of the project area territory.
6	The urgency of the project realization	Quantitative parameter. The assessment is made based on the expected period of the project realization.
7	Status of the project's realization area	Quality parameter. The assessment is made according to the legal status of the project's realization area: special economic zone, one-industry town, the area of advancing social economic development, innovative regional cluster.
8	Parameter of uncertainty and risk of the project	Quality parameter. It is recommended to take into account the following parameters, which are expertly estimated: • macroeconomic risks; • risks associated with the supply of resources; • operational risks; • a risk of failure of the project deadlines; • risks associated with the uncertainty of sales; • a risk of insufficient financing of the project; • a risk of transmission of innovation among the participants of the project; • a risk of age innovation; • possibility of commerciality; • a risk of technological elaboration of innovation.

Table 2- The economic parameters of efficiency evaluation

№	Group of economic parameters of efficiency evaluation	The essence and rate setting
9	Net present value (*NPV*), rub.	Quantitative indicator of "*Cashflow*" methodology. It should be compared with the strict restriction or desirable level set by the investor and (or) the decision-maker.
10	Internal rate of return (*IRR*), %	
11	Investment payback period (discounted), T_{PP}, periods of Project.	
12	Investments in the project (*CI*), rub.	

2. The mathematical apparatus that allows to roll quantitative parameters out different in the physical essence in a single optimization criterion.

For solving this optimization problem we offer to use to apply the method of Harrington's desirability function (Harrington,1965), which is the following:

$$d_{ij} = e^{-e^{-y'_{ij}}} \tag{1}$$

$$y'_{ij} = \frac{(y_{\max} - y_{ij})}{y_{\max}} \tag{2}$$

$$y'_{ij} = \frac{(y_{ij} - y_{\min})}{y_{\min}}, \tag{3}$$

where d_{ij} – private desirability function with one-side constraint for the *i*-parameter of *j*-innovation project;

y_{max}, y_{min} – upper and lower limits of unilateral restrictions on the *i*-parameter private;

y'_{ij} – coded (normalized) value of *i*-private parameter of *j*-innovation project, translated to the desirability scale.

Generalized desirability function by Harrington (optimization criterion) of *j*-innovation project (D_j) is defined as the geometric average of ratio by the formula:

$$D_j = \sqrt[n]{d_{1j} \cdot d_{2j} \cdot d_{3j} \cdot \ldots \cdot d_{ij} \cdot \ldots \cdot d_{nj}} \quad (4)$$

Possibilities of extensive use of this function in the economic problems of an estimation and optimization is supported by studies of many scientists (Puryaev, 2015; Kagan, 2012; Trusova, 2014; Lyubushin et al, 2014, Barbashova et al, 2015, Myroshnyk et al, 2014; Slaschov et al, 2013; Myronchuk, 2012; Ginevicius et al, 2015).

Below there is a method of evaluating the effectiveness of eco-oriented innovation projects in industrial enterprises.

3. Method of evaluating the effectiveness of eco-oriented innovation projects consists of the following stages.

1) The mapping of estimated eco-oriented innovation projects by the presence of private valuation parameters. It is necessary to determine the possibility of assessment of alternative projects to the private parameters (see Table 1, Table 2). If all designs have values according to estimated parameters of evaluation, so they are comparable (identical), and they can be compared with each other according to the evaluation results. In the case when a single project is evaluated this evaluation phase in the procedure is missing.

2) The establishment of restrictions on the parameters' values both of the groups (Table 1, Table 2) and their status (min, max, desirable, strict). Restrictions are set by the investor (or by decision-maker) or by the supervisory authorities.

3) Transfer of parameters' values 1-3 parameter groups (Table 1) in the value of the desirability function. It is recommended to set strict limits for parameter of groups 1-3 in the form of maximum or minimum value depending on the parameter estimation. Maximum strict restrictions for parameters 1, 2 group are set and strict minimum limit on the parameter 3 is also set. The procedure of project selection process is carried out by assessing the admissibility of each parameter with a strict limitation on the criterion $d_i \geq 0{,}37$. Further it is necessary to transfer parameter settings to the values of Harrington's desirability function by formulas (1), (2), (3). If value of one of the criterion is $d_i \leq 0{,}37$, so the project is rejected.

4) Evaluation of projects eligible for parameters of 1-3 groups, the remaining parameters of the non-economic parameters of groups 4-8. For each parameter of groups 4-8 the desired or restrictive levels are set. Parameter settings are transferred into the values of the desirability function as in article 3.

5) Calculation of a generalized desirability function in groups of non-economic parameters' evaluation by the formula (4). As the result we receive an intermediate generalized criterion D_{1-8j}, which allows to reject options of projects at non-compliance with the limits specified in the group of non-economic parameters of evaluation, i.e. when $D_{1-8j} = 0$.

6) Transfer the values of the parameters of the economic group (Table 2) in the value of the desirability function, using the formula (1), (2), (3).

7) Calculation of generalized of desirability function (optimization criterion) D_j and by these means to implement an effectiveness assessment of the project or to establish the best option of the project. This formula looks like this:

$$D_j = \sqrt[n]{D_{1-8j} \cdot d_{9j} \cdot d_{10j} \cdot d_{11j} \cdot d_{12j}} \quad (5)$$

where D_{1-8j} – generalized desirability (parameter) of j project based on a group of non-economic parameters of evaluation (according to 8 parameters);

d_{9i}, d_{10i}, d_{11i}, d_{12i} – private elements of the desirability of economic parameters' private group (under numbers 9- 12 from Table 2).

5 Summary

Evaluation of the effectiveness of ecologically oriented innovation projects is a complex multicriteria task. The effectiveness of these projects should be assessed not only by economic indicators, and by a whole complex of estimation parameters that takes into account ecological results of the project, as well as the regional aspects of the projects' realization. The developed method allows taking into account the most important factors from the perspective of sustainable development conception. The authors propose a specific list of qualitative and quantitative parameters, which can be supplemented and modified. The proposed methodology allows weeding out as ineffective projects that do not meet environmental and resource parameters in the evaluation process. The remaining projects that were selected by a group of ecological and resource parameters must be assessed on the other non-economic efficiency indicators and the traditional economic indicators of efficiency, also as the final selection which helps to determine the optimal project.

6 Conclusion

The proposed methodology for assessing the effectiveness of innovation projects includes assessment tools: conceptual apparatus' evaluation, the complex estimation of the two groups parameters, the mathematical apparatus of the evaluation and makes it possible to assess eco-oriented innovation projects for effectiveness (optimal) in a whole. This method serves as an alternative to the traditional economic evaluation of the innovative projects effectiveness'. Method may be improved in the future taking into account the trends in the development of industrial enterprises, territories and society in general.

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ABSTRACT LABOR AS THE ONLY POSSIBLE FORM OF SOCIALLY USEFUL LABOR IN MODERN CAPITALISM

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Abstract: The study of any phenomenon of modern capitalist society must begin by addressing underlying substance of any society, any economic mode l- to labor. The current stage of development of technological progress causes the need to appeal to classical philosophical and economic concepts and categories, as modern philosophical thought, which has experienced the influence of poststructuralism, can not provide a methodological and reflective apparatus on the one hand, and on the other hand, modern economic thought is becoming more and more politically biased and denies the tenets of classical political economy in favor of liberal capitalist values, which does not also contribute to the objective of obtaining genuine scientific knowledge. The theme of labor and its main types – concrete, abstract and universal, revealed by K. Marx in the "Capital", is not widely popular, neither in the philosophical nor in the economic literature, however, from a methodological point of view, the concepts and categories, derived by Marx with the help of the dialectical method, may have the required methodological, reflective and descriptive potential, so necessary in modern philosophy and economics. In this article the authors ' position on this issue is most summarized.

Key words: labor, Marxism, neoclassical economics, capital, capitalism.

1 Introduction

The doctrine of K. Marx and F. Engels is a scientific cognition of history, based on dialectical methodology, which showed that the internal contradictions emerging in the immanent space of any system, always make it move, and what the outcome of the development itself – a new round of formation or collapse – depend on the character and interrelations of contradictions themselves. The object of study of Marx in the second half of his career was capitalism. Dialectical methodology allowed him to access the internal contradictions in the economic model of capitalism and to show that any resistance of any model is an illusion, based only on the imperfection of the everyday perception of the sociality itself, sooner or later the objective internal contradictions will break the illusory stability and true development will happen.

The theme of an abstract labor and capital in contemporary Russian social philosophy is off the philosophical discourse, as an abstract labor, as a category, introduced by K. Marx in the "Capital", is not recognized as a philosophical category, and the "Capital" as a philosophical work. Largely Russian philosophers are focused on the study of early works of K. Marx and F. Engels, where the theme of the labor presents, but is articulated in a more philosophical aspect, rather than in the "Capital". This situation cannot be recognized as correct, since the "Capital" is more a philosophical work, but not a political and economical one, due to the fact that Marx himself, borrowing the dialectic, as the main method of cognition at G. W. F. Hegel’s, makes a significant discovery in the field of study and articulation of the foundation of society – the economy. Methodologically, Marx turns the political-economical categories, created before him by A. Smith, D. Ricardo, J. B. Say, F. Bastiat, to the categories of philosophy, and later works with them as philosophical categories, and not political-economical ones. On the one hand, the ”Capital” is a kind of "tracing" from the "Science of logic" by Hegel, on the other hand, Marx's interpretation of Hegel's dialectic is a logical development of the dialectical method. Despite this, the theme of abstract labor remains an unclaimed topic among modern Russian philosophers. If you try to find out the reasons for this neglect, among the first we must call a significant influence of poststructuralism on the development of Russian social philosophy in the 90-ies of XX century, which did not only bring a methodological chaos to the philosophy, but in large measure have infantilized philosophy as a social institution, turning it into a subjective discourses, not having common field and horizon of research (Krasnov,2017). However, with the advent of a new philosophical paradigm – the paradigm of neoclassical philosophy, the situation began to change dramatically in the direction of the new appeal to the philosophical classics, among which is Marxism, but at least in terms of methodological, to a greater extent in the field of narrative. For the present stage of formation of neoclassical paradigm in the Russian philosophical community, the synergetics is applied widely as the main research method, which, in our opinion, is not true, because in Russian socio-philosophical thought dialectic as a method of research does not appear to be sufficiently matured and understood, and the potential of the dialectic on the modern stage of development of the social organism is not disclosed. In the methodological aspect, the return to the problem of abstract labor in modern capitalist society, the explication of his ontology and determinants by means of the dialectical method and further articulation of the phenomenon of the labor and the abstract labor as phenomena that are in the horizon of social-philosophical reflection, it seems timely and could become popular among philosophers.

2 Materials And Methods

The basic methodology of this study is the materialist dialectic. In the analysis of the phenomena of a modern capitalist society and of an abstract labor, the method of ascent from the abstract to the concrete is used as a major substantive determinant. In the present study scientific methods of abstraction, analysis and synthesis, as well as the principle of historical and logical unity, the analysis of historical phenomena are applied.

3 Results

The modern growth of the productive forces and change of the very structure and forms of material production in modern capitalist society is dictated by the huge growth of technologies and their subsequent introduction into the production itself. Diffusion of real and digital manufacturing give rise to new phenomena of objective social reality, change the symptoms (but not the nature) of the relations of production, once reflected in the classic concepts of political economy, - working time, means of production etc. But the substantial basis of capitalism as an economic model and way of production of material goods and, ultimately, of the whole material of life itself, remains the same – the labor. K. Marx in the "Capital" generally speaks about the three major historical forms of labor – concrete labor, abstract labor and universal labor. Concrete labor is essentially rather a simple phenomenon, which is peculiar to the societies of pre-capitalist production, in a concret labor, according to Marx, is expressed a particular person, contained in the product of that labor. The names of the famous artists and architects of all previous epochs have been concluded and glorified thanks to the products of their labor. But the emergence of a new socio-economic formation of capitalism, the objectification of the new forms of production – mass production of goods gave rise to the phenomenon of abstract labor. Any modern product combines implicitly the labor of many workers not only in material production, but also in spiritual one. Mass production of goods made the labor as such "mass", "blurred", "impersonal", reducing it to specific/individual stages of the production process. Modern capitalism can't grab in the thoughts by using the concepts and terms of the twentieth century, as they do not reflect his ontology. "Postindustrial capitalism," "Postcapitalism", "post-Fordist capitalism", do not display the ontological beginning of the modern stage of development of the economic model of capitalism itself. In our opinion, the most adequate term that has a wide enough reflective capacity is the term – "digital capitalism" (Gorz,2003), which indicates the ontological beginning of a new form of organization of capitalist production – digital production, presented in the form of goods, computer games, various applications etc. The abstractness of labour, thanks to modern technology increases exponentially. Despite the fact that the concept of abstract labour is fundamental to K. Marx, in "Capital" we will not be able to find a clear definition of abstract labor, but Marx himself notes: "all labor is, on the one hand, the expenditure of human labor in the physiological sense of the word, and in this capacity the same or abstract human labor forms the value of the goods" (Marx. Capital,1960). E. V. Ilyenkov, commenting on the dialectic of abstract and concrete in "Capital" has noted: "...the word "abstract" appears as a definition of the objective form of labor that creates "value" and not of the scientist-theorist, producing the "abstraction" (Ilyenkov,1968). The problem of the definition of abstract labor is that to the definition of its content are suitable from an economic point of view, or philosophical. The concept of "abstract labor" is, by its nature is integrative, combining economic nature and universality of the philosophical identification of this phenomenon in the structure of the social organism. Abstract labor is the ultimate form of labor in capitalist socio-economic formation, the economic model of capitalism, determined on the one hand by the deepening division of labor, on the other hand the logic of the development, the functioning of capital itself, namely, to obtain permanent profits from mass production. The productive forces at a known moment of its historical development do abstract labor is the only possible form of socially useful work, since the level of deepening of division of labor increases with the growth of the productive forces. The need to produce enormous quantities of goods, caused by rising consumption, makes it impossible (in mass production) some form of labor – specific labor. Any society, in any stage of its historical development is based on labor, because labor alone, as individual entities, and joint forms of work organization enable the society not only to develop, but, above all, to ensure the satisfaction of vital needs.

4 Discussion

In the Russian philosophical literature, the theme of abstract labor is not in demand, the only comprehensive experience on the subject you can recognize Russian translations of Marx and Engels, as well as the work of E. V. Ilyenkov. Among foreign authors it is necessary to note work of R. Gert "Difficult work in the theory of social value: metaphors and systematic dialectics in the original version of "Capital" Karl Marx" (Geert,1993), C. D. Arthur, "the Practical value of abstract labor" (Arthur,2013), J. Devin "What is simple labor": the creation of value skilled labour" (Devine,1989), P. Murray "the Authentic social labour theory of value: Part I, Abstract labor in the Marxist theory of values" (Murray,2016). In all of these works of foreign researchers we can find different approaches not only to determine the place and role of the phenomenon of abstract labor but also the diversity of interpretations of Marx's philosophical and economic doctrines. However, all of these studies have a tendency to absolutization of economic, social or philosophical component of the phenomenon of abstract labor, while the comprehensive review of the phenomenon based on a dialectical synthesis of economic and philosophical approach, allows to identify the essential content of a phenomenon of abstract work and its role in the development of modern production, presented in two forms - physical and digital. It should be noted that the methodological stance of the authors of this study are based on critical examination and understanding of modern in the first place, the national philosophy, a similar methodological stance, we can detect also in the works of contemporary Russian philosophers I. A. Gobozov "Who needs such a philosophy?! From the search for truth to a postmodern schmooze" (Gobozov,2015), and A. V. Buzgalina "Postmodernism is deprecated" (Buzgalin,2004).

5 Conclusion

Abstract the phenomenon of ore in its essence always implies an increasing exclusion of workers involved in any form of production, the conclusion of their comparison result of labor in the commodity – the elementary unit of capital. To date, no single commodity not produced by one worker, in addition, the emergence of a new type of production – digital production displays abstract labor, and the self-expanding process of abstraction of labor to a new level, because in the process of producing digital tori (programs, computer games, etc.) involved and the consumer, which, as it may seem at first glance, not included in the total production system at the stage of direct production of the product itself. On the one hand, the consumer, in the classical model of capitalism, involved in the process of the product life cycle at the stage of consumption, thus starting a new cycle of production, creating a consumption-based "deficit" of a particular product. Today, we have the right to speak about the direct involvement of the consumer in the production process. This example is beta-testing software, computer games, etc. – the products of digital capitalism. When the consumer performs the function of working, identifying the defects at one stage of the production cycle, thus saving the costs of the capitalist to labour. Thus, the growth of technology, the growth of the productive forces eventually leads to new forms and change of subject structure of participants of abstract labor, showing us Substantialist abstraktnogo labor as an objective phenomenon.

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NICKNAMES IN THE SPORT SOCIETY: LINGVOCULTURAL ASPECTS

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Abstract: The interest in studying athlete's nicknames is determined by the fact that sport is a social institution possessing its own sublanguage and subculture, which are constantly evolving. Nicknames form a unique lexical layer which reflects and contribute into the lingvoculture of the sport society. The author of the article is aimed at describing the formal and semantic features of the sportspeople's nicknames. The main method used in the research is the descriptive analysis of structure and meaning with reference to the extralinguistic background. This material is not systematic, as it includes structurally, semantically and etymologically various words and phrases, and the mechanisms of nomination work differently in the process of nicknames creation. These language items, whose basic function is naming, are normally brief in form and expressive. The research of athletes' nicknames is of interest for LSP studies, sociolinguistics, translation studies, theory of nomination, and culture studies.

Key words: language, culture, society, sport, name, nickname, language for Specific Purposes, sublanguage of sport, special discourse

1 Introduction

In the modern linguistic paradigm the research of peculiarities of communication in sport proves to be interesting in terms of form, content and function. This is predetermined by both linguistic and extralinguistic reasons. Firstly, sport terminology, professional jargon and other linguistic items functioning in sport discourse have unique features and become materials for a complex analysis in works of researchers (Ismaeva et al, 2016; Abrosimova et al, 2015). Secondly, the modern world community's interest in sport is gradually increasing, sports values and heritage are being reappraised, sport related events attract more and more attention of mass media. Thus, various aspects of communication in sport have been exposed to detailed study: issues of sport discourse, including sports journalism (Stofer et al, 2010 , Boyle , 2006); methods of teaching English for Specific Purposes (Kivihall, 2013), publication of special dictionaries (Russian-English-Latvian-German Dictionary of Sports, 2010).

The language of sports includes terminology, nomenclature and uncodified language items. The latter comprise sportspeople's nicknames, which convey subcultural information and their research is carried out within the anthropocentric approach. Different proper names have always been paid attention to in linguistics and are still within the focus of works (Shitova,2013). Creating nicknames is a dynamic process and studying it may include different aspects: etymological, lexical and semantic, structural, stylistic, axiological, etc. (Vishnyakova et al, 2015). Thus, considering nicknames functioning in a specified sphere of communication involves not only merely linguistic analysis, but demands knowledge of general cultural background, as well as sports related factual information. At first glance, the world of sport and its unique culture do not seem complicated or unavailable for understanding, but within any serious research it appears to be a sophisticated and multisided phenomena.

2 Methodological Framework

2.1 Objectives of the Research

The paper aims at describing the formal and semantic features of athletes' nicknames as part of special vocabulary used in this sphere of communication. The objective of the article is to identify the principles of nomination from two points of view: 1) means of creating nicknames; 2) the primary meaning of words and phrases which become nicknames.

2.2 Factual Material of the Research

The paper presents the results of the study persuaded on the material of approximately 400 English nicknames of athletes known for their results in different kind of sports: basketball, biathlon, cricket, cycling, darts, football, rugby, watersport, etc. Moreover, nearly 200 collective nicknames were considered as a separate semantic group. The materials of the research are taken from the online resources containing lists of nicknames (List of sportspeople by nickname, 2017; The Least Creative Nicknames in Sports History; 2017; The Worst Nicknames in NBA History, 2017; The 40 Best NBA Nicknames of All Time, 2013; Football Team Nicknames, 2017).

The nickname is viewed as an informal proper name given to a person in accordance with their unique characteristics and based on some analogy. Athletes' nicknames are nomination items of special language that have unique etymology, semantic meaning, and functional characteristics. The etymology of every item under study is explored with reference to online encyclopedic resources, dedicated to sportspeople and history of sports.

2.3 Methods of the Research

Within the research the following methods are applied:

- the method of data sampling presupposing studying lists of sportspeople's nicknames from online resources;
- the descriptive method involving identification, observation and classification of the studied language items;
- the component and structural analysis aimed at identifying the sources and means of nicknames formation;
- the semantic analysis aimed at studying the semantic change between the primary and secondary meanings of the investigated material.

3 Results

As well as any other sublanguage, that of sports keeps developing, creating different means of naming different realia related to this area. Every sport event gives popularity to new stars, who become recognized and supported not only by their teammates and competitors, but also by millions of sport fans all over the world. Creation of a nickname becomes a sign of an athlete's recognition, respect to results, success in career and popularity. Any national sport subculture becomes part of international sport subculture, which has a tendency to be reflected in the special language. Nicknames in sport also tend to be international, and that is normal if we take into consideration the nature and general linguistic peculiarities of proper names.

Names of legendary sportspeople become precedent and are used in the process of creation of nicknames for other athletes on the basis of comparison. For example, the surname of Diego Maradona serves the base to some nicknames referring to other football players: 1) As one of the most skilful players of his generation, Hagi earned the nickname "Maradona of the Carpathians" with worthy comparisons to the great Argentinean to be found both in playing style and temperament (Gheorghe Hagi, 2017); 2) Renowned for dribbling runs and playmaking ability, Karimi was often referred to as the Asian Maradona and The Magician (WikiVisually: 2004 AFC Asian Cup, 2017). These sentences represent nicknames as important elements of discourse, which reflect the athletes' professional life characterizing them in mass media and in other different forms of communication. Some athlete become really outstanding and unique, which is highlighted in their own nicknames: The King of Football (Pele); The King of Biathlon (Ole Einar Bjørndalen); The Princess of Diving (Guo Jingjing); The father of surfing (Duke Kahanamoku). Thus, a precedent name or a name of a kind of sport in the nickname composition indicates the referent's uniqueness, emphasizes their role in the sport history, positioning them as a cult figure in the modern society.

Names of fictional characters and people famous for their activity in other spheres can also be used as a base for athletes' nicknames. For example, the name of the founder and Great Khan (Emperor) of the Mongol Empire Genghis Kahn became a nickname of Oliver Kahn, German football goalkeeper for two reasons: phonetic associations and dominating in the penalty area. Shaquille O'Neal was nicknamed The Big Aristotle for his belief in one of Aristotle quotes. James Franklin Edwards has a nickname Buddha for his appearance and stoic demeanor. The American basketball player Walt Frazier was nicknamed Clyde because of hats he wore that were similar to ones Warren Beatty wore as the stylish outlaw Clyde Barrow in the film Bonnie & Clyde. The name of a fictional character Mary Poppins was used as a nickname of Alan Shearer. It was given as an insult by two Newcastle United executives during an interview with a journalist in order to characterize this footballer. The phrases The Baltimore Bullet and Action Jackson are initially the names of American movies. Alongside this they are used as nicknames of the American swimmer Michael Phelps, who was born in Baltimore, and the American basketball player and coach Mark Jackson. Thus, proper names demonstrate their ability to participate in the secondary nomination in the process of nicknaming. Such instances definitely require a user's background knowledge for applying the nickname consciously, completely understanding its etymology and sense.

Sometimes athletes get several nicknames through their professional life. For instance, American basketball player Charles Wade Barkley was nicknamed Chuck, Sir Charles and The Round Mound of Rebound. On the other hand, the same nickname may refer to two athletes, such as The Black Panther for the Portuguese footballer Eusébio and the Soviet-Russian football goalkeeper Lev Yashin. Thus, such examples show that there is no universal principle or strict rules limiting the process of giving nicknames to the representatives of professional sports.

From the point of view of their structure, nicknames are quite short, normally consisting of one or two words. Longer examples as Six Feet of Sunshine (Kerri Walsh, American beach volleyball player) or The Fastest man on no legs (Oscar Pistorius, sprint runner whose legs were amputated below the knee when he was 11 months old) are exclusive. One-word nicknames are represented either by nouns (a), or by adjectives (b):

a) Silk (Jamaal Wilkes); Smush (William Parker); Dirt (Brian Foster); Ace (Garnet Bailey);
b) Sleepy (Eric Floyd); Speedy (Craig Claxton); Scrawny (Donald Robinson); Rusty (Rena Kanokogi).

Some of the nicknames still contain the surname of the athlete and another word or group of words tending to characterize the personality. For instance, Super-Svendsen (Emil Hegle Svendsen); Durbo-Disl (Uschi Disl); Super Mario (Mario Balotelli; Mario Basler); Super Dan (Lin Dan); Crazy Eric (Eric Steele); Master Ishii (Kazuyoshi Ishii); Speeding Locomotive Charlie / Steam Engine Charlie (Charles Townsend); Tomac Atack (John Tomac); Mighty Mike (Michael van Gerwen); Golden Guus (Guus Hiddink); Lightning Bolt (Usain Bolt).

The law of economy of linguistic means influences the process of abbreviation in nicknames formation. Some of items have the form of initialisms or alphabetisms, combining the first letters of names: DJ (Dennis Johnson); BF (Brian Foster); T.I. (Takashi Ito); CR (Christiano Ronaldo). Other abbreviations derive from surnames: Nura (Georgi Nurov); Tisha (Andrey Tikhonov); Kovy (Ilya Kovalchuk, Alexei Kovalev).

English honorifics Mr., Mrs. and Miss are also typical of nicknames: Mr. Bill (American basketball player Bill Cartwright); Mr. Clutch (American basketball player Jerry West); Mr. Everything (American basketball player Craig Ehlo); Mr. Mean (American basketball player Larry Smith); Mr. Moves (American tennis player Michael Russell); Mrs. Doubtfire (Scottish professional golfer Colin Montgomerie); Miss Ping (American table tennis player Leah Neuberger).

There are nicknames which have phonetic rhythm making them more expressive and easier to memorize. For example, Action Jackson (Mark Jackson); Clyde the Glide (Clyde Drexler); Royce The Voice (Simon Royce); Stella the Fella (Stella Walsh).

Usage of existing linguistic items in secondary nomination presupposes giving them a new semantic meaning and other functional peculiarities, such as new contexts, another sphere of communication, etc. The lexis metaphorically or metonymically used in the process of nickname creation belong to the following thematic range:

a) animal names: Cat (Cuttino Mobley); Kangaroo Kid (Billy Cunningham); Horse (Dan Issel); Spider (John Salley; Jerry Sloan); Big Dog (Glenn Robinson); Mighty Mouse (Damon Stoudamire); The Squid (Sidney Moncrief); The Snake (Mike King); The Bear (Mark Smith).
b) names of colours: Blue (Theo Edwards); Red (Johnny Kerr; Ephraim J. Rocha);
c) combination of a colour name and an animalism: Black Mamba (Kobe Bryant);
d) ethnonym: The Flying Frenchmen (Raphaël Poirée); The Flying Dutchman (Robert de Wilde; Robin van Persie); The Flying Scotsman (Gary Anderson); the Welsh Wizard (Ryan Giggs). These examples may convey information about an athlete's origin, the country they come from.

One more interesting example based on metonymy is Cadillac – a nickname of Gregory Wayne Anderson. He got it because when he was a freshman at university he had a 10-speed bicycle, which was called his Cadillac.

Nicknames may also use borrowed language items, thus sometimes emphasizing the referent's origin: Enceradeira comes from Portuguese for floor polisher and refers to Zinho, Brazilian midfielder; Fideo is Spanish for Noodle and refers to Angel Di Maria, Argentine midfielder; Il Faraone is Italian for The Pharaoh and refers to Stephan El Shaarawy, Italian striker. The nickname Alexander the Great referring to Alexander Mogilny and Alexander Ovechkin also seems culturally marked, because in its form it resembles the names of the Russian Tsar Peter the Great and Russian Empress Catherine the Great.

A separate place belongs to the collective nicknames created as alternative, informal names for teams or groups of athletes. For instance, the phrase The golden couple (of British disability swimming) refers to Sascha Kindred and Nyree Lewis. Another example is The Three Degrees, which serves as a name for Laurie Cunningham, Brendon Batson and Cyrille Regis, given to them in the late 1970s by then-manager of West Bromwich Albion, Ron Atkinson when they played under him. This nickname was given after the African American female soul group of the same name in reference to their Black heritage. A famous nickname Dream Team is used with reference to the 1992 United States men's Olympic basketball team. Moreover, many national football teams in different countries have other names by which they are more well-known. However, these are not applied as official names, and some teams have more than one nickname. For example, les Bleus is used for the French team meaning the blues in French; La Furia Roja is a name for the Spainish football team meaning The Red Fury and also la Seleccion which means the Selection in Spanish; the nickname la Albiceleste is applied for the team of Argentina meaning the White and Sky Blues in Spanish. The same tendency may be observed in the names of clubs, such as The Red Devils for Manchester United Football Club; The Reds for Liverpool Football Club; Blancos (Whites), Merengues (Meringues) and Vikingos (Vikings) for Real Madrid Club de Fútbol, etc. Thus, we may conclude that nicknames may be used not only for a secondary nomination of an individual, but for naming groups, teams or clubs. This peculiarity is typical of team sports, where a team also has its image, traditions, history, and, consequently, causes definite associations when spoken about or mentioned in specialized contexts.

Nicknames of famous sportspeople become part of their image. Information about their unofficial names is given in encyclopedic resources describing their biography and career. The same may be fairly said about different groups of athletes, such as pairs, teams or clubs. Thus, verbally coding peculiar characteristics of members of the sport society, these names become elements of the sporting subculture and sublanguage. These means of nomination reflect the special character of the sport subculture, and studying them allows to penetrate deeper into the concepts, attitudes and values.

4 Conclusion

Nicknames of sportspeople is a lexical set which forms part of a larger complicated system of sports language. It may be concluded that existence of nicknames in sport is a peculiar feature of this social sublanguage. Giving nicknames in sport does not follow any instructions or rules, but it is possible to observe some tendencies in this process. Nicknames may contain thematically various words and phrases; may consist of one, two or, rarely, more words; may use borrowed language items and genuinely English ones. Nicknames may be formed on the base of an athlete's or another person's or fictional character's name or surname, they may reduce to an abbreviation or combine with another word or phrase.

Reframing of meanings in the process of secondary nomination in sport involves background knowledge and ideas about the content of the language item in the consciousness of language speakers. Researching antroponymic nicknames within the problem of primary and secondary nomination gives insight into the new meanings in the existing linguistic items. It is supported by the associative thinking and multifunctional character of language signs.

5 Discussion

As a component of the sport discourse, nicknames are professionally marked language items and require the same attention of linguists as the sport terminology and professional slang. It would be of interest to compare them with nicknames used in other spheres of professional communication from the point of view of their role and function.

The findings of this linguistic research of athletes' nicknames may be of interest and use for linguists who study languages for specific purposes (in particular, the sublanguage of sport), theory of proper names, sociolinguistics and cultural linguistics. The results of the study may also be applied for comparative analysis of nicknames in different languages thus contributing to translation studies.

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MUSEUM WITHIN THE SYSTEM OF RUSSIAN HIGHER EDUCATION: THE EXPERIENCE OF ELABUGA INSTITUTE OF KAZAN FEDERAL UNIVERSITY

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Abstract: The article reveals peculiarities of functioning of museums of higher educational institutions on the example of Museum complex of the Elabuga Institute of the KFU. The Museum is a unique educational environment, which has the ability to transfer knowledge through direct contact with the script, surpassing in quality a classroom in a higher school. Although not a formal educational institution, the Museum acts as a permanent partner of educational institutions of all levels. In the Museum a special educational space is formed, one of the main purposes of which is to motivate people of all ages to self- and a fascinating procuring knowledge. Educational activity of museums of the universities is to evolve towards integration with the higher education system. For better educational and pedagogical activities of museums within the system of higher education it is required a significant quantitative and qualitative growth of Museum programs, designed for different population groups and aimed at patriotic, aesthetic, environmental education and training, humanities, natural science and technical education.

Keywords: education, museum education, museum environment, museums of the higher education system.

1 Introduction

In the XXI century problems of education become a priority worldwide and in each country, since from their solution depends the efficiency and competitiveness of the future economy, politics, the functionality of the future of culture, so today the potential cultural and educational capacities of museums have again become the subject of special attention of scholars and practitioners. In his annual address to the Federal Assembly in 2016, the President Vladimir Putin discussed prospects of further development of Russian education: the preservation of the universality and fundamentality of education in Russia, the need to increase study of Humanities, attracting the attention of young people to national history, culture, literature (Vladimir Putin on education in his annual address to the Federal Assembly,2017). Museums, as part of the state system of preservation and transmission of cultural heritage of the nation, contribute to the increasing of the educational level of the population, which is also shown in the concept of development of Museum activities in the Russian Federation up to 2020 (The concept of development of Museum activities in the Russian Federation until 2020, 2017). An important role in this process is given to higher school museums, which occupy a significant place in the education system and are an integral part of the educational process. The use of museums of higher educational institutions in the educational, educational-methodical, scientific-research, educational and educational work of universities is not only an effective tool for enhancing professional knowledge and skills of students, necessary to organize their future activities, but also contributes to the formation of the Russian identity, civil-Patriotic feelings.

2 Methods

As methodological and theoretical basis of studying the peculiarities of activities of museums within the system of higher education, were the ideas of the development of Museum pedagogics (B. A. Stolyarov, M. Y. Yukhnevich) and of the concept of personality-oriented education (Sh. A. Amonashvili, A. B. Orlov, V. D. Semenov). The work required the use of the complex of methods, such as general-scientific and specifically-historical. Historical-pedagogical method was used in the study of the history and educational activities of the Museum of Elabuga Institute of KFU. Comparative analysis was carried out in the study of Museum activities of the Institute in dealing with various categories of visitors. Problem-chronological method allowed us to identify and analyze the totality of the facts, available in the museums of higher educational institutions.

3 Results

In Russia the term "Museum education" started to be used in 80-90 years of XX century. The birthplace of Museum pedagogy is Germany. German scientists, studying the pedagogical possibilities of the museum, laid the foundations of ideas about the developmental nature of the museum environment. In the late nineteenth century German cultural leaders and scientists A. Lichtwark, Kerchensteiner, A. Reichwein were aware of the potential of the museum as an educational and outreach center. In 1934 K. Friesen suggested to introduce the term "Museum education", meaning the tradition of art education at museums, based on education and museum didactics.

The use of the educational possibilities of the museum is typical for the Russian school. Pedagogic activities of museums in Russia originated at the initiative of bodies of national education of St.-Petersburg in the field of professional training of teachers in 1864. As a result, the Russian pedagogical Museum was established in 1865 in Russia. The Museum worked with workshops for teachers and parents. For educational purposes the Museum is attached to high school students, students of real schools, pupils of the cadet corps. Outstanding representatives of tour school of the 1920s were teachers (A. V. Bakushinskii, I. M. Graves, V. E., Rykov, and others). Then, for many years from 1930-ies to 1980-ies, the "school-centrists" approach to the museum started to reign, which was perceived only as auxiliary and illustrative material. Only in the late 1980's and in the 90 years the uniqueness of the museum was realized again. In 1990-e years, the centers of Museum pedagogy appear again, for example, at the State Russian Museum, which publish the scientific-practical, scientific-methodical works; the educational concept of museums was developed, which is understood as the approach to the museum from the point of view of its possibilities of enlightenment and education.

Some researchers refer the higher school museums to museums of education (Museology, 2007), indicating that they are focused mainly on the solution of educational tasks, which are the subject to everyone else, and their appeal to a specific narrow audience (Yukhnevich, 2001). It is difficult to accept this definition, as the museums of higher educational institutions are created not only to provide clarity of teaching, but also with the research purpose, due to the fact that the educational process in universities is inextricably linked with the research activities, based on the example from the experience of a complex of historical museums of Elabuga Institute of Kazan Federal University (Maslova,2016). The study of the relationship of museums of the higher school with the educational process, research activities of teachers and students is not only important from the point of view of quality training of students, but also to identify new, more effective forms and conditions of interaction of museums and universities. This issue has been reflected in their works by foreign researchers Chang Yue Singh (Chang Yueh Siang,2016), Lindel King (Lyndel King University Museums as Translators of Research, 2014), Gina Hammond, Andrew Simpson (Hammond, 2014), Dominic Vertelde (The university museum: respecting old values, embracing new directions Dominick Verschelde, 2013).

In this regard, let’s consider the role of museums in higher education on the example of activity of the complex of historical museums of Elabuga Institute of Kazan Federal University.

The complex of historical museums of Elabuga Institute of Kazan Federal University consists of three museums: the Museum of the history of the Institution, the Museum of archaeology and history of Tatarstan and the Museum of Elabuga merchants. Each Museum has its own story and uniqueness, each Museum is supported by the people - enthusiastic, proactive, being aware of the great importance of their activities, both for history and for future generations. Just scientific research, interest in solving specific research problems, the need for knowledge of teachers and students of the University contributed to the creation of the Museum complex. Historical museums of Elabuga Institute of Kazan Federal University are the result of many years of hard work of teachers and students of one of the oldest educational institutions of the CIS-Kama region.

The funds of the Museum of the history of the Institution begin to be gathered and be equipped still from 1970-ies at the Department of history of CPSU and political economy (mainly photos, documents and books). Despite the fact that special facilities for the Museum had not been allocated, excursions were organized for all comers, during which the story of the University was told, and it was noted that there have always been educational institutions in the building of the Institute, since the opening of the Diocesan school for girls. This was the period of revival of museums of the higher school as research and educational institutions, the gradual releasing of them from the propaganda of the party's ideology (3). So, in 1977 a separate room was allocated for the Museum of history of Elabuga state pedagogical Institute– the former Council chamber of the Diocesan school. The work of the Museum during this period was led by the Museum Board, which was approved at the meeting of the Party Bureau of the Institute and consisted of ten people. The Council consisted of representatives of the administration and the Party, Trade Union, Komsomol organizations. Excursions were organized on the theme: "History of EGPI", "History", as well as lectures on various topics on Museum exhibits ("the Institute as the cultural center of the Kama region", "Marina Tsvetaeva", "Academic life, EGPI", etc.) (The archive of the Museum of history of Yerevan state pedagogic University,2016). During this period, the Museum was the center of military-patriotic education of students. The meetings of students with veterans of the Great Patriotic war were conducted, marking significant dates – the Day of the Soviet Army, the Victory Day (The archive of the Museum of history of Yerevan state pedagogic University,2016). In 1998, in anticipation of the centennial celebrations of the Yelabuga state pedagogical Institute, the Museum of the history of the Institution was reorganized. The Council of the Museum was created. To help the Council the Active group of the Museum was formed, consisting of teachers and students of the historical Department of the historical-philological faculty. During the reorganization of the Museum, the great and hard work on collecting material for the Museum exhibition was held, meetings with labor veterans, former teachers and staff were conducted, and correspondence with them continues to be conducted, their memories are recorded. In addition, teachers and students worked in the archives of Yelabuga, Kirov, Kazan, that was the beginning of creation of the archive of the Museum. Time-consuming work, been conducted, was the basis for the accumulation of material for the Museum exhibition, the manufacturing and decoration of stands, albums and traveling exhibitions, and then the creation of the Museum in its present form (The archive of the Museum of history of Yerevan state pedagogic University, 2016).

The Museum of archaeology and history of Tatarstan is unique in its content and importance. Its history began in 1988. Then, thanks to the efforts of the candidate of Historical Sciences K. I. Korepanov, the exposure to the individual periods of the history of the region was created, and the collection of archaeological findings was displayed. A new round of development of the archaeological Museum is associated with the work of A. Z. Shamaeva, when in 1994 the Museum was completely reorganized. As the Museum of archaeology and history of Tatarstan, it has the status of the Institute's Museum. The Museum was attached to the office of archeology, on the basis of which the Club of archaeologists worked. From 1994 to 2004 rich archaeological collection was accumulated, which was also exhibited in the Museum. The field excavations, conducted by students of the historical Department, under the leadership of A. Z. Shamaeva, were the main source of replenishment of the exhibits. The most notable findings from Yelabuga and Germanskogo archaeological sites, where archaeological excavations were conducted, have found its place among the exhibits. In 2003, in preparation for the upcoming anniversary of Yelabuga, a new reorganization began in the archaeological Museum. The Museum has received the space, more spacious and accessible for visitors. Taking into account previous shortcomings, the exposure plan was created on a new methodological basis. Expositions were updated and extended substantially. Currently, the Museum of archaeology and history of Tatarstan consists of expositions, covering separate periods of the ancient history of the region. Here are the findings from the territory of Tatarstan, mostly in Yelabuga region. Most Museum objects that, make up its foundation, were discovered in the excavations (Report on the activities of the Museum of archaeology and history of Tatarstan, 2016).

The increased interest to merchants, research of their business and charitable activities has led to the fact that in June 2006 there was a significant event for the University and for the Kama region, the Museum of Elabuga merchants was opened. The Museum is located in the yard of the University complex, in a one-storey red brick building, forming part of the architectural ensemble of the school building. The Central part of the Museum exhibition is the section "Life and mores of provincial merchants", recalls the interiors of a merchant's living room, study, powder room and retail shops. This section is dominated by an authentic Museum items – unique items and Antiques (Museum of the history of the merchant. Guide, 2007). According to the richness and historical value of the collection, the Museum of Elabuga merchants is one of the most important museums not only of the Yelabuga Institute of KFU, but of the whole Kama region.

4 Discussion

Historical museums of Elabuga Institute of Kazan Federal University are research, training and educational units of the University. Historical museums are seen as a means of forming valuable attitude to the historical and cultural heritage, contribute to the acquisition and improvement of skills of research work of students. The Museums of the University contribute to the improvement of the educational process in the training of future teachers. Acquaintance of students with the Institution begins with the Museum, in the lesson-excursion students don't just study the history of the University, they are aware of themselves as part of the story. Term papers and final qualifying works of students not only include as a source the materials of the museums of the University, but also serve as a means of replenishing their stocks with new documents. Research, dedicated to the teachers, formed an epoch in the life of the University, to the history of faculties and departments, also used to replenish the Museum funds of the University. Pursuing research activities, the lecturers of Elabuga Institute of KFU are turning to archival material in museums. Having studied optional courses in "Museology" and "Archival science", the first-year students from the historical Department of the Museum and the archives of the University then have the Museum and Archival practices. The knowledge, gained by the students during the practices, are an important resource for future teachers in the design of classrooms and the competent organization of school museums. At the Museum of History of the Institution operates a group of guides; the students, belonging to it, design and conduct tours of historical sites of the city, participate in regional and all-Russian scientific-practical conferences with the results of their local history research.

The activities of the Museum of archaeology and history of Tatarstan has provided new opportunities for the use of its funds as in the educational purposes and in the research work of students, conducted in the course of archaeological expeditions. The Museum has a long and fruitful working archaeological group. The results of the archaeological excavations conducted are included by students to research work, which are tested at the scientific-practical conferences.

In the Museum of the history of Elabuga merchants the interior of the merchants ' everyday life of XIX century is recreated, in addition to educational functions it performs the role of the regional research centre of the teachers and students of the University. Here the educational tours for students are held, while studying the "Historical Ethnography".

On the basis of the complex of historical museums of Elabuga Institute of KFU pedagogical activities for children are designed and implemented.

Senior students, organizing extracurricular activities during the pedagogical practice, lead charges students in the museums of the University.

5 Insights

Historical museums of Elabuga Institute of Kazan Federal University are actively involved in the Open Day of the University for the purpose of motivating students, which is an important part of the work of University museums, because such education creates potential applicants. Each year the historical museums of Elabuga Institute of Kazan Federal University are visited by about 3000 people – schoolchildren, students and guests of the University and the city, about 100 round trips are held.

6 Conclusion

Thus, due to the interaction of the University and the Museum, the most important tasks of training of future teachers are conducted: not only to give students a deep, systematic knowledge, to learn to transform this knowledge and use it in their professional activities, but also to shape the personality of a future teacher as spiritually rich, thinking, conscious of their civic responsibility and having a national identity.

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NORMAN DIALECT IN THE WORKS OF GUY DE MAUPASSANT ON THE EXAMPLE OF SHORT STORIES “IN THE FIELDS” AND “BELHOMME’S BEAST”

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Abstract: The article is devoted to the peculiarities of the individual style of a French writer, the prominent master of short stories Guy de Maupassant. The article aims to identify the linguistic features of the Norman dialect in the examples which are taken from the short stories "In the margins" and "Uncle Belyom’s Beast". The study lies within rapidly developing research areas of areal linguistics. In present days there is a lack of research devoted to the study of the Norman patois by the material of the fiction works of French literature, which gives the relevance of the topic of this article. A linguistic method of continuous sampling is presented as the basic method of selection of practical material. The conceptual analysis of lexicographical sources was used. The method of reconstruction of the lexical units and the analysis of vocabulary works allow the authors to reveal lexico-semantic relationships that exist in human consciousness. The article discusses the role of the Norman dialect as finished item of vocabulary used by the writer to convey his vision of reality and to describe his characters and atmosphere in which the action is unfolded with greater accuracy. The object of this research is to establish some basic of French language, and more specifically, Norman culture concepts and linguistic and stylistic analysis of language means of a given culture helping to realize its full potential. The result was the violations of the standards of the French literary language (as a result of the inclusion of a Norman dialect), which have affected the standards of orphoepy, morphology, syntax and vocabulary.

Keywords: the Norman dialect, patois, style, plot, phonetic features, grammatical structure, social aspect, orthoepy, grammar, socio-cultural component.

1 Introduction

Henri René Albert Guy de Maupassant is a famous French writer-realist, a master of artistic prose. He left rich spiritual and aesthetic heritage to the French nation. He continued the brilliant tradition of French critical realism, denouncing the bourgeois world of his lifetime. Maupassant lived and created his works during the period of the Third Republic, in time of Reaction that followed the defeat of the Paris commune. The writer participated in the Franco-Prussian war; he grieved at the defeat of his country, saw the betrayal and corruption of the ruling parties and the bourgeoisie. That's why he wasn’t indifferent to ordinary people, and all his sincerity and emotion character reflected in his creative work.

Maupassant was a brilliant writer, and his creative gift was clearly revealed in his novelettes. He was able to describe the society which he lived in, to convey the mood, philosophy and created its own style, different from other writers.

A series of short stories entitled "Norman stories" takes a special place in the work of Maupassant. Born in Normandy, Maupassant knew these places and best parts of stories contain the descriptions of Norman life and nature. He did not fall into sentimentality, but he portrayed peasants as they really are – unvarnished, without distortion. Language and culture are connected intimately, they reflect the worldview of the people, their mentality, expand socio-cultural and sociolinguistic horizons. The complex overlapping and interdependence of language and culture predetermine the universal and at the same time, the specific nature of the perception of reality (Zamaletdinov,2011). Maupassant’s characters are the Normans, they are hard – working, but not insensitive people- on the contrary, they are rude, uneducated, greedy, and close-fisted.

Maupassant’s mother had a good command of the peasant dialect. The writer used this Norman dialect in the dialogues of his characters. She got on well with ordinary countryside people, and later, creating his own stories, Guy de Maupassant had used her observations a lot.

Maupassant presented a picture of Norman village and its inhabitants in the story of "La Bête A Mait' Belhomme" ("Uncle Belyom’s Beast") in the brightest and most colorful way. The author gives this title in Norman dialect or patois (FR. “patois” – regional dialect) in the form of paraphrase, through which the color of the atmosphere described by the author is revealed, and the reader gets the impression that the title is pronounced by the characters of the story themselves. This story has to be passed from one character to another exactly in these words, and even after many years it will be remembered (Bulgakov,2017).

The tone of Maupassant’s short stories is always playing in unison with the character of the plot. A touching story is presented in different ways in comparison with a funny and frivolous one. However, the author had never crossed the permitted line, and knew a sense of possible extent.

Maupassant didn’t separate art from real life; he didn’t look for subjects for his works in the archives and museums sitting in the libraries, digging through the science books and so on. He took them directly from life and relied on his own experience; he didn’t invent them. The most important thing for him was to show life as it is. Once the author got interested in some fact, he laid it out into the ordinary clear language, at the same time not devoid of irony and elegance of style.

Guy de Maupassant’s realism is evident in his desire to be honest with the reader, not to impose himself or other ideal representation of things and people, as they should be. The writer sincerely and authentically describes the society of his own age, which is the bourgeois class and simple Norman peasants. Rude and envy ingratitude of children is shown in the short story "In the fields" as parents are not able to ensure the future of the child. Before leaving, angry son Charlot, throws a hurtful and very rude Norman word "manants", and this one deeply offends the poor peasants.

Each Maupassant’s character is alive and real. At the same time, the author makes his best to invest his creative imagination and caring heart in the way of creating the character.

Among the short stories of Maupassant, you should select a series of Norman stories in which the author adds a sociolinguistic component to portray their characters brighter and closer to reality. Norman dialect allows Maupassant to present his characters to the reader most reliably and vividly. Norman French dialect is closer to the literary language, but the phonetics and grammatical structure are somewhat different. The dialect patois, which Maupassant uses, is not too original, but it gives the Norman novelettes a special brilliance and local flavor. In addition, it allows him to draw a line between peasants, even wealthy and educated ones, and well-bred bourgeois that make up a social aspect of the story.

In his novels "Uncle Belyom’s Beast" and "In the fields", the author makes it possible for readers to get into the atmosphere of the Norman province to take part in the unfolded story. Also it becomes possible due to the language spoken by the characters.

2 Resources and methods

The methodological basis of this research consists of the works of Russian and foreign writers, such as F. I. Bulgakov (2017), I. Khutsishvili (1951), Régis Antoine (1971), Anthony Poni (2005).

The main method of selection of the practical material in this study is the linguistic method of continuous sampling in the analysis of short stories "Uncle Belyom's Beast" and "In the fields" by Guy de Maupassant. Also the method of linguo-stylistic analysis was used for the features of the characters and to explore the discourse heroes. The study shows the way of cognition of meaning in concept of a Norman patois, which is to convey the atmosphere and mentality of the Norman people. Linguists engaged in the study of Maupassant's works did not consider the above-mentioned works, which explains the choice of the topic by the authors and its relevance.

The study of any concept is made through the analysis of the results of cognitive activity and is based on analysis of data from the lexicographical sources, which present an integral part of the study of all of the language material (Anna, 2017). The analysis of vocabulary from the texts created by the character and its discourse allow the researcher to uncover the lexical-semantic links, to detect lexical associations that exist in human consciousness (Klimchak,2015). It helps to be aware of the realities and linguistic means of its expression.

3 Results

The following points are identified as inherited in Norman patois, and retreating from the literary standards used by Guy de Maupassant in the short stories "the Uncle Belyom's Beast" and "In the fields":

1. The distortion of orthoepic norms.

- a denasalization of vowel sounds. Before some consonants phonemes a nasal sound disappears: enfant > éfan (ă - fã > e-fã): "C'est permis d i vouloir éfant prend un comme ça!" – "You've found what to ask my mother about!" (Maupassant , 1954 ; Maupassant ,1974);

- replacement of a consonant phoneme from (s) to (ʃ): "Il m'a pris...chinquante (ʃen-kăt) écus!" "He took it from me for fifty écus" (Maupassant , 1954 ; Maupassant ,1974); (z) to (k): s échapper > s écaper (se-ka-pe); vache > vaque (vak);

- the consonant "r" before the mute "e" is lowered (votre > vote), ('autre > aute), (prendre > prend'e): "Et part d vote?" – "And how's it from your side?" (Maupassant , 1954 ; Maupassant ,1974);

- the contraction of words. Before a word beginning with a vowel sound, the possessive adjectives mon, ton, son are losing the sound (õ): "C'est-i té, m n énfant?" – "Is that you, my boy?" (Maupassant , 1954 ; Maupassant ,1974);

- the interrogative construction "qu'est-ce que" shrinks into"qué qu(e)": "Qué qu'il avait, ton pé?" – "What's happened to your father?" (Maupassant , 1954 ; Maupassant ,1974);

- the interrogative adjective quel(le) changes to qué "Qué guérisseuse?" "What healer?" (Maupassant , 1954 ; Maupassant ,1974);

- the loss of a vowel (ə) occurs constantly: "m sieu l curé; j'veux bien; j vous le proche R ; une vie d misère; C'que j serais maintenant..." – "Sir, a miserable life, what should I do now then..." (Maupassant , 1954 ; Maupassant ,1974);

- personal pronoun of the third person feminine elle(s) is pronounced as alle, all' al' before a vowel, as a – before consonant sound: "All' est p t'-être ben accoutumée au vin ", "...et all n bougera pu " – "She has been probably already accustomed to guilt", "...she ain't moving" (Maupassant , 1954 ; Maupassant ,1974);

- personal masculine pronoun il(s) loses the consonant l: "... i nous faut cent vingt francs" – "We need a hundred and twenty francs" (Maupassant , 1954 ; Maupassant ,1974);

- index-presentative pronoun voilà is pronounced as V là: "V là Te-t-il earnings, Jean?" – "Well, did you come back, Jean?" (Maupassant , 1954 ; Maupassant ,1974);

- the relative pronoun que is pronounced with a truncation of vowel sound, not just before the next vowel, but also before a consonant sound "C'est ben mé qu t appelles?" – "Are you calling me?" (Maupassant , 1954 ; Maupassant ,1974);

- the form of an indefinite article une feminine is pronounced as une > eipe (UE > œn)in the Norman dialect: "C'est frémi eune, eune C'est bête..." – "This is an ant, some kind of a reptile..." (9, 10). And in some monosyllabic words there is the replacement of the letters eau > iau (> o): "C'est l iau qui la rend enragée..." – "It's the water that drives her mad..." (Maupassant , 1954 ; Maupassant ,1974), fils > fieu (fis > fjɵ): "Les parents tout de suite voulurent le fieu sortir dans le pays...", "Parents immediately wanted to send his son out from the village..." (Maupassant , 1954 ; Maupassant ,1974);

-there is the elision in some monosyllabic words with the aim of changing the phrase direction: cette > C te; mes > m s; les > l s; des > d s; quelque > quéque.

2. The distortion of the grammatical forms of literary language:

- je suis > je sieus (sɥi > sjɵ): "Je sieus pas riche..." "I'm not rich..." (Maupassant , 1954 ; Maupassant ,1974);, je vais > vas je (ve > va): "Je vas t' au Havre vé Chambrelan" – "I'm going to Le Havre, to Chamberlane" (Maupassant , 1954 ; Maupassant ,1974);

- the pronoun-subject 1 person singular and the verb is used in pluralform: je ferais > j ferions (ʒə-fə-rᴇ> ʒfə-rjõ); j'avais > j avions (ʒa-vᴇ> ʒa-vjõ): "Je voulions point not enfant vendre" "I didn't want to sell my child, it won't happen" (Maupassant , 1954 ; Maupassant ,1974);

- the use of the preposition à, which denotes possession, instead of the preposition de, which one can see in the title of the novel "La Bête A Mait' Belhomme";

- inapropriate use of the auxiliary verb in difficult times, e.g., the replacement of the pronominal in the verb être for avoir, and preserving the matching of the participle with the subject: "elle s'a conduite comme une mère bonne" – "She was a good mother" (Maupassant , 1954 ; Maupassant ,1974);

3. Syntactic infractions:

-the particles - ti or i after the verb are often put in the interrogative sentence if the verb ends in consonant, which avoids the inversion of subject and predicate: "C'est-i, m n éfant? Te V là-t-il earnings, Jean?" – "Is this you, my baby? Well, you've came back, Jean?" (Maupassant , 1954 ; Maupassant ,1974);

- the absence of subject in some cases, which presents a serious infraction of the syntactic norms: "A ma mange la tête, pour sûr!" "He eats my head, that's for sure" (Maupassant , 1954 ; Maupassant ,1974);

4. Semantic changes:

to impart more flavor, the author uses the words of Norman patois: un fourmi > un frémi (ant), les têtes > les chefs (chiefs), un bavard > un-loquace (chatterbox), un chiffon > un loque (piece of cloth), un boisson bien alccolique > un fil en dix (strong alcoholic drink), un bon à rien > un niant (slacker), un bidet > un petit cheval (the little horse).

- vocabulary of colloquial style is widely used in descriptions: mioche (children, youngsters); moutard (tot, tot); ça me trigouille dans l fond (itching, gnawing); mé (mother); pé (dad).

Guy de Maupassant uses regionalisms not only in dialogues but also in the sentences containing the indirect speech: "Elle répétait qu il fallait être dénaturé pour vendre son enfant, que C'était une saleté, une corromperie" – "It is constantly repeated that one must be a monster to sell her own child, that it is evil, dirty work, the sheer lasciviousness" (Maupassant , 1954 ; Maupassant ,1974), where the last word spoken by the mother Tuves is understood as a mixture of the concepts "treachery, meanness."

4 Discussion

The authors studied the novel "In the fields" and "Beast of uncle Belyom", which allow the reader to get deeper into the atmosphere in which the stories are unfolding, and found out the peculiarities of the distortion of literary norms of the French language to transfer the features of the Norman dialect. The author managed to recreate real images of their characters with the help of properly chosen lexical items and linguistic devices, and that's what presents Guy de Maupassant's realism. There's no doubt the language and culture are linked. Language and culture are both included into the form of human consciousness, they reflect the people's worldview and their mentality. At the same time using patois, the writer reveals the mentality of the characters, their habits, and describes their customs.

For example, in the short story "Beast of Uncle Belyom" the procedure starts with the announcement of the list of passengers traveling to Le Havre. According to the old Norman traditions, first man invited at the place of honor is a priest, the man who is close to God. He is always held in high esteem, and he sits to the right of the hostess at the solemn dinners. Then the teacher is invited, as he is also respected. During the reign of the Third Republic the laws about the school by Jules Ferry, who was a politician and Minister of education of France, were adopted (1881-1882гг.). According to them education became free and public education was secular.

Describing the miserable life of the Tuvash and the Vallain families, who were Norman peasants, Guy de Maupassant uses words like besogner (hard work, " to plow"), des chaumières (shacks), péniblement (painfully); that allows the readers to imagine the life of a Norman provincial people. Language and culture are the forms of human consciousness; they reflect the people's worldview, its mentality (Galeeva et al, 2014).

5 Conclusion

Guy de Maupassant is a French realist writer of the nineteenth century who can captivate readers with his candor and sincerity. His work continued the tradition of realistic prose and enclosed the most diverse trends of his time. The author worked mostly in genres of naturalism and symbolism. His work presents an example of classic of European culture. The acquaintance with Maupassant's works enriches one not only lexically and stylistically and spiritually, affecting the most vulnerable problems, while it always remains correct and mature. The author had a perfectly developed sense of form and the ability to concentrate the contents, which facilitates its perception greatly by the readers. While studying short stories by Maupassant referred to in the article, the students get acquainted with the mentality of the Normans, their customs, characters, episodes of hard life, and that's most important, they study the Norman patois, which gives them a lively interest, being studied as the sociolinguistic component of foreign language which improves students' motivation and presents practical value at the classes in educational institutions of philological direction.

Summarizing the information above, it should again be noted that the Norman dialect is a regional variant of the French language with its inherent peculiarities presented at all levels of the language system:

- phonetics (the distortion of orthoepic norms);
- morphology (significant distortions of grammatical forms);
- syntax (changes in the word order, established by the norm);
- semantics (polysemic extension of the vocabulary)

Knowledge of standards of behavior, the rules of communication and other social and cultural realities help to choose the right way of style of communication and better understand the environment and the atmosphere, described in the literary work. The present study addresses to the issues of differentiation of the dialect and the literary standards, as well as the features of the individual dialects (the Norman patois in particular), which is one of the current trends in the research connected with Roman languages (Yakubova et al, 2016).

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IT TOOLS IN DISCOURSE ANALYSIS: STATE OF AFFAIRS AND PROBLEMS

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Abstract: The article deals with the analysis of statistic instruments used for the search and distinction of modified idioms in the discourse. At the present time the analysis with the help of statistic instruments is fundamental to all experiments. The article presents the study of main research papers as well as the achievements made by internationally well-known scholars in the field of linguistics and famous mathematicians. The research analyses the impact made by influence of the creation of new area of research, linguistic statistics. The article also gives ideas of the application of statistical soft wares, such as Google Ngram viewer, Ruscorpora and Mystem, for the analysis of the use of modified and non-modified bookish idioms in the discourse of different languages, such as Russian, English and German. The research material was selected from monolingual and bilingual phraseological dictionaries. The results of the study are supported by the examples taken from applied software. The materials of the study may be useful worldwide by educators and researchers involved in professional linguistic research and training.

Keywords: modified idioms, corpus linguistics, discourse, statistics, Ngram, grammatical modifications, quantitative linguistics.

1 Introduction

In linguistics there are different applications that contribute to the implementation of different research that requires analysis of texts. Large companies such as “Google” and “Yandex” provide applications that contribute to linguistic analyses of different textual unities. Some mechanisms of search engines that these companies use to provide their services are in open-access. XXI century is officially recognized as the age of computers. Computing resources contribute to processing of vast amount of data. Therefore, to start with we consider to review the origins of linguistic statistics and linguistic mathematics in Russia to analyze the development of this area of research for the period of one and a half century.

“The language is … a socio-historic phenomenon reflecting social events and the structure of the society” (Solnyshkina et al, 2014). The first ideas of applying mathematical methods for studying languages were introduced in the XIXth century by I.A. Badouin de Courtenay, a prominent scholar of Kazan Linguistic School (Jakobson ,1972). However practical implementation of statistic processing of the language did not start until the beginning of the XXth century. It was V.Ya. Bunyakovskiy and A.A. Markov who contributed to the development of creation statistical methods applied to the language functioning. In 1847, the journal “Sovremennik” published an article titled "On the Possibility of Introducing Determinative Confidence Building Measures to the Results of Some Sciences of Observational and Primarily Statistics" by V. Ya. Bunyakovskii (Sheynin,1991). In this work the author shared his thoughts on the application of mathematical methods for studying Grammatical and Etymology of the language within the paradigm of Comparative Linguistics.

Later, in 1906 A.A. Markov introduced “Markov’s Chain” or “Markov’s Process” by (Rozanov,2012). This is a variation of probability theory where the future and the past of the system are independent of each, so we do not take into account the history of the system and we make our prediction on present state of the system. As that reminds the functioning of such advanced systems as languages, “Markov’s Chain” firstly was applied for linguistics, mainly in textology.

Only in the XX century with the advent of structural linguistics, scholars began to apply mathematical methods for the analysis of linguistic processes much more broadly. Scholars considered language elements as a suitable illustrative material for constructing quantitative methods of research or for the promotion of statistical theorems, since according to certain regularities the language functions can be identified and confirmed by statistical calculations. However scholars did not focus on considering these results from linguistic point of view and only later, in the middle of the 50ies of the XXth century, an American scholar George Zipf established the relationship between the frequency of the word in the text and its rank in the dictionary. This dependence was called “Zipf’s Law” (Powers,1998), which is applicable to linguistic statistics basing on the assumption that any linguistic unit has a certain degree of probability of being used in the text. The identification of the degree makes it possible to define the use of a given unit. Linguistic statistics treats the text as a sequence of units on a fixed level.

2 Methods

The goal of the paper is to evaluate the possibility of applying quantitative linguistics methods to the search of modified idioms. The research was conducted on the bookish idioms selected from monolingual and bilingual phraseological dictionaries. During the research, the following resources as “Google Ngram viewer”(2017), “Ruscorpora” (2017) and “Mystem” (2017) by Yandex were used.

N-gram is a sequence of n-elements. The scope of this term is broad coverage of the areas from theoretical mathematics to genetics. From the semantic point of view, it can be a sequence of sounds, syllables, words or letters. A sequence of two consecutive elements is often called a bi-gram, a sequence of three elements is called a trigram. This sequence allows to represent any phrase in the form of a mathematical sequence, of two elements and find the complete correspondence of these units in the text. N-grams suit well to classify and make a structure of any text. As we know “Automatic event extraction is an important task in knowledge acquisition step” (Solovyeve et al, 2016).

The application of the methods of quantitative linguistics with idioms is a complex task. This is due to the fact that an idiom, the main subject of the study can undergo certain modifications in the context. To illustrate that E.F. Arsenteva (Arsenteva et al, 2016) distinguished 12 types of modifications that can be roughly divided into grammatical and semantic modifications though in the context we may observe fusion of these modifications. This situation makes it difficult to apply statistical programs in fully automated mode to analyze how idioms are used in the text.

During our research, we selected 30 bookish idioms from the English-Russian dictionary edited by A.V. Kunin (1984), 30 units from the Russian-English dictionary edited by S.I. Lubenskaya (2004) and 30 units from German -Russian dictionary edited by L.E. Binovich (1995).

It is noted that a significant number of bookish idioms include composition components related to obsolete vocabulary, which resulted in a significant raise of number of units in XIX or the beginning of XX century. To prove this hypothesis, we turned to two resources that are used in the processing of statistical language data.

Thus, the main source of the collection of statistical information for the study of the functioning of Russian idioms is the national corpus of the Russian language (ruscorpora.ru) . The advantage of Russian corpus is that the frequency of use of each unit can be considered both synchronically and diachronically. The most important feature is the ability to adjust the distance of the components from each other, which allows you to search for units transformed by wedging, breaking, and lexical replacement.

An important aspect that affects the convenience of processing and using the program is the tab “statistics” and “distribution by years”. The system constructs a graph of the frequency of use of a given unit on the time axis. In the “statistics” tab, we observe statistics on meta attributes, such as the stylistics of the text, and the author's gender, which makes the research attractive from gender linguistics’ point of view of, as well as other indicators. A meta attribute is a sign or signs by which the body is marked. The main meta attributes are laid by the developers of the corps at the development stage.

It should be noted that, despite a significant amount of statistical data, the obtained results require careful verification, since among the units with a rethought meaning there may be free word combinations. This feature can be manifested by setting a large interval between the components of a unit. In our study, we limited ourselves to the maximum distance between components of 7 words.

The third program “Mystem” provided by Yandex has the least user friendly interface used in the console mode. Although it has the most flexible and advanced functions, we can input a large text that would be analyzed by the program. In this case the output will be in the .txt extension. Each word of the text can receive a certain characteristics (gender, number, case, etc.). However, it still requires extra review of the context and distinction of idioms from word-combinations.

3 Results

The first program Google Ngram Viewer allows to track the frequency of the use of words and phrases, as well as idioms. The program searches through the vast library of Google Books and notes the number of units frequency. A distinctive feature of the resource is that a large number of languages are available, namely English, Russian, Spanish, German, and Chinese. With the help of this program, we state that a significant number of phraseological units of the book style refer to obsolete expressions. In English, for all selected units, the raise of particular use referred to the XIX century and to the beginning of XX. For example: The wings of Azrael, was used mostly in 1923; Appeal to Caesar, in – 1824. In English, we can see such a specific feature that, when the article is added to the construction of phraseology, the raise of use shifts to the side.

In German discourse we observed the same trend. Bookish idioms tend to raise in the XIX century. Thus, Eine Dornenkrone tragen (“*to wear the crown of thorns*”) was mostly used in 1832; Einklang der Herzen (“*harmony of hearts*”) in - 1826; Goldenen Zeiten entgegengehen (“to meet golden times”) in - 1810.

In Russian discourse we observed idioms that tend to reach the maximum use in the XIX century. Обетованная земля (obetovannaya zemlya) (“*promised land”)* was mostly used in 1847; Почивать на лаврах (pochivat' na lavrah) (“*to rest on laurels*”) in - 1824. According to E.V. Gafiyatova “cultural literacy allows independent use of communication tools and knowledge” (Gafiyatova,2014). Although we noticed that nearly half of the Russian bookish idioms have peak of use in XXI century: (potemkinskie derevni) (“Potemkin’s villages) – idioms refers back to the history of Russia. Duke Potemkin built fake villages in the region he was responsible for to convince Empress Catherine II that region has a sustainable economic growth” peak of use 2007 and still grows; Заплечных дел мастер (Zaplechnyh del master) (“torturer”) was used in 1997 year, mostly.

4 Discussion

While investigating the frequency of the use of Russian idioms, we faced with the of correct spelling of phraseological units took place since a spelling reform in 1917-1918. The Google Ngram Viewer database consists of original written sources translated into electronic form, which complicates the detection of the frequency of use of idioms. The statement that a significant number of bookish idioms belongs to the outdated layer of vocabulary was confirmed only in English and German, with the highest use of 30 selected units took place in the XIXth and first half of the XXth century. In Russian, on the contrary, there was a tendency towards the growing popularity of some units.

According to E.F. Arsenteva's (10) classification, there are the following types of transformation of idioms (Arsenteva and other scholars use the term Pharseological units (PU)): 1. Substitution or replacement of a PU Component (s); 2. Permutation; 3. Addition; 4. Insertion; 5. Cleft use, which is interrelated with insertion; 6. Deletion of a PU component (s) or ellipsis; 7. Phraseological allusion, which is closely connected with ellipsis; 8. Phraseological reiteration; 9. Phraseological pun; 10. Contamination of two PUs; 11. Extended phraseological metaphor; 12. Phraseological saturation of discourse.

Within these transformations we can trace in semi-automated mode with only grammatical modifications such as: substitution or replacement of component, permutation, addition, insertion, cleft use, and deletion of a PU component (s) or ellipsis. Other modifications require analysis from a scholar as modifications deal with semantics and cognition of idioms. As D.N. Davletbaeva states “that the mechanisms of cognitive processing of figurative base of a phraseological unit work simultaneously, as they are responsible for different aspects of nonce phraseological unit meaning. Figurative base presents not only base for conceptualization and categorization of objective reality but also the emotion stimulus, motivating stimulus, a “hint” for cultural interpretation of the meaning, causing native speaker’s emotive attitude” (Davletbaeva et al, 2015).. These features of cognition of idioms and their simulation by the computer are the goals of computer linguists and AI specialist.

As for the use of “Mystem” we faced the same problems when the programme provides data by the each unit but cannot distinguishes the idioms from word combinations although grammatical information can be useful in analysis of the idioms and distinction of the core component of each unit.

5 Conclusion

It is worth noting the feature of using Google Ngram Viewer. In the search window, only conventional units can be entered, and the search for sematically modified idioms is impossible at that stage of application development.

We stated the following problems of using Google Ngram Viewer programme for the search of modified idioms. However, the following problems occur, namely that the program cannot distinguish an idiom from free word-combination, so it is worth limiting research to structural modifications.

1. When we search for insertion as a type of modified idiom, its components can be separated within the sentence, sometimes the gap is beyond the sentence. As a result, the program can skip this modification.
2. Modern software makes it easier to find phraseological units and how to use them. The main problem in the search for phraseological units and their transformations is the impossibility for the program to distinguish idiom from word-combination.
3. As a result, the programs for deducing statistics, for example, determining the frequency of the use of the idiom greatly facilitate the work of the scientist in the study of phraseological units in the diachronic aspect. Nevertheless, there is a number of developments and tools that can

facilitate and accelerate the processing of large amounts of data, and in particular, the use of information retrieval systems.

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ON THE ISSUE OF COMBATING CORRUPTION

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Abstract.The problem of corruption crimes is one of the most important problems, facing humanity as a whole. The victory over corrupt practices is comparable to the victory over terrorism and organized crime. Researchers calculated that the economic costs of corruption in Russia are measured in billions of dollars per year (Barry,2009). It should be noted, that many foreign researchers call corruption a key problem, facing not only the Russian Federation (Dininio,2004), but the world as a whole. Furthermore, this problem has been standing for a very long time. So, according to James Scott, the birth of corruption in its current form, is dated the end of the XVIII the beginning of the XIX centuries (Scott James,1972).

Keywords: criminal law, criminal procedure, criminology, fight against corruption, corruption, crime, bribe, commercial bribery, corrupter.

1 Introduction

Socially dangerous actions, provided for by criminal law, infringing upon the authority and legal interests of the service, and which are expressed in the illegal use of any privileges, for example, benefits, services or money, by the state or municipal employees, or employees of commercial or other organization – are corruption-related crimes (Rupp et al, 2010).

Legal responsibility is always connected with public enforcement and is characterized by certain deprivations, which the guilty must be subjected to. In legal theory, legal responsibility is understood as the reaction of the state to a committed offense (Kondrat,2014). And, according to V.I. Gojman, deprivations - are not the obligations, which the subject must have performed previously; the discharge of duty is not a responsibility; the responsibility – is an additional (except of performed duties) adverse consequences, necessary for execution (Gojman,2015).

2 Materials And Methods

The general scientific (logical and historical, system-structural approaches, analysis and synthesis, etc.) and specific scientific methods (rather-legal analysis, specifically sociological, formal-logical, comparative law methods) were used in the research. The use of various methods allowed to make the main theoretical conclusions and proposals on the statutory regulation of the analyzed legal relationships.

3 Results

The state's activity, aimed to fight against corruption, is of course, the endless and multifaceted process of crime prevention. Science and practice know many ways of crime prevention, which are successfully used now. However, it should be noted, that this process is multidimensional, and it is impossible to single out only one direction of fighting against corruption, which is basic for the state authorities and local government bodies. Any action, aimed at fighting against corruption is important and should be carried out within the framework, prescribed by law.

In order to combat corruption, the legal and organizational basis for defeating corruption has been made in Russia: basic international agreements have been ratified, conceptual strategic and national planning anti-corruption documents, as well as regulatory legal acts aimed at their implementation, have been adopted (Khabrieva,2012). To date, many effective anti-corruption measures have been made, various mechanisms have been put in place, which allow to identify corrupt schemes at any level, to work purposefully, responding in time, and, if necessary, to isolate corrupt officials from the public (Verbatim report of the President of the Russian Federation V.V,2016).

The analysis of legislation in the sphere of defeating corruption allowed to divide conditionally the whole amount of normative legal acts into:

1. regulating the general issues of fighting against corruption;
2. regulating the issues of anti-corruption expertise of normative legal acts and draft of normative legal acts;
3. regulating general issues of state civil and municipal services;
4. regulating the issues of representation the information on incomes, expenses, property and property-related obligations;
5. regulating the issues of compliance with the requirements for employees' behavior and clearing the conflict of interest.

However, it should be noted, that no matter how ideal laws and strategies for combating corruption crime are adopted - the implementation of the meaning, implied in them, depends on specific people. In this regard, an accurate and unswerving compliance with the regulations of the current legislation deserves special attention in the process of fighting against corruption.

Foreign researchers define corruption as the subtraction of politicians, executives of state apparatus, businessmen and other persons, for the sake of personal, family or group interests, in order to gain and big up their social status. (The New Institutional Economics of Corruption. L., 2004)

An interesting concept is the "related party" used in the UK Bribery Act. Related party in the Law is defined very broadly as a person (physical or legal) "who renders services in the interests or on behalf of" the company. These can be employees of the company, agents, subsidiaries and joint venture partners (Dogra,2008).

As for the Russian legislation, Article 1 of the Federal Law № 273-FZ "On Combating Corruption" defines a conceptual apparatus and gives a legal definition of the "corruption" concept. First of all, corruption is the abuse of official position, giving bribe, acceptance of bribe, abuse of power, commercial bribery or other illegal use by a physical person of his/her official position, in defiance of the legitimate interests of the society and the State, for the purpose of profiting in the form of money, valuables, other property or services of material nature, other rights of property for oneself or for third parties, or illegal provision of such benefits to the said person by other physical persons. According to the subparagraph "b)" of the given paragraph, the corruption is regarded as commitment of acts, on behalf of or in the interests of a legal entity (Gumerov et al, 2015).

Very interesting is the definition of corruption given by Professor B.V. Volzhenkin: "corruption is the crime, committed by persons, who are publicly engaged in management (state and municipal employees and other persons, authorized to carry out state activities), in various ways using their available possibilities for illegally getting their own benefits" (Kabanov et al, 2013).

It should be noted, that the Russian criminal legislation does not use the term "corruption". But it does not mean that the criminal law does not include the liability rules for this type of crime. The norms on bribery, abusing of official position (Article 285 of the Criminal Code of the Russian Federation), forgery (Article 292 of the Criminal Code of the Russian Federation) and others are used for this purpose. In our opinion, it would be reasonably to make a definition of "corruption" and a list of corruption crimes in the General Part of the Criminal Code of the Russian Federation. This will allow more fully ensure the statistical accounting of corruption crime in our country, trace its dynamics and help to fill the gaps in the Criminal Code of the Russian Federation.

As a rule, socially dangerous actions, provided for by criminal law, infringing upon the authority and legal interests of the service, and which are expressed in the illegal use of any privileges, for example, benefits, services or financial gains, by the state or municipal employees, or employees of commercial or other organization, are considered as corruption-related crimes. First of all, these are the crimes, provided for by criminal legislation, directly related to bribery of corrupt officials:

- illegal acquisition and disclosure of information, constituting commercial or bank secrecy, committed by bribery (Article 183 of the Criminal Code of the Russian Federation);
- bribery of participants or organizers of professional sports competitions and entertainment commercial competitions (Article 184 of the Criminal Code of the Russian Federation);
- obstruction the use of electoral rights or the work of election commissions, tied to bribery (Article 141 of the Criminal Code of the Russian Federation);
- commercial bribery (Article 204 of the Criminal Code of the Russian Federation);
- acceptance a bribe (Article 290 of the Criminal Code of the Russian Federation);
- giving a bribe (Article 291 of the Criminal Code of the Russian Federation);
- crimes, committed by persons, carrying out executive functions in commercial and other organizations (Articles 201, 204 and 184 of the Criminal Code of the Russian Federation).

In addition to the above, other acts of corruption are classified as corrupt crimes by the Criminal Code of the Russian Federation. These include the following: the registration of illegal transactions with real estate (Article 170 of the Criminal Code of the Russian Federation); abuse of authority (Article 201 of the Criminal Code of the Russian Federation); fraud (Article 159 of the Criminal Code of the Russian Federation); embezzlement, committed using official position (clause "c" Part 159 and 160 of the Criminal Code of the Russian Federation); obstruction of lawful entrepreneurial or other activities (Article 186 of the Criminal Code of the Russian Federation), forgery by an official (Article 292 of the Criminal Code of the Russian Federation) (Burlakov,2012).

4 Deductions

Speaking about the specifics of corruption crimes, it is important to highlight the uniqueness of their subjects. On the one hand – it is the corrupter, i.e. private or a legal person, for remuneration enjoying the privileges, services, position or contacts of state or municipal employee, or a person, performing managerial functions in commercial or other organization, to achieve personal, narrow-group or corporate purposes (Kabanov et al, 2015). And on the other hand – there is a corrupt official, who recognizes the bribe addressee or other benefits, obtained by illegal means. A corrupt official - is an official with certain powers and authority, who abuses his official position in favor of the bribe-taker and accepts a bribe for this.

Thus, corruption crime is a single, conditionally mass complex of crimes, infringing upon the authority of the state service or service in local government bodies, which is expressed in the making of corrupt transactions, initiated by corrupter or corrupt officials, creating criminal liability.

There is a classification, given in the Decree № 3, from December 31, 2014, adopted by the General Prosecutor's Office of the Russian Federation and the Ministry of Internal Affairs of the Russian Federation, "On the enactment of lists of articles of the Criminal Code of the Russian Federation, applicable in the process of preparation of statistical reporting." This Directive introduced the List № 23 "Corruption-related offences". In accordance with the List, there are 4 mandatory criteria for all crimes of this category (The instruction of the Prosecutor General's Office of Russia,2014):

1. Connection of the action with the official position of the subject; his derogation from direct rights and duties.
2. The presence of appropriate subjects, which are noted in the Criminal Code of the Russian Federation. These are the following:

a) a civil servant, who is acting permanently, temporarily or by special authority, as a representative of the authority, or performing organizational-management, administrative and economic activities in state bodies, local self-government bodies, state and municipal institutions, state corporations, as well as in the Armed Forces of the Russian Federation;
b) persons, carrying out executive functions in a commercial or other organization, and acting in the interests and on behalf of a legal entity, as well as in a non-profit organization, that is not a state body, a local government body, a state or municipal institution.

3. The subject has a mercenary motive. The action must be related with the gaining of property rights and benefits for himself/herself, or for the third parties.
4. The crime must be committed only with specific intent.

5 Conclusion

It should be noted, that with all the variety of ways of fighting against the corruption crimes, this scourge of modern society is still not defeated, not only in Russia, but all over the world (Gumerov,2015). We believe, that the creation of a Council for combating corruption at all levels of authority, involving research scientists, legislators, investigative agencies, preliminary investigation bodies, courts, will allow to minimize the dangerous consequences of the phenomenon under consideration.

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PRE-SERVICE TEACHERS' MULTICULTURAL COMPETENCE FORMATION IN WORK WITH MIGRANT STUDENTS

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Abstract: Key problem of this research was identification and justification of the major conditions of formation of students' poly-cultural competence – for future teachers as important element of their vocational training for work with migrant students. As a result of the analysis of scientific literature, in article definition of the concept "poly-cultural competence of the teacher" is given, its contents from the point of view of the considered problem reveals. On the basis of structuring poly-cultural competence and identification in its structure of separate competences by authors carried out the analysis of content of disciplines in the pedagogics module and the didactic units promoting formation of these competences are revealed. Authors noted pedagogical technologies, effective for poly-cultural education, as well as the role of educational and scientific and educational practical activities of students when forming poly-cultural competence. As research methods in work were applied: analysis of scientific literature, normative documents (educational standards and working programs of subject matters); specification, systematization, generalization. The received results can be used as recommendations for teachers and students of universities at implementation of pedagogical activity in the poly-cultural environment.

Keywords: training of future teacher, migrant students, poly-cultural competences, pedagogical conditions of formation of poly-cultural competence.

1 Introduction

The active migratory processes taking in the modern world has aggravated problems of adaptation of immigrants in the cultural environment unfamiliar to them. First of all it is about children - migrants. As show researches, complexity of inclusion of school students on foreign culture Wednesday, in particular, of the Russian society, it is caused by a language barrier, weak idea of basic values of culture, norms of interpersonal communication, difficulties of communication, a problem of coexistence of representatives of various ethnoses (Zborovsky et al, 2013).

In this regard the school and teachers is faced today by an important task – which is to teach students to realize a variety of modern cultural reality, personal and ethno-cultural features, to create skills of the solution of problems of cross-cultural interaction by means of dialogue and cooperation. However, as the practical experience testifies, teachers are quite often not ready to conduct effectively work in the sphere of international communication. Act as the reasons:

- inability professionally competently to build up the relationship with students on the basis of the principles of dialogue, tolerance;
- unavailability to enter communication with children of different ethnoses from a position of equality of cultures;
- lack of the available practice-focused poly-cultural technologies (Lynche, 1989)

Above-mentioned problems staticized a question of need formation for poly-cultural competence of future teachers for the purpose of their vocational training for work with migrant students. This task is one of the strategic directions of development of the Kazan federal university within the Teacher of the 21st Century project.

2 Materials, Methodology And Methods

Research objective: to prove and concretize set of the conditions of educational process providing high-quality formation of poly-cultural competence of future teacher for work with migrant students on material of the Pedagogics module.

Methodological basis of a research are activity (Leontyev,2005), competence-based (Verbitsky,2004) approaches, the theory of the organization of uniform educational space and the poly-cultural educational environment (Bondyreva,2007).

Research methods: theoretical analysis of scientific literature, substantial analysis of educational standards and working programs of subject matters, specification, systematization, generalization.

The analysis of theoretical sources (Konopatskaya et al, 2015; Fakhrutdinov, R.R., Fahrutdinova, R.A. (2016). Banks, 1995; Banks, 1998; Iskander et al , 2016; Jacob, 1995) allowed us to define poly-cultural competence as readiness of the teacher for the solution of the professional pedagogical tasks in the conditions of development of poly-cultural society directed to creation of interaction with subjects of education and representatives of ethnic societies on the principles of tolerance, as well as problems of pedagogical support of students of different nationalities in sociocultural space of school.

According to the Federal educational standard of higher education (FGOS VPO 3+) in the Pedagogical education direction of realization of poly-cultural training of future teacher competences have to promote: ability to work in team, to tolerantly perceive social, cultural and personal distinctions; ability to carry out training, education and development taking into account social, age, psychophysical and specific features, including special educational needs of students; readiness for interaction with participants of educational process; ability to reveal and form cultural needs of various social groups (Dyuzhakova,2009).

The data set of competences, in our opinion, insufficiently fully and precisely reflects essence of poly-cultural competence as the integrative personal quality formed as a result of mastering separate competences. Therefore the specification of federal requirements taking into account high school specifics and the realized profile of preparation gives the grounds to add and present it the list of competences which can be formulated as abilities and readiness:

- to build constructive interaction with children of other nationality;
- to represent and protect interests of the students studying different nationalities at design of educational programs;
- to give support to the child migrant in establishment of contacts with other children in educational institution and a social environment;
- to propagandize and show tolerant behavior, ethical standards of cross-cultural relationship,
- to help to master cultural values, traditions of the country of accommodation;
- to promote distribution of reliable information about history, culture, customs, traditions of the people and the countries from where there arrived children migrants;
- to build up the tolerant relationship with parents of other nationalities;

- to help parents, other teachers to understand the child - the migrant;
- critically to analyze results of the work with children migrants and their parents;
- to promote holding cultural events, ethno-national holidays with a support on feature of poly-cultural space of the region;
- to use various sources of information concerning work with children migrants (The federal educational standard of the higher education in the direction of preparation 44.03.01 pedagogical education, 2015)

The main conditions of high-quality formation of poly-cultural competence of future teacher for work with migrant students of educational process of a higher educational institution, in our opinion, are:

1. content enrichment of psychology and pedagogical disciplines of a poly-cultural component, first of all in aspect of training of future teachers for work with children migrants;
2. use of the pedagogical technologies promoting mastering skills of cross-cultural interaction;
3. stimulation of research activity of students in different forms of its organization;
4. the organization of student teaching of students in the conditions of the poly-cultural educational environment.

3 Results

According to a stated purpose in this research the essence of the main pedagogical conditions of formation of poly-cultural competence of students given above - future teachers in aspect of their preparation for work with children migrants is disclosed.

For justification of the first condition we analyzed the content of disciplines of professional and special cycles of the Pedagogics module. At the Kazan federal university it is included in a basic part of the curriculum in the direction of preparation "Pedagogical education" (bachelor) and is one of fundamental for formation of poly-cultural competence of the teacher for work with children migrants along with disciplines of psychological and methodical blocks.

Selection criteria of content of training in the Pedagogics module were the competences considered above characterizing poly-cultural competence of future teachers as an integrative personal new growth. Results of the analysis and selection of didactic units are presented in table 1.

Tab. 1 Didactic units of content of disciplines of the Pedagogics module and corresponding competences of categories of ability and readiness of students for work with children migrants

Disciplines

Pedagogics module

Didactic units of contents

Competences of students for work with children migrants

General fundamentals of pedagogics

Subject 1. Structure of pedagogical sciences. (Concepts: "rehabilitation pedagogics", "migratory pedagogics". Ethnological fundamentals of migratory pedagogics)

To use various sources of information on questions of work with children migrants

Subject 2. Pedagogical activity. (Legal, ethical standards; requirements of professional ethics in the conditions of the poly-cultural environment. Professional and personal readiness of teachers for work in poly-cultural educational space. The main components of professional competence of the teacher for work with children - migrants)

To propagandize and show tolerant behavior; ethical standards of cross-cultural relationship; to critically analyze results of the work with children migrants and their parents

Subject 3. Education as public phenomenon and pedagogical process. (Concepts: "culturological educational paradigm", "dialogue of cultures", "culturological" and "personal focused" approaches. Essence, signs and functions of poly-cultural educational space as environments of social adaptation, rehabilitation and education of migrant students)

To use information on features of different national cultures in educational process

Pedagogical history and educations

Subject 1: Fundamentals of national pedagogics (National pedagogics as the ideas which historically developed and transferred from generation to generation, traditions, customs; spiritual beginning of national educational traditions. Humanity - the main feature of national pedagogics)

To promote distribution of reliable information about history, culture, customs, traditions of the people and the countries from where there arrived children migrants.

Theory and technique of education

Subject 1: Pedagogical interaction. (Bases of cross-cultural communication and technology of their implementation. Ethnic consciousness, national and cultural tolerance. Ethnic auto-and hetero-stereotypes. Interethnic communication at the interpersonal level as an adaptation factor in other sociocultural environment.)

To build constructive interaction with children of other nationality

Subject 2: Collective as an educational tool (Children's collective as the social and pedagogical environment influencing socialization, sociocultural adaptation and rehabilitation of the personality. The conflicts on the interethnic soil in school collective. Psychological climate of school as condition of the positive relations between children of different national and cultural communities)

To give support to the child migrant in establishment of contacts with other children in educational institution and a social environment

Subject 3: Educational system of school (Concept: "socialization of the personality". Indicators of specific features of trajectories of life, their possible deviations. Programs of prevention of various forms of violence and the conflicts on an international basis. Regularities of the family relations and work with the parental public from the circle of migrants. Regularities of formation and development of child adult communities in the poly-cultural environment, their social and psychological features).

To build up the tolerant relationship with parents of other nationalities; to help parents, other teachers to understand the child - the migrant.

Didactics

Subject 1: Training process. (Special approaches to training of school students for which Russian is not native. Individual-based educational programs taking into account personal features of students. Psychology and pedagogical maintenance of development of the main general education programs by students for which Russian is not native).

To represent and protect interests of the students studying different nationalities at design of educational programs

Modern pedagogical technologies

Subject 1: Classifications of pedagogical technologies. (Features, ways and conditions of social and pedagogical support of migrant students . Pedagogical technologies: "protection", "help", "assistance", "interaction". Special technologies of carrying out the correctional developing work. Technologies of educational, social and cultural adaptation: stimulation of interest and familiarizing with activity; assistance and creativity; cross-cultural trainings; cultural assimilator)

To promote holding cultural events, ethno-national holidays with a support on feature of poly-cultural space of the region; to help to master cultural values, traditions of the country of accommodation

When forming poly-cultural competence the special role belongs to the pedagogical technologies promoting mastering students skills of cross-cultural interaction (the second condition). The main requirement imposed to their selection - an orientation on development and diagnostics not only the academic results of training (knowledge, skills) formed in the course of development by students of subject matters, but also results in the form of competences. Such technologies as are offered: pedagogical modeling, dialogue technologies, case-study, method of playing of roles a portfolio method, a method of the developing cooperation, design, a business game, tests of action, etc. Special value has to be in our opinion allocated for a method of situation analysis. Considering that efficiency of their decision is one of criteria for evaluation of competences, educational and professional tasks play a key role and have to become a necessary element of these technologies of training. (Akhmadullina et al, 2012). At a stage of formation and diagnostics of the created competences situations of the pedagogical help, such as can be used, for example: adaptation to new conditions, situations of confidential contact, support, a depression, confusion, aggression, the arising conflict, quarrels, insults, emotional explosion (Spirin, 1994). An important role for formation of poly-cultural competence is played also educational and scientific and educational practical activities of students (the third, fourth conditions). In view of the special importance of researches in the sphere of poly-cultural formation of the Kazan federal university we consider student teaching as the platform for research activity of students. In this regard students during practice receive tasks to develop the research project and to carry out pass a research. The subject covers all range of problems in the field of educational, social and psychological and cultural adaptation of children migrants: a) assimilation of the ordered norms and values of school behavior; b) national consciousness and interethnic tolerance; c) valuable orientations and motivational sphere of children migrants; d) interpersonal interaction of children migrants with schoolmates, etc. The subject of the research project is defined together with the teacher and the teacher - the curator. The structure includes three blocks: 1) theoretical (analysis of scientific literature); 2) diagnostic (selection of tools for diagnostics of a problem of adaptation: tests, questionnaires, programs of observations); 3) training-bringing up (development of plans of educational work, abstracts of actions, individual conversations, scopes of PTA meetings, programs of psychology and pedagogical maintenance of development of the main general education programs by children migrants).

4 Conclusions

Poly-cultural competence was considered in work as the complex structure consisting of the separate competences demanding for formation and assessment not only various "tools", but also creation of special organizational and pedagogical conditions. Besides the conditions considered in work, according to researchers (Dyuzhakova,2009), (Danilov,2016) not less important are: readiness of teachers of higher education institutions for design of the poly-cultural educational environment; existence of the corresponding program and technical tools; implementation of the regional programs stimulating participation of future teachers in development of projects of a poly-cultural orientation. We believe that the received results of a research will promote the most successful formation of poly-cultural competence of future teachers of aspect of their preparation for work with migrant students.

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THE METHODOLOGY OF ORGANIZING THE PROJECT ACTIVITY OF FOREIGN STUDENTS

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Abstract: Russian universities annually accept hundreds of foreign students, so the questions of teaching languages (Russian or foreign) remain relevant for teachers. The authors consider in this paper the project as one of the effective forms in training foreign students at the stage of obtaining their professional education. The relevance of the problem lies in the fact that some foreign students experience both a linguistic and psychological barrier to communication in the language they are studying, are embarrassed to use the language being studied for communication. The objective of the paper is to offer methodological recommendations for the use of the project for improving the speech skills of foreign students when studying in higher education institutions. The leading methods of research were used such as analysis, observation, experiment, and generalization. According to the results of the study, the authors concluded that the use of project technologies during classes allows foreign students to enrich their lexical vocabulary, master grammatical forms, improve coherent speech, get acquainted with the culture of the country, etc. We believe that this study makes a certain contribution to the field of linguodidactics and may be interesting for teachers who teach languages to foreigners. The proposed methodology for the application of projects can be used in work not only with foreign students, bachelors, but also with undergraduates.

Keywords: education, project, foreign students, training, Russian as a foreign language, vocational education.

1 Introduction

The methodology of teaching languages constantly evolves and is in search of the most effective methods and technologies for teaching. The analysis of available practices confirms the idea that there are no universal methods and technologies that would be suitable for training in any audience (I.P. Lysakova (Methods of teaching Russian as a foreign language: a textbook for universities ,2016), T.M. Balykhina (2000), A.N. Shchukin, T.I. Kapitonova (2008), etc.). However, some of them deserve attention. In the last decade, it has been especially actively spoken about the use of project technology, or the method of projects in teaching languages ((Polat E.S. 2002), (Kazakova E.V. 2013), (Kazabeeva V.V. 2014), (Tiurina E.A. 2011), etc.).

Russian universities have hundreds of Chinese students, whose teachers rely on traditional and modern technologies in their study ((Antonova V.E. 2013), (Yusupova Z.F. 2016), (Kryukova, N.I., Zakharova, A.N., Dulina, G.S., Yusupova, Z.F., Belonovskaya, I.D., Bogdanova, J.N. 2017), (Rakhimova D.I. 2016), etc.). The authors of the paper consider the problems of teaching Russian in the Chinese audience and share in this work their experience of applying the project technology in working with Chinese students-philologists. The objective of the paper is to offer methodological recommendations on the use of the project as a form of improving the speech skills of foreign students when studying in higher education institutions. The use of project technologies during classes allows foreign students to feel independence and freedom in communication, acquire speaking skills, expand their vocabulary, master grammatical forms, improve speech, get acquainted with the culture of the country etc. The existing studies devoted to this issue reveal different aspects of increasing the effectiveness of teaching foreign students, actively involving them in the educational and professional sphere of communication. In our study, in contrast to other similar works, an attempt was made to examine the design technology in relation to the training of Chinese students-philologists based on regional geographic material. At the same time, we propose a method for organizing group work, when several students work on one project, distribute the forms of activity and think through the results of the project.

2 Materials And Methods

To achieve this objective, we used such methods as analysis (analysis of scientific, pedagogical and methodological literature available at the present stage), observation (observation of foreign students' speech, their work in class), description (description of the results of application of projects in classes with foreign students), comparison (comparison of training of foreign students in groups with application of design technologies with groups where this technology was not used), and generalization of the results obtained.The research involved the works of scientists on the theory and practice of application of project technologies, the methodology of teaching languages, linguodidactics, regional studies, textbooks and teaching aids, linguistic and cultural dictionaries. This paper takes into account the results of our observations in the groups of students-philologists, where Chinese students study at Leo Tolstoy Institute of Philology and Intercultural Communication of Kazan State University.

3 Results

According to scientists, project training, or the method of projects, is a special technology, which allows organizing the educational process with maximum consideration of the abilities of foreign students. A student performing a project gets independence in planning his own activity: setting goals and objectives, allocating time, organizing work, choosing ways to obtain information and monitoring techniques. (Liui Iu. 2015) Project-based learning is one of the options for productive learning, the purpose of which is the training of independent knowledge acquisition and their application to solve new cognitive and practical problems (Rakhimova D.I., Fedorova N.I. 2016), (Nurullina G.M. 2016), (Nurullina G.M. 2016), (Navolokova N.G. 2014). The method is based on active learning based on the student's interest in gaining knowledge and improving competences (Husnutdinov D.H.,Shakurova M.M. 2016), (Fazliakhmetov I.S. 2016), (Fattakhova N. N.2016), (Gvozdeva E.V. 2016)). According to researchers, the main principles of the application of the method of projects in teaching the Russian language in a foreign audience can be as follows:

- the chosen problem should be related to the real situation that students may encounter, and require research and integrated knowledge to solve it;
- practical, theoretical, and cognitive significance of the expected results;
- independent activities of students with the teacher as advisor;
- determination of the basic knowledge of the various areas necessary for working on the project, and its ultimate goal;
- ordered structure of the project activity in terms of time and in the substantive part of the project (singling out of the stages of work and the availability of stage-by-stage results);
- use of search and research methods; and
- the results of completed projects must be "material", i.e. in the form of a specific product (video, newspaper, presentation, etc.) (Matveeva N.N., Fatkhutdinova V.G. 2016).

Project work can be of two types: 1) an individual project (each student prepares his own project); and 2) a group project (several students work on the same project). The most effective, according to the researcher E.A. Tiurina, is a "group project", involving several people, where each performs its part of the work, the discussion of the project is carried out, as a rule, in the studied language, as well as the presentation text is the result not only of monologic text reading, but is also demonstrated in the course of the subsequent discussion (Tiurina E.A. 2011). Each student performs his amount of work: search for and analyze the material; jointly discuss of the materials of each student as a result of a general discussion carried out in the studied (Russian) language.The final stage is the presentation of the project: the students in the microgroup prepare the text, give parts to each other; during the presentation, there is also a discussion with representatives of other groups of students who also present their projects. The project method is always focused on the independent activity of foreign students. This consists in selecting and collecting information, analyzing the material, presenting it in an interesting form, taking into account the features of the audience, the ability to speak orally, etc.

When organizing the project work with foreign students, the teacher plays the role of an advising moderator. Themes of the projects are discussed with foreign students, the teacher gives a general direction, appoints a responsible student in the microgroup, who organizes the distribution of duties and roles. As an assistant to the moderator, Russian students who are interested in teaching Russian in a foreign audience can be appointed.

Our experience in working with Chinese students shows that classes using the method of projects are productive and lively, the students are actively involved in the process of discussion, learn new vocabulary, practice monologic and dialogical speech, begin to feel more confident and free. In the implementation of the project, foreign students participate together with Russian students, which, of course, creates the conditions for communication between students. For Chinese students, it is especially interesting to know the opinion of their Russian peers on a particular problem, impressions of what they see or hear, etc. It should be noted that sometimes Chinese students do not have enough live communication to practice Russian speech. This is especially important at the stage of obtaining professional education. It is impossible to cover in one paper all the methodological recommendations for applying the project activity to classes with foreign students. We recommend you to read about theoretical and practical aspects of the project method in papers ((5), (6), (7), etc.)

4 Discussion

In this paper we consider the issues of implementing the project technology for the successful teaching of the Russian language. We propose methodological recommendations for the use of the project as a form of improving the speech skills of foreign students when studying in higher education institutions. Our experience in using the project technology in teaching Russian as a foreign language confirms the idea that the phased organization of students' work in the group allows them to improve their speech practice, teaches them to build communication with each other, allows each student to be involved in work without exception, to perform a certain amount of work. The presentation of own project also helps foreign students acquire the skills of oral public speech. We see the prospect of further research in developing a methodology for the application of project technologies, taking into account both national and cultural characteristics of foreign students.

5 Conclusions

It is impossible to cover in one paper all the relevant problems of using project technology in working with students. The authors in this paper tried to present their experience of implementing projects in the educational process. To date, the concept of teaching the Russian language in the aspect of project technologies is implemented by many teachers. Therefore, our study does not contradict the modern tendencies in linguodidactics, which are actively supported by modern practicing teachers.

We propose to use the project work stepwise. Our experience was based on our practical classes in Russian with students. Work on the project is carried out in several stages.

1. Stage one.

At this stage, students are offered problems for preparing the project work. For example, the topic "Education system in Russia and China". Students are divided into two microgroups to prepare projects. At the same time, it is important that the creative groups involve both Russian and foreign students.

2. Stage two.

Discussion of the project work plan, structuring of the project, assignment of roles. The first microgroup should disclose features of Russian education, find material using various sources. The second microgroup prepares information about the education system in China. The final product that students should create is an information and promotional booklet for presentation at the international education exhibition.

3. Stage three.

Organization of students' work on the project. At this stage, the teacher acts as an advisor. It is important that students clearly understand what they need to do, what actions they require to perform. Any project involves an objective, tasks, research material, and the end result. It is important that students independently can define a methodology for project research. Sharing views, organized at this stage, will help specify the activities of each member of the microgroup.

4. Stage four.

At the fourth stage, students discuss research materials, select those sources that are best suited for the project. For example, it can be regulative and legal documents on education (Law on Education, State Programs, Concepts, etc.), a list of educational organizations (schools, colleges, institutes and universities, academies), curricula, analysis of university websites, scientific and methodical, and sociolinguistic studies (monographs, papers, dissertations, etc.), etc. It is important to conduct a questionnaire among students of other groups who do not participate in the preparation of the project. For the questionnaire, prepare a list of questions relating to the forms of education in a given country, the assessment system, the prestige of education, etc.

Next, the project is described, where each student prepares his material. One of the students should summarize all the materials proposed and selected, coordinate the work of the rest participants. At this stage it is especially important that foreign students pronounce what and how they do.

5. Stage five.

Presentation of the results of the completed project work. As a result of the research, students should submit a draft information and promotional booklet on education in Russia and China to present it at the international education exhibition. It is important that foreign students speak so that they can use the new vocabulary and grammatical constructions of the Russian language in speech practice. Russian language in this case acts as a means of learning and cognition, forms students' skills in presenting research results, the ability to answer questions of listeners, etc.

Thus, the idea of creating conditions for the use of Russian by foreign students in the course of the research, as well as presenting the results, is fundamental in the modern concept of teaching languages. The practical significance of our research is that our observations on the students' learning activities allowed us to conclude that active and interactive forms of work should be used in the classroom. Our experience in the use of project technology showed that this helps to increase the participation of all students without exception in the educational process.

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THE STUDY OF CONSUMER LOYALTY SERVICES

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Abstract: Amid the existing competition in the market of medical services, the issues of assessing the customer satisfaction and loyalty management become especially topical. The paper presents the results of a study of consumers of a medical service organization. Market trends in the service sector are due to the introduction of a marketing approach within the framework of interaction with customers. The application of a client-oriented approach will allow service companies to establish long-term relationships and increase the loyalty of their customers. Based on the analysis of existing models of the study of loyalty and satisfaction with the authors, quantitative methods were chosen to determine the degree of customer satisfaction of the organization and the consumer loyalty index was calculated.This study uses quantitative methods for assessing customer satisfaction, which allow you not only to learn how consumers evaluate the company, but also to find out what you need to do to improve the satisfaction index and other important indicators of the organization's performance. Within the framework of the conducted research, the respondents made suggestions and wishes for improving the quality of the provided medical services in polyclinics. Based on the results of the analysis of the level of customer satisfaction, the authors developed recommendations for increasing the satisfaction and loyalty of consumers of the medical organization.

Keywords: customer loyalty, quality of medical services, customer satisfaction, Net Promoter Score.

1 Introduction

Amid the existing competition in the market of medical services, the issues of assessing the customer satisfaction and loyalty management become especially topical.

The volume of sales of service companies is largely determined by the level of customer satisfaction. Accordingly, the volume of profit and profitability of the company essentially depends on it. Without accurate estimates of the degree of customer satisfaction, companies cannot make effective decisions about what exactly needs to be improved first of all. Constant monitoring of the level of satisfaction of service consumers allows companies to form priority directions for improving their services.

The higher the level of customer satisfaction with the service is, the higher the probability of its repeated acquisition by the same customers is, that is, the formation of loyalty. Therefore, the study of factors that affect customer satisfaction is central to modern marketing research.

A significant contribution to the study of the effect of loyalty was made by Frederic Reicheld, who defined loyalty "as a quality inherent to the user of the value (goods, service) that returns to its source from time to time and transmits the given source by inheritance" (Reichheld,2006).

Loyalty, as a rule, is based on a sense of satisfaction. Studies by a number of authors, including J. Bloomer, Co-de Reiter and P. Peters, have shown that satisfaction is a prerequisite for the formation of loyalty, but as loyalty develops, it loses its primary importance and other factors come into play (Bloomer,2006).

The greatest attention to the quality of service in the service sector is given in the works by the following scientists: B.Berman (2006), OuY.-C., VerhoefP.C., WieselT. (2017), Beloborodova A.L., Martynova OV, Novikova EN, Shafigullina A. V. (2017), Sharafutdinova N.S. (2016).

Studies in the field of assessing the quality of health services are found in the works by Calman M.W. and Sanford E. (Calman,2004).

2 Materials and methods

In this study, the authors searched for ways to improve medical care, increase patient satisfaction and loyalty, based on marketing research conducted.

Objective of research: assessment and analysis of patient satisfaction of all subdivisions of the Medical-sanitary unit of Kazan (Volga region) Federal University (Novikova et al, 2017).

The objectives of the study in polyclinics are aimed at assessing:

- the convenience of arranging a visit to a doctor;
- the time and conditions for waiting in the queue;
- work of a local physician;
- waiting period for planned hospitalization;
- quality of diagnostic examinations;
- satisfaction with the doctor's visit;
- loyalty of patients and readiness to recommend the clinic to friends and relatives;
- completeness of the information on the official website;
- patient demographics.

The objectives of the study in hospitals are aimed at assessing:

- satisfaction with waiting conditions in the hospital reception room on the day of hospitalization;
- satisfaction with the attitude of doctors and nurses;
- satisfaction with the hospital conditions (food, quality of room cleaning, lighting, temperature regime);
- satisfaction with the organization and process of diagnostic studies;
- loyalty of patients and readiness to recommend the hospital to friends and relatives;
- completeness of the information on the official website;
- patient demographics.

This study uses quantitative methods of assessing customer satisfaction to solve the tasks outlined in the previous section, that is, not only to learn how consumers evaluate the company, but also to find out what needs should be done to improve the satisfaction index and other important indicators of the organization. As a method of research, a personal interview was conducted with patients who were staying either in the ward of the hospital or waiting for a doctor in a polyclinic.

A sample survey was conducted. The sample size (n) was determined by the formula (8. Statistics. Textbook for high schools.Edited by Eliseeva I.I. SP, Piter, 2016):

$$n=\frac{t^2\sigma^2 N}{\Delta^2 N+t^2\sigma^2}$$

where: N – number of the general population (according to data for 2015);

Δ - maximum sampling error (specified by the researcher);

σ - dispersion (variance of estimates);

t - the value at which F(t) takes a given value.

The probability that the sample characteristics adequately reflect the characteristics of the general population is set at 95%, respectively t^2= 1.96, the maximum sampling error is 10%. The conducted calculations showed that it is enough to interview 49 respondents for each subdivision. A simple random sample was used. In agreement with the customer, the number of questionnaires to be filled in stated in Table 1 was accepted.

To determine the statistical dependence of patients' loyalty to the main characteristics of medical facilities evaluated by patients, a multiple correlation analysis was performed using an SPSS statistical package.

Table 1:Statistical characteristics of the study

Subdivision	General population	Sample, plan	Number of questionnaires, actual
Policlinic of DCH, Chekhova Str. 1a	8244	49	50
Policlinic, Vishnevskogo Str. 2	15317	49	70
Maternity welfare center, Dostoevskogo Str. 44/b	9205	49	48
Total	32766	147	168

Thus, the most frequently used method of simple assessment of the level of satisfaction and loyalty of consumers of medical services was applied in the study.

The results of the study are shown in Table 2. 73 of 163 respondents are loyal to the investigated object. 43% are ready to recommend and 27% will not recommend it.

3 Results and discussion

Table2: Overall evaluation of the main factors of loyalty to polyclinics

Policlinic basic characteristics	Characteristic evaluation, %
Patients' loyalty (prefer DCH-2)	54
Ready to recommend DCH-2	43
No single answer yet	30
Will not recommend	27
Possibility to make an appointment during the first visit to the polyclinic	78
Polite and attentive doctor	81
Polite and attentive nurse	91
Explanation of the test results by a doctor	76
Assessment of the diagnosis by a doctor	78

The proportion of satisfied patients was calculated as the sum of positive ratings ("5" + "4" or "completely satisfied" + "partially satisfied", etc.)

The most loyal patients are those aged 35 to 45 years and 25 to 35 years, the minimum loyalty is shown by patients over 60 years, therefore, it is for the staff to be more attentive and precautionary towards them (Fig. 2).

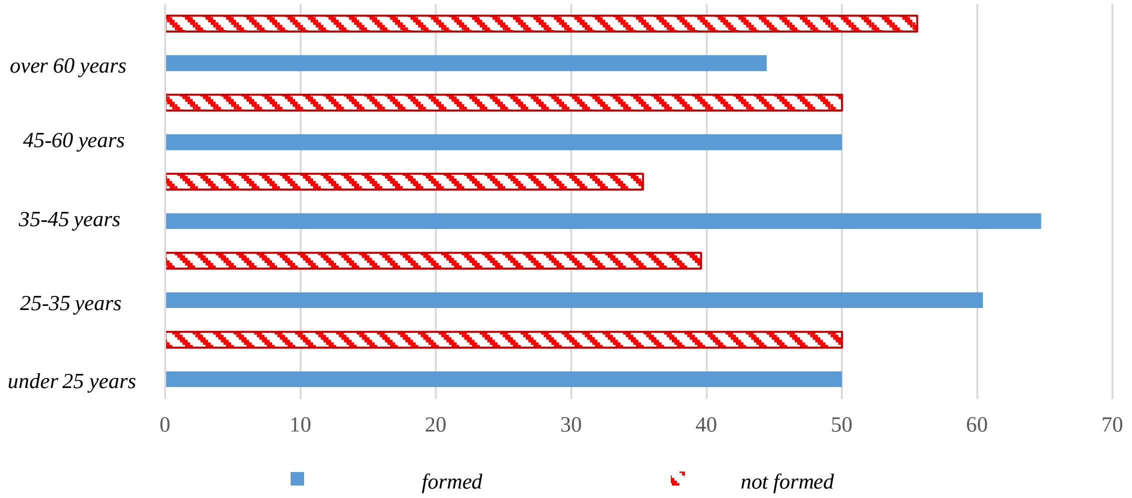

Fig. 1: Loyalty analysis of polyclinic patients by age categories

There is no significant dependence of loyalty on the social status of patients observed, although in general, the loyalty of all categories is characterized as high and ranges from 45 to 55%.

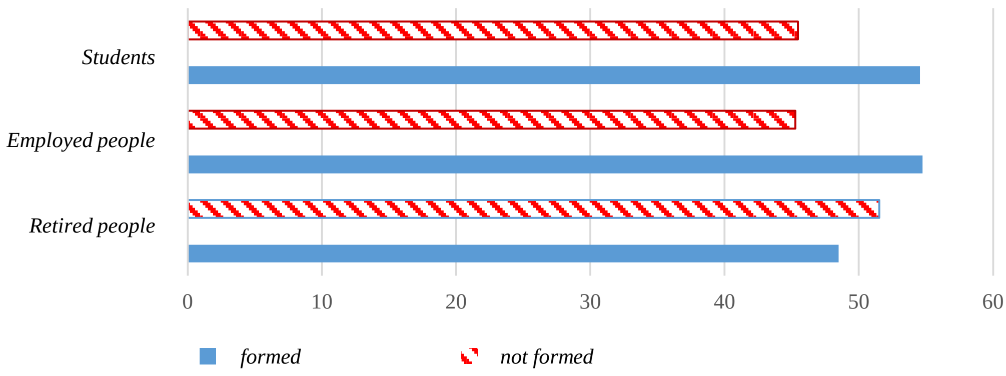

Fig. 2: Loyalty analysis of polyclinic patients by social categories

The patients highly estimate politeness and attentiveness of the doctor - in total 84% "excellent" and "good" (Figure 3).

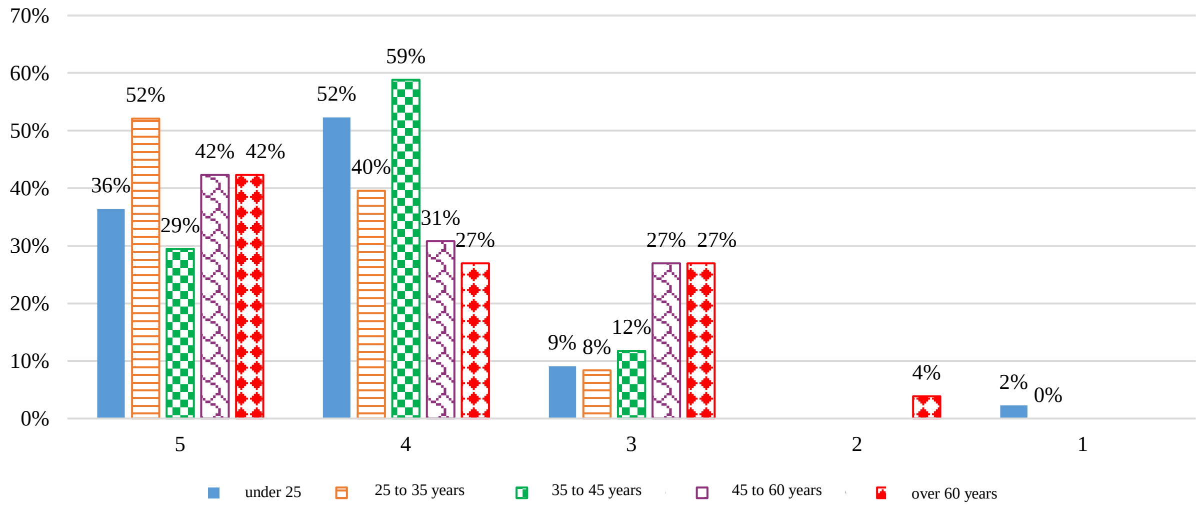

Fig. 3. Assessments of politeness and attentiveness of the polyclinic doctor by consumers of different age groups

Satisfactory estimates are 15%, unsatisfactory - 2%. Patients aged 25 to 35 years gave maximum number of "excellent" evaluations, minimum – patients aged 35 to 45 years. Unsatisfactory estimates in the amount of 1% are observed in patients under 25 years and older than 60 years.

Politeness and attentiveness of nurses were also highly assessed (Fig. 4).

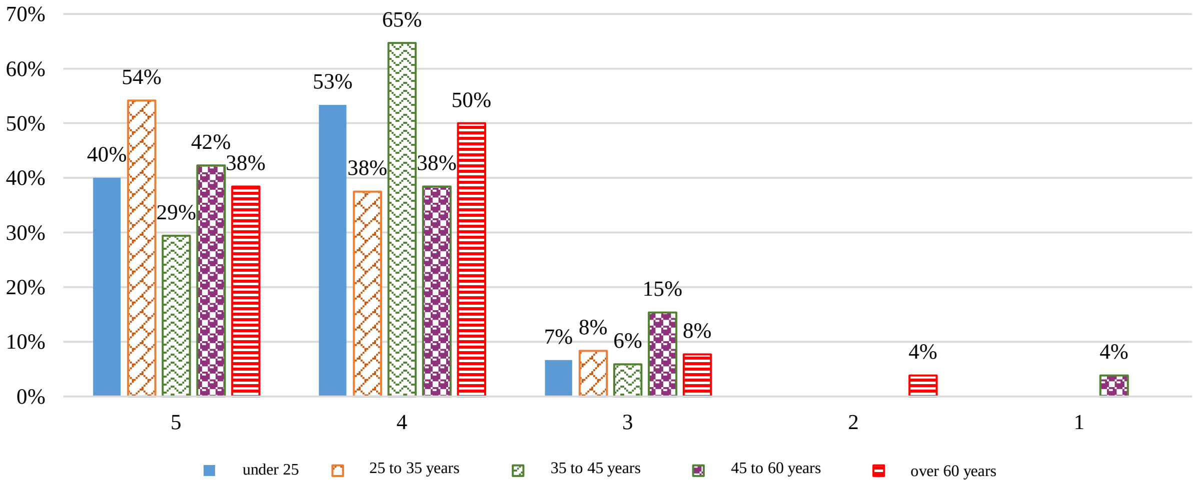

Fig. 4: Assessment of politeness and attentiveness of nurses

The maximum number of “excellent” estimates was made by patients aged 25 to 35 years, “good” – patients under 25 years. The shares of “satisfactory” estimates are 1-2% for all age groups, negative estimates are 1% for older age groups.

The results of the assessment of the doctor's explanation of the study and treatment are presented in Fig. 5

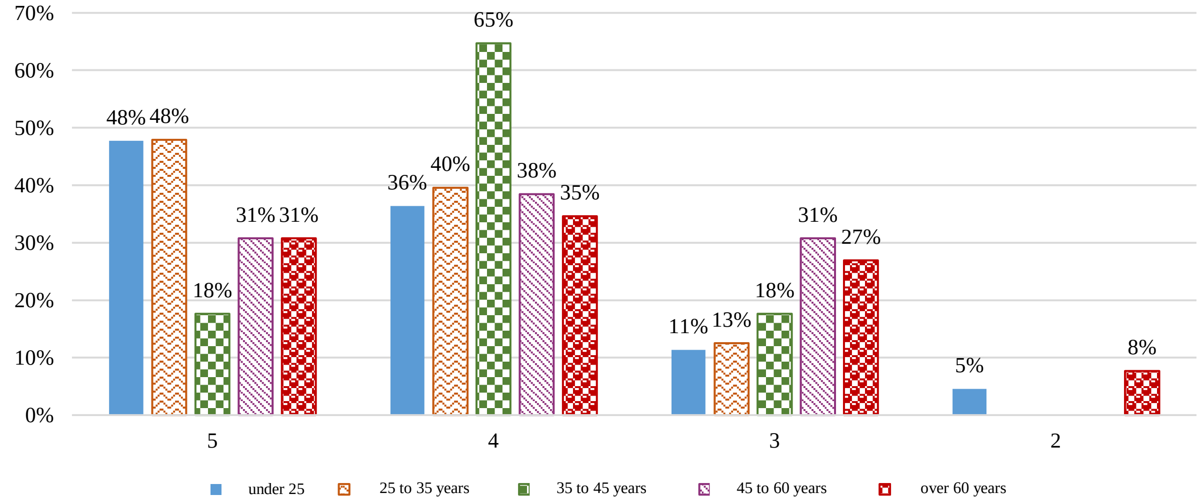

Fig. 5: Assessment of the explanation of the test results and management by a doctor

The concentration of responses was observed in the "excellent" and "good" assessment areas, while 31% of patients aged 45-60 years and 27% of patients older than 60 years gave "satisfactory", where 8% of the latter were not satisfied with the doctor's explanations.

The results of assessment of the identification of changes in the patient's health by doctors are shown in Fig. 6.

The number of excellent and good estimates is the highest for all age categories. “Bad” estimates were in the three older age categories equal to 4% to 8%.

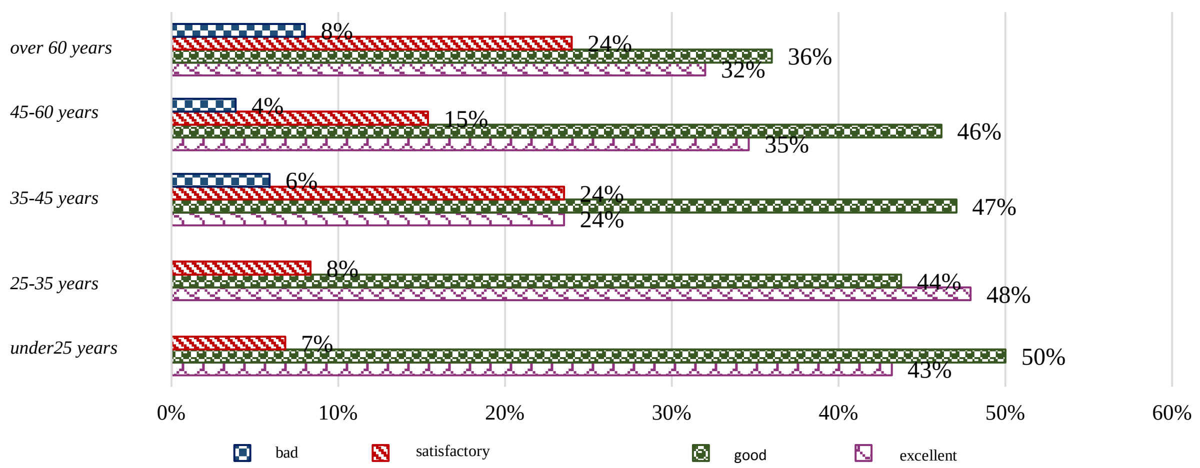

Fig. 6. Assessment of the identification of changes in the patient's health by doctors

The study of similar characteristics in the context of social status led to the following conclusions. Most of the patients appreciated the politeness and care of the doctors perfectly well and only 3% of the pensioners rated it "bad" and this category gives the maximum (24%) "satisfactory” estimates.

The work of nurses also received high patient ratings: "excellent" from 42 to 45%, “bad” – 2-3% by pensioners and workers, which again confirms difficulty to form loyalty in adult patient categories.

Table3: Correlation relationship analysis

Relationship	Value ranges	Correlation coefficient	P value	Indicators
Strong or close	over 0.70	0.7020	0.0000	Satisfaction with doctor's work – results of studies
		0.7292	0.0000	Satisfaction with the results of studies – statement of a diagnosis
Medium	0.50 - 0.69	0.6429	0.0000	Satisfaction with doctor's work – statement of a diagnosis
		0.6358	0.0000	Satisfaction with nurse's work – results of studies
		0.6042	0.0000	Satisfaction with nurse's work – statement of a diagnosis
Moderate	0.30 - 0.49	-0.1962	0.0126	Satisfaction with the results of studies – patient’s age
Weak	0.20 - 0.29	-0.2337	0.0029	Satisfaction with the diagnosis statement – patient’s age
		0.1637	0.0380	Satisfaction with doctor's work – employed patients
Very weak	less than 0.19	0.1594	0.0434	Satisfaction with the results of studies – employed patients
		-0.1646	0.0369	Satisfaction with the results of studies – retired patients

The evaluation of the doctor's explanations of test results and treatment is high in general, but 14% of the workers rated the explanations as "satisfactory", apparently, this category requires more detailed explanations. Attention is drawn to the clearly insufficient satisfaction with the diagnosis of retirees - 31% (22% C grades + 9% D grades).

Further analysis of correlation relationships showed that all correlation coefficients are not significant by loyalty, hence, loyalty is not related to the investigated indicators.

At the same time, the work of the staff can be characterized as stable, since correlation coefficients are significant, the degree of significance is close and the P value is less than 0.5 within 95% of the confidence interval for the following pairs of indicators (Table 3)

- satisfaction with doctor's work – results of studies;
- satisfaction with the results of studies – statement of a diagnosis;

There is a medium degree of relationship between satisfaction and the patients’ age by the following indicators:

- satisfaction with doctor's work – statement of a diagnosis;
- satisfaction with nurse's work – results of studies;
- satisfaction with nurse's work – statement of a diagnosis;

Moderate degree of relationship is observed between satisfaction and the patients’ age by the following indicators:

- satisfaction with the results of studies – patient’s age;

Weak degree of relationship is between satisfaction and the patients’ age by the following indicators:

- satisfaction with doctor's work – employed patients;
- satisfaction with the diagnosis statement – patient’s age;

Very weak but significant relationship between satisfaction and social category is revealed by pairs of indicators:

- satisfaction with the results of studies – employed patients;
- satisfaction with the results of studies – retired patients.

4 Summary

In the framework of the study, the respondents made the following suggestions and wishes for improving the quality of medical services provided in polyclinics:

- more competent and polite doctors and other service staff (at the registry office);
- increase the credibility to free medicine to avoid the need to apply at the same time to a fee-based medicine for analysis comparison;
- provide a sufficient amount of shoe covers;
- provide a space for strollers and bicycles;
- improve corridor ventilation;
- provide comfortable toilet rooms;
- organize and record visits by appointment;
- install a water dispenser;
- organize a parking area;
- reduce the time of blood sampling;
- relieve local physicians, so that there is always a permanent one;
- facilitate the process of getting an appointment with the specialists (ENT, neuropathologist, endocrinologist, cardiologist, ophthalmologist and neurologist);
- reduce queues to the registry office, for diagnostics and other tests;
- update the staff, as the therapists are retired people;
- conduct computer literacy courses for doctors as they spend much time at the computer;
- improve the appointment by phone;
- improve, simplify the website, since it is impossible to find information about the doctors’ visits on the Internet;
- the time of the doctors’ visits at the registry office differs from the time in the information leaflets near the doctors’ offices;

5 Conclusion

According to the results of the conducted research of the policlinic patients, the authors summarized:

- The NPS indicator of the studied facility was 27 points.
- satisfactory and unsatisfactory estimates of politeness and attentiveness of the doctors and nurses are observed in patients under 25 and over 60 years;
- satisfactory and unsatisfactory estimates of the identification of changes in health status by doctors, listening to complaints and identification of symptoms of malaise are characteristic of patients aged 45 to 60 years and over 60 years, therefore, loyalty is more difficult to form in older categories of patients;
- There is a clear lack of satisfaction with the diagnosis among the pensioners.

Thus, in order to increase the level of satisfaction and loyalty, the following is required:

- Implement the NPS measurement methodology and work on increasing this indicator. Dynamic monitoring will require the construction of a marketing information system in the facility (Novikova, 2015).
- expand the powers of personnel, use the practice of calling former patients of clinics;
- focus on emotional and spiritual support of clients;
- introduce incentives for and emphasize the best employees on the basis of NPS;
- improve the doctors’ qualifications,
- reduce the time between the studies and diagnosis,
- increase the trust in free medicine,
- facilitate the process of getting an appointment with the specialists (ENT, neuropathologist, endocrinologist, cardiologist, ophthalmologist and neurologist), reduce queues for diagnosis and other examinations;
- find possibilities to relieve local physicians.

Acknowledgement

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THE PARENTHETIC CONSTRUCTIONS IN THE SPACE OF FICTION TEXT (ON V.V. NABOKOV'S NOVELS "LOLITA" AND "KING, QUEEN, KNAVE")

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Abstract: The article analyses the semantics and functioning of parentheses in literary discourse of V.V. Nabokov. The urgency of this study is determined, firstly, by the necessity to contribute to a scientific study of the syntax of works as an important component of literary language, and secondly, to fill in one of the gaps in the linguistic analysis of the language of novels of such a significant writer in Russian literature and Russian culture as we see V.V. Nabokov. The novelty of the investigation consists in multi aspect consideration of all structural types of inserted units - from words to expressing with a complex syntactic whole, in revealing functional types of inserted elements in the text of literary work as a means of conveying certain author's intentions, and also studying inserted components as a specific style trick of the language of novels by V. Nabokov. The article defines the semantic-functional status of parentheses and develops their structural models, presents the structural and semantic classification of the inserted units and reveals their figurative and expressive potential in the literary fabric of novels by V. Nabokov "Lolita" and "King, Queen, Knave". Among the parentheses that function in V. Nabokov's literary discourse, we have singled out: 1) parentheses that perform the function of additional message; 2) parentheses that perform a clarifying-explicative function; 3) parentheses that perform an expressive-evaluative function - all this distinguishes his individual style, characterized by writer's keen vision of the world, the vivid description of all particulars, a true grasped detail.

Keywords: individual style, inserted constructions, modus semantics, metatext, expressiveness, evaluation, emotionality.

1 Introduction

The problems of structuring the literary text, its compositional and syntactic organization, its dividedness and connectedness are among those the significance and relevance of which increase, as they reflect the mental and moral priorities of the society and the author's individual preferences (Yusupova + et. al 2016, Murzina + et. al 2016, Nurullina, Usmanova 2016). The linguistic persona of the writer appears prominently in the fictional narrative, where the expressive potentials of the literary word in a broad sense are mirrored, which are stimulated by the individual style of the writer, his world outlook and creative manner. One of the branches of the corresponding problems is "Nabokov studies", which has recently received replenishment owing to a number of literary and linguistic works (Boyd 1993, Proffer 2000, Rakhimova 2014, Morarash 2016). The syntax of V.V. Nabokov's works, the author of stylistically elegant prose, gives a considerable material for his research in the expressive-semantic key. At the same time, the distinctive feature of the individual style of the writer is circumstantiality, "keen vision", propensity for particularization, which, especially, is comprehended in parentheses.

2 Materials and methods

There is a tremendous special literature concerning the writer's works which adequately covers the problem-thematic aspects of the literary heritage of V.V. Nabokov. The fundamental biography of the writer, created by B. Boyd, became a reference book for every specialist in study of Nabokov's life history. In the USA, there are specialized journals "Nabokovian" and "Nabokov Studies", and in St. Petersburg "The Nabokov Herald" is published by the "Nabokov Fund". The empirical basis of our study was a card catalog containing the inserted constructions (more than 300 units) and compiled by the method of continuous sampling from novels by V.V. Nabokov "King, Queen, Knave" and "Lolita". In the course of studying, we used the methods such as method of continuous sampling; statistical method; descriptive method that includes the observation and classification of the analyzed material, and contextual analysis.

In V.V. Nabokov's fictional narrative, insertedness is a vivid expressive trick of his individual style, distinguished by writer's keen vision of the world, the picturesque depiction of all particulars, the "neatly grasped detail". He places high emphasis on the objects of everyday life, furniture and other things that are necessary components of the literary space of his works and are stimulated by the theme of "grasping vision" as one of the dominant in his works. The presence of parentheses is generated by the needs to regulate communication, the desire to equalize the information fund of the author and the addressees: "the usual taxis connections in the text (linear interactions of predicative units) are lost or weakened, a two-dimensional connection of the main and additional plans appears, which allows the author "to wander around the denotation", combining different time segments, a parallel message about what the character says and what he thinks, what he does and how it is perceived by others, his external characteristics and external experiences and so on". (Andramonova2008: 14). Being within the framework of the sentence, fairly often quite extended, parenthetic units in V.V. Nabokov's works contribute, one could say, to the exhaustiveness of the information delivered. One of the most frequent, falling into the sphere of explicative relations, is the attributive-extended type of subordinate clauses, which differs from another type – attributive-intensifying - by the auto-semanticity of the main clause and the definite substantive: *Она дала ему свою визитную карточку (которую он потом оставил в пепельнице таксомотора) и на прощание долго трясла ему руку, продолжая быстро-быстро говорить* (Nabokov 1991: 56) /*She gave him her visiting card (which he left then in the ashtray of the taxi-cab) and at parting for a long time shaked his hand, continuing to speak very quickly.*

Among the parenthetic units performing the function of an additional message, in literary discourse of V.V. Nabokov one can distinguish: 1) parentheses containing information of circumstantial nature; 2) parentheses containing information of conjunctive nature; 3) parentheses containing attributive information.

The inserted units containing the additional information of circumstantial nature may indicate temporal and spatial characteristics, causal, conditional and concessive-adversative relations, mode and manner of action, comparative-contrastive and relative-identical relations: *Она как раз подбирала мячик (европейским способом, т.е. соединенным рывком носка ноги и края ракеты, чтобы одной из не многих хороших вещей, которым я ее научил) и улыбнулась,–она улыбнулась мне!* (Nabokov 1991: 207) / *She was just picking the ball (in a European way, that is, by the combined run of the toe and the edge of the racket, which was one of a few good things I taught her) and smiled - she gave me a smile!;Он почувствовал, что Марта где-то совсем близко <…> и ноги ее светлые, словно по колено голые, двигались как будто (если смотреть только на них) ноги женщины, незнающей, что с собой делать от нетерпения, от ожидания…* (Nabokov 2010: 57)/ *He felt that Martha was somewhere very close < ... > and her legs were light, as if bare up to her knees, moving as if (if to look only at them) the legs of a woman who did not know what to do of impatience, of expectation ....*

The parenthetic units containing additional information of conjunctive character expand the informative volume of the main utterance, delivering the information about true action, even for phenomenon; about a participant of the event; about the doer of the action or its quantitative characteristic and so on: *Когда мы познакомились (в 1950-ом году),с ней недавно развелся третий муж, а еще недавнее ее покинул седьмой по счету официальный любовник* (Nabokov 1991: 229) / *When we got acquainted (in 1950), the third husband had divorced her, and* *furthermore she had been abandoned by her seventh husband; Джон Галсворти (посредственный, давно окаменевший писатель) провозгласил этот парк прекраснейшим в мире* (Nabokov 1991: 134) / *John Galthworthy (mediocre, long-term callous writer) announced this park to be the most beautiful in the world.*

The parenthetic constructions containing attributive information introduce additional particulars about persons, things and objects of the surrounding world, which are described by the author in the main clause: *Тщетно я настаивал, чтобы мне позволил и провести ночь намате (с надписью «Добро пожаловать») водном из чуланов их проклятой больницы* (Nabokov 1991: 213) *In vain I insisted on my being allowed to overnight on the floor-mat (with a notice saying "Welcome") in one of the walk-in closets of their damn hospital.*

Parentheses performing clarifying and explicative functions are diverse in both terms of content and ways of introducing new information. Introducing clarifying or explicative insertion, V.V. Nabokov adapts the conveyed information for the effect of its adequate perception, anticipates the possible questions or difficulties on the part of the reader and declines them through parenthesis. However, from the point of view of the way of realization of the author's idea, the parenthetic constructions of this functional type are different: on the one hand, via parentheses the information of the main clause is clarified, on the other - the information is explained, becomes clearer, construed, interpreted. Therefore, one can distinguish two functional-semantic groups of this type of parentheses: 1) parentheses enumerating the constituent elements of the whole;2) parentheses that expand information. At the same time the information of the main statement can be clarified by extending or contracting, specifying or highlighting information: *Мы (матушка Гейз, Долоресия) должны были ехать после завтрака на Очковое озеро и там купаться и валяться на песке; но перламутровое утро выродилось в дождливый полдень и Ло закатила сцену* (Nabokov 1991: 27) *We (Mother Haze, Dolores and me) were to go to the Lake Ochkovoye after breakfast and there to swim and loll on the sand; but the pearl morning degenerated into the rainy noon and Lo made a scene.*

A special and extremely interesting functional type is represented by inserted units that play an expressive-evaluative role. In contrast to the types of parentheses considered, in which the attitude of V.V. Nabokov to the communication was conveyed by implication - through the selection of information and the method of its conveyance, the main function of inserts of this type is to convey the emotional evaluation of the utterance, to express the subjective attitude to the communication explicitly. The information of such inserted structures is mainly related to the realization of various kinds of subjective authorial modality and the form of the modus of the utterances, which C. Bally understood as an individual assessment of the facts expounded in the dictum (Bally 1955: 45). Parenthesis in itself is an expressive syntactic unit, but when delivering evaluative information, its expressiveness is intensified by the concentration in it of lexical and syntactic means of expressing emotion and evaluation.

In parentheses that perform an expressive-evaluative function, V. V. Nabokov evaluates himself, his attitude to the communicated information and the form of the message, evaluates the objects, phenomena and the events presented in the main statement. Introducing such an insertion into the main utterance, the writer becomes the subject of evaluation, the object of this evaluation can be either the main utterance as a whole, or something described in it, or the very author: "since the evaluative reaction of the speakers is a reflection of the transition from the actual semantics to pragmatics of the language, evaluation (especially emotional) is the most important component of the pragmatics of the language, embodying its effecting function" (Retunskaya1996: 56).

The parentheses of the functional type under consideration are diverse from the point of view of their semantic content and the writer's speech intentions. Given these features of expressive-evaluative parentheses, consider their semantic-functional subtypes.

First, the parentheses containing expressive-evaluative information in relation to the description in the main statement may contain positive, negative or ironic assessment of the events, phenomena, persons, objects, etc. Evaluation information results from the use of lexical elements that contain an evaluation component of the meaning, via the semantic filling of the utterance, as well as through the context in which an expressive- evaluative inserted unit is used. As a rule, such parentheses are accompanied by an exclamation intonation: *Та из девочек <…> такая ярковолосая (нимфетка, клянусь паном!), пробежала обратно, держа в руках пустой бумажный мешочек…* (Nabokov 1991: 76) *That of the girls < ... > so bright-haired (nymphet, I swear by the pan!), ran back, holding an empty paper bag....*

Secondly, the parentheses containing expressive evaluation information in relation to the author's attitude to himself constitute an author's comment, which includes either the author's evaluation of himself or his actions, or subjective information about thoughts and feelings. Such insertions are perhaps the most "authoritative" ones, since they determine the author's attitude not to the situation described in the main utterance, but to himself in this situation: *Мне даже кажется, что одна из дам была переодетый мужчина (моя отсебятина)* (Nabokov 1991: 76)/ *It seems to me one of the ladies was a masked man (my wheeze)*; *Помнится, я однажды имел в руках пистолет, принадлежавший студенту-однокашнику, в ту пору моей жизни (я, кажется, об этом упомянул, но это неважно)* (Nabokov1991: 58) / *I remember I got once a gun in my hands, which belonged to a messmate student, at that time of my life.*

V. V. Nabokov, through insertions that perform a metatext function, affects the reader directly, evaluating definite information of the main statement, commenting on it from his point of view; calls the reader's attention to it, prompting the reader to the perception of this information and specific intellectual actions being necessary to the author. All this makes it possible to make the fictional narrative more authoritative, more explicit, vivid and expressive.

Structurally, all kinds of syntactic units are represented in V. V. Nabokov's literary discourse - from a minimal controversial word form to a complex syntactic whole. At the same time, statistically (out of 300 units) it looks like this: 1) word forms and word combinations - 15; 2) simple sentences - 120; 3) composition the whole - 165 (of them compound - 54, complex - 86, conjunctionless composite sentences - 15, multinuclear sentences - 10).

Among the inserted units that are expressed by the wordform, the most productive are the nouns (in the novel "King, Lady, Knave" - 10%, in the novel "Lolita" - 25%): the proper names are used as an explanation of the common nouns in the nominative: *Как обычно, она прежде всего потребовала свой petitcadeau, и, как обычно, я спросил ее имя (Monteque) и возраст (восемнадцать)* (Nabokov 1991: 16) / *As usual, she first demanded her petit cadeau, and, as usual, I asked her name (Monteque) and age (eighteen).*

Two-member sentences dominate as a parenthesis expressed by a simple sentence (in the novel "King, Queen, Knave" - 60%, in the novel "Lolita" - 75%), in the corpus of one-member ones, definite-personal, impersonal and nominative sentences are most often used, although the parenthetic construction can also be expressed by a nominative row. The insertions represented by simple sentences are very different in terms of their functional characteristics and emotional and expressive coloring: *О, ты, заглушенный репортер по уголовным делам, ты, самый* *важный судебный пристав, ты, некогда всеми любимый полицейский, ныне сидящий в одиночном заключении (а ведь сколько лет был украшением перекрестка около школы!), ты, в страхе живущий отставной профессор…* (Nabokov 1991: 33) /*Oh, you, the muffled reporter for criminal cases, you, the most important judicial officer, you, the once beloved policeman now sitting in solitary confinement how many years was the decoration of the crossroads near the school!), you, in fear of living a retired professor* .... A sentence complicated by homogeneous and detached parts can act as a parenthetic construction. The parentheses of this kind are constructive, since when displacing the intensifying marks they cannot be included in the main sentence without changing the form: *Поэтому я мог выглядывать (с ухмылкой человека, собирающегося совершить доброе дело) возвращение Шарлотты: этот зуб следовало вырвать сразу* (Nabokov 1991: 57) / *Therefore, I could look out (with a grin of a person who intends to do a good deed) the return of Charlotte: it would be well for me to have this tooth out immediately.*

Among the compound sentences that organize the inserted units, complex sentences dominate with adnominal-attributive, complement, pronominal-correlative and temporal clauses: *И выполнив, как мать настаивала, чтобы этот визит он сделал в первое же утро по приезде («...это будет как раз такой день, когда делового человека можно застать...»), Франц вспомнил и то, что нынче воскресенье* (Nabokov 2010: 56)/ And having fulfilled the mother’s advice that this call he would pay on the first morning after his arrival ("... this will be just a day when you can find a business man ... "), Franz also recalled that it was Sunday.

3 Discussion

The syntax of V.V. Nabokov’s works abounds in the units complicating the structural and semantic organization of both simple and compound sentences, but the peculiarities of the functioning of parenthetic components in V.V. Nabokov’s novels have not yet been properly studied. This article presents a multidimensional classification of parentheses, taking into account their functional, semantic and structural features, in the literary canvas of the novels “Lolita” and “King, Queen, Knave”, considers the zone of transitivity between parenthetics and insertedness, defines the goals and speech intentions of the writer when inserting the parenthetic units into the main utterance. Arranging words, phrases, simple and compound sentences, synthesized with a main sentence into parenthesis, contributes to a sharp accentuation of the information implicated in them. At the same time this rhythmic-melodic highlighting of individual elements of the content of the sentence does not break, but exerts the formal-grammatical and semantic connection with the microtext.

4 Conclusions

When inserting the parenthetic units into the main statement, the following Nabokov’s goals and speech intentions are differentiated: 1) communicating additional information necessary for an adequate perception of the thought conveyed by the main utterance; 2) commenting of the delivered in the main statement; 3) clarification, explanation of information conveyed by the main statement on the whole or its fragment; 4) presenting the content of the main statement in a more concise or, conversely, more explicit form; 5) intensifying the impression of the utterance; 6) evaluating the statement in the main utterance.

In the novels studied, the interaction of the actual parenthetical and expletive constructions is observed, which is manifested in the presence of metatextual structures that are realized in the correction of the style of speech by the inclusion of evaluation-evocative elements. In this case, the insert-type constructions predominate in the novel “Lolita”. The way of representing the insertions is also unequal: in “Lolita”, there takes place their attribution to the main character, and in the novel “King, Queen, Knave” they have more often authoring character.

V.V. Nabokov’s literary discourse is characterized by various syntactic means, aimed not only at intensifying the pragmatic information, but also at the maximum emotional-evocative impact on the reader, his emotionalization. The multi-aspect study of expletive constructions in a stylistic key, the identification of semantically functional types of parenthesis in the fictional narrative as a means of expressing certain author’s intentions allows not only to characterize the individual style of V. Nabokov, but also to reveal the trends in the development of style of the literary text on the whole.

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BLOGS IN TATAR MASS MEDIA

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Abstract: The authors analyze the specifics of blog functioning in Tatar language. Their place and role in the information space of the region is revealed. The authors come to the conclusion that the Tatar-speaking blogosphere is one of the most actively developing segments of the national Internet space nowadays. This is facilitated by the existence of a special law in the Republic of Tatarstan declaring the need of information resource equal development written in the state languages of the republic. The article studies the problem-thematic trend of blogs. It is noted that blogs have a specific theme in the Tatar language, aimed primarily at the discussion of education problems, the development of national culture, literature and language. As the analysis shows, Tatar-language blogs often replace specialized publications and websites due to their active work. This concerns, above all, specialized scientific and educational blogs. The creation and the development of websites and blogs in Tatar language, their promotion in the global information space is an urgent task nowadays that needs state support, as they become an integral part of modern national culture.

Keywords: blogosphere, themes, culture, Tatar language.

1 Introduction

Currently, the blogosphere is one of the most dynamically developing segments of the Internet space, which explains the increasing attention of researchers to the problems of its functioning. Researchers note the fact that the possibility of interlocutor communication in the network from anywhere in the world causes the disappearance of national, economic, political and cultural borders in the old sense. At the same time, one must also take into account this peculiarity of the blogosphere, which allows one to unite the representatives of one culture scattered all over the world. This is important for those peoples who are not located compactly in one territory, but are dispersed throughout the world (including Tatars). In this sense, it can be argued that the blogosphere has the opportunity to contribute to the creation of a unified national information space. It is this feature that requires special scientific research and understanding concerning the problems of the national blogosphere development.

2 Materials And Methods

The authors used such empirical and general scientific methods as observation, comparison, analysis, as well as a specific method of mass media text study - content analysis. The research is based on the scientific works of the modern media sphere theorists. Many of the theoretical aspects of the blogosphere study are presented in the works by N.S. Andrianova [2008], E.I. Bazhenova [2005], Ya.A. Bardashevich [2011], S.S. Bolotnaya [2006], V.L. Volokhonsky [2006], Yu.E. Zaitseva [2006], L.Yu. Ivanov [2000], L.F. Kompantseva [2007], P.E. Kondrashov [2004], M.V. Melnik [2012], E.V. Novikova [2005], M.Yu. Pavlyutenkova [2005], A.A. Sibgatullina [2013], A.A. Selyutina [2017], M.Yu. Sidorova [2017], I.V. Stechkin [2011], L.Yu. Shchipitsina [2003], Beata Klimkiewicz [2011], Mohamed Zayani [2009], Nitin Agarwal, Huan Liu [2010], Nora Ganim Barnes [2008] et al.

3 Results

In the Republic of Tatarstan, the creation and the development of mass communication means the use of the languages of peoples living in the region is maintained at an official level. The republic has the Law "On information resources and informatization of the Republic of Tatarstan", which declares the need for an equal development of information resources using the state languages of the republic. The State Program on the preservation, study and the development of state languages and other languages is implemented in the Republic of Tatarstan actively, which also officially declares state support for the Tatar information space. The program provides for the introduction and the improvement of computer standards for Tatar language use in information technologies, the development of publicly accessible information resources in Tatar language within the international Internet computer network and a number of other important events.

During the years of this program implementation, a lot has been done to develop the Internet using state languages. For example, the official portal of the republic has been launched in Tatarstan since 2011, which has become a unified platform that unites information on the activities of government agencies and other organizations in the region. Among the number of sites represented in this information system more than 100 are conducted in Tatar language. As a rule, this is news and all sorts of statistical information.

All Tatnet resources (Tatnet is the aggregate of all resources on the Internet, the main content of which is the materials about the Tatar people or Tatarstan, regardless of a language on which these resources are created) are accessed through the portal "Tatar Ile" ("Tatar country"), which hosts the catalog of these resources in the amount of about a thousand titles (http://tatarile.org/catalog/ru/taxonomy/term/15). Unfortunately, the demand for Tatar-speaking sites is currently low as compared to Russian-speaking ones. The reason for their low attendance is the lack of relevant and operational materials, as only a small part of the content is translated into the Tatar language.

It is this gap that is replenished by the developing Tatar-language blogs quite actively. The most frequently visited of them are the projects posted on the pages of the portal "Belem.ru" ("Belem" means "enlightenment" in translation from Tatar), created in 2007 on the initiative of active youth and supported by the state today. According to the creators of "Belem.ru", the content of Tatar Internet resources should be unique, and not translated from Russian. For this purpose, the experts of this resource are engaged in the development of Tatar-language Internet projects of various levels (websites, portals, blogs, local web projects), redesign, search optimization, the promotion of national websites, their software and technical support, and the development of computer programs for their localization in Tatar language. They provide consultations, conduct master classes in the field of information technology for novice bloggers.

The blogs in the Tatar language, posted on the pages of the abovementioned portal, are devoted mainly to the problems of education. The very name of the portal regulates that pedagogical workers become its active visitors. Mainly the teachers of schools act as the bloggers of this portal. At the same time, these blogs are characterized by a variety of directions within the framework of education topic. Conventionally, they can be combined into the following groups:

- Educational and methodological. These blogs pursue purely educational and methodological goals, when the authors, for the purpose of experience sharing, post there their new methodological achievements, plans and scenarios, the presentations for lessons, etc. in them. This is a very important area of activity for the teachers of national schools, as they suffer from the lack of educational, methodological, didactic and presentation materials. The teacher's blog from Zelenodolsky district of Tatarstan Rustem Sayfutdinov is a rather vivid example of such projects (http://myblogsajfutdinouv.blogspot.ru/).
- Problem-analytical. Teachers discuss the current problems of society, express their attitude to important events in the country and in the world, share their impressions about innovations in the field of education, exchange their experience to solve the emerging problems in their field. There is a lot of blogs that discuss the issues related to the teaching of a particular school subject. A great interest in

this group is explained by the blog of rural teacher Farit Vafin from the Arsk District of the Republic of Tatarstan (http://belem.ru/user/7100). The blog is constantly updated with the author's analytical materials on the most pressing problems of national education. In order to attract a wider audience to these problems, the same author created the site "Mogallim yazmalary" ("Notes of the Teacher") (http://faritvafin.ru/) with a fairly extensive rubrication. There is even an online store with the services for the development of school event scenarios, open lessons, etc.
- Self-development blogs. These blogs are highly personalized. Many of them have a diary form.

The result of the successful operation of Belem.ru portal is a sharp increase in the number of qualitative educational resources in Tatar language, including the activation of bloggers. The blogs, functioning on this portal, are not deprived of the general public attention. Often the most interesting materials posted in these blogs are reprinted in the portal "Matbugat.ru" ("matbugat" means "press" in translation from Tatar), which is the leading digest portal in the Republic of Tatarstan.

Despite the fact that personal blogs are personal in the Tatar-speaking blogosphere, our analysis shows, that specialized blogs dedicated to specific spheres of life, with a fairly large circle of regular visitors, prevail. The result of their active work is an often replacement of specialized publications and websites and the filling of empty niches in the field of specialized journalism.

In addition to education, thematic blogs dedicated to the problems of national culture are the most active ones in the Tatar national blogosphere. Let's list some of the most influential groups of Tatar-speaking blogs in this area:

- The blogs of writers. The most visited are the blogs of beginning writers, posted on the website of the creative association "Caleb" ("Soul") (http://kalebtatar.ru). The aim of this project is to present the creativity of young Tatar writers, composers, musicians, directors, actors, artists, to help them to find their audience. In order to achieve this goal, the society actively works in the Internet space, including the blogosphere.

As compared to young writers, their older colleagues work in the blogosphere less successfully. Only a few of them make posts on their official websites. Such famous writers and poets as Rabit Batulla (http://batulla.com), Foat Sadriev (http://f-sadriev.hostenko.com/) and Elmira Jalilova (http: // zhelilova.rf/) are among them. The site of the writer Syumbel Gaffarova http://sombel.ru/category/diary is partially presented as a blog-diary. But the claimants for the attention of the general public judging by their name "Blog of writers" (http://adiplar.narod.ru), "Portal of writers" (http://tatarinru.narod.ru/), turn out in fact the pages with obsolete records.

In this group of blogs, Gabdulla Tukay's blog, the classic of Tatar literature, is of interest. A certain author places his materials in the Instagram to @ gabdulla_tukay account, while setting forth his reflections on behalf of the long-dead poet.

- The blogs of show business stars. They are becoming more popular among a wide range of young people. For example, the blog of the singer Ilsiya Badretdinova http://ilsya. livejournal.com/ outstrips the sites of some media in the Tatar language by attendance. On this subject, the project # YaratkanZhyrym (Favorite song) functions successfully in Instagram.
- The blogs of journalists and publicists, for example, the blog of veteran journalist Rimzilya Valeyev on the portal "Business online" (https://www.business-gazeta.ru/author/ 128) and a well-known publicist Rustem Zaripov (http://ru stemzaripov.blogspot.ru/). It should be noted that Tatar-speaking professional journalists who have labor relations with one or another editorial board do not have personal blogs, whereas in the blogosphere, either non-working writers (for example, pensioners) or "civil journalists" (including the freelance writers of various media) work successfully.
- The blogs of national media. For example, a big audience is in the blog of the TV channel "Tatarstan - New Century" (http://vefire.ru/channel/TNV/blog/page/122/).
- Parent blogs. Parents share experience in family life, fix the stages of their children lives, post illustrative and video material for children. The blogs by Aigul Ayupova "Uchtecy" ("Rastishka") (https://vk.com/uchteki), Leysan Siraeva "Sabie" ("My Baby") (https://vk.com/sabyem), posted on "In contact" are the most popular ones.
- Cognitive blogs. The most striking among such blogs is the blog of a small programmer (http://ansar1.ru/ru/), the video blog of the student Azat Kashapov (https://www.youtube.com/user/TatarlarBez) studying in Japan. Interesting videos about the unusual aspects of life and extraordinary events are presented in the blog "Tatar malaye" ("Tatar boy") by Rinat Galiakhmetov from the city of Nizhnekamsk (@tatar__malay in Instagram).
- Blogs of video films. The blog of feature films in Tatar language http://tatar-films.ucoz.ru/blog/ has a rich collection and a large attendance. In addition, many video resources are placed as a blog inside known resources and portals. For example, the "Fairy-tale channel" site in Youtube has the Tatar-language version of "Ekiyati channel" with the same name, which contains video lessons, master classes and translated animated films for children.

There is a number of other blogs concerning either the interests of a narrow circle of the Internet community, or purely personal ones.

In order to increase the number of qualitative Internet projects and blogs in Tatarstan over the past 13 years an international contest of Internet projects "Stars of Tatnet" is organized annually. The World Contest of Tatar Internet projects "Jewels of knowledge", which has been held since 2009 to popularize Tatar-speaking Internet projects in the field of education and culture, has become traditional one.

4 Conclusions

Thus, in the context of globalization, the role of Internet resources, focused on the creation of a single national information space and the preservation of national identity, is growing. In these conditions, they observe the role increase of those segments of the Internet space, which are developed, first of all, by the efforts of enthusiasts. The blogosphere is the most convenient format for the implementation of their capabilities.

Currently, Tatar-language blogs function most successfully in the following platforms:

- world-famous resources and portals (such as Instagram and Youtube);
- leading Internet portals of the Republic of Tatarstan;
- the sites of national mass media.

The blogs in the Tatar language make a significant contribution to the enrichment of the Tatar-speaking information field, in the process of technologically advanced youth education and the development of a modern scientific and intellectual national elite.

5 Summary

Network communication channels, including the blogosphere, have unlimited possibilities in the enrichment and qualitative improvement of information resource content in Tatar language. Therefore, the creation and the development of websites and blogs in Tatar language, the translation of socially significant Russian-language Internet projects into Tatar language, the promotion of Tatnet sites in the global information space is an urgent task now that needs state support.

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REPRESENTATION OF PERSON EMOTIONAL STATE IN THE TATAR LANGUAGE PICTURE OF THE WORLD

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Abstract: Recently, the interest in the national identity of reality perception, the national specificity of reflection in the language picture of the world has been growing in the field of the study of the linguistic picture of the world. The language picture of the world is not actually a linguistic one, it is the reflection of cognitive reality, conditioned by history, culture, geography and other factors within an objective world. In this article, an attempt is made to reveal the national identity of the Tatar people emotional experience basing on such general scientific research methods as induction, deduction, observation, analysis and synthesis for empirical material. The subject of the study is the emotional vocabulary of Tatar language, which makes it possible to form and evaluate the presented picture and the conceptualization of the surrounding world of Tatars. According to the results of this study, a person in the Tatar language picture of the world, as well as in eastern linguistic culture, is less dualistic than a European; his emotions and speech tend to be in harmony, mutually complementing each other. There is a serious imprint of Islam traditions and canons in life, in everyday life and in the emotions of Tatars. The importance of emotive vocabulary study is that it allows us to identify the priorities of the Tatar language consciousness, as well as the features of Tatar world vision, the representation of a man's image and his world from the standpoint of the universal Tatar language in phraseology, and from the position of national-specific characteristics. The obtained results of the study concerning the emotive semantics of Tatar language phraseological units in the structure of meanings make it possible to represent the significance for the general theory of linguistic science.

Key words: interjection, emotion, emotivity, expressiveness, emotive vocabulary, world picture, Tatar people.

1 Introduction

In the past few decades, the emotional sphere of a man attracts the attention of more and more specialists from different fields. Emotions are considered as the key categories of psychology (Shadrikov, 2002). For a long time, linguistics paid more attention to intellectual issues in language, but the fact that emotions are responsible for the processes of a man's behavior and his interpretation of the surrounding world should also be considered. However, at present time, emotions are studied actively in the mainstream of linguistic culturology (Krasavsky, 2008).

In modern linguistics, emotive vocabulary refers to the totality of lexical means by which emotions are expressed. Such a definition demonstrates a broad understanding of emotiveness, in which any language means by which emotions are expressed are related to emotive vocabulary (Rodionova, 2009). Following from the mentioned above, multilevel units of language with similar semantics can be equated to emotive vocabulary.

In this article, we consider, first of all, one of the most important linguistic signs of emotive vocabulary - interjection, and secondly, the naming of persons who have an emotional tone.

The purpose of this study is to determine the fragment of Tatar language picture of the world, which provides the assessment of all semantic spheres that form evaluative statements, and the substantiation of the fact that estimated values are developed at vocabulary level.

2 Materials and methods

The work used analysis and synthesis of empirical material, its generalization and classification. The main method of research is the method of linguistic material observation. This method involves the study of factual material, synthesis, interpretation and classification. The selection of lexical material from the artistic works of Tatar authors was carried out by the method of continuous sampling. The examples were taken from the Tatar national corps "Tugan tel" (Tatar National Corpus «Tugan Tel», 2010). The classification of practical material was carried out on the basis of structural-semantic analysis. Special linguistic methods were also used: the method of semantic analysis, the method of linguistic description, the method of thematic classification and the method of statistical analysis.

3 Main part

One of the most important linguistic signs of emotive vocabulary are interjections, whose role in verbal communication is very great. Interjections were studied by linguistics in various aspects - as the most characteristic features of individual cultures, as objective signs of national identity, as the most specific and conservative part of each national language, as an element of the national mentality, as idioms (Sibgaeva et al , 2014 ; Salakhova et al, 2014; Sibgaeva) et al, 2015 . It seems to us that the consideration of interjection role in the language world picture of Tatar people will be the most interesting: this type of expression gives national coloring to expression, the naturalness of communication (conversation) and emotional character.

Interjections are emotional-volitional signals, purely subjective verbal signs serving for a shortest and an immediate expression of feelings, experiences and expressions of will: a, ä, i, ix, ax, uf, ay-hay, çü, tss, yä (Shaikhieva, 1999). According to context meanings interjections can be divided into two groups: emotional and imperative ones. In its turn, the main function of emotional interjections is to express feelings, emotions and emotional characteristics.

Separate feelings and will expressed with the help of interjections from one representative of people is a characteristic feature for all its ethnos, as the language vocabulary acquires the main meaning in the collective.

Each representative of ethnos, each people is proud of his knowledge about the world and his environment. Emotions will manifest themselves in different ways within the environment of all this knowledge of the world.

Similar interjections in a given speech situation can have different semantic content: ay-hay can be translated in three ways. - Ay-hay, şul çaqtağı xälemne belsägez ide, oyatımnan peräme cir tişegenä kererdäy buldım ... (Tatar National Corpus «Tugan Tel»,2010). - Oh, I was ashamed a lot - I was glad to fall through the ground ...; - Ay-hay, irlärneñ asılları! (Tatar National Corpus «Tugan Tel»,2010). - Hai, these jigits are a real treasure!; - Ay-hay, qartlar, üzegez beläsezder inde belüen dä ... (Tatar National Corpus «Tugan Tel», 2010). "Ai-hai, old people, although you may know something, you know ... (Tatar National Corpus «Tugan Tel», 2010).

However, these options include a certain context, conditioned by a situation, that is, a different meaning. The meaning of indignation, mental oppression is conveyed in the first case. The second example sets the value of admiration and delight. The third example expresses doubt, fear, and caution.

The emotional vocabulary of Tatar people, has a lot of different words and phrases that form the following interjections during conversion expressing an emotional exclamation, admiration, surprise: pärämäç, bäleş (the names of Tartar flour dishes), äkämät ay, tamaşa - here you are, tuqta - , kit annan - go-ka h.b. These interjections arose to express a gradual, step-by-step expression of emotions. This process led to a complete loss of semantics from the original words and morphological characters. For example: - Pärämäç, nik? .. Bik yaqın tuğanığız labasa (Tatar

National Corpus «Tugan Tel», 2010). - Well! Why so? It's as close as possible!

As can be seen from the examples, the word "пәрәмәч" lost its former full meaning and has become the means of various emotion expression. In Tatar language, many names of Tatar dishes received such reincarnation (Gabdrakhmanova et al, 2016).

A special attention should be given to conversion interjections from persistent phrases of a religious nature. The colloquial speech of Tatars has a huge number of such interjections. Let's consider some of them: Söbexanalla 'Praise be to Allah', Allağa tapşırdıq 'if it is the will of Allah', Alla saqlasın 'Allah will forgive me'.

Bäräqälla, bik qäderle qunaq alıp kilgänsez ikän, räxmät töşsen! Äydük, şäkert, äydük! - dide qoda baba, miña ike qulın suzıp (Tatar National Corpus «Tugan Tel», 2010). You brought to us a dear guest, may Allah prolong your lives, thank you! Welcome, shakird, welcome! - said the old man, holding out his hands to me.

A special group of interjections in Tatar language is represented by the formulas of speech etiquette, which are special expressive sound elements of the people language in everyday communication: nixäl 'great', isänme (sez) 'hello', xuş kiläsez 'welcome', etc. For example: Mullalar tarantastan aşıqmıyça ğına töşep, säläm birdelär: - Ässälämäğäläykem! Qoda babay, Xöbäydulla qoda, Niğmätulla abzıqay öçese berawızdan bik ğayär räweştä sälämnären aldılar: - Wäğäläyküm-ässäläm! Xuş kildegez, xäzrätlär! Tuylar möbaraq bulsın! (Tatar National Corpus «Tugan Tel», 2010). Mullahs stepped out of the tarantas sedately and greeted: - Assalamaleikum! The elderly owner of the house, Hobaydulla's brother-in-law and Uncle Nigmatulla - all three unanimously exclaimed: "Vagaleykum-Assalam!" Welcome, Khazret! - "Blessed be your feast!"

Scientists note that "words-appeals to mythical beings and ancestors are considered traditionally as the part of emotional interjections" (Shaikhieva, 1999). Ya, Täñre, ul minem xälemne añlağan, ul minem artıq sizger, artıq tiz cäräxätlänüçän yörägemne ayağan! .. (Tatar National Corpus «Tugan Tel», 2010). O Allah! So I was right about my experiences, I regretted an easily vulnerable heart. - Ya Xoday, bezneñ balalarıbız qol tügel bit, bez alarnı satmıybız (Tatar National Corpus «Tugan Tel», 2010). - Oh my God, but why should our children go through such humiliations?!

As our observations show, these evatel forms (Allax, Täñre, Xoday, Rabbım) in Tatar language are used most often in combination with primary interjections like uf, ex, ay, i, yä, abaw representing one intonational whole. They can express various feelings and moods: joy, admiration, surprise, discontent, indignation, fear, pain and others.

Thus, the formula of Tatar speech etiquette is abovementioned and analyzed interjections, which are filled with peculiar expressive sound gestures. These interjections are used by the Tatar people in living everyday talk. A.V. Orduli notes: "Emotional interjections and the interjections of etiquette act as the interjections that make out the speech communication of people. They convey the emotionally etiquette aspect of speech to the greatest extent, expressing the feelings, attitudes and the experiences of people" (Orduli, 2012).

The names of persons in Tatar language has an emotional shade quite often. The way a person calls another person often shows his attitude towards him. So, for example, in Tatar language the words äni, änkäy, irkäm, bäbkäm, sanduğaçım, yegetlär have different semantic nuances. Calling the mother änkäy the Tatar people convey all the warmth of soul, the tenderness that is experienced in relation to the mother. When Tatars call boys yegetlär, for example, they show that they have high hopes for them.

To the words-appeals are added with suffixes -qay / -käy and the endings of belonging to the 1st person or both together: babaqay 'grandfather', äbekäy 'grandmother', ätiem / ätkäy / ätkäyem 'dad', äniem / änkäy / änkäyem 'mom ' etc. It is interesting to trace the peculiarities of appeal use between a husband and a wife in traditional Tatar families. In the second half of the twentieth century, änise, ätise, änkäse, ätkäse appeals still remain widespread. Along with the diminutive words the following proper names are used: aqıllım - 'clever, may clever', söyeklem - 'my beloved', bäğrem - my dear, axirät - the same age, appağım, my white, canım - my soul, cankisägem' - my soul particle, üskänem - my adult, canaşım' - my beloved, irkäm', my beloved, nazlım' - my affectionate', etc.

For example, the lexical units bäbkäm, üskänem, üskännärem are often used by the older generation in relation to the younger one. The shade of love, and a tremulous attitude towards the younger generation is traced in them. Bezneñ belän barasıñmı, bäbkäm? - Well, my dear fellow, will you join us? - Mäle, üskänem, soldat közgesennän ber qarap al. Qolaq artıñdağı miñeñne kürerseñ mikän (Tatar National Corpus «Tugan Tel», 2010). - "Well, look at yourself". Will you see a birthmark, that's behind your ear?

Thus the suffixes -qay/-käy, -ım/-yım, -m; -sı/-se serve to form the subjective evaluation.

4 Results

During the study of emotive vocabulary, we analyzed 1257 lexical units with emotionally-valued semantics. This is primarily interjectional units (808 units).

The results of this study show, that the boundary between purely emotional and emotionally valued interjections is not always sufficiently clear. Nevertheless, using the context, we were able to identify the qualitative and the quantitative composition of this category: 1) interjections of emotional state: äh, ah, hay, etc. (487 units); 2) interjections of emotional evaluation: hi, fi, bäräqälla (321 units).

5 Conclusions

According to the results of the study, interjections can be divided into the following categories: emotional (äy, ih, ästäğfirulla), imperative (çü, tss, äydük) and etiquette (säläm, isänmesez, ğafu it). Tatar language has a variety of interjections and interjectional combinations, which was proved on the basis of practical material. The first place of the analyzed Tatar emotional vocabulary is represented by emotional interjections (525, 65%), the second place is represented by etiquette ones (total 148, 18%), the third place is represented by imperative ones (only 135, 17%). The interjections and interdometrical combinations dominate with a positive emotional coloring (58%) dominate in the analyzed materials. The second place is occupied by interjections, which express an emotionally neutral state (24%), negative ones - 18%. A special group of abusive interjections, expressing the hostile attitude of an interlocutor to other people can be attributed to the third group. These interjections, phraseological units are usually pronounced with the intonations of indignation, anger, malice: bädbäxet, et malayı, atañ başı, şaytan alğırı, çänçelgere, etc. Such emotions are usually used in a fit of anger and have a negative connotation (Sibgaeva et al, 2016; Fatkhullova et al, 2014; Zagidulina et al, 2016 ; Ayupova , 2015).

In our study, we did not begin to analyze the emotive vocabulary with negative semantics in detail, we limited ourselves to statistical data of this kind of emotives.

Many emotional interjections are characterized by ambiguity. In the context these interjections can convey a variety of shades and degrees of feelings and sensations by the nature of intonations and conditions.

The number of emotionally-colored appeals, such as aqıllım 'smart', canım 'my soul', makes 324 units in the analyzed material. They can characterize an addressee not only with a positive, but also with a negative aspect.

61 units are the terms of kinship (änkäy, ätkäy, änkäyem, ätkäyem, ciñgäçäy, abzıqay, etc.). These emotive units can be used in different contexts in different ways. An emotional affection or a positive attitude toward a nearest relative can be transferred in Tatar by possessive pronouns and qualitative adjectives. They are able to characterize an addressee both from the positive and from the negative aspect. But at that, it is necessary to take into account his character traits, the inclination to something, etc.

Interjections that are used in the formulas of speech etiquette constitute the category of imperative interjections. It should be noted that these interjections can be used to demonstrate the expressiveness of sound gestures using which people exchange information and experience in everyday life: nixäl (how are you), isänmesez (hello), ässalämeğäläykem (salamaleikum), etc.

By their origin, most of the interjections are native Tatar. However, many interjections in Tatar language are of Arab origin (bäräqälla, söbexanalla). This is due to the fact that Tatar people is the representative of the Islamic religion. The religious nature of interjections is dictated by the need to familiarize with the spiritual, cultural and linguistic traditions of the Tatar people. Thus, such emotives as Allahı räxmäte, Allah saqlasın, Xoday teläsä are regarded as the component of national, linguistic, moral and cultural values of Tatar people.

6 Summary

The study of emotive vocabulary in Tatar language makes it possible to give a correct and an accurate description of a speaker's state and the environment surrounding him. Emotive vocabulary can reflect the representation of thoughts, emotions and feelings of a person, as the result of cognitive activity, as the result of real objects and phenomena reflection. Thus, people and their emotional vocabulary are a necessary component of the language picture of the world development.

In life, in everyday life and in the emotions of Tatars, a serious imprint of traditions and the canons of Islam is observed. The use of interjections with religious content in Tatar conversational speech is justified by the fact that these units of language were associated with the most diverse vision of Tatar world in the distant past. These mental constructs originally participated in the cognitive process, reflected the structure of the universe in mythological, later, and in religious consciousness of Tatars.

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RUSSIAN POSTURAL VERBS OF PUTTING AS MEANS OF SPATIAL THINKING VERBALIZATION

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Abstract: The paper deals with the compositional semantics of derived units formed with the prefixes в-, на-, под-, над-, пред-, за- from positional verbs of putting класть, сажать, ставить, вешать. Nine groups of derivatives formed according to different models are identified on the basis of the derivational analysis. The most productive were the models which develop the verbs of putting with position-spatial, spatial and spatial-quantitative semantics. In the first and the second cases, the prefix introduces a spatial meaning and indicates the direction of movement, which is often duplicated by an appropriate preposition; at that the positional semantics of the verb is preserved in the first group, and it is neutralized in the second group. In the derivatives of the third group, the prefix introduces a quantitative value, indicating a large number of objects to which the action extends. Other groups are represented by a significantly smaller number of derivatives. So the group of putting verbs, complicated by additional semes, has mainly the derivatives with the prefix под-, indicating that the action is done secretly, with any intent. The rest models develop, as a rule, the verbs of creative, social and intellectual activity, as well as the verbs of movement and physical impact.

Key words: space, Russian positional verbs, spatial prefixes, compositional semantics

1 Introduction

The development of cognitive linguistics led to the rethinking of a number of theories. They include such a direction in the word formation, as the compositional semantics, investigating the compatibility of units within a derived word, on the one hand, and the compatibility of units with derived words, on the other. At present, a special emphasis is made on the fact that a derived word is a "linguistic way of representing the structure of knowledge and / or its evaluation" (Cubryacova, 2004, p. 408) (see also (Clark, 1997).

The term "composition" was introduced in linguistics by G. Frege. R. Langakr was among the first ones who considered this concept from the cognitive point of view (see (Langacker, 1987)). He notes that "an expression's composite structure may invoke a domain or an incorporate specification ... that is not predictable from the component structure or other conventional units" (Langacker, 2006, pp. 54-55). A similar position is occupied by E.S. Cubryacova, who distinguishes three classes of derived words: fully motivated (semantically transparent), partially motivated (partially lexicalized) and idiomatic (the meaning of a derived word is not deduced from the meaning of its parts) (1, p. 446). This means that often a native speaker has to "figure out" the meaning of a derived word, restoring the missing components. Compare, for example: Russian фельетонист is the one who (expressed by the suffix -ист) writes (restored) feuilletons (expressed by the basis), or English. compound blackboard, which does not necessarily mean a blackboard or black color in the prototypical sense of these words.

It seems important to consider the semantics of Russian derived units formed on the basis of causative positional verbs (-ложить, -садить, -ставить, -весить) and spatial prefixes (в-, на-, под-, над-, пред-, за-) from these aspects. The reference to this group of words is conditioned by the following factors. First, these verbs in Russian language, along with such correlative series as лежать, сидеть, стоять, висеть, and also лечь, сесть, стать, виснуть, represent a special lexicon-word-formation category and reflect the initial stage of space mastery by a man. They denote the causation of a state, namely a sitting, a standing or a hanging position of an object in their initial values. Secondly, the prefixes that go back to the adverbial preverbs fix a person's orientation in space and correspond to the base axes: the horizontal (пред-, за-), the vertical (под-, над-) and the location at the intersection of these lines (в-, на-).

Russian spatial prefixes, like spatial prepositions, have often become the object of linguistic analysis (see, for example, the collections (Issues in Russian Morphosyntax, 1984; The scope of Slavic aspect ,1985; Verbal prefixation in Russian language, 1997)). Many works are devoted to positional verbs (of Russian, and other languages) (see, for example, (Barton, 1968; Newman, 2002; Rakhilina, 1998). In our study, a special attention is paid to the peculiarities of derived word compositional semantics, which is connected with the search for answers to the following questions: what is the result of the spatial prefix and the positional verb of location interaction; why a number of derived words develop other non-spatial meanings; what influences the development of such values?

2 Materials and methods

The material for the work was the meanings of the verbs and prefixes recorded in the Dictionary of Modern Russian Literary Language in 17 volumes, in the Great Academic Dictionary, in the Interpreting Dictionary of Russian Language ed. by I.A. Shirshov, in the modern explanatory dictionary of Russian language ed. by T.F. Efremova, in the explanatory dictionary of Russian language ed. by D.N. Ushakov, as well as their use, reflected in the National Corps of Russian language. During the analysis they used the methods of compositional semantics, as well as the data obtained by comparative-historical method.

3 Results

First of all, it is necessary to take into account that modern Russian language has the redundancy of causative positional verbs of imperfective type (IV) (класть – ложить, сажать – садить, вешать – весить[1]), which is eliminated in the language by their stylistic distinction: ложить, садить, весить (in the meaning to 'hang') are labeled as colloquial, класть, сажать, вешать are marked as literary. At the same time, the vernacular forms left their mark in literary language, since a number of prefix causative verbs of PT is developed on their basis (наложить, насадить, навесить, etc.).

In addition to the structural features of producing verbs, their semantics must also be taken into account. So, they are all multi-valued. In this case, their main meaning is positional one: класть - to bring in lying, or vertical, position; сажать - to bring to a sitting position, or a horizontally-vertical one; ставить - to put in a standing position, or a vertical one; вешать - to provide a hanging position. Only the verb класть is treated ambiguously: the Large Academic Dictionary provides an extensive meaning 'to put somewhere' is fixed as the main one, while the positional value is presented as first one in other dictionaries. Besides, these verbs have a number of non-position values that will be described later.

So, let's consider what derivatives are formed on the basis of the bases -ложить, -садить, -ставить, -весить и префиксов в-, на-, под-, над-, пред-, за-. Table 1 shows the possibility of these units combination.

[1] The verb весить in the meaning of 'вешать' is not used in modern speech, in some dictionaries this meaning is marked as obsolete (for example, in the Explanatory Dictionary of the Russian language edited by D.N. Ushakov).

Table 1.Word-building possibilities of positional putting verbs and spatial prefixes

	-ложить	*-садить*	*-ставить*	*-весить*
в-	+	+	+	–
на-	+	+	+	+
под-	+	+	+	+
над-	–	+	+	+
пред-	+	–	+	–
за-	+	+	+	+

As can be seen from Table. 1, causative verbs are combined with prefixes actively. So, the basis -ложить forms the following derivatives: вложить, наложить, подложить, предложить, заложить. The base -садить develops the derivatives вложить, наложить, подложить, предложить, заложить. The verb ставить, combining with all considered prefixes, forms The following derivates: вставить, наставить, подставить, надставить, представить, заставить. The basis -весить acts as a manufacturing base for the derivatives навесить, подвесить, надвесить, завесить. There are no derivatives with the prefix пред- and the basics -садить and -весить, with the prefix над- and the base -ложить, and also with the prefix в- and the base -весить. Most of the developed derivatives, with the exception of подвесить and надставить, are multi-valued ones. In addition, there are homonyms (наставить, заставить). Many derived words have stylistic marks: obsolete and colloquial.

4 Discussion

Let's consider the structure of the derived verbs and select the groups of derivatives depending on the way of a producing base and a formant interaction.

1. Spatial value of prefix + positional verb of putting = the verb of putting with position-spatial semantics. The following verbs are formed according to this model:

1) вложить - 'to put inside in a lying position': to put the brush in the box;

2) наложить - 'to put on a surface in a lying position': put a tracing paper on the drawing; 'to place on the hole attaching': put patches;

3) подложить - 'to put under something in a reclining position': lay the rug under the door; 'to put something under a lying position, attaching': to put silk under coat;

4) заложить - 'to put in a lying position for something': to lay the pillow behind the head;

5) подсадить - 'to put in a sitting position, to help sit down, to climb': to put an old woman into the tram;

6) вставить - 'to place inside or in the middle in a standing position': insert the glass into the window;

7) подставить - 'put in a standing position under something': to place the barrel under the water pipe;

8) навесить - 'attach to hinges, hooks, a nail': hang the door;

9) подвесить - 'to attach to anything, under something': to hang the lamp on the ceiling.

In such cases, the positional semantics of the verb is preserved, and the direction of motion provided by the prefix is usually duplicated by the preposition: вложить в…, заложить за…, подставить под…, etc. The prefixing derivatives are formed from all four verbs in question by this model. However, not all prefixes can participate in the development of such derivatives, пред- and над- are among them. Therefore, the values 'to place an object before something' and 'to place an object above anything' are expressed using the verb and prepositional-case forms, and the latter indicate the direction of movement.

Some of the verbs presented in this group denote not just the placement of an object somewhere, but constructive activity. For example, to lay silk under the coat can be treated as "to create a lining", at that the position-spatial semantics ('put in a lying position under something') is preserved.

2. Spatial value of the prefix + the verb of putting = the verb of putting with spatial semantics. This group includes the following derivatives:

1) вложить - 'to put inside': put the letter in the envelope → 'to put money in something': to invest money in the project;

2) наложить - 'to cover something from above with a layer': to put make-up on the face; → fig. to put a trace, an imprint, to fine;

3) подложить - 'to put under something or nearby': to put the heating pad at feet;

4) заложить - 'to put inside': to lay the reinforcement in a concrete structure; 'to fill a hole by putting something': to lay a breach with bricks;

5) всадить - 'to put something stabbing inside something (usually alive) with a strong movement': to put the knife in the back; colloq. всадить - 'to put a lot of money into something': to put in all capital;

6) насадить - 'to fix an object on something long, sharp, to pierce': to put the duck on a spit;

7) colloq. засадить - 'to put forcibly for a long time': to put in jail; colloq. "To force to do something": to make girls to sew;

8) вставить - 'put information inside an object containing it': to insert a quote in a manuscript;

9) подставить - 'place under anything': to place the chair for the feet;

10) obsolete представить (deliver) somewhere, to someone: to present the nobleman to the general.

In these derived verbs seme, indicating the position (horizontal, vertical, horizontal-vertical), is neutralized, which allows them to denote a much larger range of situations. It should also be noted that the semantic specificity of the derivatives всадить and насадить, which are related to the colloquial verb садить, signifying a strong, vigorous action (the boy runs down the road, the wind blows strongly, the adolescents beat him on the back, the battery fires rapidly.

3. The non-spatial (quantitative) value of the prefix + (position) verb of placement = the verb of putting with space-quantitative semantics. The following verbs belong to this group:

1) наложить - 'to put something in a certain amount on something or inside anything before filling': to put firewood in the stove;

2) подложить - 'to put in additionally': to put porridge in a plate;

3) заложить - 'to put on a surface, filling it': lay the table with books;

4) насадить - 'to put in a sitting position, filling it': put people in the bus; 'Put, burying roots in the ground, in large quantities': to plant trees;

5) подсадить - 'to place additionally, burying roots in the ground: to plant acacias;

6) засадить - 'to put, burying roots in the ground, in many places': to plant the site with birches; colloq. "to spend a lot of money": to put in all money;

7) наставить - 'to put in a standing position in a large quantity': to set dishes on the table; "to extend by adding": to extend the sleeve;

8) надставить - 'to extend by lengthening': to extend the sleeve;

9) заставить - 'to put in standing position in large numbers': to put a lot of books on the table;

10) colloq. навесить - 'put in a hanging position in large quantities': to hang ornaments;

11) завешать - 'to put in a hanging position, having arranged on all space': to hang walls with pictures.

Let's note that sometimes a prefix combines spatial and quantitative values, for example: to put firewood in the stove, to put people in the bus. As can be seen from the examples, the value of accumulation is mainly expressed by the prefixes на- and за-, and additionally - the prefix под-. The positional meaning of the verb is preserved in some cases, compare: to lay the table with books, to put a lot of books on the table, to hang the wall with pictures.

Derived verbs наставить and надставить, having the same value 'to extend by adding' (to extend the sleeve), can be attributed to the verbs of physical influence on an object.

4. Other non-spatial values of the prefix + (position) verb of putting = (positional) verb of putting, complicated by additional semes. The action denoted by such a verb is not aimed at an object itself, but at other, more distant goals (storage, some secret intent, etc.):

1) подложить - 'to put secretly, with intent': to put an explosive device in the building;

2) подсадить: "put next with any purpose": to put the policeman to the prisoners;

3) подставить 'to put instead of someone, to replace': to substitute a real sculpture for a fake;

4) заложить - 'put somewhere for storage': to lay silage; 'to put (put in literally) as a deposit': to borrow the clock.

5. Other non-spatial values of the prefix + verb of putting = the verb of creative activity. This group includes such meanings of the verb заложить as 'to build, to establish' (to establish a house), 'to harness the crew' (to harness three horses).

6. Other non-spatial values of the prefix + verb of putting = the verb of social activity. The colloquial LSV verb заложить - 'to give away, to betray' is also an example here: to betray friends.

7. Other non-spatial values of the prefix + the verb of physical action = the verb of physical action. This group includes LSV verbs заложить: colloq. 'Cause harm by excessive stress' (to deteriorate health); colloq. 'Cause grief' (to make a foe unhappy); obsolete. colloq. 'to push, making sharp movements' (to push in the stomach).

8. Spatial value of the prefix + the verb of putting = the verb of social / speech / intellectual activity. This group combines some verbs with the prefix пред-:

1) предложить - 'to declare readiness to provide someone, something at the disposal': to offer a chair;

2) представить - 'to present': to submit projects for the competition; "To initiate a motion for rewarding": to submit to the award; 'Call by name, introducing': to present the guest to the audience; "To be representative": to represent the committee;

3) представить - 'to imagine': to imagine the future.

The verbs предложить and представить do not have a causative-positional meaning in modern Russian language (предложить does not mean to put before something, представить does not mean to put before something). Although, the abovementioned LSV were formed from them using semantic derivation.

9. The spatial meaning of the prefix + the verb of putting = the verb of motion. This model corresponds to such derivatives as навесить - 'to send the ball, the puck with a strong blow towards the goal, the basket' (to kick the ball on the gate); наставить - "to direct, to aim" (to direct a pistol on the opponent).

5 Conclusions

Having examined the features of prefix interaction having the initial spatial meaning and positional verbs of putting, we identified nine groups of derivatives derived from different models. The first three models were the most productive ones, on which the verbs of putting are developed with position-spatial, spatial and spatial-quantitative semantics.

The performed analysis allows us to draw some conclusions about Russian spatial thinking. First of all, the situation of an object placement in a certain position is significant for Russian language consciousness, as evidenced by the frequency of the first model, according to which the verbs of putting with position-spatial semantics are developed.

Secondly, as is known, the category of space is the basis for the development of new categories in a language and, accordingly, in human thinking. In Russian, such a spatial characteristic as the direction of motion (putting) is associated with the following non spatial parameters:

1) with the quantitative characteristic of an action (the prefixes на- and за- denote not only the direction of an action, but also a large number of objects to which this action extends);
2) with the peculiarities of an action course (the prefix -под indicates that the action is done in secret, with some intention or additionally, and над- indicated that it is directed only at a part of an object);
3) with physical impact on an object (prefixes на- and над- may indicate the increase of an object size).

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MAN AS AN OBJECT OF EVALUATION IN THE PHRASEOLOGICAL PICTURE OF THE WORLD (ON THE MATERIAL OF TATAR LANGUAGE)

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Abstract: The lexical system of each language is characterized by numerous stable phrases, which reflect life, traditions, relations between people, the assessment of the surrounding reality, etc. In many phraseological terms a person becomes an object of evaluation. The article is devoted to the analysis of some phraseological units with an estimated human component (on the material of the Tatar language). In order to study the phraseological units of the Tatar language, the descriptive method and the method of continuous sampling are used during the collection and the systematization of the materials; lexical-semantic method is introduced at the system analysis of factual material; the methods of linguistic-cultural, component and semantic analysis were used to highlight the cognitive features of linguistic unit functioning; comparative method was used in the translation of phraseological units. The result of the semantic analysis of the units under study is the description of a person from the set of positive, negative and neutral features. The analysis confirms that the phraseology reflects the qualities of people: they are approved, ridiculed or criticized by allegory. In the course of the study, the private assessments characterizing human qualities and behavior were identified; Some features of the Tatar phraseological picture of the world, as well as general and national aspect in the thinking of native speakers are analyzed, reflecting the features of the national worldview in the evaluation of a person and the world around him.

Keywords: Tatar language, vocabulary, phraseology, man, evaluation, mentality

1 Introduction

The way of seeing the world through the linguistic images embodied in the phraseological system, being deeply national, rests, nevertheless, on logical-psychological and linguistic grounds common to all people. Their explication will help, on the one hand, to uncover the mechanism of figurative thinking, and on the other hand, those immanent laws of language as the system of signs that are responsible for the internal organization of the phraseological system.

Linguistic and cultural specifics of phraseological units became the object of linguistic research at the beginning of the 21st century. First of all, they were studied in the works of such scholars as: N.D. Arutyunova, A. Vezhbitskaya, E.M. Vereshchagin, S.G. Vorkachev, V.I. Karasik, Yu.N. Karaulov, G.V. Kolshansky, V.G. Kostomarov, V.V. Krasnykh, D.S. Likhachev, V.A. Maslova, E.V. Rakhilina, V.N. Telia, V.I. Ubiyko, E.V. Uryson et al. These works served as a scientific and methodological basis for this research.

Serious research in the field of Tatar phraseology began only in 40-ies. During the years of Tatar phraseology and phraseography development, the emergence of works by such researchers as L. Jalay, Sh. Ramazanov, L. Makhmutova, N. Burganova, K. Sabirov, G. Akhunzyanov, H. Kurbatov, G. Akhatov and others played an important role. The works of these scholars were reflected in the Explanatory Dictionary of the Tatar Language (1977-1981, 2005), in which the phraseological units were presented in the framework of dictionary entries. The first work that initiated Tatar phraseology is "Tatar phraseology, proverbs and sayings" by L. Zalay, N. Burganova, L. Makhmutova, which was published in 1957 (Ayupova et al, 2010). Two-volume "Phraseological Dictionary of Tatar Language" (1989, 1990), compiled by N. Isanbet, is the most significant phraseological work of Tatar language. More than 12,000 units are represented in it (Isanbet, 1989 ; Isanbet, 1990).

Thus, stable units have long been the subject of scientific research. In Turkic, in particular, and in Tatar linguistics, there are works devoted to the description of lexical and phraseological units in order to identify national specifics (Zagidulina et al, 2016; Denmukhametov et al, 2015; Gabdrakhmanova et al, 2016; Galimova et al,2016 ; Nurmukhametova et al, 2014; Shcherbinina et al,2016 ; Sibgaeva et al, 2015; Sibgaeva , 2014; Sibgaeva et al, 2014 ; Smagulova et al, 2016; Fatkhullova et al, 2014).

This paper is devoted to the study of stable units in terms of people evaluation: the evaluation of a person by himself and the evaluation of others. The Tatar phraseological units reflect the rich life experience of the people, the historical features of ethnos formation, labor skills, love for the Motherland and other moral qualities. They express the attitude of people to human dignity and shortcomings. Actual materials show that Tatars condemn passivity, idleness, hypocrisy, pretense, meanness, irresponsibility, deceit, boasting, greed, cowardice, etc. In Tatar phraseology, as in other languages, the units with negative evaluation are significantly larger than units with positive connotations (hard work, truthfulness, responsiveness, kindness, masculinity, strength, pride, etc.).

The considered material allows us to conclude that valuation phraseology is an interesting layer of vocabulary that demonstrates the features of ethnic and cultural identity of Tatar people.

2 Materials and methods

The methodological basis of the study is the combination of a number of general scientific and private linguistic methods. In order to study the reflection of people character in the stable phrases of Tatar language, the following research methods were used: the descriptive method and the method of continuous sampling were used to collect and systematize the materials on research topic; using the lexical-semantic method, the systematic analysis of the lexical material was carried out; the methods of linguistic-cultural, component and semantic analysis were used to highlight the cognitive features of linguistic unit functioning; comparative methods were used in the translation of phraseological units. Phraseological units of Tatar language with an estimated value are considered by us as a single historical and cultural phenomenon. From the point of view of scientific research theory, the chosen methods are the best ones.

3 Main part

Phraseological units are deeply national units, they reflect all areas of human existence: the attitude of a man to work, to other people, personal dignity and qualities, shortcomings, etc. The ability of phraseological units to reflect the character of a person is considered as one of their main properties. "Character traits among people of any nationality are the same, but they are distributed and manifested in different ways depending on national traditions, culture, national temperament and mentality. Phraseology records either the features most characteristic of a given ethnos or the most vivid and therefore distinctly memorable" (Verenich,2012). This fact remains unchallenged, considering the presence of language units reflecting the most characteristic qualities of people(Verenich,2012; Sibgaeva,2014; Zamaletdinov et al, 2014).

The character of people consists of many positive, negative and neutral traits. Different character traits of people receive a different evaluation from the people around them, provide a very different attitude. Phraseology reflects those qualities of people that are inherent in this people: they are approved, ridiculed or criticized by allegory.

The character of a person leaves an imprint on all his actions. By his nature, a person either performs some actions in accordance with generally accepted norms of conduct or refrains from doing anything. Depending on a person relation to a case, and the result of his collision with reality, his behavior will be assessed by others. The approval or condemnation of any people qualities is expressed in a greater degree by the means of language, in particular by the means of phraseological units.

A man, his experience and knowledge are at the center of every phraseological unit. He compares the world around things, compares them with people, draws analogies with actions and with the qualities of people. According to A.V. Kunin, "the overwhelming majority of phraseological units is of anthropocentric character, that is, it refers to a person or to the things associated with him" (Kunin,1986). These turns are usually estimation units. The negative (pejorative), positive (meliorative) and neutral components of phraseological significance are singled out (Ayupova,2015; Bagautdinova, 2006; Bayramova et al, 2006).

V.A. Maslova argues that "different types of phraseological units reflect culture differently. The easiest way is to understand and explain the cultural aspect of those phraseological units, in the meaning of which a denotative aspect plays a large role, that is, an object or prototype situation is considered that initially corresponded to the literal meaning of phraseological turn" (Maslova,2001).

In Tatar linguistics, phraseological units that assess the intellectual characteristics of people and their moral qualities positively or negatively have not been studied sufficiently. Therefore, the study of Tatar people mentality reflection problem in language, in particular, by vocabulary and phraseology, is very relevant. This work is a definite contribution to this field.

Let us consider some of character qualities inherent in Tatar people and verbalized by phraseological units.

In the phraseological picture of the Tatar language, diligence and the working capacity of people are presented widely: ağachtan sandugach kyna yasamyj (lit. he can't make only a nightingale of wood, that is, he can make everything); ishäk aldynda qychytqan üstermi (lit. py does not grow nettle in the yard, i.e. he is a very hardworking owner); jök aty urynyna ehshläü (literally, to work as a dray horse), bolamyqny talqan itär (literally, make fine porridge, that is, very skillful); ehsh räten belü (lit., know the sense in the business, i.e., be able to work), etc. However, phraseological units predominate among the stable units, the semantics of which has the condemnation of a lazy person, a man who does not like to work: ike quly kesäsendä (both hands in his pockets, i.e. a lazy person); jon da yuq, söt tä yuq (neither wool nor milk, that is, no use); karavat ülchäp yatu (lit. lie and measure bed, i.e. to linger); ikmäk köyäse (lit. bread moth, i.e. parasite); keshe cilkäsendä yashäü (lit. live on someone else's hump, i.e. lazy), etc.

An inept, weak-willed, clumsy, timid person also becomes an object of evaluation in the phraseological picture of Tatars: jomshak avyz (lit. soft mouth, i.e., җебегән, кыюсыз, юаш); apara chumary (lit., gnocchi from the sponge, i.e., frail, flabby); arpa talqany (lit. porridge from barley, i.e. sluggish); Zarif qojmaq yaratmyj (lit. Zarif does not like pancakes, i.e. he is shy), sapsiz sänäk (lit. forks without a handle, i.e. a useless person), etc.

Carelessness is also often a topic condemned by people: aŋa ike qalach ber tien (literally, two rolls is a penny for him, i.e. he does not know life, he is unadapted); safa sörü (lit. to be be blissfully happy) yaŋa tunyn tunar, iske tunyn yamar (he will cut off a new fur coat, and will patch an old one); aŋa bäräŋge birsəŋ - tamyr, salma birsäŋ - kamyr (lit., you give him potatoes - this is the root, you give him dumplings - this is dough, i.e. illegible), etc.

The people created phraseological units that characterize experience / inexperience: alma shalqan, kom talqan (lit. apple-turnip, sand-oatmeal); syirğa qamyt kiderü (lit. to put a collar on a cow); urman äüliyäse (lit. forest saint, i.e. naive person); yshqy artynnan balta (lit. there is an axe behind a plane, a person who does everything the other way around), etc.

Stable units have numerous phraseological units that characterize the intellectual abilities of a person, since mind is valued for its highest quality in the world of Tatars: jomry bash (lit., a round head, i.e. with a sharp mind); saqaly üskän, aqyly üsmägän (lit. beard grew, and the mind didn't, i.e., he became old but he didn't become clever or experienced); salamğa ğyna üskän (lit. he grew only for straw, i.e. without brains), saryq bash (lit., sheep's head, i.e. illiterate); unike tel belü (lit. to know twelve languages, i.e. very educated), etc.

Often Tatars use phraseology to describe a talkative person or, conversely, a taciturn person, condemn an indistinct speech: avyzda botqa pesherü / avyzynda bäräŋge pesherü (literally: to boil porridge / potatoes in your mouth); suğan satu (to sell onions, i.e. to say empty words); süz botqasy (lit. verbal porridge); ürdäk telen ashağan (lit., ate a duck tongue), etc. In the opinion of Tatars, a person should be able to express his opinion and sometimes keep silent, depending on a situation.

The following qualities were not left without naming by expressive means: anger - qatyğy küpchegän (lit.: his / her sour clotted milk became sour); resentment - salpyq avyz (lit., drooping mouth); rudeness - ashtan bash tartu (lit. to refuse from food); duplicity - ike bitle qom ikmäk (lit. bilateral sand bread); arrogance - zur bavyrly (lit. with a large liver); greed - qaty keshe (lit. - a hard man), boastfulness - qalaj äätch (lit. tin cock); importunity - suqyr cheben (lit. a blind fly); sneakiness - sözgäk tana (lit. a cussed cow); charity - zur jöräkle (lit. with a big heart); cunning, insidiousness - elan yashen yalağan (lit. he was licking snake tear); cowardice - eraqtan jodryq kürsätü (lit. to show fist from afar); generosity - irken küŋelle (lit. a big heart); vigilance - joqlağanda da küze achyq (lit. he sleeps with his eyes open); stubbornness - süzen birmi (lit. he won't give way); stinginess - tash borchaq (lit. stone peas); boastfulness - tel belän kosh totu (lit. he catches a bird with a tongue); conscientiousness, truthfulness - tury keshe (lit., a direct man); modesty - chäch töbenä kadär kyzaru (lit. to blush to the roots of hair); rudeness - yunmağan tayaq (lit. an uncut bullet), etc.

The study of phraseological units with an appraisal component allows one to assert that the phraseological system of Tatar language has mainly the units with a negative evaluation of person personal qualities.

4 Conclusions

Let's consider several examples in which it is easy to trace the cultural aspect of Tatar phraseological units besides the characteristics of a person. The part of phraseological units, göbädiyagä art kujğan (göbädiyä-the - the national kind of pie; lit. he stands behind the Gubadiya. By this expression Tatars mean not very polite person), üz öendä umach umağanny keshegä baryp toqmach jäjgän (lit. he does not even make zatiruha at home and he makes noodles when he makes a visit; the phraseological unit has the meaning "inept, talentless") there are components - the names of Tatar dishes - göbädiyä, umach, toqmach. The meaning of the phraseological units and the disapproval in them were formed taking into account the meanings of these lexemes. For example, göbädiyä is a complex kind of a national pie that people bake only on holidays, not to try it is the disrespect to a host, guests, hence the disapproval. Umach, toqmach - kinds of national seasonings for soup. Cooking a home tokmach (noodles) is more difficult than umach (zatirukha), besides umach is an obsolete word that denotes everyday dish of common people. Thus, they wanted to humiliate a person: if he failed to prepare the simplest dish at home, then it is impossible for him to prepare such a complex meal at a party. It is impossible to explain the negative connotation of this phraseology without this background knowledge.

5 Summary

Thus, the phraseological composition of language is a national phenomenon and their source is the speech of native language speaker. It reflects the culture of people, its customs, traditions; phraseological units preserve the mentality of an ethnos, transfer its culture from generation to generation. Undoubtedly, the phraseological composition of a language is a very valuable linguistic heritage. A careful study of phraseological units will help to create an idea about the peculiarities of the national character of Tatars; about the perception of surrounding reality by people, about the richness of expressive linguistic means, the emotional and the mental life of some ethnos..

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THE PRINCIPLES OF CONTRACTUAL COOPERATION BETWEEN STATE AUTHORITIES OF THE CONSTITUENT ENTITIES OF THE RUSSIAN FEDERATION

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Abstract: The scientific development of the issue on contractual principles of cooperation between the state authorities of the constituent entities of the Russian Federation is directly related to several theoretical and applied problems: the improvement of contractual regulation of interregional cooperation in a federal state; the establishment of the specifics of the legal nature of treaties on interregional cooperation between state authorities of the constituent entities of the Russian Federation; dentification and strengthening of the role and significance of the principles of contractual cooperation between state authorities of the constituent entities of the Russian Federation. At the moment, the contractual principles of cooperation between the state authorities of the constituent entities of the Russian Federation have not received their exhaustive legislative coverage either at the federal or regional levels. The main principles of interregional contractual cooperation are also rarely enshrined in the compacts between the constituent entities of the Russian Federation and their bodies of state power. Stressing the importance of the principled ideas of interregional interaction between the state authorities of the constituent entities of the Russian Federation and adhering to the normativistic theory on the need to enshrine the principles and their content in normative legal acts, we make a specific proposal aimed at improving the legal mechanism for interregional cooperation between the constituent entities of the Russian Federation and their bodies of state power.

Keywords: public authorities of the constituent entities of the Russian Federation; agreement on cooperation; contractual cooperation principles

1 Introduction

The scientific development of the issue on contractual principles of cooperation between the state authorities of the constituent entities of the Russian Federation is directly related to several theoretical and applied problems: the improvement of contractual regulation of interregional cooperation in a federal state; the establishment of the specifics of the legal nature of treaties on interregional cooperation between state authorities of the constituent entities of the Russian Federation; the identification and strengthening of the role and significance of the principles of contractual cooperation between state authorities of the constituent entities of the Russian Federation.

2 Methods

The work has used both general scientific methods of cognition (analysis, synthesis, generalization, comparison) and particular-scientific methods: formal legal, comparative legal, and structured system methods. The formal legal method of research is aimed at establishing the specifics of the contents of the norms that establish the contractual principles of cooperation between the state authorities of the constituent entities of the Russian Federation. The comparative legal method of cognition makes it possible to establish general and specific matters in acts of federal and regional legislation enshrining norms on contractual interregional cooperation of public authorities. The use of the structured system method of research is aimed at identifying intersystem links between sources of law that establish contractual principles for cooperation between state authorities of the constituent entities of the Russian Federation.

According to the Constitution of the Russian Federation, the regulation of rights of national minorities is under the jurisdiction of the Russian Federation, and the protection of rights of national minorities is under the joint jurisdiction of the Russian Federation and the constituent entities of the Russian Federation (Article 71 (c), Article 72 (b) of the Constitution of the Russian Federation). The responsibility of the Russian Federation and the constituent entities of the Russian Federation is based on the generally accepted principles of democracy as well as principles of equal rights and self-determination of the peoples of the Russian Federation (Article 1 & 1, Article 5 & 3 of the Constitution of the Russian Federation), obligation of the Russian Federation to protect human and civil rights and freedoms in its territory regardless of nationality (Article 19 & 2 of the Constitution of the Russian Federation), obligation of the Russian Federation to preserve native languages of the peoples of the Russian Federation (Article 68 & 3 of the Constitution of the Russian Federation, Article 8 of Federal Law No. 74-FZ of 17 June 1996 On National and Cultural Autonomy, Article 14 of Federal Law No. 273-FZ of 29 December 2012 On Education in the Russian Federation).

3 Results and Their Discussion

In the theory of law, principles are understood as ideas expressed in fundamental legal concepts (Dmitriev,2009; Elazar,1991), in stable legal practice (Ivanov,1996; Fleiner,2002), applied "for determination of legal activity and legal relations arising in the course of it" (Dmitriev,2009); "to create an internally coherent and effective system of legal norms and direct regulation of public relations, with its gaps in the law and contradictions (Ivanov,1996).

We are interested in the contractual principles of interregional cooperation between the state authorities of the constituent entities of the Russian Federation, which we understand as the main guiding ideas that are the basis for concluding, executing and terminating the agreements (contracts) between the state authorities of the constituent entities of the Russian Federation on interregional cooperation.

Thus, at the federal level, contractual principles of cooperation as one of the areas of activity of government bodies of the constituent entities of the Russian Federation are systematically presented in Federal Law No. 184-FZ dated 6 October 1999 "On general principles for the organization of legislative (representative) and executive bodies of state power of constituent entities of the Russian Federation" (para. 1. Art. 1) in the following content: state and territorial integrity of the Russian Federation; spread of the sovereignty of the Russian Federation to its entire territory; the supremacy of the Constitution of the Russian Federation and federal laws throughout the territory of the Russian Federation; unity of the system of state power; the division of state power into legislative, executive and judicial powers to ensure the balance of powers and to exclude the concentration of all powers or most of them in the conduct of one public authority or an official; the delimitation of the subjects of competence and authorities between the bodies of state power of the Russian Federation and the bodies of state power of the constituent entities of the Russian Federation; independent exercise by the bodies of state power of the constituent entities of the Russian Federation of their powers.

Some of the above principles of contractual cooperation between state authorities of the constituent entities of the Russian Federation are reproduced and refined in regional legislation. Thus, in the Omsk region, the basis for interregional cooperation between state authorities of the constituent entities of the Russian Federation is based on the principles of separation of powers and independence of government bodies, including the independence of concluding agreements with other constituent entities of the Russian Federation (Charter (Basic Law) of the Omsk region dated December 26, 1995). The contractual principle of independence is also highlighted in Article 14 of the Orenburg Region Charter as providing the independence of the Orenburg Region on issues beyond the powers of the Russian

Federation and the joint jurisdiction of the Russian Federation and the constituent entities of the Russian Federation.

As to December 31, 2014 TISCs were established on the basis of 116 economic entities (see figure 1) from 63 regions in 9 federal districts of the Russian Federation. The full list of economic entities rendering services for TISC's areas of activity is available online on the official website of FIPS (www.fips.ru) in the section «Cooperation with regions of the Russian Federation», «Technology and Innovation Support Centers (TISCs)».

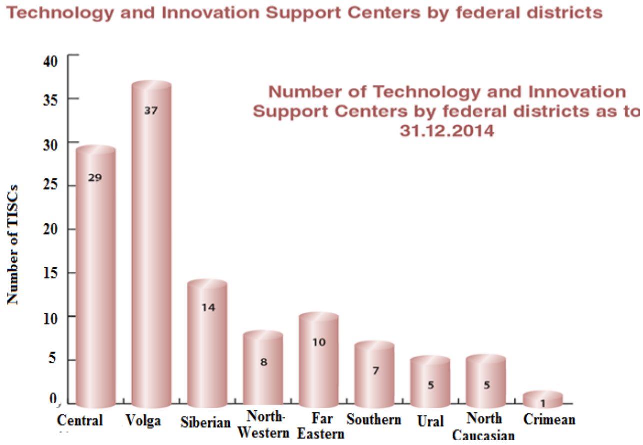

Figure 1: Technology and Innovation Support centers

At the same time, the contractual principles of cooperation between the state authorities of the constituent entities of the Russian Federation are also directly contained in the contractual sources themselves. Thus, according to Article 1 of the Agreement between the Government of the Rostov Region and the Government of the Voronezh Region on trade, economic, scientific, technical, social and cultural cooperation dated December 30, 2015, the principles of developing relations are mutual respect, equality, partnership and economic benefits. In the Agreement between the Government of the Irkutsk region and the Government of the Republic of Tuva on trade and economic, scientific, technical and cultural cooperation dated January 19, 2015, along with the above, the treaty principle of trust is singled out. The Agreement on Cooperation between the State Assembly of the Republic of Mari El and the Legislative Assembly of the Krasnodar Territory dated June 19, 2006 lists the principles of respect, equality and action in the interests of the multinational peoples of the Republic of Mari El and the Krasnodar Territory.

The Russian Federation is a multinational state in the territory of which representatives of more than 190 nationalities live. National policy has been historically considered by the country's leadership as one of the priorities, as the multinational nation of the Russian Federation is the basis of existence of the state, its foundation. The national policy of Russia is based on a coherent system of regulatory acts, consisting primarily of the Constitution of the Russian Federation, federal laws of the Russian Federation and the respective subordinate acts providing for the implementation of measures to combat extremism, incitement to racial and religious hatred and enmity, preservation and development of the culture of national minorities, support of multilingualism, the further development of civil society institutions and the media. The international treaties of the Russian Federation, primarily the Framework Convention for the Protection of National Minorities, the provisions of which are directly applicable in the territory of our country in accordance with Article 15 of the Constitution of the Russian Federation, are an important element of this system. It should be emphasized that the basis for compliance with the provisions of the Convention by the Russian Federation is the effective state policy to strengthen civil unity, preservation of ethnic and cultural diversity and multilingualism.

Let us note that the principles enshrined in the legislation and in agreements (contracts) between the state authorities of the constituent entities of the Russian Federation tend to have a general legal and intersectoral character. We undoubtedly share the position of the supporters of the normativistic theory on the need to consolidate the principles of law in the law and in other normative legal acts (Proshina,2014; Ouladi,2016) and establishing their definition for understanding the meaning of a particular principle (Samenkova,2012). However, in our view, an equally important task is the observance and protection of contractual principles of cooperation, including within the framework of interregional interaction between state authorities (Burgess,2006) of constituent entities of the Russian Federation. In this connection, we consider it necessary to adopt and consolidate in the special laws of the constituent entities of the Russian Federation the system of agreements (contracts) between the constituent entities of the Russian Federation, as well as in the content of agreements (contracts) between the state authorities of the constituent entities of the Russian Federation on interregional cooperation of the following contractual principles: a) freedom of contract (Buckley,1999; b) good faith in the conclusion of a contract (Ouladi,2016); c) good faith in compliance with the terms of the contract; d) publicity of contracts; e) the apparent authority of state authorities (Burgess ,2006) of the constituent entities of the Russian Federation; f) mutual benefit; g) mutual responsibility.

4 Summary

During the research, contractual principles of cooperation between state authorities of the constituent entities of the Russian Federation were identified and systematized; recommendations were formulated aimed at their universal application and protection in the contract practice of interregional cooperation between state authorities of the constituent entities of the Russian Federation.

5 Conclusions

As a result of research of theoretical and practical problems related to the legal definition and scope of application for the contractual principles of cooperation between the state authorities of the constituent entities of the Russian Federation, we come to the conclusion that the constituent entities of the Russian Federation should enshrine contractual principles of cooperation in special legislative acts of a constituent entity of the Russian Federation on the system of contracts (agreements).

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THE ROLE OF CORPORATE COMMUNICATIONS IN SOLVING SOCIALLY SIGNIFICANT PROBLEMS (ON THE EXAMPLE OF THE MASS MEDIA OF PENITENTIARY SYSTEM OF THE REPUBLIC OF TATARSTAN)

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Abstract: This paper is devoted to the scientific problem of corporate communications in solving urgent social problems. The experience of law enforcement agencies of the Republic of Tatarstan is summarized, which, having their own developed network of mass media, possess wide possibilities for influencing public opinion. The authors of the work consider the most effective and promising methods of informational support for specialized corporate media as hotlines. Particularly important are the press conferences that are held, as a rule, in the event that there is a need to clarify the controversial issues with the public and to draw its attention to the solution of a problem. The paper contains an analysis of the most typical media causes and situations. The analysis is supplemented by research of the activity of the corporate newspaper "Drugaia Storona": information priorities, organizational work, and interaction with external structures are considered. The project of social adaptation of minor convicts was developed and approved. There is a useful experience in the prevention of socially dangerous problems, in particular - drug addiction and alcoholism. Two types of interaction with the mass audience were defined: direct and indirect communication, which is not connected with a personal contact: contact is established through correspondence by mail or on the Internet.

Keywords: mass media, corporate media, innovations in media, social problems, penitentiary system.

1 Introduction

It should be noted that there were no comprehensive study of the application of innovative methods of information support to the bodies of the penitentiary system of the Republic of Tatarstan carried out. There were studies devoted to the analysis of information priorities, linguistic, genre elements (Nagovitsina, 2012). Objective of this study was to determine the scope and variety of data used by the department of communicative technologies, assess their effectiveness, formulate recommendations for improving the performance of the specialists of the said department.

The use of traditional forms of media information support (press conferences, briefings, presentations, press releases, newsletters, etc.), as practice shows, is a tried and tested way to increase the effectiveness of the impact of various publications on a certain target audience. Given that the criminal executive system was closed to the public for a long time, the press conference is the most effective form of interaction between the leadership of the Department of the Federal Penal Service of the Russian Federation in the Republic of Tatarstan and journalists of regional publications, as the latter receive information directly.

2 Methods

As a rule, the issues of positioning intracorporate publications arise in newspapers with a short period of publication (Aygul et al, 2015). To ensure this, first of all, it is important to determine the real state of the target audience. Analysis of the socio-psychological attitude of readers can provide a basis for making recommendations for improving the newspaper's speeches.

Corporate publications are aimed at creating a positive image of the bank and its leadership. Other tasks of the publication include:

- creation of a permanent means of informing employees of the company and customers;
- formation of corporate culture;
- attraction of new clients;
- increasing loyalty of power structures, federal and regional authorities to the company's activities;
- attraction of new employees.

Corporate publications contain information about the bank's achievements (awards, place in the ratings), introduction of new products and technologies, features of their application, possible risks and real benefits, in general, everything concerning the bank and its environment. Here is a generalized structure of the standard corporate banking edition:

- news (events from the life of the bank, official chronicle - appointments to key posts, opening of new branches)

Issues of reputation and trust are especially important for an intracorporate specialized newspaper, because they contain local news and in case of incorrect information given by journalists it will not be difficult to convict them of concealing or exaggerating reality.

The basic principle of positioning, according to J. Trout and E. Rice, is not to create something new and different from others, but to manipulate with what already lives in the minds of consumers, (in our case, readers), to use the already available links (Trout et al, 2004. p. 45).

Traditional forms of information support for corporate media such as press conferences are held, as a rule, if there is a need to clarify the disputed issues with the public and draw its attention to the solution of a problem (Margarita et al, 2015). The participation of journalists of the newspaper of the criminal system of the Republic of Tatarstan in the events held by such events significantly expands their journalistic contacts and contributes to enhancing the effect of the specialized media in the penitentiary system on a wider target audience (Tatiana et al, 2015).

An example of holding a press conference on the topic of correcting convicts can be a press conference held at the Office of the Federal Penitentiary Service of the Russian Federation in the Republic of Tatarstan on April 23, 2016. The correctional institutions of the Republic of Tatarstan have been implementing a new form of assessment of the correction of convicts since April 2011. Rafail Davleev, deputy head of the Federal Penitentiary Service of the Russian Federation for the Republic of Tatarstan, announced this at a press conference in Kazan. Now the behavior of each prisoner will be evaluated by the commission on 34 basic criteria, including compliance with the daily routine, medical examinations and necessary surveys to identify infectious and other diseases, compliance with fire safety requirements, careful attitude to the property of the correctional institution, conscientious attitude to learning etc. According to R. Davleev, the system of "social elevators" will allow to assess the behavior of the convict according to objective criteria - both for compliance with the legislation and internal regulations, and for psycho-physiological characteristics. The commission, which will assess the convict, will include not only employees of institutions, but also representatives of state authorities, public and religious organizations. Those who took the path of correction will get mitigated conditions of detention; in addition, a term that has not been served can be replaced by conditional punishment. Conversely, violators of legal requirements may be brought under a more severe regime.

Such conferences not only show the work of the press service of the Office of the Federal Penitentiary Service of the Russian Federation in the Republic of Tatarstan (the staff of the editorial office of the newspaper "Drugaia Storona" is part of the press center), but also acquaint residents of the Republic of Tatarstan with ongoing events and processes. The Federal Penitentiary Service of the Russian Federation for the Republic of Tatarstan has its hotline 292-00-17, and an Internet reception room at uin.tatar.ru where every convict or his/her relatives can get qualified assistance, as well as regarding drug treatment.

Online technologies today firmly entered our life, having significantly changed modern media systems. In this regard, E.L. Vartanova notes that "The most important feature of the nature of the media, which has a serious impact on the media economy, is their dependence on technological progress in the information and communication field. Last decades confirm that traditionally susceptible to technological progress and political changes media systems today show a particular dynamism. In the history of communication and mass media, the speed with which the Internet has won a mass audience is unprecedented. It took 38 years before the audience of American radio reached 50 million people. Television went the same way for 14 years. The Internet took only four years, so that the number of its users in the US amounted to 50 million people (Vartanova, 2003, p. 67).

3 Discussion

The issues of corporate communications in the solution of socially significant problems are especially acute today. First of all, it concerns journalism and PR. Corporate communications is a fairly new term. It has a wide scope of linguistic application. We consider it as a systematic approach to solving traditional problems in the field of communication. Modern communication is a new phenomenon, systematizing the relationship of the company both within itself and with the subjects from the outside. This is a set of information flows existing within the company. Civic activity and interactivity of consumers pushes companies and organizations to realize the need to develop a new approach, both in communication with the target audience, and in all activities in general.

Today, among scientists and journalists dealing with the issues of corporate communications in solving socially significant problems, it is worth mentioning I.Iu. Bocharov (2012), T.N. Persikova (2011), F.I. Shirokov (2009), etc. One of the first who raised the issues of corporate communication in solving socially significant problems in a particular region of Russia on the example of the mass media of the penitentiary system of the Republic of Tatarstan was T.A. Nagovitsina (2011). This paper gives rise to discussion on this issue to all interested parties.

4 Results

Journalists of corporate media and their readers are offered several types of information search: news social networks for sites, news social networks for users, news mills - sites that collect all information about a certain event, newspaper, person (Garifullin et al, 2015). These mechanisms track the appearance of new messages in the network, where the necessary word will be mentioned and automatically copy the information to your site. Another type of information retrieval is full rss-flows from any sites (Nelson, 2000). This is the mechanism that allows you to download all the information from the site you need.

The authors defined two ways of communicating with readers: direct and indirect communication, which is not connected with a personal contact. Contact is established through correspondence by mail or on the Internet.

It should be noted that the corporate communications of the Office of the Federal Service for the Execution of Punishments of the Russian Federation in the Republic of Tatarstan are represented by the newspaper “Drugaia Storona". It is a good example of the positioning of the department, it reflects important topics, one of which is information on the activities of the Board of Trustees under the Office. The leaders of the Kazan educational colony purposefully use the opportunities provided by the resolution of the Government of the Russian Federation No.1295 of October 13, 1997, "On Approving the Provisional Regulation on the Guardianship Council in the Educational Colonies of the Penitentiary System" and the Resolution of the Cabinet of Ministers of the Republic of Tatarstan No. 388 of July 28, 1993. For many years, since 1993, the chairman of the Board of Guardians in the Kazan educational colony was the Minister of the Republic of Tatarstan for Youth Affairs, Sport and Tourism Marat Bariev.

The Board of Trustees includes representatives of regional ministries: the Ministry of Youth Affairs, Sport and Tourism, the Ministry of Education and Science, the Ministry of Labor and Employment, the Ministry of Culture, the Ministry of Health, the Ministry of Internal Affairs, the Ministry of Labor and Employment, and other departments: the Service of Execution of Punishments of the Russian Federation in the Republic of Tatarstan, the Administration of the Moscow District of Kazan, the Republican Center for Social, Legal, Psychological and Pedagogical Assistance to Youth of RT, the Regional Department of the Russian Children's Fund of the Russian Federation, JSC “KMPO", JSC “Tatkhimpreparat", JSC "Teplokontrol", JSC "Kazanorgsintez", the diocesan administration of the Republic of Tatarstan, the spiritual administration of muslims of Tatarstan, and Kazan city public fund "Azamat".

The main direction of interaction with the above-mentioned organizations is the social adaptation of minor convicts to the conditions of serving punishment, the formation of patriotic views, socially useful skills and new thinking, as well as assistance in preparing for and social adaptation to life after release. At the meetings of the Board of Trustees, the issues of strengthening the material base of the colony, assisting in educational work with convicted persons in the organization of cultural mass and circle work are constantly considered. Journalists of the newspaper “Posle Prigovora" were repeatedly invited to meetings of the Board of Trustees in the Kazan educational colony and, as a result, materials about the work of the Board of Trustees were published on the pages of the newspaper for the convicts.

The main interaction of the Board of Trustees is carried out with the Ministry of Youth Affairs, Sport and Tourism. The project of social adaptation of minor convicts to the Kazan educational colony "Step towards" was developed and approved. The objectives of the project are: to increase the legal literacy of convicted minors, to develop a sense of social responsibility and discipline, skills of observance of the current legislation, creation of a system of interdepartmental support for freed up teenagers (assistance in document preparation, job search, etc.), creation of a database on the released.

Employees of the Republican Center for Social and Legal Assistance to Youth conduct consultations on legal and social matters for the convicted. After the release of the convicted person, his/her data is sent to the center for further work regarding adaptation and control of behavior, especially attention is paid to working with orphans and people prone to drinking alcohol and drugs.

As part of the prevention of drug addiction, the staff of the State Drug Control Service regularly conducts lectures with minor convicts. Lecture classes are combined with speeches on the pages of a specialized edition of the Office of the Federal Service for the Execution of Punishments of the Russian Federation in the Republic of Tatarstan.

Employees of the Center for AIDS Prevention and Control in Kazan, in cooperation with the Ministry of Health of the Republic of Tatarstan, conduct quarterly training sessions with minor convicts on the prevention of HIV infections, viral hepatitis, and on personal hygiene in prison conditions. In our opinion, there is very few materials on medical topics published in “Drugaia Storona”.

The work in the sphere of resocialization and inculcation of generally accepted norms of behavior in the form of classes with convicts on social topics is also carried out by the employees of the Kazan City Fund "Azamat" and the Women's Autonomous

Non-Profit Organization ZhANO. Classes are held in the form of discussion talk shows on social topics.

With the participation of trustees and parents Kazan educational colony provides all conditions for teaching teenagers, their physical and moral development. The Board of Trustees provides financial assistance, assists in purchasing sports equipment. Numerous materials in “Drugaia Storona” are devoted to this. Their analysis allows us to trace the positive and negative points of the work of the Board of Trustees. If necessary, changes are made. As noted by A.P. Korochensky, "analysis of the content of the media cannot always be reduced to one-time procedures (Korochenskii, 2002, p. 56).

An important role in improving educational and preventive work with minor convicts belongs to the psychological service. It is designed to improve the culture of execution of punishments, to speed up the process of resocialization of minor convicts (Kuznetsova, 2005 p. 22). Psychological support of every convicted minor starts from the moment of his/her arrival in the quarantine department, just at that moment the juveniles build their attitudes in relation to the term of serving their sentence. Critical comprehension of the past should ideally be oriented toward repentance, that is, awareness and acceptance of one's guilt for the crime committed. In our opinion, a subjective approach based on the understanding of the self-development of the minor as the main path of the development of the individual should be based on the work aimed at the resocialization of the personality of the convicted person. To force someone to develop socially and spiritually, to correct his/her attitudes through educational activities, lessons or conversations imposed is impossible.

Minor convicts should and can change their behavior by themselves, realizing the reasons that led them to places of detention, and the colony employees, teachers, psychologists and journalists of the newspaper for convicts can only help them in correcting their attitude to the law and social norms. The main ethical problem that arises in the process of pedagogical and psychological counseling is confidentiality, which is an ethical duty to fulfill a kind of contract with convicts or a promise to them that information revealed in the counseling process will be protected from unauthorized access. It is important to help convicted minors in forming rational attitudes towards the term of serving punishment as an opportunity to become more mature and independent, learn to control oneself, adequately resolve conflict situations, lay the groundwork for their future life by getting a profession and education.

5 Conclusion

Thus, we came to the conclusion that Tatarstan, as well as whole Russia have accumulated a fairly large amount of experience of corporate mass media activity. The specialized corporate press today is the fastest growing segment of Russian media. The newspaper “Drugaia Storona", published by the Office of the Federal Service for the Execution of Punishments of the Russian Federation in the Republic of Tatarstan, has passed the state from one of the leading copies of the penitentiary system to the modern corporate edition for more than 30 years.

The overall goal of analyzing the materials of the newspaper “Drugaia Storona" is to see how publications solve two tasks: providing comprehensive information for general purposes and ascertaining, learning and obtaining information for further adjustments of their actions.

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SEARCH FOR EFFECTIVE MANAGEMENT STYLE FOR THE ORGANIZATION WITH THE HELP OF THE RENSIS LIKERT'S LEADERSHIP THEORY

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Abstract: Any organization is a unique combination of employees, tasks and the purposes. The head – is the creative person having a certain set of abilities. Each manager creates the style of the management, considering objective and subjective factors, correcting them under specific conditions. The majority of models of management come down to the following conclusion: studying of a concept of style of the management demands flexible approach, exact assessment of a concrete situation, abilities of employees. There are many effective methods of influence on people. What methods in practice proved effective? How the head has to behave to induce subordinates to achievement of the objectives of the organization? These questions are considered in this article where results of a research of style of the head the Rosnadzor are analyzed; by one of the state controlling organizations of Russia (the name of the organization is changed). The analysis was carried out on the basis of personnel mini-poll concerning expediency of transition to advisory style. For development of effective style of the management of the author the model of management of Rensis Likert was used.

Key words: leadership theory of R. Likert, human resource management, management efficiency, style of the management.

1 Introduction

Management style concept as main characteristic of administrative activity efficiency became an object of research since 30th years of the XX century. The leadership theory tries to reveal and foretell what characteristics of leadership are the most effective and why. Scientists-behaviourists applied three approaches to definition of significant factors of effective leadership: approach from a position of personal qualities, behavioural approach and situational approach.

It is possible to distinguish from foreign authors whose works are considered as classical: Lewin K. A dynamic theory of personality: selected papers (Lewin, 1935); McGregor D. The human side of enterprise (McGregor, 1960); Blake, R. and Mouton, J.Themanagerialgrid: key orientations for achieving production through people(Blake et al, 1964); Likert, R. New Patterns of Management. New York: McGraw-Hill (Likert, 1961); Hersey, P., Blanchard, K.H. The Management of Organizational Behavior (Hersey et al, 1977); Tannenbaum, R., & Schmidt, W. H.How to choose a leadership pattern (Tannenbaum et al, 1958); Fiedler F. A leadership theory effectiveness (Fiedler, 1967); House, R.J., Mitchell, T.R. Path-goal leadership theory (House et al, 1974); Vroom, Victor H.; Yetton, Phillip W. Leadership and Decision Making (Vroom et al, 1973).

In this article it will be a question of the mechanism of use of the theory of styles of leadership of R. Likert. Its researches showed that the most effective heads paid attention, first of all, to human aspects of the problems facing their subordinates and created the relations based on mutual aid (Modaff et al, 2008). Later it showed that it is successful distribution of time even purely from the financial point of view and that short-term achievements of a dictatorial (autocratic) control system can be an obstacle in increase in productivity in longer interval of time.

2 Materials and Methods

R.Likert (1961) offers bipolar model of management , designating two types of the head: the head concentrated on work and the head concentrated on personnel. In this continuum it marks out four management styles (Likert, 1967):

1. Exploitative Authoritative. Its managers are highly autocratic, have little trust in subordinates, motivate people through fear and punishment and only occasional rewards, engage in downward communication, and limit decision making to the top(Robbins Stephen,2001).
2. Benevolent Authoritative. Economic rewards are used more than fear or motivational forces, communication is only slightly better, and productivity is fair to good.
3. Consultative Management: Managers in this system have substantial but not complete confidence and trust in subordinates, usually try to make use of subordinate's ideas and opinions, use rewards for motivation with occasional punishment and some participation, engage in communication flow both down and up, make broad policy and general decisions at the top while allowing specific decisions to be made at lower levels, and act consultatively in other ways. The Consultative system is a style that uses rewards, and teamwork involvement for motivation. There is partial involvement of employees, to serve as a motivator. Productivity is good with only moderate absenteeism(Cole,2008).
4. Participative group leadership style: In this system of management motivational forces come from ego, economics and group involvement in decision and goal setting. There is extensive interaction with a high degree of mutual trust and respect, management controls are widely self-monitored, and productivity is excellent under their system of leadership.

Effective and effective management style, style "based on partnership" which assumes trust, the friendly relations based on mutual aid (Anto et al, 2011) is.

There is a technique of assessment of efficiency of each of styles formulated by the American scientific R. Likert who suggested counting so-called liberal and authoritative coefficient (LAC) as the relation of the sums of liberal and authoritative elements determined on the basis of examination in behavior of the head.

$$LAC = \frac{\sum L}{\sum A}$$

where $\sum L$ - the sum liberal a behavior element;
$\sum A$ - sum of authoritative elements of behavior.

For their quantitative assessment it is formed tablitsa1 which includes three forms authoritative and two forms of liberal behavior, giving everyone conditional, ball estimates.

Table 1.Calculation of the liberal-authoritarian coefficient

	Value of indicator	Number of points
Authoritative indicators	Trendofapproval	3
	His opinion with the help of an order or threat of punishment	2
	A more moderate form - without the threat of punishment, but with unwillingness to listen to objections	1

Liberal indicators	The softest form. It is accompanied by a number of arguments that give the impression of preliminary taking into account the opinions	1
	Limited agreement with the wishes and inclinations of employees	2

3 Results and discussion

For improvement of style of the management in Rosnadzor we will analyze it. Let's be based on R. Likert's theory. In practice efficiency of management styles is mainly estimated by carrying out questioning. Results of questioning of staff of the Rosnadzor are reflected in table 2.

Table 2.Defining the style of management in Rosnadzor

Process	Authoritarian style		Management with staff participation	
	Coarse compulsion Style 1	Soft compulsion Style 2	Support Style 3	Collective leadership Style 4
Motivation	X	Satisfaction of physiological needs, personal interests	X	X
Communication	X	Vertically, mainly from top to bottom	X	X
Interaction	X	X	Moderately	X
Making decisions	X	Strategic decisions are made only by the manager, to a small extent delegating down	X	X
Goalsetting	X	Orders with the possibility of discussion	X	X
Control	X	X	Mainly from the center. An informal organization against, or for a formal	

Proceeding data of table 2, it is possible to draw a conclusion that management style of the head of the Rosnadzor is authoritative, but with soft coercion. Concerning control at interaction with subordinates style democratic. The head on style of thinking the analyst idealist whose main shortcomings are: very often shows inflexibility, supercare, excessive control over activity of employees is inclined to excessively detailed plans and analyses.

For the purpose of calculation of liberal and authoritative coefficient, we will suggest the deputy head to characterize the head on three-point system where 1 - the indicator is expressed poorly, 2 - average value of an indicator, 3 - the indicator is pronounced. Calculation of liberal and authoritative coefficient of the head of the Rosnadzor, is presented in table 3.

Table 3.Calculation of the liberal-authoritarian ratio of the manager of RosnadzorIndex

Index	Indicator value	Number of points
Authoritative indicators	The tendency of asserting one's opinion with the help of an order or threat	2
	A more moderate form - without the threat of punishment, but with unwillingness to listen to objections	3
	The softest form. It is accompanied by a number of arguments that give the impression of preliminary taking into account the opinions	1
Liberal indicators	Limited agreement with the wishes and inclinations of employees	1
	Unlimited and spontaneous agreement with the expressed opinion of the interlocutor	1

Using these tables 3, we will calculate liberal and authoritative coefficient. The sum of liberal elements made:

$$\sum L = 2$$

The sum of authoritative elements made:

$$\sum A = 6$$

Calculation of liberal and authoritative coefficient:

$$LAC = \frac{2}{6} = 0{,}33$$

Having calculated LAC=0,33 indicator, it is possible to draw a conclusion that it is LAC=1,9 underestimated in comparison with an optimum indicator, that is the most effective combination of various elements of style of the management is reached at increase in methods of belief, and reduction of methods of coercion. Lack of liberal qualities at the head of the Rosnadzor is the reason of decrease in the calculated indicator. Authoritative management style therefore organizational and administrative methods in the considered organization are the most preferable is inherent in the head of the Rosnadzor. Such approach "kills" an initiative on a root, inhibits desire to work at personnel. It in turn causes turnover of staff and decrease in results of activity of establishment. Respectively, style of the management in the organization demands improvement. However the main problem at the choice of new style consists in justification of its parameters providing the largest level of efficiency of functioning of the organization in general. The task becomes complicated the fact that for budgetary organizations it is impossible to correlate style of the management to such indicators of efficiency as profitability, capital productivity, etc.

In our opinion, at the choice of the most preferable style of the management in Rosnadzor it is necessary to be guided by the following main criteria: legal form, the main strategic priorities of development, structure of labor collective by social and demographic criteria, the identity of the head, his specific psychoemotional features and ability to development. We systematize the specified factors in table 4.

Table 4. The main factors influencing the appropriateness of forming a new management style in Rosnadzor

Factor forming a new style of leadership	Features in Rosnadzor	Effect on the choice of leadership style
1.Organizational and legal form	Non-profit budgetary organization with sufficient substantial reporting to higher authorities and strict regulations of activities	A democratic leadership style is not possible in the classical sense, in view of the rigid hierarchy of the structure of the organization, careful control over its functioning, the need to maintain a high level of labor discipline
2. The main strategic development priorities	One of the most important priorities for the development of agencies overseeing institutions is to improve the quality of inspections with a view to comprehensive quality control of services.	It is necessary to increase the fund of working time spent directly for inspections. Hence, it is advisable to some reduction of irrational bureaucracy with the goal of freeing up time for inspection purposes.
3. Characteristics of the work collective	87.3% of the staff are women, 100% have higher education, three have a degree.	It is absolutely inadmissible to have a completely democratic style of management by a completely female group. At the same time, a rigidly authoritarian style of management of the collective, in which 100% have higher education, is unacceptable.
4. Features of the leader, his ability to change	The head is capable of changing the management style, incl. In the direction of some liberalization.	It is possible to quickly modernize the style of leadership in any direction.

Thus, the budgetary form of the organization, specifics of collective and head, and also the general development strategy has significant effect on the choice of new style of the management in Rosznadzor. Respectively, the existing style demands change. However its replacement by democratic style is almost impossible. In budgetary organizations full democratization can lead to swift disorganization, decrease in discipline. For the Rosnadzor we suggest to choose advisory style of the management. This style logically follows from the general evolution of development of styles of the management of the Rosnadzor in the direction of their liberalization.

The main advantages of advisory style of the management to the Rosnadzor are given in fig. 1. This style promotes manifestation of initiatives of employees of various aspects of development of the organization (the organization of checks, solution of problems in labor collective, etc.), reduces the level of irrational bureaucracy and positively influences degree of loyalty of personnel to the organization, reducing fluidity level.

Within advisory style the head of the Rosnadzor can recommend to consult on subordinates in a number of questions: the nature of interaction with the management and personnel of concrete institutions, work with non-standard complaints, improvement of system of motivation of work. As for management methods, it will be expedient to head to reconsider degree of "pressure" of methods upon subordinates, using a compromise. The main emphasis will be put on business communication with subordinates and listening of their opinion. Then the liberal and authoritative coefficient will approach the recommended value. Advisory style will characterize in general the head as combining care of people with care and of work. Decisions will be made by the head, but it is obligatory by discussion with employees.

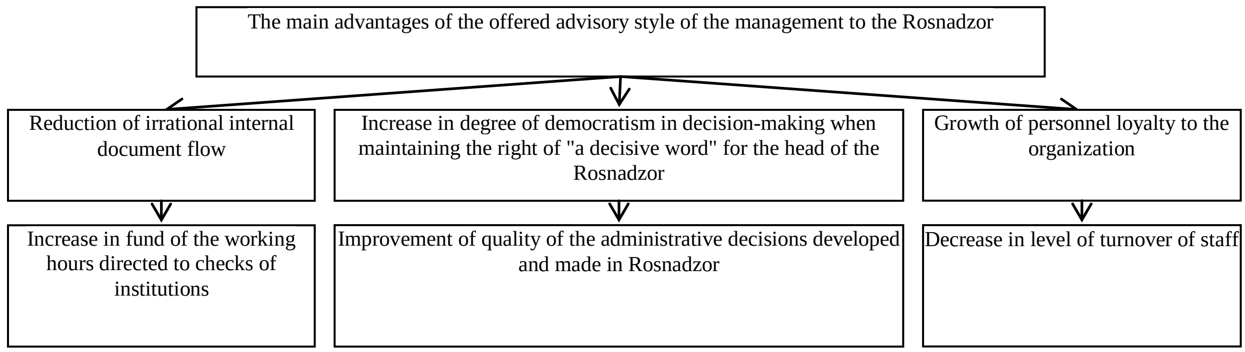

Fig. 1.The main consequences of the transition to a consultative (liberalized) management style in Rosnadzor

The author held mini-poll concerning expediency of transition to advisory style. All twenty one employees participated in poll of the organization. As showed results of poll, only two of twenty one employees of the Rosnadzor (9,5% of respondents) did not approve possible transition to advisory style. These employees (everyone age over fifty years) explained the position with fear of any changes. The vast majority (90,5% of respondents) approved potential transition of the management to advisory management style with reduction of irrational bureaucratization.

However, only opinions of employees on expediency of management style change insufficiently. It is important to estimate economic efficiency of such actions at least approximately.

The conventional methodical approaches to assessment of economic efficiency of process of replacement of the leadership by the organization are practically absent. We applied a method of a research of probable change of structure of working hours of the head. Excessive bureaucratization of procedures is inherent in authoritative style of the management in state budgetary institution. As shows the analysis of structure of time of the head of the Rosnadzor, it spends a considerable part of its working hours for work with documents. The analysis of these documents, and also poll of employees a considerable part of document flow is directed to control concerning employees, but not controlled by this organization of institutions. The timing of working hours of the head of the Rosnadzor showed that after management style change the head's time for work with documents owing to reduction of irrational document flow will be reduced approximately by 1,3 times. It is expedient to direct this reserve of time to increase in time of checks of institutions which are directed directly by the chief of the Rosnadzor. Increase in fund of working hours of the head in this direction will make 8% (with 31% in former structure of fund of working hours to 39% in structure which will be created after management style change on advisory). Increase in number of the checks which are carried out directly under the leadership of the chief will make:

$$INI = (VTS_n / VTS_O)^* NC_O\text{-}NC_O$$

where INI-yINI-y glorification of number of checks of the institutions which are carried out by the Rosnadzor as a result of management style change and corresponding change of structure of fund of working hours of the head of the organization;

VTSo, taken away on the management of check, in the general structure of fund of working hours of the head of the Rosnadzor before management style change;

VTSo, taken away on the management of check, in the general structure of fund of working hours of the head of the Rosnadzor after management style change;

NCo - the number of checks which were directed directly by the head of the Rosnadzor before management style change.

IINI = (39% / 31%) * 117 -117 = 30

Respectively, as a result of the offered actions for management style change the number of checks in Rosnadzor will increase on 30 annually.

Thus, the offered management style change in the organization is also potentially socially effective from the point of view of strengthening of control of development of institutions.

4 Summary

The offered technique allows analyzing style of the management of the organization on the basis of use of model of management of R. Likert, to develop the directions on its improvement taking into account features of the organization (legal form, strategic priorities of development, the identity of the head, etc.). In the organization analyzed by us advisory style of the management is recommended to introduction. Reduction of internal document flow and bureaucracy of management in general, improvement of quality of the developed administrative decisions, and also probable decrease in level of turnover of staff will become the main consequences of transition to this style of the management.

5 Conclusion

For achievement of high performance level it is necessary to use management style which would consider: field of activity of the organization, priority directions of its development, characteristic of labor collective, line of the head. The analysis showed that for the state controlling organization by the most effective there will be an advisory style which, on the one hand, does not assume excessive connivance, and on the other hand, allows using the potential of personnel of the organization as much as possible. Also this style allows to reduce time which was used by the head of the organization irrationally and to direct it to check of controlled institutions.

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THE GENERAL AND SPECIAL IN VOCATIONAL TRAINING OF EXPERTS FOR THE HUMANITARIAN PROFILE IN HIGHER EDUCATION INSTITUTIONS OF RUSSIA AND GERMANY

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Abstract. Results of the author's sociological research conducted in higher education institutions of Russia and Germany for the purpose of branch detection of student vocational training of a humanitarian profile are presented in article. In both countries there is the general course towards process of the European globalization and integration of the highest education system in the international educational and labor market. Training during all life becomes one of the most important characteristics of modern education. Based on the obtained data, authors allocate the general and special in systems of vocational training of both countries and offer the directions of optimization of domestic arts education which realization is possible at the level of institutions of higher professional education.

Keywords: vocational training; the highest education system; arts education; the professional choice motivation.

1 Introduction

The subject of vocational training in higher education institution has special value for experts of the humanitarian directions as graduates humanists are most vulnerable in labor market. Historical likeness and similarity of systems of the higher education of Russia and Germany, economic, political and cultural cooperation between these countries throughout the long temporary period, allow to compare educational systems and social aspects of training of students in these countries and to reveal the directions of optimization of quality of vocational training of future specialists humanists in domestic the highest education system (Kochetkova,2012).

Graduates of humanitarian specialties face difficulties of employment in the specialty, often work "not in the specialty" or in adjacent areas, their salary is lower, than at representatives of other specialties and humanists feel vulnerable in labor market. Need to improve the highest education system of a humanitarian profile with the purpose to make graduates of humanitarian specialties more confident in the knowledge, more flexible and able to adapt to changes of labor market in the shortest terms becomes ripe. It is necessary to reveal weaknesses of domestic education of a humanitarian profile and, in view of experience of Germany, and also by results of questioning of students and expert poll of employers to develop preferable model of training of specialists of humanists in domestic system. The necessity of improvement of a domestic education system is caused also by process of integration of Russia into the international educational space. Educational programs need to be made more flexible and brought closer to European, but with preservation of certain successful lines of the Russian educational system. Only in this case it will be possible to speak about integration of domestic the highest education system into the international educational system and end of a phase of reforming of the highest education system according to requirements and recommendations of Bologna Process (Serova,2011; Tsibizova et al, 2012).

2 Methods

For the purpose of detection of features of student vocational training humanists in higher education institutions of Russia and Germany in 2016 we conducted questionnaire of students at universities both camp (n=1200) (Khayrullina et al, 2015 ; Khayrullina, 2015). The research was conducted in state universities - University of Bonn and in FGBOU VPO "The Ulyanovsk state university".

The choice of higher education institutions for carrying out questioning was caused by several interconnected reasons. First, there is high concentration of students in each of the cities. The share of students in higher education institutions Ulyanovsk makes 6%, to Bonn this indicator higher and makes 11% of total number of residents.

Secondly, both regions are multinational (multiethnic). To Ulyanovsk Russians, Tatars, Chuvashs, Mordva, Ukrainians, Azerbaijanians, Armenians, etc. live. To Bonn Germans, Turks, Poles, Moroccans, Russians, etc. live. Also the structure of students in these cities is multinational.

Thirdly, in each of higher education institutions various directions of training of students - the bachelor, the master, the graduate student (doctoral candidate) are possible; existence of a wide range of educational programs - humanitarian, technical, natural-science, etc.; performance of basic and applied scientific research.

3 Conclusions

The separate block of questions of the questionnaire concerned motivation of the choice of specialty. The German students have motives of interest (61,2%), advantage to society (40%) and realization (47%) dominate over motives of earnings (31,2%) and a social status (21,9%). Only a quarter (25,2%) of the Russian students explained the choice of specialty with interest, and approximately as much (24,7%) expressed in favor of a possibility of professional realization after the termination of higher education institution. It is also recorded that in Germany at the choice of specialty family traditions do not play almost any role (1,2%) whereas 16% of the Russian students chose a profession, following family traditions.

As other motives of the choice of specialty in Germany were called, for example, an opportunity to work in various spheres including not in the specialty, an opportunity to study objects independently, good addition to the specialty received earlier; in Russia the big role in the choice was played by existence of the budgetary places in the specialty.

Most of the interviewed German students (78,5%) has an idea of the chosen specialty, among the Russian students this indicator makes 81,5%. More than a half of the German students are in constant information search about the future profession (61,4%); among the Russian students such there were only 19,5%.

The block of questions concerning plans for the future gave us the chance to understand that most (80,2%) of students of University of Bonn plans to continue training in a magistracy. Among the Ulyanovsk students such there were only 38,0%. Most of the German students (78,8%) perceive a bachelor degree only as the first step of training where the magistracy is the second (finishing) step.

On a question of what influences progress in higher education institution of 69,8% of the Russian and 58,9% of the German students consider that progress, first of all, depends on them. The most contrast answers were received on the matter on the following indicators: 27,5% of the Russian students consider that progress is influenced by the relations with teachers, among students of University of Bonn only 14,4% hold the similar opinion. The bigger number of the German students (32,3%) in comparison with Russian is considerable (15,7%) believe that progress in higher education institution is influenced by the relations with classmates. Most likely, it is caused by the fact that the important place in the course of training in Germany is taken by research work of students in small groups, in time, free from occupations. Working on tasks, students in common develop the action plan, cast in the project, and find information sources, ways of achievement of the objectives, discuss the ideas. The work method in groups allows increasing motivation to training, to expand creative potential, promotes development of mental abilities, independence, responsibility, bases of "time-management", promotes expansion of communicative skills at humanists.

As for participation of students in research work, results showed that nearly a half of the Russian students (46,8%) take part in scientific life of higher education institution (research projects, publications of articles, participation in conferences), among the German students this indicator makes 66,1%. The great value is attached to research activity of students in higher education institutions of Germany. Teachers involve students in research activity from the first semester of training and seek to render all consultation - curator support. Higher education institutions work in close cooperation with the research organizations. Technologies from higher education institutions and the research organizations are transferred to production, accelerating thereby process of introduction of developments (Arnautov,2008).

In our opinion, answers to a question are interesting: whether students humanists plan to work after the termination of higher education institution in the specialty. Positively this question was answered by 65,4% of the Russian respondents. In Germany less than a half of respondents (43,4%) I plan to work in the specialty. The vast majority of the Russian students (88,36%) pointed to not a demand of the studied specialty in labor market, among the German students this indicator made 39,3%.

We asked students to estimate stability of a situation in labor market on a five-point scale where 1 - it is not satisfied, and 5-is completely satisfied (See Fig. 1).

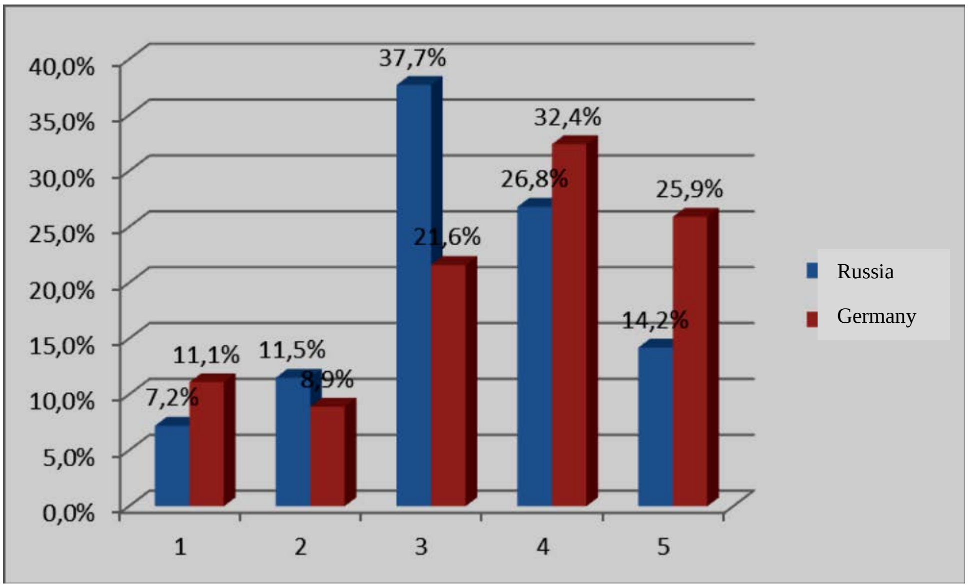

Fig. 1. Assessment of the situation in labor market by the Russian and German students of the humanities, in %.

As we see from the schedule, the German students see a situation in labor market by stabler. Readiness of the German students to work on adjacent specialty, and respectively and more options for employment, confidence in own forces and knowledge of functioning of labor market can be the reason. Among the students of specialties demanded by sight, the German students are more often than the Russian specified the humanitarian directions. For example, 29,4% of the German students consider that the HR manager is a demanded profession, among the Russian students this indicator makes 18,7%.

Answering a question: "What difficulties are experienced today by the graduate humanist at employment for work?**",** the majority and the Russian and German students expressed a lack of practical skills. Success of employment of the university graduate, first of all, depends, in their opinion, on professional knowledge and skills, experience in the specialty, additional knowledge, and ability to have an interview, to present itself. The German students (73,9%), than Russian pointed to the last factor more (33,7%).

The question of satisfaction with practice and the gained experience was asked the students who already had experience of practical training by the time of questioning. 28% of the Russian and 42,1% of the German students were completely satisfied. Pointed that during practice there was no opportunity to apply knowledge gained in higher education institution and 15,5% of the Russian and 18,4% of the German students.

4 Summary

Thus, process of vocational training of specialists humanists in Russia and Germany is characterized by the general and special.

The general it is connected with similarity of cultural traditions in the highest education system. The Russian education system was created with use of the German model of research University of Humboldt. In both countries there is the general course towards process of the European globalization and integration of the highest education system in the international educational and labor market. Training during all life (Life Long Learning) becomes one of the most important characteristics of modern education in two countries. In systems of the higher education of two countries discrepancy of number of graduates of humanitarian specialties to inquiries of labor market and to quantity of vacant positions is observed.

Development of education market does necessary economic approach in management of the Russian university. Educational activity of the Russian university is regulated by the state educational standard. In Germany university education is constructed on the principle of the academic freedom, freedom is provided not only to universities, but also the student and the teacher.

Authors offer the scenario of improvement of process of vocational training of experts of the humanities whose realization is possible at the level of institutions of higher professional education (Garipova et al,2015). Developments of the scenario are the cornerstone the ideas borrowed from practice of the German university:

- a possibility of the student to independently form the individual curriculum not of the fixed alternatives, and of total number of subject matters;
- expansion of cross-cultural competence of the student which consists in mastering of a foreign language, experience of relationship with students and teachers from other countries;
- monitoring of opinion of employers and requirements of labor market, response to inquiry of employers through development of modular training programs by departments;
- information escort of students - the academic consultants, availability of information and methodical materials;
- granting an opportunity to the student in the course of training in higher education institution to gain practical skills of work in perimeter of educational institution.

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INTERNATIONAL LEGAL REGULATION OF PROTECTION OF THE OCEANS FROM POLLUTION AS A RESULT OF WASTES DUMPING IN ORDER TO THEIR BURIAL

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Abstract: Today, the protection of the World Ocean from pollution is the most important problem, and the fate of all mankind depends on its solution. The World Ocean is the central supplier of oxygen for our planet, is a valuable communication system, a storehouse of natural resources and major ecological environment, which has the ability not only to store biological and mineral resources, but also to reproduce them. There is no need to prove the fact, that only due to the ability of the World Ocean to self-purification its waters are still viable. However, the rapid process of pollution from various sources indicates, that the cleansing process of the Ocean slows down, and in the near future this will lead to global ecological disaster. Since the second half of the 20th century, such a large amount of wastes has been accumulated and discharged into the seas and oceans, and so much poisonous substances have been emitted into the soil and into the atmosphere, as never before. Leading maritime powers are interested in the active use of the World Ocean. They develop new tools for its use, whereas the ecological component of this impact is not a priority. Since the middle of the last century, a special attention of the world community has been attracted not only by pollution from ships in the process of their exploitation, but the dumping at sea of industrial wastes, including radioactive. Nevertheless, the specific steps for the preparation of appropriate rules, governing this issue, have been taken much later. The problem of the World Ocean pollution by dumping of wastes in order to their disposal was considered in the present article, the process of legislation development in this area was analyzed. On the basis of data of modern scientific researches, possible ways of preventing further rapid contamination of the Ocean, in consequence of such influences, were defined.

Keywords: the World Ocean, pollution, provision of security, waste disposal, dumping, cooperation.

1 Introduction

The World Ocean covers 71% of the entire surface of the Earth. It is a continuous water shell, which surrounds the continents and directly participates in the formation of climate on our planet. The Ocean is the main supplier of oxygen, which is produced by plankton in the process of photosynthesis and provides the world's population with proteins, taken in with food. Nevertheless, the technological revolution has reduced its biological productivity several times in recent decades. To date, the question of whether the World Ocean is under threat has already ceased to be debatable. The possibility of its water for self-purification, which has existed for millions of years, is gradually being lost.

The World Ocean is a landlocked reservoir. A huge amount of polluting and poisonous substances (biological, chemical, radioactive) every day comes in its waters, from every possible source: oil, sewage, products of processing of large industrial enterprises, ballast waters, which are the source of spread of alien pathogens. Only individual components of all these substances can be processed by the smallest single-celled microorganisms. Some pathogenic bacteria die under the influence of sunlight and the bactericidal property of oxygen, dissolved in water (Bannikov et al, 1999). The rest of elements either settle on the bottom, or are mistakenly perceived as food and consumed by fish and marine mammals, causing all kinds of mutations and diseases, or form vast oily films on the surface of the water and prevents the penetration of sunlight and oxygen (Enric,2015). According to leading experts, there are practically no clean natural water bodies in the world, the water in which could be suitable for drinking. Many rivers still exist only due to the wastewater, daily dumped in them (Valiullina et al, 2016).

There is no need to prove, that pollution from ships is the most constant source of pollution of the World Ocean. For a long period of time, large industrial countries practically uncontrolledly dumped in the sea all kinds of wastes, which were not connected with the process of normal vessel operation.

Dumping is the disposal of wastes in the sea, any deliberate removal of wastes and other materials from ships, platforms and other artificially constructed at sea structures, aircrafts, as well as any form of deliberate destruction of ships, aircrafts, platforms, etc. (Sukharev et al, 2003).

International documents and legislative acts of the majority of states contain categorical prohibition against such activities. Nevertheless, the statistics on the waste disposal are disappointing.

For a long time, industrially developed countries dumped various wastes in the sea completely uncontrollably. Regarding radioactive wastes, the only safe way to get rid of them, as was erroneously assumed, was a burial in the seas and oceans. Wastes were packed in 200-liter metal drums, poured with concrete and dumped into the sea. This was justified by the consideration that such wastes will lose their harmfulness after a long stay in the depths of the sea, and in addition it was assumed, that the metal tanks will reliably contain the toxic substances. Nevertheless, conducted scientific research has proved that in less than ten years such tanks cease to be sealed and radioactive substances begin to get into waters of the World Ocean, rapidly destroying its environment.

Ilyin A.V. wrote in his works that if it were possible to drain the Atlantic waters, mankind would see extremely gloomy and frightening landscapes. Thousands of devastated, rusty containers, scattered randomly on the bottom of the Ocean would instantly disprove all the statements of the ideologists of such burial. In April 2012, 100 years have passed since the wreck of the Titanic. It has shown to us a holistic picture of what could happen with the ideal metal structures for a comparatively short time. The same happens with containers with radioactive wastes. However, the radioactive substances themselves do not disappear anywhere, but precipitate, impregnating and poisoning the entire upper layer of bottom sediments (Ilyin et al, 2011).

2 Methods

As a methodological basis of the study, the method of system-structural analysis was used. It allowed to understand the importance of ensuring the protection of the World Ocean from pollution, as a result of dumping of wastes in order to their disposal. To solve the tasks of the study, in addition to general scientific methods, specific scientific methods were used, namely: formal-logical, historical, comparative law, legal modeling, and logical methods, such as analysis and synthesis, induction and deduction, generalization and comparison.

3 Results And Discussions

In 1948, the United Nations established the Intergovernmental Maritime Consultative Organization (IMCO). The purpose of the organization was to provide the cooperation of states with regard to the exchange of information, discussion of shipping issues, its impact on the state of the World Ocean waters (International Maritime Organization,1984). At the same time, it is during this period, that the marine environment becomes a place for utilization of all types of wastes: nuclear (outworn nuclear facilities, spent nuclear fuel, chemicals, oil products). So, for the period from 1949 to 1982, England conducted thirty-four burials of solid radioactive wastes in more than fifteen areas of the North Atlantic, the Irish Sea in the Canary Islands, the English Channel, the Bay of Biscay. The total weight of containers, buried at the bottom was 74052 tons. Together with Britain, Belgium carried out more than fifteen burials of SRW to the North Atlantic and the Bay of Biscay with a total mass of 23,100 tons. Holland made fourteen burials in the North Atlantic with a weight of 19,162 tons. The USA carried out a disposal of SRW in the Atlantic in an amount of 560261 containers, their weight remained unknown. In Russia, the largest number of burials was made at the coast of Kamchatka and the Sea of Japan. The liquid radioactive wastes in the Far Eastern seas were dumped up to 1991 (Grachev et al, 2004).

Until 1972, there were not enough records of the volumes and types of materials, buried in ocean waters. However, several reports were sufficient to assess the extent of such pollution. So, according to the estimation of the National Academy of Sciences of the USA in 1968, the annual volume of dumping was 100 million tons of oil products, 2-4 million tons of acid chemical wastes from cellulose plants, more than 1 million tons of heavy metals of industrial wastes and more than 100,000 thousand tons of organic chemical wastes.

According to the US Environmental Protection Agency (EPA) between 1946 and 1970, more than 55,000 containers with radioactive wastes were found in the Pacific Ocean. Since 1951 - 1962 almost 30,000 thousand containers with radioactive wastes were dumped in three ocean areas off the east coast of the United States (What was dumped into the ocean before 1972).

Gradually, the degree of prevalence and the degree of harmfulness of the buried substances have grown to such an extent, that they caused general alarm and put on the agenda the need for international regulation of this type of activity.

For a long time, the only multipartite agreement, regulating the problem of the World Ocean pollution from ships, as a result of dumping, was the International Convention for the Prevention of Marine Pollution by Oil. It was adopted at a diplomatic conference by the International Maritime Consultative Organization (IMCO) in London, on May 12, 1954. This Convention, as amended in 1962, 1969, 1971, mainly regulated issues, connected with oil pollution and did not provide for significant items, concerning the pollution from dumping.

Te London Convention 1972 became the starting point in the regulation of the deliberate disposal of harmful wastes in the World Ocean. The Convention introduced two types of dumping:

1. Disposal (discharge) of wastes and other materials into the sea from ships, aircrafts, platforms or other artificial structures, located at sea.
2. Foundering in the sea of ships, aircrafts, platforms and other artificial structures.

The concept of “dumping” does not include:

1. Operational wastes, i.e. the result of normal operation of ships, aircrafts, etc.;
2. Placing of materials in the sea for scientific research, creating so-called artificial islands;
3. Disposal of wastes from exploration and exploitation of seabed resources (Zharkova et al, 2006).

It should be noted that, the 1972 Convention does not regulate the dumping of those materials, which are transported by ships or aircrafts as cargoes. Absolute prohibition was imposed on organochlorine compounds, mercury and mercury compounds, cadmium and cadmium compounds. The same list, which was called "black", included oil, radioactive wastes, as well as materials, made for biological and chemical warfare. An exception was foreseen only for substances, rapidly dehydrated at sea (Convention on the Prevention of Marine Pollution by Dumping of Wastes and Other Matter. December 1972).

In 1988, one of the Italian companies buried hazardous wastes illegally in Nigeria. As a result, the ship "Karin B" for a long time moved from one state to another, not knowing how to get rid of the poisonous cargo. This and other cases of sale of hazardous toxic wastes by the rich countries to the poor, forced the world community to adopt the Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal, on March 22, 1989 at the diplomatic conference in Basel. It came into force in 1992. Currently it includes 182 countries. In spite of so progressive nature, the 1989 Convention aroused many questions and disputes. One of the drawbacks was the lack of agreed list of hazardous wastes. Many countries, especially those with a low level of social and economic development, do not consider their wastes hazardous, and the level of pollution control is very weak or nonexistent. As a result, uncontrolled export of toxic substances from countries, which are not the participants of the 1972 Basel Convention, can be made.

On May 1, 1995 Russia ratified the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal. For the purposes of maximum implementation of the Convention, the Government of the Russian Federation issued Resolution № 442 "On transboundary movement of wastes" on July 17, 2003, where all wastes, in terms of the degree of destructive impact on the environment, were divided into two Annexes. The export and import of wastes, specified in Appendix №1 is carried out strictly under license. The transit of wastes included in Appendix №2 to the territory of the Russian Federation is prohibited, and the export from its territory is carried out under license (Resolution of the Russian Federation Government from July 17, 2003).

In 2001, the United Nations initiated negotiations on the provision of a chemical safety program, the completion of which was marked by the adoption of the Stockholm Convention on Persistent Organic Pollutants. Today, the Convention is the main document, regulating the protection of the environment from the effects of hazardous chemical compounds, which are persistent, toxic, capable of decomposition, volatilization and spread over long distances, both in air and in water (Stockholm Convention on Persistent Organic Pollutants. Stokholm, May 2001).

The twelfth meeting of the Conference of the Parties to the Basel Convention and the seventh meeting of the Conference of the Parties to the Stockholm Convention were held on 5-11 May, 2015 in Switzerland. The key issues, concerning the safe disposal of hazardous wastes were considered there. In addition to the above, particular chemical wastes were brought under the jurisdiction of the Conventions, and other constructive decisions were made, aimed at protection of the environment from hazardous substances and wastes.

Maritime vessels are not the main source of pollution of the World Ocean, since the main pollution comes from land. Nevertheless, it is the Ocean and its protection that is the object of intensive international legal regulation.

Part XII of the 1982 United Nations Convention on the Law of the Sea "Protection and preservation of the marine environment" contains the basic rules for the prevention of pollution of the World Ocean from various sources, including pollution from ships. The Convention fills the gaps in the definition of spatial jurisdiction limits of States with regard to the management of waste disposal issues and fixes their right to regulate dumping not only within the territorial sea, but also on the continental shelf and in the economic zone. (United Nations Convention on the Law of the Sea (UNCLOS) / December 1982)

The provisions of the Convention provide for the need to ensure the interconnection between norms and standards, established by the international organizations in the field of the World Ocean protection, and the rules of each individual state. This relationship is due to the fact, that in the protection and preservation of the Ocean, all mankind is interested, since the damage, caused in the territory of one state, may spread to neighboring territories. Consequently, not only the parties to a specific treaty, but all other states should be bound by obligations to implement the provisions of international and regional agreements, in order to ensure a unified policy for the implementation of agreed measures to control the pollution of the World Ocean.

4 Deductions

Summarizing all the above, it is possible to formulate the following directions in the activities of states on protection and preservation of the World Ocean from pollution, resulting due to the disposal of wastes:

1. It is necessary to forbid utterly the utilization and disposal of the 1st Class wastes, defined as extremely hazardous at the sea-bed (polonium, plutonium, plumbous oxide, hydrogen fluoride, trichlorodiphenyl, etc.). This is due to the fact, that placing such wastes in a mobile environment, in the hydrosphere, with the expectation of dilution to a harmless consistency, is unreliable. The half-life of radioactivity of many radioactive wastes can be hundreds of millions of years. Immersion of such substances to the bottom of the Ocean in metal containers, filled with concrete, is also not safe because of the fairly rapid depressurization of the tanks' casing - the metal is oxidized, concrete is destroyed.
2. It is assumed, that it is necessary to carry out complex measures to monitor the condition of containers, disposed with poisonous substances on the seabed, in order to check their tightness, and to take urgent measures to protect the World Ocean from pollution.
3. The theory about the possibility of placing containers with radioactive wastes and other spent fuel at the lower level of the Earth's surface, namely the preservation of containers with radioactive substances under a layer of fine-dispersed bottom sediments, up to 10-15 km thick, is groundless and unsupported by scientific research.
4. Taking into account the fact, that the protection of the World Ocean is a task of universal importance, and the damage, caused to its environment, will necessarily affect the interests of more than one state, the delay of signing of international treaties on issues, related to placing on the bottom, dumping and disposal of dangerous substances, is unfounded.
5. Increasing the level of environmental co-management, that means joint management of activities for the development of the World Ocean by international organizations, regional communities, governments and non-governmental organizations, and other stakeholders, should become the central task of the world community in order to improve the state of the World Ocean.

5 Conclusion

The development of the structure of processing plants, the implementation of new inventions in the field of waste management, the raising of the environmental education level, the implementation of comprehensive environmental monitoring and assessment of the state of the World Ocean environment, the exchange of data between states on the status of certain water bodies - all of this in combination leads to the suspension of the process of rapid pollution of the World Ocean, as a result of wastes dumping.

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STATE AND FACTORS DETERMINING THE INVESTMENT OF HOUSEHOLD SAVINGS IN THE BANKING SECTOR OF THE RUSSIAN FEDERATION

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Abstract: Savings of the population continue to act as one of significant and stable sources of long-term resource base for the organizations of the banking sector of any country. Demand for banking services among the population as owners of savings, according to economic laws, is in direct interrelation and extends in process of increase in scales of the production and exchange relations in economy. At the same time among the population there is also certain set of the factors starting process of inflow of savings to deposits of banks. At stages of economic growth and recession the population forms accumulation most actively, but these processes are connected by the driving reasons various on character. In article authors made the conclusion about decrease in estimates by the population of the factors defining tendency to saving in the Russian economy. If in 2014-2015 in investment behavior of the population of Russia the reference point on savings behavior model was observed that it was connected with considerable deterioration in an economic situation, lack of understanding about the future prospects in economic development, then now there is a gradual change of model of investment behavior, rates of savings on deposits of banks were significantly slowed down. In article extent of influence of investment behavior of the population in the Russian Federation on formation of deposits of banks is considered. Conclusions are drawn on the located investment potential of the population of Russia which is available considerable. Authors of article characterized the tendencies taking place in recent years in the Russian Federation and problems of attraction of savings in the banking sector.

Keywords: savings of the population, deposits of the population, banking sector, investment behavior of the population, investment tool, investment potential of the population. savings model.

1 Introduction

Savings of the population are one of significant and flexible sources of long-term resource base of the banking sector when forming resources of investment character.

According to economic laws, demand for banking services at the population as owners of savings, is in direct interrelation and extends in process of growth of scales of production in economy, and also in process of growth of the exchange relations between producers. (Duesenberry,1952)

While the financial market is interested in a gain of savings of the population in deposits as a significant resource for start of mechanisms of economic investment, for the population in turn there is the corresponding set of the factors starting process of investment of capital in deposits of banks namely:

- existence of savings (temporarily free resources of the population);
- presence of need for the income on savings;
- readiness for some period to postpone use of the available savings for consumer needs and to provide to use them for a payment. (Kaigorodova et al, 2014)

It should be noted that at stages of economic growth and recession the population feels inclination to accumulation and saving more actively, but it is connected with the reasons, absolutely various by the nature. So, if during economic recovery, as the main factor emergence in the population free means acts, then at deterioration in an economic situation tendency to savings proceeds from requirement of protection of accumulation. (Yarasheva et al, 2016)

Acts as the purpose of the real research on the basis of the analysis of the tendencies defining an investment of savings of households in the banking sector of the Russian Federation to formulate and characterize the factors defining them

2 Advantages and shortcomings of saving means of the population through banks

The banking sector as one of key components of the financial market, is designed to promote performance of the macroeconomic purposes (fig. 1) similar to that are formulated for the financial market of the country in general, namely - to provide processes of transformation of internal savings of economic agents including the population in investment with the smallest possible costs and risks.

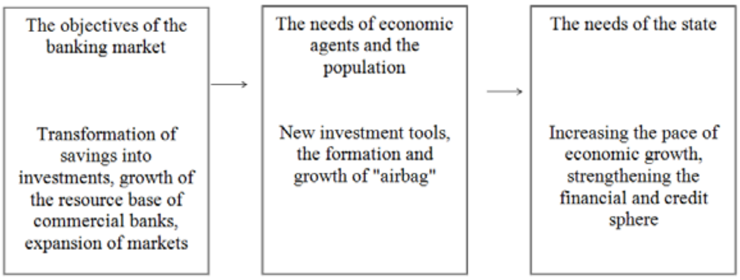

Figure 1. Interrelation of the objectives of the banking market of deposits with the needs of the population and the state

At the same time, the role of banks as much more widely both is more diverse than intermediaries of the financial market and is expressed in the following: concentration of spare capitals and resources which are necessary for maintenance of a continuity and acceleration of productions in a segment of the national economy; streamlining and rationalization of money turnover. (Cetorelli et al, 2012 ; Richard, 2014)

Today the offered products of banks for the population are not limited only to granting the credits and opening of deposits. In cooperation with bank financial intermediaries the commercialization opportunity from investment of capital in various other investment products is offered.

For example, practically all large banks offer diverse investment products on reliable preservation, enhancement of means of investors and even obtaining the income on investment products. The main advantages to the population at investment of savings through banks it is possible to formulate following (fig. 2).

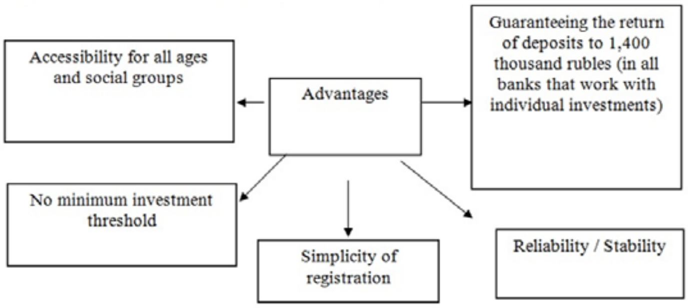

Figure 2. Advantages of investing people's savings through banks

At the same time, it is necessary to point also to a certain complex of shortcomings which are inherent in investment of means of the population into bank deposits. These shortcomings are connected first of all with risks of investment into bank deposits of natural persons over the sum of the maximum insurance compensation of Deposit Insurance Agency which makes 1400000 rubles for today, and also with withdrawal of bank licenses because of violations by the last of legislative requirements and norms. Besides the essential decline in yield of bank deposits taking place against the background of decrease in a key interest rate of the Central Bank of the Russian Federation and inflation is noted in recent years. (Portnov, 2017)

The line of bank deposits for the population in 2016 was also considerably updated - practically all banks reduced the offer of highly profitable deposits and lowered percent on the current tariffs for 1-2%. The regulator at the same time recommends to banks not to exceed the maximum rate more than on 3,5 percentage points.

Considering set of risks of the Russian economy it is impossible to call present rates on deposits for the population adequate remuneration for savings in rubles.

3.Analysis of factors of inflow dynamics of individual deposits to commercial banks of the Russian Federation

Dynamics and scales of inflow of individual deposits to commercial banks are set by the factors first of all connected with an opportunity and need of the population to form savings. One of the most important factors defining opportunities to formation and expansion of savings are by right indicators of the income of the population. (Deaton, 2005 ; Fraczek,2011)

In table 1 we presented statistical data on dynamics of the average per capita monetary income of the population and the cumulative funds of the population raised by commercial banks to deposits.

The statistics presented in table 1 reflects a tendency of growth of absolute values of indicators of the average income per capita of the Russian Federation, along with 2013 a goal processes of reduction of growth rates of this indicator are also noticeable, information provided in the table confirms synchronization of dynamics of the average monetary income per capita and the mass of the natural persons involved bank deposits.

Table 1.Dynamics of the monetary income on average per capita Russia and the attracted individual deposits in commercial banks in 2010-2016.

Period	Monetary income across the Russian Federation on average per capita		The total volume of the raised funds of natural persons in deposits of banks	
	Rub.	Gain, % for previous period	Billion rubles.	Gain, % for previous period
01.01.2011	18 958,4	-	9 818,1	-
01.01.2012	20 780,0	9,6	11630,6	18,5

01.01.2013	23 221,1	11,8	14222,5	22,2
01.01.2014	25 928,2	11,7	16938,35	19,1
01.01.2015	27 765,7	7,1	18683,1	10,3
01.01.2016	30 224,5	8,86	23286,5	24,6
01.01.2017	30 775,0	1,82	24303,4	4,4

The reference point on the savings behavior model noted among the population of Russia in 2014-2015 was connected considerably with the deterioration in an economic situation taking place, lack of understanding concerning further foreseeable prospects in economic development. (Fedorova, 2015)

For the purpose of definition of extent of influence of investment behavior of the population in the Russian Federation on process of formation of deposits of banks we will address a number of indicators which, in our opinion, most seriously affect inflow of means to bank deposits. These are such indicators as financial position of the population and a condition of market condition of goods and savings (table 2).

The analysis of the indicators reflecting opinions of respondents concerning personal material well-being, expectations, usefulnesses of large purchases and savings allows drawing a conclusion in general on the negative conditions for implementation of savings taking place, and deterioration in estimates in polls began to be observed in 2015-2016.

Table 2.Results of poll concerning estimates of the current and perspective personal financial position of the population and tendency to purchases and saving in 2011-2016, in %

Year	Index of the current personal financial position	Changes of personal financial position in a year	The expected changes of personal financial position in a year	Usefulness of conditions for large purchases	Usefulness of conditions for savings
01.01.2011	-15	-10	-4	-26	-42
01.01.2012	-14	-10	-4	-23	-36
01.01.2013	-12	-6	-2	-19	-35
01.01.2014	-11	-7	-2	-18	-34
01.01.2015	-9	-8	-6	-19	-49
01.01.2016	-14	-26	-25	-38	-47
01.01.2017	-12	-18	-8	-43	-49

In many respects deterioration in estimates of the current and perspective personal financial position of the population can be explained with the economic processes taking place during a research. In table 3 we presented indicators of dynamics of inflation and consumer prices of goods (food and nonfood group), and also paid services. Notable growth of indicators of inflation and first of all prices for goods of food group, according to table materials, was observed as of the beginning of 2015 and 2016.

Table 3.Change of inflation of consumer prices in the Russian Federation on groups of goods and paid services in 2011-2016 (to previous year %)

Date	Inflation	Basic inflation	Gain of prices for goods of food group	Gain of prices for goods of nonfood group	Gain of the prices of paid services
01.01.2011	9,6	7,2	14,2	5,6	8,2
01.01.2012	4,2	6,0	2,0	6,2	4,7
01.01.2013	7,1	5,7	8,6	5,1	7,8
01.01.2014	6,1	5,5	6,5	4,3	7,8
01.01.2015	15,0	14,7	20,7	11,2	12,3
01.01.2016	12,9	10,7	9,2	10,9	9,0
01.01.2017	5,4	5,5	4,2	6,3	4,4

Now the return tendencies are noticeable, the Central Bank tries to achieve the objectives on inflation control. It means that in the foreseeable future it is necessary to expect delay of a gain of deposits of the population in banks more, than it was observed even in crisis years.

Comparison of indicators of the sum of the attracted deposits to bank deposits of the population, the average per capita monetary income, and indexes of usefulness of conditions for savings and for large purchases allows drawing conclusions on the interrelation of the specified indicators taking place that is reflected in table 4.

The values of coefficient of correlation received by us show very close correlation between the mass of the attracted deposits to bank deposits of natural persons, the average per capita income of the population, and also close return correlation with an index of usefulness of conditions for savings, and for implementation of large purchases.

Table 4.The analysis of indicators interrelation of bank deposits, the income and the market of savings of the population of the Russian Federation in 2011-2016.

Year	The attracted deposits of natural persons, billion rubles.	Monetary income of the population on average on soul across the Russian Federation, rub.	Assessment of usefulness of conditions for savings	Assessment of usefulness of conditions for large purchases
01.01.2011	9818,1	18958,4	-42	-26
01.01.2012	11630,6	20780,0	-36	-23
01.01.2013	14222,5	23221,1	-35	-19
01.01.2014	16938,35	25928,2	-34	-18

01.01.2015	18683,1	27765,7	-49	-19
01.01.2016	23286,5	30224,5	-47	-38
01.01.2017	24303,4	30775,0	-49	-43
Pearson's coefficient	-	0,9	-0,7	-0,7

The considered statistics allows making the conclusion about decrease in estimates of these factors by the population that in general has to have an adverse effect on tendency to saving extra standing and future.

According to estimates, the population of Russia has still considerable investment potential. So according to survey conducted "inFOM" of February, 2017 (by request of the Central Bank of the Russian Federation), 42% of the population have no faith in the present and did not trust in the past to any financial intermediaries, 61% have no bank accumulation in general, and over 70% noted that they are not accustomed to do financial savings on a permanent basis, besides about 45% of respondents prefer to direct suddenly arising free income to the current requirements. (Positive ruble rates will increase tendency of Russians to savings,2016)

According to reports of the Central Bank of Russian Federation, on hands the population of the Russian Federation in 2016 has 3,8 trillion rubles. And it cash savings.

Invariable is a set of those assets which the population chooses for storage of the savings (table 5).

Table 5.Structure of the assets used by the population of the Russian Federation when forming savings (% of number of respondents)

Indicator	2011г.	2012г.	2013г.	2014г.	2015г.	2016г.
Bank ruble deposits	61	62	64	63	61	58
Cash	32	33	32	31	32	31
Investments of capital to the real estate for the purpose of resale	6	7	4	8	10	6
Bank currency deposits	9	9	9	11	9	9
Investments in business activity	6	7	5	5	6	6
Investments in precious metals (including ingots, coins), investments in antiques	3	3	2	3	3	3
Securities	2	4	2	2	1	2
Acquisition of policies of accumulative and investment life insurance	2	1	1	1	1	2
Investments in shares of mutual investment funds	1	2	1	1	1	1
Other	2	1	2	3	2	2

According to data of the table, such tools as ruble bank deposits and savings in the form of cash continue to be for the population of Russia in the greatest demand. After surge in demand of the population for currency deposits and currency cash during sharp depreciation of ruble, when their share reached approximately 31%, there were changes of behavior model and now the population prefers rubles.

The conducted research allows drawing a conclusion on the remaining still steadily high level of credibility to bank deposits as to instruments of ensuring safety of savings.

4 Summary

The proceeding positive dynamics of individual deposits can speak lack of alternative low-risk tools for investments of accumulation. Devaluation of rate of national currency also exerts dual impact not only on the sizes, but also on structure of deposits of the population to banks, changing a motivational component of behavior of investors.

Delay of inflow of individual deposits on deposits in commercial banks is connected, first of all, with inflation in the market of consumer goods and services, with decrease in average profitability of bank deposits in 2015-2016, and also with delay of growth rates of the income of the population in recent years.

In an observed current economic situation bank deposits of the population in our country gradually risk to cease to carry out not only a role of the investment, but also savings tool. At the same time savings still remain one of significant and steady sources of long-term resource base of bank financial intermediaries when forming investment resources.

5 Conclusion

Thus, households, preserving a part of the gained income and on condition of connection with the financial market are the most important source of investment resources which are necessary for any country.

Commercial banks, involving savings of broad masses of the population, involve serious investment potential for development of national economy.

Despite change of an economic situation, the bank deposit continues to act as one of the most popular and demanded savings tools for the Russian citizens. The prospects of accumulation of savings of the population in deposits of commercial banks, apparently, are considerably connected with stabilization of an economic situation, growth of the personal income and reduction of prices of consumer goods.

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USE OF MOBILE GAMES IN THE FORMATION AND STRENGTHENING OF INTERPERSONAL AND INTERGROUP RELATIONS IN A GROUP OF SCHOOLCHILDREN

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Abstract. Motion and sports games remain an important factor in the social interaction of people since the early stages of anthropogenesis. For young people they are used as an institution in which mutual assistance is brought up, social consciousness and behavior are formed. Folk motion games which are closely connected with the traditions and culture of the people are also of educational importance. In the elements of games historical rituals, military and labor motion actions are reflected, and in their rules - national foundations, ideas of honor, courage and bravery. The article describes the characteristics of motion games as a pedagogical means of educating various moral, strong-willed and ethical features of the personality as a factor forming a sense of collectivism and skills of collective interactions among young people. The results of the use of motion games in the educational process and in extra-curricular activities for forming and strengthening interpersonal and intergroup relations in collectives of the 5th and 7th grades are presented. The article shows the evaluation of the influence of game interactions according to such characteristics of relations in the team as in-touch capability, cohesion, mutual support, organization and etc.

Keywords: collective of schoolchildren, mobile game, interpersonal relations, group cohesion, leading role of the teacher.

1 Introduction

The formation of positive interpersonal relationships in youth groups, whether a class or sports team or a student group, does not happen by itself, but becomes possible as a result of purposeful work of teachers realized through the organization of various forms of constructive joint activities of its participants. This can be preparation for a creative event, generally useful work, joint work, the implementation of socially significant instructions that contribute to the group cohesion, form the unity of goals and values, raise the level of mutual trust.

In junior and middle school age, one of the effective means is mobile group games. With competent guidance by adults, as the founder of the pedagogical science J.A. Komensky notes, the game can be used to "develop health or rest for the mind, or as a preparation for life activity, or for all this at the same time" (Komensky, 1939).

Each game has its own story and organization. Through the assimilation of and compliance with the rules of a certain type of game activity, the child is socialized by accepting and obeying the norms and laws of existence in a modern society. In addition, (this is already the other side of socialization), during playing activity, the child adapts to performing social functions: imitating adults, he learns to perform certain roles – a captain, a lead player, a judge, a game organizer, etc., which develops leadership and organizational skills in the participants, contributes to the development of social communication skills (Ermolaev,2002; Shmakov,1994; Brown Kathryn,1981; Don Morris,1999).

It should also be borne in mind that there are two characteristic and important types of relationships between people in mobile games: competitive struggle (confrontation with the rival) and coherence of actions between team members, which is associated, on the one hand, with the possibility of conflict situations and the need for their settlement, as well as the requirement to respect the opponent; and on the other hand, with the ability to interact with partners, assess their capabilities, understand and forgive mistakes, adequately respond to failure, and limit their own desires.

The game lays the foundation for the child’s future character – he learns to overcome pain, fatigue, fear, and remain calm under emergency circumstances in the interests of his team. Mobile games with elements of competition form volitional qualities of the person such as stamina, vigor, perseverance, conscious discipline, which play an important role in the formation of positive interpersonal relations in the team. Thus, the game can be viewed as a system that helps to create a team with the right relationship and a moral-willed basis (Frost, 1979; Taysaev, 2000).

Unfortunately, in recent years, mobile games have been fewer used in children's life: in recent years, we no longer see a noisy running group of kids, group games with a rope or a ball in the yards, and children fulfill their need for the game with computer games. Today, much has been written and discussed about the resulting problems in different communities of teachers, psychologists and sociologists (Khalilova, 2007). However, the urgency of restoring the popularity of mobile games, their widespread introduction into leisure activities, in the educational and upbringing process, remains acute. There is also a need to search for new strategies and approaches to the practical realization of the potential of mobile games in order to form and develop interpersonal and intergroup relations in children's groups.

2 Methods

The research used the following scientific methods: the analysis of scientific and methodological literature, the pedagogical experiment, the evaluation of group cohesion of the class by Sishor-Khanin’s method, the assessment of the emotional state and psychological atmosphere in the classroom by Fidler-Khanin’s method, the socio-psychological self-assessment of the group as a collective method of psychological group self-assessment, and statistical methods for processing experimental data.

1. The assessment of group cohesion of the class (the integration degree of the group) according to Sishor-Khanin’s method presupposes a survey of schoolchildren on 7 issues related to the relationship in the classroom. The respondent must choose from the proposed answers the one that most fully characterizes his opinion. The points scored for answers are summed up for each of the respondents. And the arithmetic average of these sums for the class characterizes the level of group cohesion in it: 21-25 points - high, 12-20 points - medium, 7-11 points - low.

2. To study the psychological atmosphere in the class, Fidler-Khanin's method was used. It implies that the survey participant should assess the degree of severity of the following signs characterizing the relationship in the group:

Table1. Degree Of Severity Of The Fol-Lowing Signs Characterizing The Relationship In The Group

No.	Feature	Points	Feature
1	Friendliness	7 6 5 4 3 2 1	Hostility
2	Agreement	7 6 5 4 3 2 1	Disagreement
3	Satisfaction	7 6 5 4 3 2 1	Dissatisfaction
4	Enthusiasm	7 6 5 4 3 2 1	Indifference

5	Productivity	7 6 5 4 3 2 1	Non-productivity
6	Warm-heartedness	7 6 5 4 3 2 1	Coldness
7	Cooperation	7 6 5 4 3 2 1	Lack of cooperation
8	Mutual support	7 6 5 4 3 2 1	Malice
9	Entertainment	7 6 5 4 3 2 1	Boredom
10	Success	7 6 5 4 3 2 1	Failure

The closer the respondent ticks a figure to the left or to the right (opposite in meaning) features given in the table, the more pronounced the given feature in the studied class. Then the average of the sums of points collected by each of the respondents is calculated. The results are interpreted as follows:

- 50-70 points - the psychological atmosphere in the class is good, and all the characteristics of empathic communication are positive.

- 30-50 points - the psychological atmosphere in the class is neutral (atmosphere of indifference).

- 10-30 points - the psychological atmosphere in the class is negative, with prevailing hostility, disagreement, dissatisfaction with relationships, indifference, and lack of cooperation.

3. The study of the emotional state of the class was carried out with the help of a questionnaire survey of schoolchildren, suggesting the assessment of its certain features on a 7-point scale. Here is an example of one of their 14 questions:

Table2. An Example The Study Of The Emotional State Of The Class

	+3	+2	+1	0	-1	-2	-3	
The group has inviting atmosphere in relationships and mutual understanding								The group constantly shows pessimistic mood, apathy to everything, easily arising conflicts

4. The method of socio-psychological group self-assessment involves interviewing students using a large number of judgments (an example of one of 75 such judgments: "The members of your class rejoice at each other's successes"). For each of the proposed judgments, the degree of development of the class as a group must be assessed on a five-point scale. Next, we assess 7 types of relations in the group on 7 scales: responsibility, collectivism, solidarity, rapport, openness, organization, and awareness.

3 Results

The experimental part of our study was devoted to the introduction into the educational process (to physical education classes) and to extra-curriculum activities (extra-curricular collective walks, hikes, "Health days", mass competitions on vacations, etc.) of a large number mobile games with command-team interaction of participants with the purpose of revealing the degree of influence of this factor on the formation and strengthening of interpersonal and intergroup relations in the children's team. The experiment that lasted 5 months (September 2016-January 2017) included fifth-grade students (the period of formation of a new class group after the primary school) and seventh-grade students (the period when the interpersonal relations in the adolescent environment need to be adjusted).

For the comparative analysis of the experimental results, two groups of classes were formed – two classes of the 5th and 7th grades were assigned to the control group, where the educational and upbringing school programs were implemented according to the usual educational system; and three of the 5-th and 7-th grades – to the experimental group.

Before the beginning of the experiment, the homogeneity of the groups according to the initial indices, characterizing the class as a group, was checked. To do this, diagnostic interviews of schoolchildren were conducted: in 5th grades the methods of Sishor-Khanin and Fidler-Khanin were used, and in 7th grades – methods that provide questions of more complex nature and number, but considered more verified – this is what social-psychological self-assessment of the group and assessment of the emotional state of the group is. There were no significant differences ($p>0.05$) between groups, which was confirmed by statistical data processing using the non-parametric Wilcoxon test for unbound samples.

We would like to note that it is possible to characterize every school class as a highly conventional group. Being a stable association of people with a permanent composition and interpersonal communication, the class as a whole has no common goals - the activity of each member (learning) is strictly individual. However, with the skilful leadership of adults, the creation of such common goals opens the possibility for the school class to become a group. Conventionally, this process is divided into three stages.

Discipline and order in the class at the first of them are supported by the efforts of teachers, and in our case we also add observance of the rules in mobile games, controlled respectively by the judges and the game organizers. The second stage begins when an organizational group (the core is the leader and its supporters) is formed in the class, actively supporting the requirements of teachers and joining the management of class activities, including game ones. At the final stage, the demands on the individual are already presented by the established group.

In our study, the problems solved at each of the stages of the formation of the class group served as the basis for the integration of a unique set of mobile games, which content, goals, rules, motor actions and methodological features of the conduct directly corresponded to the tasks of each particular stage.

The games were selected not only subject to the tasks to be solved, but also taking into account the age interests of schoolchildren; they were carried out with the implementation of the main methodological principles of their use - accessibility (compliance with the level of physical fitness of the players), gradualness (in increasing the level of physical exertion), and consistency (in the complication of motor actions and game situations - from simple to complex). The content of the games provided for elements of cooperation and competition between players, groups of players or teams, which made it possible to plan and purposefully implement upbringing and adjustment in dealing with certain strong-willed and moral qualities of a person (Arnold,1975; Foster ,1992). Games that require the coordination of collective interactions, alternated in a certain sequence with games that create favorable prerequisites for the manifestation of individuality and independence in action.

The composition of the teams was constantly changing in different games in order to develop uniform and stable positive interpersonal relationships among class members. Mobile games conducted during the lessons and extra-curricular activities require direct leadership of the teachers (Kalina,2007) - they grouped the players in commands, changed the rules of the games (depending on the conditions of their conduct and the number of participants), assigned roles taking into account the individual characteristics of the players with the obligatory reasoning an explanation of why this particular student is assigned the role of a leader or referee in this game.

Considering the results of widespread use of mobile games, one should not forget about their importance as a means of active recreation, physical development and recovery (Strakovskaia,1994; Opie,1969; Kalina,2016).

4 Conclusion

By the end of the experiment, there were no significant ($p<0.05$) changes – either positive or negative – in the indices characterizing the class as a group in the 7th grades of the control group; the changes observed in the 5th grades were insignificant: the level of group cohesion increased from 8.9 to 10.1 points and remained low, while the psychological atmosphere in the class remained neutral, having increased only from 33.0 to 33.9 points, which is confirmed by statistical verification of the data.

The experimental group, on the contrary, (for the period from September 2016 to January 2017) showed a statistically significant improvement in the indices characterizing interpersonal relations in the classes and the overall assessment of the classes as a group. We shall consider the analysis of the changes that occurred in the 5th and 7th grades in more details.

A comparative analysis of the results of the study showed that (with equal initial indicators with the control group) the widespread use of mobile games in the teaching and educational process in the 5th grades of the experimental group affected group cohesion – its score increased from 8.9 to 13.8 points, which corresponds to the medium level (only for 5 months of the experiment); the psychological atmosphere in the class improved in general (from 32.8 to 46.2 points), and its individual characteristics such as mutual support, friendliness, success, satisfaction, and cooperation increased by 31% on average.

The overall assessment of the class as a group in the 7th grades changed from low (1.8 points) to medium (2.7 points); some of its aspects such as the attitude of class members to teamwork, to common goals and objectives (i.e. responsibility) increased by 46%; the desire to jointly solve all questions, preserving and strengthening the class as a whole (collectivism) - by 21%; unity of opinions of members of the class in important issues (cohesion) - by 34%; mutual sociability, personal emotional-direct relations between members of the class (rapport) - by 41%; the attitude of the members of the class to its newcomers or members of other classes (openness) - by 29%; ability to quickly create and change the organizational structure of business relationships necessary for effective group work (organization) - by 32%; and accessibility of the most important information about the state of affairs or about each student to all members of the class (awareness) - by 30%.

These results are confirmed by another similar technique - the emotional state of the class is assessed as favorable (there is mutual understanding in the relationship; schoolchildren like to be together, participate in joint activities, support each other in failures).

5 Discussion

Thus, the conducted practical-oriented research allowed us to develop, experimentally test and confirm the effectiveness of using mobile games in the educational process with team-group interaction of participants in terms of improving interpersonal and intergroup relations in groups of the 5th and 7th grades. The experiment also showed high interest of modern school students in events with significant motor activity – their proper organization ensured attendance of various activities involving outdoor games amounting to an average of 93% of the total number of students, which enabled teachers to help them both realize their need for play and get away from computer games through physical activity.

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THE LEGAL BASIS FOR THE DEVELOPMENT OF MODERN POLYCULTURAL EDUCATION IN THE RUSSIAN FEDERATION

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Abstract.At the present stage of development of society, it is very important to create the conditions for social stability, civil peace, cooperation of people of different races, nationalities, religions. The satisfaction of these conditions contributes to the creation of a quality holistic education system that takes into account state interests, cultural characteristics of the population, moral and spiritual needs of each person. The education system is one of the most important institutions of national security, a key element in the process of development of national cultures, preservation of traditions and languages. Since the end of twentieth century there is a mass convergence of countries and peoples. Migration reaches its limits and the obvious fact of the need for urgent and decisive measures to create a multicultural model of education, which, on the basis of world trends, having a clear and coordinated structure of legal acts, will provide to the territory of the Russian Federation social stability and peace. It will have a significant impact in the area of preparation for life in the multicultural environment of the younger generation, will provide equal opportunities for children of different social groups in education. Material submitted an evaluation of the legal framework of contemporary multicultural education in the Russian Federation, taking into account the growth of migration processes, identified optimal ways of development in this area.

Key words: Multicultural education, society development, population migration, legal framework, educational programs.

1 Introduction

Russia is a multinational country, uniting more than 180 ethnic communities, ethnic groups, representatives of all religions of the world, having their own language, culture and traditions. As in any multinational state, the task of ensuring mutual understanding, mutual respect, rapprochement of peoples through the formation and steady observance of the principles of tolerance, humanism, respect for human rights and democratic values is of paramount importance.

As a result of the rapid growth of migration processes, the need for detailed development of appropriate educational programs, ensuring the preparation of children and young people for quality life in such a diverse world with a multitude of cultures, comes to the fore.

Over the past fifteen years, this direction has been recognized as a priority in the documents of the UN, UNESCO and the Council of Europe. Thus, according to the Report of the UNESCO International Commission on Global Strategies for the Development of Education in the 21st Century, the importance and main significance of the school is to teach people not only to live together but to teach the ability to understand oneself, to understand another person in all its distinctiveness, to understand the World in its eternal, continuous, fast movement towards unity (Report of the International Commission on Education for the 21st Century (UNESCO),1995). It is necessary to move away from the traditional approach, which treats education only as a process of obtaining knowledge at school and university. Education is a more capacious concept that encompasses a holistic, lifelong process of accumulating and preserving knowledge, abilities, and skills. As it was rightly noted in the Report "Education: Hidden Treasure", which was prepared by the International Commission on Education for the 21st Century in 1996, the main objective of education, under the existing conditions of society development, is to provide everyone with an opportunity to express themselves, their abilities, talents and creativity, which implies the possibility for each person to realize their personal plans (Jacques Delors,1996; C.12).

Content of education is a complex multi-component structure of experiences and relationships of the emerging personality, where the acquisition of knowledge is an obligatory logical outcome of the process itself. Studying the disciplines provided for in the curriculum, passing the exams is only part of the education, which causes a minimum of emotions and feelings, although remains in the memory. Its main components are: sensations, experiences, life impressions, and observations. The famous American psychologist and educator Jerome Bruner points out the fact that it is almost impossible to study and understand the mental activity of a person without exploring the cultural space. The level of education only in some parts reflects how the culture prepares the individual for a full life in society" (Belozertsev,1998). Therefore, it is highly important for the growing citizen, whose worldview is just beginning to form, to prepare an environment where he will develop as a person: to know his history, his roots, the history of his people, be able to enter into a dialogue with representatives of other cultures, appreciate and respect them foundations and traditions (Bruner,1996). It is absolutely clear that it is absolutely impossible to form a multicultural personality, at any one level of education. This is the result of a long-term and continuous multicultural education, beginning with pre-school education in the family and at the stage of education at school and at higher educational institutions.

2 Methods

As a methodological basis for the study, the system-structural analysis method was used to understand the importance of multicultural education in modern society and the need for detailed legal regulation. To solve research problems, in addition to general scientific methods, the following methods were applied: formal-logical, historical, comparative law, legal modeling, and logical methods such as analysis and synthesis, induction and deduction, generalization and comparison. In order to reveal the relationship between the development of multicultural education and the formation of a society based on cultural diversity, united by comprehensive democratic values, a dialectical method was applied. The intersectoral method allowed us to analyze existing gaps in the legal impact mechanism in the field of legal foundations for the development and improvement of multicultural education in the Russian Federation.

3 Results And Discussions

The development of a multicultural education system in the Russian Federation is an integral part of the policy of holistic cultural development. It is based on the need to provide conditions for the existence of a society united by common democratic values, with all its cultural diversity.

The Constitution of the Russian Federation is a fundamental document for the preservation of the languages of the peoples of Russia. According to the generally recognized principles of international law, the basic law of the Russian Federation recognizes, and above all guarantees the observance of human rights regardless of language, color, nationality and religion, ensures the right to choose the language of communication and instruction.

Constitutional human rights in the Russian Federation are ensured by a well-coordinated system of normative legal acts that regulate social relations, taking into account regional, social, demographic, ecological, ethno-cultural and other features of numerous constituent entities of the Russian Federation.

To date, the Russian Federation has a well-formed list of tasks concerning development and perfection of education. The main directions in this area are reflected in such documents as:

- "The Law on Education in the Russian Federation" of 29.12.2012 (as amended in 2017 - 2016);
- Decree of the President of the Russian Federation "On measures for the implementation of state policy in the field of education and science" of 7.05. 2012 No. 599;
- The concept of long-term social and economic development of the Russian Federation until 2020, No. 1662 of 17.11.2008;
- The main activities of the Government of the Russian Federation until 2018, of 31.01.2013 (The Concept of the Federal Targeted Program for the Development of Education for 2016-2020,2014).

An important contribution to the support to and maintenance of linguistic rights is made by international documents on human rights having a priority position over the laws of the Russian Federation. Such documents include:

- The UN Universal Declaration of Human Rights, 1948;
- The Convention against Discrimination in Education, 1960;
- The International Convention on the Elimination of All Forms of Racial Discrimination, 1965;
- The International Covenant on Civil and Political Rights, 1966;
- The European Charter for Regional and Minority Languages, 1992;

On February 26, 1996, the Russian Federation joined the Council of Europe, and on March 30, 1998 ratified the Universal Declaration on Cultural Diversity of 2001 and the European Convention for the Protection of Human Rights and Fundamental Freedoms of 1950 (Council of Europe,1950). Thus, Russia confirmed its desire to maintain the principles of democracy and humanism and expressed its readiness to make adjustments to the legislative acts, which in some parts were contrary to the Convention.

Within the framework of these international documents, the constitutional right of every citizen to choose a specific language for communication and study is recognized and supported, and new federal programs for studying the native language and literature throughout the Russian Federation are developed.

In September 2003, Russia joined the Bologna Declaration, one of the main tasks of which was to establish the European Higher Education Area, and with respect to the Russian Federation, to provide an education system similar to that of Western countries (Annett Jubara,2006). This, by no means, does not exclude the formation of a system of education, taking into account the rules and procedures that are characteristic of Russian society; nevertheless, the levels of higher education and graduation certificates and degrees issued at the end of the course should be as similar as possible.

The inclusion of Russia in the common European educational space led to the beginning of a rapid process of development and further approval of a new structure of FSES (federal state educational standards) (Federal state educational standards,2005).

The creation of FSES was conditioned by the need to take urgent measures to preserve the languages and cultures of Russian citizens. Essential place in the Standards belongs to the requirement to learn the native language in the mandatory part of the curriculum. In our opinion, this aspect is of no small importance. For example, for the Tatar people maintaining the level of knowledge of the native language is of particular relevance because more than 50% of the indigenous people live outside the Republic of Tatarstan on their historical lands. The availability of federal state standards for the study of the native language, literature, and the history of the people will significantly increase the level of mastery of the native language and ensure its preservation (Lotfullin,2016). As K.D. Ushinsky rightly pointed out in his works, the native language is the main engine in the process of educating the growing generation of a sense of patriotism, love of the fatherland, its people, its customs and art, traditions, culture and history. It contributes to the formation of such important feelings as love, honesty, kindness, humanity, a sense of public duty to the motherland, love for the environment, to work, promotes the education of profound aesthetic tastes and, as a consequence, the creation of a full-fledged personality (Ushinsky,1952).

The right to education is a key principle in the implementation of the global Agenda "Education 2030", as well as in the Sustainable Development Agenda for the period up to 2030. By adopting these documents, the international community recognized the fact that, in order to achieve all the goals outlined there, it is necessary to ensure the right of everyone to receive a qualitative and equitable education (Leading Education 2030,2006).

According to sub-clause 3 of clause 1 of Article 8 of the Federal Law "On Education", municipal general education organizations ensure the realization of the rights to obtain public pre-school and school education by allocating appropriate payments – subventions to local budgets. They include both labor costs, and expenditures for the purchase of textbooks, teaching aids, development programs, applications, and games (Federal Law "On Education in the Russian Federation,2014).

Within the framework of the provided support, the state authorities of the constituent entities of the Russian Federation and local governments monitor the number of children studying in the region, compile and then adopt, based on the data received, regional education programs, taking into account the demographic, ethno-cultural and other regional features.

The Russian Federation is a multicultural society, and, consequently, the education system should be built on the principles of tolerant attitude to culture, values, religion of all peoples living on its territory. Each region independently carries out the solution of the issue of providing the system of national education, where the main goal is to revive the teaching in the native language, to form an understanding about the need to preserve the language as a fundamental factor for saving the culture of the people, as well as to adapt foreign-speaking children in the Russian school.

4.Summary

Having analyzed the existing problems in the field of providing multicultural education in the Russian Federation, we can formulate the conclusion that today we have a well-coordinated regulatory and legal system for ensuring national education. Nevertheless, it seems possible to allocate a rather large number of shortcomings and gaps in this area in the existing legislation. Summarizing all the above, we identified the following possible areas of increasing the level of development of multicultural education at all stages of personal development.

- The Russian Federation has not yet ratified the European Charter for Regional or Minority Languages, of November 5, 1992, while this document is intended to promote the protection of historical regional and minority languages; respect the geographical boundaries of each language; develop and encourage the use of languages in written and spoken language, in public and private life (European Charter for Regional or Minority Languages,1992).
- Only a small percentage of children in the regions of the Russian Federation have the opportunity to learn their native language, which leads to the loss of language knowledge and culture of peoples. The delivery of state examinations is conducted only in Russian, which is a clear violation of the right to receive higher education and, as a result, creates discrimination on the basis of nationality and language. Realization of the principle of compulsory mother tongue will allow to save the Russian education system from the contradictions between regions, territories

and republics and leave a single Russian civil identity as a key element;

- Many regions of the country still have no regional programs ensuring the preservation of linguistic knowledge, culture, traditions, and religion. This is largely the result of inadequate financing of educational programs;
- Multicultural education in the Russian Federation is an important tool in the formation of Russian civil identity. To ensure the possibility of the existence of a democratic state and civil society, it is necessary to establish and maintain a multiethnic nation that is multinational in composition but unified in the civic consciousness. Civil unity is formed where people live, study, work and raise children, build housing together, where representatives of "non-titled" ethnic groups, regardless of the racial or ethnic background of citizens, harmoniously join the national community and recognize themselves as an integral part of the Russian nation.

5.Conclusion

Russia, as an integral part of the European educational space, has been historically a multicultural state. The development of the educational system in the territory of the Russian Federation should be based on polycultural and polylingual principles, the main purpose of which is:

- a thorough study of the culture of their own people, which will create favorable conditions for integration into other cultures;
- identification of both unique and common elements in the customs and cultures of peoples;
- the disclosure of common elements, the interrelations between peoples, which determine the possibility of living in peace and harmony in the age of globalization.

The basis of education in the Russian Federation should be such fundamental principles that would help it to transform into an effective mechanism that forms the integrity of society and ensures the tasks of moral and spiritual upbringing and development of the individual.

Successful work on the organization of multicultural education in the Russian Federation requires developing and adopting regional programs in accordance with the Law "On Education" with the obligatory consideration of social, ecological, demographic, ethnic-cultural and other features of the subjects of the Russian Federation. In this regard, the experience of European countries in the organization of education and the problems actively discussed and studied by foreign researchers in this field are very relevant.

The adoption of the European Charter for Regional or Minority Languages undoubtedly will help enhance the international prestige of the Russian Federation and strengthen its political position in the world, consolidate the peoples of our country.

The main task of modern multicultural education is to form a correct model of upbringing, where the development of the personality takes place in the interaction of children, where respect for one's culture occurs simultaneously with the understanding of the values of others. Being a multinational state, the Russian Federation, on the basis and with the support of a coherent system of regulatory legal acts, should contribute to the strengthening and growth of national self-awareness of peoples in Russian society, the process of individual adaptation in a complex multicultural environment, and to prevent the manifestation of national intolerance.

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FORMATION OF THE CONTRACT PURCHASE SYSTEM IN RUSSIA

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Abstract: In this paper, the prerequisites for the occurrence and formation of a contractual system in Russia are considered. Six stages of the development of the contractual system of procurement are identified. Each stage was accompanied by the introduction of a new law which regulated procurement procedures with the submission of entirely new requirements. The appearance and development of electronic trading platforms, as well as a unified information procurement system are considered, and their current status is noted. The authors studied the regulatory and legal framework of the contractual procurement system which varied over the time period presented. Great hopes are placed on the Federal Law No. 44-FZ which has already introduced many innovations. It must make changes that will help ease the procurement procedure, make it completely electronic and transparent. The new law on public procurement has demonstrated that the public procurement sector actively develops, and therefore electronic platforms, regulatory and legal framework and other instruments for its regulation should be improved along with it. The work was written with the help of studying the history of the development of the contractual system and the generalization of the materials studied, and the practical experience of the authors was taken into account.

Keywords: contractual system, government procurement, regulatory and legal framework, 44-FZ, electronic trading platforms.

1 Introduction

The modern contractual system in Russia was created for almost the whole period of liberal reforms in the country. The regulatory and legal framework governing the contractual system has undergone repeated changes (National Research University – Higher School of Economics. The system of public procurements in Russia: on the road of reform.,2017, p. 2). More than a dozen federal laws, and much more regulatory and legal acts of the Government of the Russian Federation have been adopted for its development.

2 Materials and methods

Materials for writing this work were:

- Normative and legal documents provided by the legal base Consultant Plus;
- Historical materials on the development of the contractual system (Pakharukova,2014);
- Reviews of young scientists devoted to the changes of the basic law governing the contractual procurement system.

The material was processed by the specialists from the Department of Economics of Enterprises of the Naberezhnye Chelny Institute, Kazan Federal University.

3 Results and their discussion

Formation of the contractual system and the modification of the basic law governing this sphere can be divided into 6 stages (Table 1).

Table 1 - Stages of the legal regulation formation of the contractual procurement system

Stage	Period	The basic law governing the contractual system	The direction of the reform process
Stage 1	1992-1994	Law of the Russian Federation No. 2859-1 dated 28.05.1992 "On the supply of products and goods for state needs"	For the first time, general legal and economic principles for the execution on contract basis of orders for the procurement and supply of goods, works, and services for state needs have been established. In practice, these laws did not work.
	1994-1997	Federal Law No. 60-FZ dated December 13, 1994 "On deliveries of products for federal state needs"	
Stage 2	1997-1999	Decree of the President of the Russian Federation dated April 8, 1997. No. 305 "On priority measures to prevent corruption and reduce budget expenditures when organizing procurement of products for state needs"	For the first time, generally accepted international principles and approaches to the effective use of budget funds have been introduced. Lack of control over the implementation of procurement.
Stage 3	1999 -2005	Federal Law dated 6 May 1999№ 97 "On tenders for placing orders for the supply of goods, performing works, and rendering services for state needs."	Regulation of the public procurement procedure. Implementation of minimum control and application of elements of advanced technologies in the field of public procurement regulation. The emergence of electronic digital signatures and electronic trading platforms.
Stage 4	2005 -2011	The Federal Law dated July 21, 2005 No. 94-FZ "On the placement of orders for the supply of goods for performance of work, and provision of services for state and municipal needs"	Fundamentals of the procurement management system. Selection of 5 official electronic trading platforms by the state. Using the potential of IT systems.
Stage 5	2011 - 2013	Federal Law dated June 18, 2011 № 223 "On procurement of goods, works, services by certain types of legal entities"	Creation of a contractual procurement system. Making changes and clarifications in the Law No.94-FZ. Allocation of a separate type of legal entities and provide them with advantages when making purchases for their needs.
Stage 6	2013 - to the present time	Federal Law dated April 5, 2013 "On the contractual system in the sphere of procurement of goods, works, services to ensure state and municipal needs"	Regulation of all stages of the procurement procedure: planning, placing an order, executing a contract, evaluating effectiveness.

In the period 1991-1992, the Gossnab (the USSR State Logistics Committee) system has collapsed, the main consequences of which were:

- Direct financing of state enterprises;
- Abrupt reduction in government spending;
- Mass delays in payment of state orders from the budget; and
- Withdrawal of assets and high corruption in the public procurement system.

At this stage of development, relations on state purchases were regulated mainly by the Federal Law dated 13.12.1994 No. 60-FZ "On the supply of products for federal state needs". Due to their small size, the laws adopted in the period from 1992 to 1994 did not establish a clear procedure for placing orders, and therefore the ideas embedded in them did not find proper implementation in practice (Feklistova,2017, p.371).

Having assessed the situation in general, and in an attempt to counteract the growing corruption, the President of the Russian Federation on 08.04.1997 issued the Decree No. 305 "On Priority Measures to Prevent Corruption and Reduce Budget Expenditures in Arranging Procurement of Products for State Needs". This document established that orders for the purchase of goods, works and services for state needs are placed at tenders (competitions). This provision can be considered the first attempt by the state to take control of growing corruption in public procurement. Of course, the above decree could not fully provide for organizational and technological support for public procurement, but had only the initial role of a single regulator in the government procurement market.

A logical continuation was the federal Law dated 06.05.1999 № 97 "On tenders for placing orders for the supply of goods, performing works, and rendering services for state needs". It was this law that initiated the minimal control and promotion of elements of advanced technologies in the sphere of public procurement regulation. However, most modern innovations in the public procurement system could not be applied due to the limited information resource and technological support of all such activities in the market of goods and services. In particular, it was impossible to use the potential of modern IT systems, electronic document management, and many other technological innovations that came to the market of state and municipal orders much later. In addition, in the conditions of an extremely volatile economy and insufficient training, the extent of the outlined later corruption and the need for open government intervention in this sector of the market to fight with were at that time still difficult to grasp. Therefore, the principle of forming a unified information procurement system based on the priority of publicity, and even more so of public discussion in this law, was almost never seen (Ivanov,2016, p.22).

In 2005, a new federal law FZ No. 94 was adopted: "On the placement of orders for the supply of goods, performance of works, and provision of services for state and municipal needs" on which high expectations there have been had. It was understood that this law will help solve the problems that have accumulated in this area. The institution of state purchases was even formed on the basis of this law. Until 2005, declarative regulations did not limit the arbitrariness of state customers; there was practically no sanction for failure to comply with legislation in the field of state procurement. After the adoption of the Federal law 94-FZ in Russia, state regulation of public procurement in the form of norms and sanctions for their violation arose. The law significantly increased the informational openness of a state order, and a certain "transparency" appeared. The reason for this is the creation of a single official procurement platform which contained information on all orders of the federal, regional and municipal levels. The information was available to any user at http://www.zakupki.gov.ru/. The creation of a unified information storage database facilitated access to trades of suppliers throughout the country: prerequisites for the formation of a single market for state procurement; this also allowed many initiatives on public control over the costs of the state to be implemented. In order to ensure the "transparency" of government procurement, the procedure for selecting bids was used by the criterion of the minimum price, which did not allow manipulation of the results of trades on the part of government customers. The law defined all stages of the state procurement, criteria for selecting a supplier, and a list of demands that customers could put forward. The electronic trading system was launched for the first time.

The ban on the establishment of qualification requirements and the absence of restrictions on characteristics of a potential supplier due to its skills and business reputation at the stage of assessment and selection of applications provided accessibility of bidding for new market participants. Low cost thresholds contributed to the entry to the public procurement market for small and medium-sized enterprises. Competitive purchases for government customers have become mandatory, starting from 60 thousand rubles before 2007, and starting from 100 thousand rubles - from 2007 to the present (Gafurova,2016, p.501).

The prerequisite for the emergence of electronic trading platforms was the emergence of the possibility to conclude transactions using analogues of a handwritten signature, as described in the new Civil Code of the Russian Federation. At the same time, the term "digital signature" has appeared. Regulation of this sphere was entrusted to the Federal Law dated 10.01.2002 No. FZ-1 "On electronic digital signature" which has now become invalid in connection with the adoption of the new law No. 63-FZ "On electronic signature".

Already in 2001-2002, there was a qualitative leap in the development of e-commerce. In the Boston Consulting Group study published in early 2001, more than fifty Russian electronic trading platforms were already identified, most of which were established in the metallurgy and fuel and energy industries. By the end of 2001, this figure had doubled (The Boston Consulting Group,2017).

In 2005, there were an unlimited number of electronic trading platforms; with so many electronic trading platforms it was impossible to control the tendering, transparency and competitiveness remained at a fairly low level. Despite the attempt to change the contractual system with the help of the Federal Law 94-FZ, the expected results were not justified.

The main turning point was July 1, 2010, when Chapter 3.1 of the Federal Law No. 94-FZ on the introduction of a new system of electronic auctions on a limited number of platforms has entered into force. As the beginning of the reform in 2009, the government decided to select several operators for conducting state and municipal orders within the framework of the amended regulations from the Federal Law 94-FZ. In 2010, according to the results of the selection process conducted by the Ministry of Economic Development and the Federal Antimonopoly Service, only 5 out of 18 contestants fell into the list of selected platforms, of which only 3 participants had active platforms at that time, and two - the MICEX and RTS - did not have any experience, nor the practice of bidding on public procurement in electronic form.

Based on a general analysis of the available practical experience, it may be noted that in a number of cases, the processes of openness and public control were formal, although it is difficult to assume that, given the size of government contracts held in a large number of competitions and tenders, one could generally speak of serious transparency in all those activities. In addition to this, there was no provision for a uniform control in the system of responsibility for planning, independent expertise and quality of delivered products, and hence the absence of clear legislative requirements for the training of specialists in public procurement (Improvement of Public Procurement Procedure. Recommendations and materials prepared by the Industrial Companies Working Group,2012).

A significant push to change the legislation in the sphere of public procurement was the financial crisis of 2008-2009, which served to reduce Russia's GDP and led to an increase in the budget deficit. There was a need to increase the economic efficiency of public procurement, since the reform of the public procurement system implemented since 2006 in Russia, could not radically improve the situation on the optimization of the public procurement mechanism. The law enforcement practice of the Federal law 94-FZ continued to cause much criticism and the President of the Russian Federation in the Message on the Budget Policy for 2010-2012 set the task of creating a federal contractual system. Therefore, some clarifications in the current legislation, already during the discussion of the regulatory and legal framework for the transition to a modern contractual system, were made already at the stage of adoption of the Federal Law No. 223-FZ dated June 18, 2011 "On the procurement of goods, works, services by certain types of legal entities", which focused on federal and municipal budgetary institutions, state unitary enterprises, state corporations and some other participants in procurement. Immediately after the publication of this legal act it seemed to many people, that it was excessively independent and would exist, as it were, in isolation from the main legislative field of procurement. However, everything fell into place shortly after the publication of the main (basic) Law No. 44-FZ on procurement: it is this document that allows and forms a practical space for the implementation of the Federal Law No. 223-FZ.

It turned out to be so many proposals for reforming the public procurement sphere and creation of a contractual system that a few years ago it would be decided to develop a virtually new federal legislative act that would take into account the experience of forming a contractual system in the United States and the EU states, as well as the accumulated domestic experience in this area. Anyway, but in 2010-2013 in the community of professionals and procurement-related civil servants there were literally the hover of thoughts about the term "contractual system" or something similar in terminology (United Nations Procurement Capacity Development Centre,2017).

In April 2013, a new Federal law was adopted, the so-called basic law, on which special hopes are placed. The Federal Law dated April 5, 2013 "On the contractual system in the sphere of procurement of goods, works, and services to ensure state and municipal needs". This law introduced revolutionary initiatives, bearing in mind the ideology of a global scale, stemming from this law.

The moment of adoption of the Federal Law 44-FZ may be called the time of active development of electronic trading platforms in Russia; the market was at the stage of formation, the level of competition among the platforms was extremely low, and the number of their clients grew rapidly. The first active users of the platforms were undoubtedly customers who first of all thought about the improvement and automation of procurement systems, about the possibility of expanding the range of suppliers due to the companies that had not previously cooperated with (Karabitskaya,2016, p.64).

This law is effective to the present and is often edited for improvement. In 2017, it changed significantly, as instead of 5 Federal electronic trading platforms operating since 2005, the Ministry of Economic Development and Trade has selected one more platform and since March 2017 the sixth trading platform has started its work.

The operating now electronic trading platforms are shown in Figure 1.

Figure 1 - Current Federal electronic trading platforms operating under the Federal law 44-FZ

The demand for creation of electronic trading platforms has varied over the course of 20 years, from 2016 to the present time it has increased especially since the selection of the Federal electronic platforms by the Ministry of Economic Development will be continued. In addition to the federal electronic commercial platforms, there are commercial ones that are no less popular. In recent years, there have been trends in creation of commercial platforms.

At this point in time, 330,000 government customers and 500,000 suppliers are participating in public procurement. The total volume of the Russian public procurement market is estimated at 30 trillion rubles. The volume of state orders per year is 25% of Russian GDP.

The Federal law No. 44-FZ undoubtedly built a new contractual system, but it is not perfect. The problem is that the current legislation responds only to the question "how to make a purchase and select the supplier", but does not give an answer why a particular purchase is being made, and what result should be obtained (Karabitskaya,2016, p.102).

The Ministry of Economic Development of Russia proceeds from the fact that it is impossible to solve problems in the sphere of public procurement otherwise as to fundamentally change the approaches to regulation. Effective regulation should be introduced from the preparatory stage (justification and planning of purchases, establishment of the initial price and essential terms of the contract) to management of contract risks, monitoring of performance and audit of contracts.

4 Summary

The authors have identified the stages of formation of a contractual procurement system. The periods of development of the basic law regulating procurement procedures are considered in detail. High hopes are put on the Federal law 44-FZ on purchases. This stage of development should make the procurement procedure more transparent and facilitate to organizations the procedure for participating in electronic trading.

5 Conclusion

Thus, there are positive changes in the historical perspective: the purchasing activity of Russian enterprises has become simpler. Almost all organizations passed to electronic procurement procedures; since 2005 organizations began to refuse from traditional "paper" trades which cannot be fully controlled. At the end of 2017, new federal electronic trading platforms were selected to conduct trades in accordance with the Federal law 44-FZ, with increased demands to them. Innovations in the contract procurement system undoubtedly modernized and simplified the procurement procedure, but along with the advantages there were also significant shortcomings that must be urgently eliminated. The new law on public procurement demonstrated that the public procurement sector actively develops, which means that electronic platforms, regulatory and legal frameworks and other regulatory instruments should be improved along with it.

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DEVIANT SUBCULTURAL ACTIVITY OF THE YOUTH: FROM STREET GROUPINGS TO VIRTUAL COMMUNITIES

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Abstract: The conducted study is devoted to the development of youth subcultural activity in Russia. Based on a secondary analysis of the materials of previous studies, as well as their own empirical data, the features of the development of deviant subcultures have been revealed starting from the mid-1980s up to the present time on the example of one of the regions of Russia - the Republic of Tatarstan. The study used a quantitative and qualitative methodology for sociological research – a mass survey of the youth of the Republic of Tatarstan (N=800 people), focus groups with active Internet users, and the analysis of social networks. Interpretation of the obtained results made it possible to formulate a number of conclusions that indicate that the traditional forms of youth subcultures in the information society are transformed into solidarity, existing in a greater degree in virtual rather than real space. At the same time, virtual communities, just like real subcultures in their day, can have a pronounced deviant and delinquent character and harm not only the individual, but also the health and even the lives of young members of these communities.

Keywords .Subculture, post-subculture, youth, generation, generation conflict, virtual community, postmodernism, information society

1 Introduction

Youth subcultures, since the mid-twenties, have been considered by researchers, representatives of the public, as one of the factors of generation conflict, therefore the analysis of the activity of youth subcultures in Tatarstan, their role in society, the social consequences of functioning and the impact on adolescents and young people have become the object of our study.

When we talk about such a phenomenon as a youth subculture, then, as a rule, the image of teenagers and youth, carelessly or deliberately defiantly dressed, unkempt, staggering in the doorways or entrances loudly singing and playing guitars, drinking alcohol, smoking and strongly cursing, grazing passers-by, or wandering unremittingly down the street. And yet, in addition to an unattractive appearance, they have something special, which should be better understood. Over the past half century, the world of youth subcultures has captured about a thousand different phenomena and trends, including hippies, punks, metalheads, rappers, anarchists, football fans, gangsters, skinheads, skaters, traceurs, emo-kids and many others. In Russia, in addition, there were own street youth subcultures, virtually unparalleled in the world. First and foremost, we are talking about street groups called “gopnik", which were openly deviant and even delinquent in nature and covered a significant proportion of young people from the mid-1980s until the late 1990s. Moreover, the Republic of Tatarstan became one of the regions of Russia, where this phenomenon had the greatest degree of spread and even received the nominal name "Kazan phenomenon" (according to the name of the capital of the republic – Kazan).

In this regard, tracing the dynamics of the development of deviant subcultural activity of Russian youth (on the example of the Republic of Tatarstan) over the past two decades appears to be interesting.

2 Methods

The study of the specifics of youth subcultures in sociology was actively developing in the 60s-70s of the XX century within the framework of the subcultural approach, which actually acted as an alternative to the structural and functional approach in the analysis of youth. From the point of view of the adherents of this approach, the main error of the structural functionalists was that the young people were treated as a homogeneous mass that did not have class dimensions; it assumed the same life and problems experienced by youth.

Representatives of the subcultural approach drew attention to the deviant behavior of various youth groups; they proceeded from the proposition that class affiliation plays a key role in the socialization of the younger generation, being associated with social stratification and the degree of access to material goods (Maksimova, 2002).

A. Cohen revealed the compensatory function of the adolescent group in relation to the social origin of the students: the working class teenagers were included in the "anti-school" groups - criminal subcultures, in order to develop alternative forms of self-affirmation. Adolescents from the middle class were more often united in “pro-school" - law-abiding groups. This behavior is caused by the inequality of the life chances of the descendants of the working class and the middle class, according to Cohen (Cohen A., 1955).

P. Willmot (1971) analyzed the styles of leisure activity available to young people of different social strata of society, and came to the conclusion that they reflect the contradictions and disagreements of class society.

Ph. Cohen (1972) interpreted various youth styles as "group adaptation", a compromise between two opposite needs: the need to reproduce and express autonomy from parents and the need to maintain a parental way of life. According to Ph. Cohen, the "hidden function" of youth subcultures is the expression and resolution, albeit "on a magical level”, of contradictions that persist in a latent form in the parent culture.

S. Cohen (1972) believed that youth subcultures are a factor in the manifestation of the conflict between generations, as they contain symbols of the younger generation designed to express and resolve the contradictions hidden in the parent culture. In fact, subcultures are an "imaginary" solution to the problem of generations, an attempt by young people to explain in this way the real relationship with the older generation. At the same time, the media, according to S. Cohen, exaggerate the danger of various youth groups and provoke the emergence of moral panics in society. As a result of moral panic, youth subcultures are stigmatized as delinquent, and all their subsequent actions are perceived through the prism of a certain label given.

A milestone work of the subcultural approach in the sociology of the youth was the collective monograph "Resistance through Rituals. Youth subcultures in post-war Britain” (Hall and Jefferson, 1976). In the authors’ opinion, subcultural movements for all their diversity are similar in their ritual resistance to the dominant culture. For the youth of the working class it is a socially alien culture, and for middle-class youth it is an obsolete, "bourgeoisized" mass culture, leading to the decline of society as a whole.

Kazan sociologists A. Salagaev, N. Fatkullin, R. Bulatov, A. Shesler, L. Ageeva (Ageeva, 1991; Bulatov, Shesler, 1994; Islamshina, Maksimova, Salagaev, 1997) were one of the first researchers who applied this approach to the analysis of post-Soviet Russian youth and analyzed the "Kazan phenomenon" -

criminal groups of teenagers, actively developed in the mid-1980s.

Thus, within the framework of the subcultural approach, youth subcultures are treated mainly as deviant delinquent communities that carry a certain threat to society. At the same time, attention is focused on generation contradictions. Subcultures offer young people (primarily from disadvantaged social strata) a symbolic resistance to oppression, an alternative way of life, a cultural space, which can help them resolve the contradictions that have arisen.

Like many social phenomena, subcultures, it is peculiar to pass the stages of development from rise to collapse. In the modern period of postmodern, many sociologists and culturologists talk about the stage of decline and even death of youth subcultures as such. At the same time, they state the fact of their transformation into post-subculture, community, solidarity, including virtual ones. Accordingly, the methodology, which is expedient for analyzing these phenomena, also changes.

The use of the term "subculture" as applied to postmodern discourse is very conditional and contradictory. Subculture is a system of values, attitudes, behaviors that stand out from the dominant culture in society and, as a rule, oppose it. Postmodernism is characterized by the absence of a dominant culture as such. Therefore, the postmodernist situation can be characterized as a crisis of the youth subcultural movement in its modernist interpretation. The new reality gave birth to other ways of self-expression of youth, characterized by an increasing degree of individualization, the concentration of a young man on his own style rather than on group solidarity. That is why in the West in the late XX century a post-subcultural approach began to develop in the study of the socio-cultural activity of young people. Sociologists within the framework of this approach have intensified the discussion about what can be replaced by the term "subcultures": "channels", "networks", "strategies", "scenes", "neo-tribes", "club cultures", "rave cultures", “cyberpunk", etc. Some sociologists occupy radical positions and even speak about the disappearance of subcultures. In general, the majority of authors agree with the characterization of youth post-subcultures as a postmodern phenomenon (Muggleton, Weinzierl, 2003: 6).

D. Muggleton in his work "Inside the subculture" presented a set of typical features of the subcultures of modernism and postmodernism:

- the modernism subcultures are characterized by group identity; stylistic homogeneity; strictly fixed boundaries of the subculture; maintenance of homogeneity of the subculture; high degree of commitment; constant stable composition of the subculture; low rates of subcultural mobility; pressure on beliefs and values; character of the political gesture of resistance; anti-media sentiment; and the real space of the communicative process within the subculture.
- the postmodernism subcultures (post-subcultures) include another set of characteristic features: fragmented character; stylistic diversity; weakly fixed unstable boundaries of the subculture; low degree of adherence of members to their subculture, impermanence, variability in belonging to subculture; high rates of subcultural mobility; attractiveness of style and image; an apolitical character; positive attitude to the media and interaction with them; and the predominance of virtual space in youth activities (Muggleton, 2000: 52).

In our opinion, it is the methodology of post-subcultural studies that helps to comprehend the features of the formation and functioning of youth subcultures in a postmodernist situation.

Youth post-subcultures are dynamic, cyclically developing, hedonically directed subcultural phenomena, most often associated with virtual space. The main principles of their functioning are the absence of social and class differences among participants and the adherence of youth to the correlation of participation and individual freedom. The distinctive functions of post-subcultures are the functions of leisure (compensatory, recreational, communicative functions of leisure); function of stimulating the creative activity of young people; function to minimize the anxiety of young people in a risk society with a cult of individualism and consumption; and functions of restoration of forces, removal of emotional tension in conditions of a hyper-rational way of life, accelerated rhythms of people's lives. However, as we will show later, there are also deviantly oriented youth solidarities actively spreading in virtual space in the current situation.

Based on the methodology of subcultural and post-subcultural approaches, the research team, with the participation of the authors of the paper, carried out a study of the development of Russian youth subcultural activity and identified the peculiarities of the development of deviant subcultures since the mid-1980s up to the present time on the example of the region of Russia - the Republic of Tatarstan. The research was carried out within the framework of the project "The Role of Information and Network Technologies in the Formation of Ethno-Confessional Tolerance / Intolerance of the Young Generation of the Republic of Tatarstan" (RFBR grant, contract No.17-46-160490) in 2017. The study used a quantitative and qualitative methodology for sociological research – a mass survey of the youth of the Republic of Tatarstan (N=800 people, aged 16 to 30 years), focus groups with active Internet users, and the analysis of social networks.

3 Results

Tatarstan and its capital, Kazan became one of the most notable regions of post-Soviet Russia in terms of subcultural activity in the 1980s and 1990s. The media and scientific literature even invented such a term as the "Kazan phenomenon", designed to characterize aggressive street groups that combined a significant mass of urban youth. This subculture had a pronounced deviant character. The forerunner of the formation of this subculture was the delinquent group Tiap-Liap, formed in the first half of the 1970s, the main part of which were low-skilled young workers of the Teplokontrol plant. This gang was engaged in assaults, robbery, and patronage among corrupt officials.

The Tiap-Liap gang later became the basis for youth street gangs called “gopniks". The typical external attributes of the gopniks were: a short haircut, so that during the fight it was impossible to grasp the hair, the athletic build - gopniks actively trained in the basement gyms with self-made equipment that appeared at that time. In many such groups, alcohol and smoking were banned, and physical reprisals could be used for this.

As one of the major Russian researchers of the "Kazan phenomenon" A. Salagaev noted, the peculiarity of Russian territorial delinquent groups in comparison with the western ones is, firstly, that they are easily distinguishable from other teenage microcultures existing in Russia, primarily due to their territorial attachment and high delinquent activity. Secondly, Russian groups are ethnically heterogeneous and their existence is not directly related to interregional migration. The backbone of a gang, as a rule, is the indigenous inhabitants of a certain territory, who know their district and members of the local community well. Thirdly, research has revealed the connection between teenage groups of the "Kazan type" and organized crime: their members form a young reserve, whose representatives will later become members of certain adult criminal groups. In addition, these groups, unlike the western deviant subcultures, represent and reproduce prison norms and values. They are also distinguished by their intolerance towards representatives of other youth cultures, sexism and aversion to drug use (Salagaev, Shashkin, 2004: 52).

The "Kazan type" groups had a strict separation of functions (leader, cashier, gunsmith, etc.), rigorous age stratification, permanent social ties self-reproduced due to the recruitment of new members and raising of funds into the group's common money fund (Salagaev, Shashkin, 2004: 53).

The main reasons for the wide spread of the deviant subculture of the gopniks, both in Kazan and in other cities of Russia, were, first of all, the economic instability of the post-Soviet period, the disintegration of the moral system of values in society, and the weakening of the functions of social control. All these factors together contributed to the involvement of a large number of young people from different social strata in criminal street groups.

By the end of the 1990s, as the economic situation in the country stabilized and the institutions of socialization and law and order gained ground, the emphasis in youth activism gradually began to shift from violence and the dogma of physical strength to luxury and money, the development of consumerism.

In fact, by the end of the 20th century, as in the global situation, in Russia, traditional youth subcultures, described by representatives of the subcultural approach, were transformed into rather heterogeneous and diffuse youth movements, solidarities, post-subcultures. This trend is exacerbated largely due to the general spread of digital technologies and virtualization of all spheres of society. This is evidenced by the results of our sociological research.

Thus, in the course of a mass poll, the respondents gave the following answers to the question about their personal participation or the participation of their friends in subcultural movements (Table 1).

Table 1. Experience of participation in subcultures

Answers	% of respondents
Yes, I am (used to be) a representative of the subculture	1.2%
I am not a representative of the subculture, but there are representatives of subcultures among my relatives and friends	2.8%
No, I am not a representative of the subculture and don't know such people	89.7%
Other variants	0.1%
Hard to answer	6.1%
Total surveyed	100%

The above data show that the overwhelming majority of respondents (89.7%) are not representatives of youth subcultures, have no experience of being in subcultures, and don't know any friends from the subcultural environment. This is confirmed by the fact that the phenomenon of youth subcultures is not widespread on the territory of the republic, even though more than 80% of the young people surveyed are residents of large cities (Kazan, Naberezhnye Chelny, Nizhnekamsk).

Only 1.2% of respondents are representatives of subcultures. Those who responded in this way are mostly represented by the youngest age category of 16 to 24 years old (55.6%). The same regularity can be traced in the answer about the friends representing youth subcultures.

As for the gender-based responses, it was found that there were more men among the youth subcultures that recognized themselves as participants (more than 60%). This confirms the idea of a post-Soviet boom in the development of youth subcultures, with the proliferation of delinquent youth communities, where which girls do not take such active part as boys and young men do. These results can also be explained by the fact that traditionally the society (not only Russian) is more tolerant of participation in youth subcultures of boys than girls. In this regard, some girls with experience of subcultural activity could hide their participation in such associations, or they preferred not to call such activity a participation in the youth subculture.

According to respondents' answers, the most widespread youth activities are subcultures structured based on music trends and interests: rockers, including heavy rock fans, punks, metalheads, rappers (including hip-hop), rastamans. Skinheads and nazis (right-wing ones) are named among the subcultures of the political orientation, the "Young Guard" variant can be referred to the same answers, although, based on the definition of youth subcultures as created by youth for themselves – the political movement "Young Guard" cannot be fully attributed to such youth communities. Respondents also named subcultures such as goths, hippies, anime, emo, bikers. The practice of self-designation of various forms of youth activity by subculture is widespread. So, the volunteer movement, the "children's order of mercy", "animal protection" are named as subcultures. Sexual orientation - gays – were also attributed to a subculture (only by one person). The generalizing answers were used too - "nifers", "informals", "all sorts of informal associations", "we are different, but now there are no subcultures". The last answer illustrates the lack of a rigid framework in the delimitation of youth subcultures, the growth of the trend towards integration and unification of representatives of various movements at present, but at the same time, to the separation of themselves from the rest of society.

To study the opinion of the youth of the Republic of Tatarstan on the benefits or harms of youth subcultures, the following question was asked: "If to speak in general, do informal youth associations, subcultures bring mostly benefits or harm?" The answers, differentiated by age of the respondents, are presented below.

Table 2. Distribution of respondents' opinions on the social consequences of the functioning of youth subcultures

Answers	16-25 years	26-30 years
Mainly benefit	26.1%	30.4%
Rather benefit than harm	31.9%	24.4%
Rather harm than benefit	21.3%	15.8%
Mainly harm	11.7%	19.0%
Hard to answer	9.0%	10.4%
Total	100.0 %	100.0 %

Based on the data presented in the table, we can conclude about the ambivalence of the assessment of youth subcultures by the respondents. Young people find it difficult to give an unambiguous assessment of the harm or benefit of youth subcultures, although the number of respondents who believe that subcultures are useful still exceeds the number of respondents that subcultures are harmful. It should also be noted that youth subcultures are a multifaceted phenomenon represented in various ways (from communities on musical interests to delinquent groupings), therefore it was rather difficult for the respondents to make an unambiguous assessment for the benefit or harm of the whole set of subcultures.

However, characterizing the impact of subcultures on youth and adolescents, the respondents were inclined to choose negative characteristics, which indicates the perception of subcultures precisely as deviant activity (see Table 3).

Table 3. The influence of subcultures on adolescents and youth[1]

Answers	Response rate
Negative impact on the psyche, including the development of suicidal tendencies (suicide attempts)	39.3%
Alcohol and drug abuse	27.9%
Conflicts and fights between representatives of different subcultures	32.8%
Subcultures provoke conflicts between youth and older generations	17.6%
Subcultures are a way of self-expression, association by interests	27.2%
Subcultures themselves do not pose any threat to both youth and society; they make our life more interesting, brighter	4.5%
Subcultures help adolescents and young people "find themselves" and thereby reduce tension between the generations	9.0%
Almost every teenager undergoes the experience of a particular subculture and then becomes a "normal" adult	20.0%

As data in the table show, the answer implying the negative impact of subcultures on the psyche of young people and adolescents, including the development of suicidal tendencies, comes first in the frequency of the responses. We believe that the reason for this assessment is the activation of virtual communities in Russian social networks, associated with provoking young people to suicidal behavior.

In the Russian media, there is now a moral panic about the sharp jump in the statistics of child suicides, which, according to law enforcement agencies, are related to the activities of the virtual community "Blue Whale".

A sharp increase in the number of reports on child suicides in February 2017 was recorded by the Russian Center for Internet Technologies. The community attracts teenagers with its mystery, a forbidden playing. Activity in the virtual "game" begins after the publication of the potential participant on his personal page messages with a hashtag #синийкитяначинаюигру. After this, the "curator" of the game communicates with the user, usually from an account that cannot be identified and tracked. He explains the rules:

- don’t tell anyone about this game;
- always carry out my task, whatever it is;
- for failure to fulfill any task, you will be excluded from the game forever, and terrible consequences await you.

Next, the curator gives tasks; there are usually 50 of them - one for each day.

There is a typical list of tasks. Tasks are most often associated with inflicting bodily harm on oneself ("cut f57 on your arm"), whales ("draw a whale on a leaf") and fear ("watching the terrible videos all day"). To perform some tasks, the player must climb to the roof of the skyscrapers. Tasks 30 to 49 are: "You wake up every day at 4:20, watch a video, listen to music, and every day you do one cut on your hand, talking to the whale”.

Another are non-typical tasks; for example, "curators" offer some users to run across the road in front of the car and shoot it on video (this kind of entertainment was called "run or die" among teenagers). But in any situation, the last task is a real suicide. If the user decides to leave the game, the "curator" promises to come to his house and kill his parents. Teenagers, after such a serious long-term emotional and physiological impact on them are unable to control their actions and do the last task of the "curator".

Such virtual communities are not exclusively a Russian phenomenon. The "blue whales" are spoken throughout the post-Soviet space, as well as in Western countries. The "blue whale" or "blue whale game" takes 1st place among the requests in the Google search system not only in Russia. This has turned into a kind of very dangerous trend.

The former subcultures in many ways flow into such extremes, which are clearly deviant. So, the relatively harmless former subculture of emo has been transformed into a virtual community "chelkastye", which must commit an imitation of suicide with its recording on a video camera and survive. This should be broadcast throughout the network. We believe that such deviant activity in a virtual environment, which is detrimental to the personality and even the lives of adolescents, requires serious research and toughening control by the older generation.

4 Summary

Thus, at the present time, the sphere of subcultural youth activity shows a tendency to move away from classical forms of solidarity in the real world to virtual communities, whose activities cause not less, but even greater damage to the personality of adolescents. In the information society, virtual reality has become a familiar environment for the existence of children from an early age. Generations whose active socialization takes place in the digital environment as a social environment due to the ubiquitous spread of digital technologies are characterized by different authors as "digital generation", "network generation", and "digital natives" (Maksimova, 2014). According to the characteristic given by M. Prensky, digital native people are "people who were born during the digital revolution and, therefore, have been under the influence of

[1] The question was not of an alternative nature, and the respondents could choose up to 3 variants of answers; therefore the sum of answers exceeds 100%

digital technologies from the very moment of their birth" (Prensky, 2001).

Representatives of the digital generation as consumers of virtual culture acquire special psychological characteristics of the so-called virtual personality. The digital environment has created fundamentally new conditions for the social identification, self-expression and lifestyle of young people, which have a dual character. On the one hand, it fundamentally changed the ratio of the private and public spheres of human life, which in turn led to the formation of new ways of identifying the individual: there is an increasing degree of individualization, the concentration of young people on their own style of life. On the other hand, communication in virtual reality provided young people with the opportunity to form their own individual style in the private sphere, which is largely predetermined by tastes and styles from the outside. On the one hand, the features of virtual reality multiply increase the freedom of the individual, freedom of creativity, self-expression. But, on the other hand, virtual deviant communities, especially in adolescence, can damage the developing personality, health and even the lives of adolescents.

5 Conclusion

The processes of youth solidarity in the Internet space are spontaneous in general. Here a very young person faces the choice of the option of existence, the interlocutors, the amount of presence. In the social network, youth undergoes the processes of assimilation of social roles, patterns of behavior, cultural norms and values.

In such conditions, it becomes urgent to determine the range of opportunities and consequences of the impact of virtual communities on young people. In this case, the main issue is the evaluation of social networks as a media environment, which, on the one hand, allows for personal growth and the formation of solidarity, and, on the other hand, leads to the identification problems and various forms of deviation.

We consider it inefficient to combat these newest forms of deviant youth activity in the information society, however, it is necessary to inform young people about the negative consequences of participating in such subcultures in order to protect them from fatal mistakes. The older generations and public authorities should pay more attention to the impact of information technology on the youth environment. It is necessary to protect young people from negative information and create a positive Internet space for young people. Therefore, this problem needs further analysis, including with the use of qualitative research methods - in-depth interviews, analysis of the content of users' publicly available pages, etc.

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AMERICAN STEREOTYPES IN MICHAEL CHABON'S VISION

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Abstract: The article is dedicated to American Jewish writer Michael Chabon and his novels. As a part of the research we analyze how the hybrid identity influenced on his prose. In addition to, Chabon's art is interesting through his genre variation. His novels always consist of several genres, for instance: alternative history, hard-boiled detective, graphic novel and etc. The problem and topics are raised in his books are also very relevant concerning contemporary American and American Jewish Literature studies. His texts are the mixture of reflection of reality and analyses of immortal and complicated topics which were being discussed by many writers during XX and XXI century. That's why this reflection of reality is full of different symbols and stereotypes for common American reader.

Key words: Michael Chabon, postmodernism, American stereotypes, contemporary.

1 Introduction

Michael Chabon (1963) is an American novelist, short story writer, and Pulitzer Prize winner. His novels are popular not only in America but all over the world. He is an American-born Jew, whose ancestors came from Romania. All these factors formed the hybrid identity, and the mixture of cultural and national heritage is reflected in his fiction. Chabon puts his characters, Jewish immigrants or their children and grandchildren, into American reality of the 20th century. Thus, we speak about his novels that exist on the border of Jewish and American mentality and immigrant and domestic consciousness. The hybridism of his fiction is also explained by the fact, that it appears on the border of mass or popular literature and high art showing the characteristic features of Postmodernism as it was announced by L. Fiedler crossing the borders and bridging the gaps.

Playing with stereotypes is typical for all Chabon's novels.

In this article we are going to speculate on several novels: *Wonderboys* (1995); *The amazing Adventures of Kavalier and Clay*(2001) and *Yuddish Policemen's Union* (2007).

2 Methods

To analyze the functions and the presentation of national stereotypes in Chabon's novels we, first of all look at the theory of stereotypes taking into consideration the works of several prominent scholars. We speculate about a special approach that Chabon has – his ironical perspective of everything connected with contemporary America.

3 Results

Wonderboys is about Pittsburgh professor and author Grady Tripp working on an unwieldy 2,611 page manuscript that is meant to be the follow-up to his successful, award-winning novel *The Land Downstairs*, which was published seven years earlier. On the eve of a college-sponsored writers and publishers weekend called WordFest, Tripp's wife walks out on him, and he learns that his mistress, the chancellor of the college, Sara Gaskell, is pregnant with his child. To top it all off, Tripp finds himself involved in a bizarre crime committed by one of his students, an alienated young writer named James Leer. During a party, Leer shoots and kills the chancellor's dog and steals her husband's prized Marilyn Monroe collectible: the jacket worn by the actress on the day of her marriage to Joe DiMaggio.

Marilyn Monroe was an American actress and model and she became one of the most popular sex symbols of America in the 20th century, and a national symbol as well. She embodied American Dream for millions citizens, and her image is hardly mythologized. In one of our articles co-authoring our colleague, Dr. O. Karasik we discussed the mythologizing the historical personality – Anne Frank (Strukova, 2016).

As we regarded Anne Frank the icon of the greatest tragedy, we see Marilyn Monroe as the icon of the greatest success, and it is particularly American success, due to which a living being, a personality is turned into a myth. This myth has a material incarnation in Chabon's novel – the author choses not only this lady, but also her famous coat, the jacket she was wearing during her wedding. The author puts a historic reference into the narration and mentions that after her death this coat began one more popular thing from the icon collection: « WHEN MARILYN MONROE married Joe DiMaggio, on January 14, 1954—a week after I turned three years old—she was wearing, over a plain brown suit, a short black satin jacket, trimmed with an ermine collar. After her death this jacket became just another item in the riotous inventory of cocktail dresses and fox stoles and pearly black stockings she left behind. It was assigned by the executors to an old friend of Marilyn's, who failed to recognize it from photographs of that happy afternoon in San Francisco years before, and who wore it frequently to the marathon alcoholic luncheons she took every Wednesday at Musso & Frank»(Chabon,2011, P.36). Even unfamiliar reader could lead association with this icon and America.

This fashion item has not only symbolic but also plot making function in the novel. Due to this stolen coat the reader can see the development of action and follow the author's plan. This item is the artifact which professor and his foil are carrying through the whole novel. For the first glance, it sounds like an ordinary hard-boiled detective story where the plot surrounds steal, policemen and chase but it's not like that. The image of American policemen is also appearing in the Chabon's novel as a symbol of American reality. In *Wonderboys* the scene of meeting the main character with the police authorities is described with irony. He is calling policemen as 'Officer Pupcik' during the whole narration: "It was a policeman, bearing an apologetic smile and the morning's rolled-up *Post-Gazette.* He was a young guy, not much older than James Leer. Like James he was tall and pale, with a sharp, mobile Adam's apple. His cheeks were a mass of tiny nicks and missed whiskers, and he was wearing some kind of sugary, varsity-halfback aftershave. His hat was a quarter size too large for his head. He had the young cop's way of standing with his chest poked out, speaking too quickly, as though rattling off, to a mock civilian, sample dialogue memorized from the training manual, at the threshold of a simulated house. His name tag said PUPCIK. I didn't ask him in" (Chabon, 2001; 2008; 2011).

Apart from such big symbol, *Wonderboys* overflows the others which create a characterization of American reality and living. For instance, professor drives the car which is one the most popular American car brands " That 1966 emerald green Ford Galaxie 500" (Chabon, 2011) .Chabon doesn't hesitate to repeat the brand every time which it needs. It seems to readers that author uses such method as a product placement which is so popular mentioned in cinematography and etc: "Look at them," said James. "They look like replicants." A handsome young family was crossing the street in front of us, a slender pair of blond parents in khaki and plaid surrounded by an orderly tangle of cute blond replicant children. Two of the children swung sparkling bags of goldfish. The sun lit the flyaway ends of their hair. Everyone was holding hands. They looked like an advertisement for a brand of mild laxative or the Seventh-Day Adventists. The mother carried a golden-haired baby in her arms and the father was actually smoking a briar pipe. As they passed before the car they all looked at the crater in the hood and then gazed up at James and me in uncomprehending pity" (Chabon, 2011)

4 Discussion

The setting of next novel *The Amazing Adventures of Kavalier and Clay* is set in America in the middle of the 20th century. A young boy, the Jew from Prague, came to America to his relatives. His parents spend all money and bought a permit to the United States. Whereby, they helped him to rescue from occupied Prague. Josef set a goal to earn money and bring parents to him. He tried to earn living with his cousin. They created the Escapist, – comic book superhero and brainchild of Kavalier and Clay. They achieved success with a short period of time but they had to make a pause because The Second World War had started. The main character found out that his family had died. The plot of the novel is directly connected with the history of comics in America and accumulates different facts concerning the authors of the graphic novels, the story of their appearance and the traces of plot of such famous series as Superman, Batman, Captain America and Maus. The novel follows the lives of two Jewish cousins before, during, and after the Second World War. Josef (Joe) Cavalier, a Czech artist who escapes from Prague during the German occupation, and a Brooklyn-born writer Samuel Klayman (Sam Clay). Together they become major figures in the comics industry bringing it to its «Golden Age». Describing their career as the authors of the most popular comics, Chabon refers to the history of the genre. He includes a kind of essay where he gives a brief history, genesis and the analyses of the genre: "In 1939, the American comic book, like the beavers and cockroaches of prehistory, was larger and, in its cumbersome way, more splendid than its modern descendant. <...> From the beginning, there was a tendency among educators, psychologists, and the general public to view the comic book as merely a debased offspring of the newspaper comic strip, then in the full flower of its since-faded glory, read by presidents and Pullman porters, a proud American cousin, in indigenous vitality and grace, of baseball and jazz"(Chabon, 2001).

American comic books first gained popularity after the 1938 publication of *Action Comics*, which included the debut of the superhero Superman. This was followed by a superhero boom that lasted until the end of World War II. After the war, while superheroes were marginalized, the comic book industry rapidly expanded, and genres such as horror, crime, and romance became popular. In the novel author also uses comics no as entertainment product but as the platform through which main characters can transmit their perception the nightmares of war. Chabon consciously appeals to this genre of art. The comics or graphic novel was a tool of ideology and became a great part of American mass culture.

Chabon's personages invent a new superhero whom the call Escapist. He becomes the symbol of American national ideology, as the authors tell about him "He's a superhuman escape artist. No cuffs can hold him. No lock is secure. Coming to the rescue of those who toil in the chains of tyranny and injustice. Houdini, but mixed with Robin Hood and a little bit of Albert Schweitzer" (Chabon, 2001). Such a mixture presents a portrait of a perfect national hero for America: Harry Houdini was an American illusionist famous for sensational escape tricks, Robin Hood, a legendary figure in English folklore, a heroic outlaw said to rob from the rich and give to the poor for the sake of justice, Albert Schweitzer was a French-German philosopher who received the 1952 Nobel Peace Prize (it happened later that the described events of the novel are presented). The combination of these three heroes seemed ideal for Joe and Sam when they were working on the new image of the national hero. The Escapist is close to Captain America, and the images of its fictional creators, Joe Kavalier, and Sam Clay, are close to real personalities – cartoonists Joe Simon and Jack Kirby. The personal stories of the creators interweave with the story of their creation - Escapist, so we may speak about the combination of fact and fiction.

The scene of the novel is laid in New York City. Some actions happen at the Empire State Building which usually symbolizes American wealthy reality. Also, in one episode Sam told the story about time capsule which consists of a pair of nylon stockings, the book "Gone by the wind" and coffee cup with the picture of Mickie Mouse. It's set of clearly American innovations.

The novel *Yiddish Policemen's Union* is set is Sitka, which it depicts as a large, Yiddish-speaking city. It's a detective story appears in an alternative history version of the present day. Here we can see the real hard-boiled detective with all it features. The author uses exaggeration in the description of the Jewish community. The society is showed as mafia syndicate. They sell the weapon and make illegal deals. As usua, Chabon gives before the introduction a historic reference. Even though it is an alternative history. "I know you want me to say a Verbover," Berko says. After Berko passed out of the academy, his first billet was the Fifth Precinct, the Harkavy, where the Verbovers landed, along with most of their fellow black hats, after the 1948 arrival of the ninth Verbover rebbe, father-in-law of the present model, with the pitiful remnant of his court. It was a classic ghetto assignment, trying to help and protect people who disdain and despise you and the authority you represent. It ended when the young half-Indian latke took a bullet in the shoulder, two inches from his heart, in the Shavuos Massacre at Goldblatt's Dairy Restaurant. "I know that's who you want me to say." This is how Berko once explained to Landsman the sacred gang known as the Chasids of Verbov: They started out, back in the Ukraine, black hats like all the other black hats, scorning and keeping their distance from the trash and hoo-hah of the secular world, inside their imaginary ghetto wall of ritual and faith. Then the entire sect was burned in the fires of the Destruction, down to a hard, dense core of something blacker than any hat. What was left of the ninth Verbover rebbe emerged from those fires with eleven disciples and, among his family, only the sixth of his eight daughters. He rose into the air like a charred scrap of paper and blew to this narrow strip between the Baranof Mountains and the end of the world. And here he found a way to remake the old-style black-hat detachment. He carried its logic to its logical end, the way evil geniuses do in cheap novels. He built a criminal empire that profited on the meaningless tohubohu beyond the theoretical walls, on beings so flawed, corrupted, and hopeless of redemption that only cosmic courtesy led the Verbovers even to consider them human at all"(4; P.56-57).This portrayal and mafia description is very common for America literature of the XX century.

All police authority is a big parody in the novel. The main character Detective Landsman has a partner, native born American, and their boss is detective's ex-wife: "Landsman is a tough guy, in his way, given to the taking of wild chances. He has been called hard-boiled and foolhardy, a momzer, a crazy son of a bitch. He has faced down shtarkers and psychopaths, has been shot at, beaten, frozen, burned. He has pursued suspects between the flashing walls of urban firefights and deep into bear country. Heights, crowds, snakes, burning houses, dogs schooled to hate the smell of a policeman, he has shrugged them all off or functioned in spite of them" (Chabon, 2008). The investigation is full of chases, fights, blood scenes and etc.

Besides, the author very peculiar depicts the mixture of immigrant Jewish society and the ordinary American lifestyle with full of external symbols: fast food restaurants and other goods. The citizens of Sitka are using very interesting language apart from Yiddish. American English is treated as a slang language with swear words. *Yuddish Policemen's Union* is an interesting mixture of American and Jewish stereotypes and realities which exists in one common space.

5 Conclusions

Michael Chabon doesn't use features and signs of high art. We can see that for him attractive to work with the mass perception of America that's why he uses so well-known things which the plain reader can determine as a symbol. His American reality is full of different symbols connect with different every-day life spheres. At the same time, we are able to speak about high art concerning the themes and problems raised by him (Karasik, et al., 2014). Postmodern perspective of the Holocaust in the works of American writers was presented in *Holocaust in works of modern American writers: post-modernist look*. The Holocaust, American identity, national history – they all are quite serious and suitable for serious works of literature. Though, according to the principles of Postmodernism, Chabon is playing with them. Due to such method, he does his art and his novels very comprehensible for amateur and professional reader.

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STEADY RUSSIAN COMPARISONS OF THE MICRO-FIELD "SLOW-WITTEDNESS"

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Abstract: Steady comparisons are one of the actively developed problem spheres of phraseology. At the moment cultural and structural aspects of the analysis of comparative are exposed to detailed consideration. In the present article the author analyzes features of stylistic accessory of the micro-field "slow-wittedness" comparative, their functioning in art texts. It is revealed that similar comparisons are not frequency in art texts in view of stylistic limitation of comparisons (often they have to a dung colloquial, contemptuous). Specifics of standards of comparison are established: frequent it names of animals or tree, its parts and wooden products. The reason of the similar choice of standards of comparison contacts features of national outlook of the Russian people at early stages of development. Conclusions about time of the use of steady comparisons of this semantics - the XIX century are drawn, the XX century is rarer. Special attention is paid to a subject comparative connection. Generally they serve for the characteristic of males. The characteristic of representatives of a feminine gender meets quite seldom and demands change of a standard of comparison. As a key method of the linguistic analysis in work serves the descriptive method as allows analyzing specifics of functioning of steady comparison in a context, opens implicitly the presented linguo-culturological potential of steady comparisons.

Keywords: steady comparison, linguo-culturology, phraseology, gender, intelligence.

1 Introduction

The phraseological fund of language throughout a long time is a subject of a linguistic research. Not only the structural organization of phraseological units, but also their semantic and linguo-culturological component is exposed to the analysis. On development of a linguistic thought in phraseological aspect impact was exerted by Arsentyeva (2016), Fernando (1996), Gibbs (1994), Kunin (1996), Melerovich (2001). As a result of the detailed description of types of phraseological units in independent unit of phraseology steady comparisons were allocated. By the present moment steady comparisons are in a stage of active studying in structural, linguo-cultural and comparative plans. V. Ogol'cev for the first time paid attention to complexity of steady comparisons (Ogol'cev, 2015), having pointed to their similarity to logical comparison and having found their differentiating signs. So, it was established that the cogitative operation sent to search and fixing of identical signs at observed objects is the cornerstone of logical comparison; figurative perception of a subject and comparison of this perception to the subjective background knowledge allowing doing certain conclusions of rather observed objects is the cornerstone of steady comparison (Ogol'cev, 2015). Now researches of comparative take place in comparative aspect. It allows to find a community in perception of the world in different national cultures, and also to open their logic of thinking, to find out the reasons of development of similar figurative comparisons. Such researches not only disclose the width of steady comparisons as subject of the linguistic analysis, but also indicate their linguo-culturological potential capable to show features of naive attitude of the person of this nation at an early stage of development. In this connection the works performed in anthropocentric aspect as allow to open many features of national thinking (Safin, 2016 are urgent; Gilazetdinova, 2016). The real research is focused on the analysis of the macro-field "character of the person and his internal state" as this field is opposition in relation to the macro-field "appearance of the person", therefore, will allow to open features of figurative perception of appearance of the person and his inner world.

2 Methods

As research method were used a method of continuous selection (material for a research the dictionary of steady comparisons of V. M. Ogol'cev) (served Ogol'cev, 2015), a method of the linguistic description, a typological method and a quantitative method. During the analysis we addressed art texts and explanatory dictionaries with the purpose to offer an exhaustive explanation for steady comparison.

3 Main Part

Steady comparison has three obligatory components in the structure: subject to comparison, standard of comparison and basis of comparison. Subject to comparison is the observed subject. He is often already familiar speaking (listening/reading) of a context, the previous dialogue, life experience. Feature of this object is only that fact that speaking finds in it certain sign which wants to call figuratively. Moreover, often this sign is shown in excess quantity and perceived as "out of norm", as causes the aspiration to give its figurative description. Figurativeness is that extent of manifestation of a sign of an object is compared to extent of existence of the characterized sign of other object acting as the reference carrier. For example, in steady comparison *a scent as a dog* we can consider information that the dog possesses the best nose. Therefore, at an observed object the scent also is quite good.

The basis of comparison is often expressed implicitly (it is silly as a gray gelding, mad as hell, etc.) and indicates traits of character known for all, features of appearance, behavior (clever, silly, beautiful, high, etc.).

Often steady comparisons form synonymic ranks: silly as gray gelding, as chock, as log, etc. Steady comparisons have "indicators" of existence of the synonymous relations: coincidence of a conceptual core, valence.

Coincidence of a conceptual core means coincidence of the basis of comparison as this element indicates the sign which is exposed to the quantitative characteristic (specifies, where and in what degree it is shown). Often synonymous relations develop in those steady comparisons where the basis of comparison is presented by an adjective (beautiful, clever, and cunning as a fox). If the basis of comparison is presented by a verb, then the deep analysis of the broadcast semantics as the described action can have various shade concluded in a comparison standard is required. In that case it is not always possible to speak about a synonymy. So *to wander* steady comparison *aimlessly* designates external perception of the person who does not find to himself tranquility because of internal torments; steady comparison *to go as the thread behind a needle* indicates an image of action - one subject goes behind other subject everywhere. The given steady comparisons are not synonyms as transfer various concepts, despite a comparison basis community.

Also the subject connection is important. So, steady comparisons, having identical semantics, can belong to women's or to a male that deprives of unit of the synonymic relations: expressions *as an elephant, as a bear* are aimed at the characteristic of the clumsy man whereas comparison *as a mortar* are applied in relation to a female. Therefore, different subject domains do not give the grounds for development of the synonymous relations.

Let's consider a synonymic row with silly value which consists of 11 steady comparisons: *silly as a ram, silly as a log (colloquial, contemptuous), stupid as the oak (colloquial, contemptuous about the man, extremely silly), is silly as a gray gelding (colloquial, contemptuous), silly as a donkey, silly as a goose (colloquial, contemptuous), silly as a stub (colloquial, contemptuous) as a stopper (contemptuous) as a log (colloquial, contemptuous) as a block (чурбак, a chock), stupid as the Siberian valenok (colloquial, contemptuous).*

As we can notice, from 11 comparative of 9 units have stylistic to dung colloquial, contemptuous that defines at once the sphere of the use of language unit (Bochina, 2016; Spiridonov, 2016; Ukhanova, 2016). 1 unit has strictly limited scope of application

- *stupid as an oak,* is applied only in relation to the man. Other comparative have no dung concerning gender application (Bochina, 2014).

Moreover, a number of units as the basis of comparison has an adjective *silly*, and remained the basis *stupid*. We understand them as synonyms as according to Ojegov's dictionary, silly and stupid synonyms. Silly it is understood as "1. with limited abilities, slow, confused. 2. Not finding mind, deprived of reasonable pithiness, expediency" (http://slovarozhegova.ru/ word.php? wordid=5275); stupid is treated as "… 4. Deprived of sharp perception, slow, and also confirming intellectual limitation (http://slovarozhegova.ru/word.php? wordid=32509).

The general semi two lexemes "slow-wittedness" is, as gives to us the grounds to speak about development of the synonymous relations in system of comparative.

The given numerous number of comparative with synonymous semantics naturally puts us before a question of frequency and the nature of applying each of them. In this regard we analyzed the national case of Russian (further NKRY) regarding relevance of the comparative found in it. We obtained the following data.

Steady comparisons *silly as the ram, is silly as a donkey* are found on 2 times in NKRY: *Another, Alexey Petrovich Choubin, was pathetic, insignificant creation, lascivious as a cat, silly as a ram.* (F. F. Vigel. Notes (1850-1860), *both of you well also do that are compliant; but as for to Grabshaufel, he how many I know, the real German; that is it is silly as the ram, is angry as he a monkey, and is stubborn as the Ukrainian bull!* (V. T. Narezhny. Russian Zhilblaz, or Adventures of the prince Gavrila Simonovich Chistyakov (1814). Important feature of these comparative is their use in texts of the 19th century, and also an connection to a male that was not recorded in dictionaries of comparisons.

Steady comparisons *it is silly as a gray gelding, is silly as a donkey* meet on 3 times in NKRY: *Be silent, Rakhmanov, you are silly as a gray gelding.* (A. K. Tolstoy. From comic letters to N. V. Adlerberg (1837-1838)*; And tell, — Gosha at Zhorik, — questioned that Egor is silly as a donkey.* (Ildar Abuzyarov. An offensive language *(2002), A here, look, Vera, someone wrote: "here Murchik — was fresh as a cucumber", and another added: "also he is silly as a donkey!"* (P. N. Krasnov. From Two-headed Eagle to a red banner (the book 1) (1922). As we can notice, the use of these comparative is dated the 20th, 21st centuries that indicates the modern nature of comparisons. The subject connection remains focused on males.

Comparison with a goose meets once and is rather modern: *She will make even that she exceeds its forces, and right there will die of diligence … Speak still: it is silly as a goose … And it is cleverer than this bird is not present on light.* (A. I. Kuprin. (1927).

We connect a frontage of the comparative given above to a male with a comparison standard - a men's individual of an animal (*as a donkey, as a goose, as a ram, as a gray gelding*). Perhaps, comparison with the male defines a subject connection. So, similar comparison in relation to a feminine gender unnaturally sounds: *It is stupid as a ram / donkey,* the grammatical form of the used noun a priori indicates noun gender. Moreover, the comparisons designated as standards have the suppletive forms of a feminine gender (a ram - a sheep). This fact found reflection and in NKRY: *With submissively the dropped eyes in which the shame burned now he silently listened to reproaches of the wife, quiet and stupid as he a sheep, went to himself to the room and there was locked*. (Maxim Gorky. Foma Gordeev (1899). However in the dictionary of steady comparisons comparison silly as a sheep is not recorded.

4 Summary

The inanimate object, in particular part of a tree or product from it also can act as a standard of comparison (a stopper, a block, a log, an oak, etc.).

Steady comparisons with an oak, log are not recorded in NKRY. 4 offers where steady comparison is used are revealed *it is silly as a log*: *Only also happiness, who is silly as the log, does not think of anything climbs to that, does nothing".* (Alexander Voronsky. Gogol *(1934), A, that it is silly as a log, so it is right. (*A. F. Pisemsky. Whether it is guilty? (1855), *It, maybe, and well treats the patients, nevertheless … it is silly as a log".* (F. M. Dostoyevsky. The double (1846), *Is just the man, silly as a log and which has in a pocket the most fair capital.* (A. I. Ertel. Stepnyak's notes (1883). The listed examples from works of art are also dated the 19th century and concern to the male.

The stub as a standard of comparison is used twice: *Yes, but Rayumsdal is silly as a stub, — the Moon was surprised.* (Andrey Belyanin. Furious landgrave (1999). And the use belongs to the end of the XX century.

The most popular is comparison with a stopper (7 examples are revealed): *Mischa, you are silly as a stopper", — and he shrank and made similar to the beaten doggie*. (Vladimir Shakhidjanyan. 1001 questions about IT (No. No. 501-1001) (1999). It is remarkable that in this example the instruction on slow-wittedness by means of comparison is used in relation to the interlocutor that did not meet earlier: generally similar comparisons are used at the characteristic of the third party who is not participating in dialogue.

The appeal to a female was revealed in the analysis of functioning of a comparative *stupid as a log*: *Nothing, except stupid, as a log, thoughts that this someone else's book is not necessary to me*. (Anatoly Pristavkin. Little cuckoos or a plaintive song for calm of heart (1992). However it is important to emphasize that the characteristic concerns not an animate object, but a subject inanimate, abstract.

5 Conclusion

Thus, steady comparisons of Russian of the micro-field "slow-wittedness" represent quite numerous row. Act as standards of comparison or the name of animals: goose, donkey, ram, gray gelding, or names of a tree, its parts and wooden products: (oak, log, stopper, stub, chock, block). Many of comparative of this group have to a dung colloquial, contemptuous that limits the sphere of their use. In the national case of Russian each of comparative is presented not more often than 2-3 times. The most numerous is the use of a comparative stupid as an owl. Feature of steady comparisons of this semantics is their implicit frontage to a male. The appeal to a female meets seldom and demands change of the addressee (this situation concerns the standards of comparison presented by names of animals). Disputable is also a question of the reason of distribution of this characteristic on males.

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PRIORITIES OF STATE POLICY DEVELOPMENT TO PROVIDE THE ECONOMIC SECURITY OF INDUSTRIAL COMPLEX

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Abstract: Current trends taking place in national economy have a negative impact on the level of economic security of the industrial complex. The methods of PLM-SM analysis allow to determine the key factors that have the greatest impact on the level of economic security in the industrial complex. It should be noted that the transformation of exogenous factors into endogenous ones is possible within meso-level systems, which requires the consideration of territorial-branch complex functioning specifics in order to maximize the effective use of the accumulated resource potential.

Keywords: economic security, state policy, industrial complex

1 Introduction

The structural changes in Ukraine's agrarian economy and their orientation towards economic and social efficiency are taking place in complex and controversial conditions, with continuing decline in agriculture and degradation of rural territories. The existing agricultural potential remains unrealized and its conditions far from meeting the needs of the village. The current situation is extremely complicated as Ukraine has not, within the two years of reforms, sufficiently increased the efficiency of agricultural production, nor has it carried out technical and technological re-equipment and implemented an innovative model of development in this sector. Under administrative command economy, the innovative development of agricultural complex was purely declarative and was not implemented. First, innovation programs in agrarian and industrial complex were funded by the residual principle. On the contrary, plans of the development of military, space and aircraft technologies were implemented efficiently and at the global level. Second, programs of scientific-technical development were financed from the state budget only.

The exogenous factors of economic security level decline within the national economy in general and within industry in particular were the sharp increase in geopolitical risks in 2014 and the further introduction of financial and sectoral technological sanctions, which led to the worsening of conditions, especially for foreign economic activity and the main articles of Russian export. The trend of investment reduction starts to develop since 2014. The decrease of economic activity in virtually all sectors is observed, especially the decline in production is evident within the processing and wholesale-retail trade sectors. The subsequent sharp devaluation of national currency led to the reduction in domestic solvent demand and to the increase in RF CB refinancing rate, which actually blocked the access to credit resources. Thus, a radical revision of development plans and the deformation of long-term goals towards a survival strategy started at industrial enterprises (Idrisov et al,2014), which affects negatively the level of industrial complex economic security.

Thus, it is very important to develop an industrial policy aimed at the stabilization and the creation of a sustainable trend in industries taking into account the following factors:

- the introduction of sectoral sanctions, on the one hand, limits the development of individual industries in the short term, but it can stimulate the development of domestic producers and import substitution in the long term;
- the restriction of access to global capital markets, which leads to the narrowing of the existing resource base and which is the key deterrent to the growth of investment activity, including in industry, and the sectoral modernization of the Russian economy;
- the increase of risk level in the conduct of business, making a negative impact on the economic activity of economic entities, as the likelihood of a mobilization development option implementation grows, which also makes a negative influence on the dynamics of direct foreign investment;
- a sharp qualitative change in terms of trade. Due to the devaluation of the national currency export-oriented enterprises witness the increase in ruble revenue, whereas the currency depreciation increased the competitiveness of their products for the enterprises oriented at the domestic market through the growth of imported good prices.

2. Modern Trends of Industrial Complex Development

It is necessary to take into account that the specific weight of final imported products at domestic markets is quite large in certain industrial complexes. Thus, its sharp rise in price leads to the creation of restrictions for the corresponding productions. As can be seen from Table 1, the share of imports remains very significant for a number of enlarged commodity categories, especially in machine, machine-tool industry and information technology, since the bulk of it is not produced in Russia.

Table 1 - The share of imported products at the domestic market for various industries, %

Industry branch	Import products share, %
Heavy engineering	60,4
Power engineering	19,7
Electrical and cable industry	26,2
Oil and gas machine building	60,8
Machine-tool industry	88,4
Light industry	72,5
Radioelectronic industry	82,0
Chemical industry	9,7
Pharmaceutical industry	73,0
Medical industry	81,2
Automotive industry	44,6
Transport engineering	24,7
Agricultural engineering	56,1
Information technologies (IT)	93,5

It is obvious that the increase of prices for imported products creates significant incentives for the development of import-substituting industries. However, its successful implementation is possible only through the modernization of production facilities and the introduction of advanced technologies.

The analysis of statistical information confirms the presence of a potential and a hidden reserve in the industrial complex to develop the import substitution. At the same time there is a high dependence of Russian industry on the supply of imported raw materials and equipment. For example, the share of imports in total expenditures for raw materials and the materials in machine building exceeds 35% on average: machinery and equipment production makes 38.1%, the production of vehicles and equipment makes 36.9%; In other sections it exceeds or approaches 20% (Table 2).

Table 2 - The share of expenses for imported raw materials and materials within the expenses for the acquisition of components in production and product sale, %

Branch	Imported raw material, material share in expenses, %
Manufacture of machinery and equipment	38,1
Manufacture of vehicles and equipment	36,9
Textile and clothing manufacture	26,7
Manufacture of rubber and plastic products	22,0
Manufacture of electrical, electronic and optical equipment	20,5
Chemical production	19,6
Pulp and paper production; Publishing and printing activities	19,3
Manufacture of food products	13,9
Manufacture of leather, leather goods and footwear	11,4
Wood processing and production of wood items	10,2
Metallurgical production and the manufacture of finished metal products	6,2
Extraction of fuel and energy minerals	1,0
Manufacture of coke, refined petroleum products and nuclear materials	0,8
Production and distribution of electricity, gas and water	0,6

Taking into account the low level of profitability in industry (except for petrochemical industry and other export-oriented industries), the risks of financial insolvency are growing, especially for the enterprises focused mainly on the domestic market, the products of which consist of imported components. Also, the inaccessibility of credit resources for the modernization of fixed assets hinders the restoration of economic security level among industries.

The absence of import substitution industry orientation to external markets, an ineffective and a highly selective discretionary state support, the growth of the public sector and the deterioration of competition, the support of inefficient production in the framework of state program implementation for sectoral development, the reduction of real population income and an effective demand also contribute to the economic security level reduction. It is also necessary to take into account the existing non-market mechanisms of administrative pressure on production and trading companies.

In this situation, it is necessary to develop an effective industrial policy in the context of economic security level increase among industrial complexes, which will create the opportunities for a qualitative transition to the innovative structure of economy, including the integration into global added value chains, the development of advanced competitive productions in terms of resource and technological modernization, the targeted support of perspective investment projects.

3 Estimation Model Of Industrial Complex Economic Safety Level

An acceptable level of economic security is developed through the harmonization of system-forming processes, the stable functioning of which is ensured by the combination of territorial and interbranch balance ratios between the components of territorial industrial complexes. In this regard, we fully agree with G.B. Kleiner's opinion, who claims that "the stability of a social-economic system functioning is possible provided that its basic internal structure and the structure of its external environment are balanced" (Kleiner,2015). This interpretation confirms the need for a detailed analysis of the factors influencing the level of the industrial complex economic security and determining the key trends of strategic development, taking into account endogenous features and exogenous volatility. From the standpoint of economic and mathematical modeling, this means the need to consider the following features:

- the transformation of state policy in terms of the industrial complex support and its impact on the level of economic security;
- the analysis of internal processes that are related to the specific functioning of the subject, the object and the design subsystems of the territorial and sectoral complex of an area, and determining the potential trajectory of the national economy sustainable development.

In order to evaluate the factors which influence the level of the industrial complex economic security, a modified toolkit of correlation-regression analysis was used.

PLS-PM (Partial Least Squares Path Modeling or Project on Latent Structures Path Modeling) methods were developed and tested in applied research during the 70s of the XXth century. In the economic sphere Herman Wald (Wold,1975) was the founder of this tool. He developed the basic principles of PLS-PM modeling.

The choice of this methodology for the purposes of economic security level analysis in respect of the industrial complex is determined by two aspects: PLS-PM tools are suitable for the evaluation of the relationships between latent (implicit) variables; This technique is suitable to analyze high dimensionality data in the conditions of a weakly structured medium.

Each block of input data X_j is associated with a latent variable LP_j representing an abstract value (i.e. immeasurable one). In this case, the estimation of a hidden variable is carried out in accordance with the formula (1):

$$LP_J = Y_J \quad (1)$$

The whole set of relations between the variables can be grouped into two blocks: "the relations between the latent variables and the corresponding blocks X_j (these relations form an external model) and the latent variable relations with each other (these relations form an internal model)" (Wold,1973).

The endogenous model is put down in the form of a standard system of linear equations (2):

$$LP_j = \delta_0 + \sum_{i \to j} \delta_{ji} LP_i + \varepsilon_j \quad (2)$$

where LP_i are implicit variables that influence LP_j; δ_{ji} ratios are the path coefficients characterizing the tightness and the direction of a relation between the variables LP_i and LP_j; δ_0 – free member; ε_j – the residual sequence of an endogenous model.

This model must meet the following requirements:

- the system of linear equations must be recursive one;
- an endogenous model and the individual equations of the system are regressive ones;
- the residual sequence should be independent of the explained variables.

Exogenous model shows the relation between latent and explicit variables. For the purposes of this study, the reflective type of the model was chosen. This is due to the fact that "Reflective ("reflecting") type is the type of external models in which the latent variable is the "cause" of explicit variables, i.e. explicit variables "reflect" the latent one".

$$X_{jk} = {}_{yjk} LV + \varepsilon_{jk} \quad (3)$$

where γ_{jk} – load ratios, γ_{0jk} – free members, ε_{jk} – the residual sequence of the exogenous model.

Formulae (2) and (3) describe the specification of exogenous and endogenous models on the basis of latent variables LP_j parameters application, which are determined by the obtaining of a linear combination of the corresponding explicit variables.

$$LP_j = Y_j = \sum_k w_{jk} X_{jk} \quad (4)$$

where w_{jk} – the external weights of the model.

The development of PLS-PM model is based on the use of an algorithm that includes three basic steps:

"calculation of external weights to obtain the estimates of latent variables (w_{jk});

calculation of the path coefficients of the internal model (γ_{ji});

calculation of external model loads (γ_{jk})» (IMF,2007).

Let us analyze the indicators characterizing the level of economic security in the processing industry. Latent variables in our case are the blocks that include the following explicit indicators:

- Social: the average level of wages in an industrial branch (SRZ); the unemployment rate in an industrial branch (VBO); the amount of environmental costs (ZEK);
- economic: the share of imported products at the domestic market for processing industries (DIP); the share of costs for imported raw materials and the materials in the costs of raw material and material purchase for the production and sales of products (ISR); Sectoral investment volume (DIN); Tax debt (NZA);
- state policy: the volume of public expenditure in the framework of the sectoral support program implementation (GRR); The volume of tax benefits (VNL); The level of administrative pressure (ADD);
- economic security: depreciation of fixed assets (IOF); Tax revenue (NPO); Volume of industrial production (OPR); Balance of foreign trade balance (SIE).

The graphically analytical model of the study is presented on Figure 1. Latent variables are ovals, and explicit variables are rectangles. The interrelation of latent variables is an endogenous part of the model, and the interrelationships of latent blocks with explicit indicators characterize an exogenous part of a model.

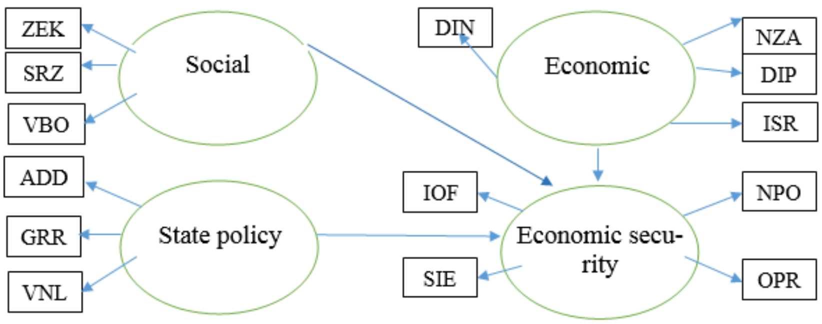

Figure 1 – Model of industry economic security provision

4 Empirical Results Of Economic Safety Level Evaluation In Industry

Empirical results were obtained using the software Statistika on the basis of statistical data array on individual industries of Russian Federation from 2012 to 2016 according to the following algorithm:

- the verification of endogenous agreement on model blocks;
- the evaluation of an exogenous model variable significance;
- the verification of multicollinearity presence in latent and explicit variables both within blocks and between them;
- the assessment of an endogenous model quality;
- the estimation of model adequacy according to the index of model conformity to the initial data;
- the model optimization.

Table 3 provides the estimates of structural model equation for the evaluation of parameters, as well as the results of model adequacy estimation as a whole and its components on the basis of t-statistics.

Table 3 – Evaluation of internal model adequacy

Latent variables	γ_i evaluation	Standard error, *SEp.*	t-statstics	Pr(> |t|)
Free member	2,1628E-17	0,0853	2,534E-16	1
Social	0,19028279	0,1190	1,59824	0,1249
State poluicy	0,64313833	0,1670	3,84967	0,0009
Economy	0,41436382	0,1396	2,96808	0,0073

The criterion of t-statistics is fulfilled for the blocks "Economy" and "State Policy" (Pr(> | t |) <0.05) and is not fulfilled for the block "Social" (Pr(> |t|)> 0.05). Therefore, it is necessary to optimize the model by excluding this block from further consideration. Table 4 presents the summary statistics of an optimized structural model.

Table 4 - Summary statistics of the internal model

Block	R^2	Share of reproducible variability, BC	Extracted dispersion share, AVE
State policy	0,00	0,85	0,85
Economy	0,00	0,69	0,69
Economic safety	0,81	0,80	0,80

The value of the determination coefficient R^2 for the "Economic Security" block exceeds 0.8. Consequently, the share of the explained variation, which is reproduced by the remaining latent variables, makes 81%. For all blocks, the share of the extracted dispersion exceeds 0.6, i.e. the average specific weight of the block indicator dispersion, explained by the latent variable of the block makes 69% for the block "Economy" and 85% for "State policy" block. According to the proportion of reproducible variability, the endogenous model is also considered as an adequate one.

The computation of the Goodness-of-Fit (GoF) aggregate quality factor allows to characterize "the quality of an internal system model and an external one, and serves as an indicator of the model predictive reliability" (Our Common Journey,1999). "The predictive reliability of the model is considered as a high one if the GoF coefficient exceeds 70%" (Our Common Journey,1999). In our case, the coefficient value was 82%.

An endogenous model of the system has the following form:

$$LP_{EcBez} = 0{,}53LP_{GosPol} + 0.47LP_{Econ} + \varepsilon_{EcBez} \quad (5)$$

Latent variables are expressed in terms of explicit indicators as follows:

$$\begin{cases} LP_{EcBez} = 0{,}44X_{IOF} + 0{,}38X_{OPR} + 0{,}32X_{NPO} \\ LP_{GosPol} = 0{,}40X_{GRR} + 036(1 - X_{ADD}) + 0{,}33X_{VNL} \\ LP_{Econ} = 0{,}48X_{DIN} - 0{,}53X_{ISR} - 0{,}42X_{DIP} \end{cases} \quad (6)$$

According to the simulation results, a latent variable characterizing the level of industrial complex economic security is directly influenced by other latent variables that demonstrate the effectiveness of government policies concerning the support of individual industries, as well as the general level of an economic situation in the industrial complex. The level of economic security is expressed through the first equation of the system through indicators (6). In its turn, the second and the third equations of the system make it possible to estimate the remaining latent variables via explicit indicators.

According to the obtained results, it is possible to analyze the level of economic security through the evaluation of three explicit indicators:

- depreciation of fixed assets;
- tax revenues;
- the volume of industrial production.

The economic component of industrial complex safety is characterized by the following indicators:

- the share of imported products at the domestic market for processing industries;
- the share of costs for imported raw materials and the materials in the costs of raw materials and the materials for the production and sale of products;
- the volume of investments in industrial sectors.

The evaluation of public policy effectiveness in the context of economic security provision can be carried out using:

- the volume of public expenditure in the framework of sectoral support program implementation;
- the volume of tax benefits;
- the level of administrative pressure.

On the basis of the obtained model, it is possible to determine the dynamic values of latent variables, the creation of multivariable forecast models at the level of the industrial complex economic security. It is also possible to develop a monitoring system to assess the economic security based on selected explicit indicators.

Thus, the economic security of the industrial complex can be determined by the comparison of the obtained values for the blocks during a certain time interval and on the basis of the selected indicators. In general, two basic options are possible:

- the estimate of latent variables/blocks of the current period are less than the estimates of the basic period (it is reasonable to take the period when the level of economic security was acceptable as a base period). In this case, the level of economic security has a steady downward trend;
- the evaluation of the current period block is higher or lower than the estimate of the previous period block, however, it exceeds the basic one, then there is no stable trend, but the level of economic security is sufficient.

5 State Policy Priorities Ensuring Industrial Complex Economic Safety

From the point of view of economic security level increase the developed intra-industry conditions are determined by the stable functioning of economic entities and allow to adjust their behavior, on the one hand, and change the priorities of the state policy concerning industrial complex support, on the other. At that it should be taken into account that economic security and the system of state strategic planning are closely related: "there are integrating dependencies between these elements on the basis of which some elements of the system "help" or "replace" other elements to maintain the balance of its functioning, giving the controlled character to processes conditioned by the influence of external factors" (Raizberg,2008). Consequently, there is the possibility of influence within the sectoral level on the sustainable and progressive development of the entire industrial complex by transforming the endogenous economic proportions that form its optimal structure, as well as by "the dampening of negative impulses coming from the top to the bottom and from the bottom up" (Raizberg,2008).

The change of exogenous factors into endogenous ones can be considered using the following example. After the introduction of industry sanctions and the start of the import substitution program, the RF Government determined the list of critical technologies the presence of which influences the level of national security directly (The plan of priority measures to ensure the sustainable development of economy and social stability in 2015). This list formed the basis for the development and the implementation of government programs to support individual industries, including processing ones. The aggregate of state support instruments within the framework of these programs implementation is an exogenous factor in relation to the territorial and sectoral complexes that have a potentially positive impact on the sustainable development of economic entities. Although, according to some authors, the provision of tax incentives can act as an endogenous factor for the meso-level system (Tanzi,1997). In its turn, the tasks of ensuring the necessary level of economic security at the meso-level through the establishment of import-substituting product manufacture are analyzed through the system of sectoral potential and regional specifics evaluation: the availability of leading enterprises that have a high territorial status; The level of the existing material and technical base; Scientific potential for the introduction of innovative productions; The possibility of access to credit resources and the availability of necessary human resources, etc. Thus, the final assessment of implementing the state programs implementation feasibility to support territorial-sectoral complexes is directly dependent on endogenous factors.

According to the assessment results and taking into account such macroeconomic factors as market conditions, the policy of RF Central Bank, etc., the sectoral and regional programs for economic security improvement are developed, providing for managerial impacts that will ensure the achievement of the set goals and the maintenance of sustainable development parameters of territorial industrial complexes.

The importance of a centralized state program availability to support the industrial complex is also conditioned by the fact that purely market investment mechanisms can have a negative effect, which will be expressed in the further growth of structural disproportions in the regional reproduction system and, as a result, in an ineffective use of the available social and economic potential. The President V. Putin noted: "It is very difficult to reorient economic activity actors to engage in the things that are less profitable than oil and gas, or their derivatives, for example, mineral fertilizers that are made from gas" (Putin proposes to create 25 million jobs in the non-primary sector of the economy (electronic resource,2012).

For the economy of southern Russia regions, where the share of agricultural products in the structure of export-import operations is high (22% of exports and 25.5% of imports), sanctions made it possible to intensify the hidden potential of the agro-industrial complex in the regions. Consequently, the GRP sectoral structure, the type of structure and other factors can have a direct impact on the level of territorial-sectoral complex adaptation to the imposition of sanctions. Some authors note the following: "it is possible to change exogenous factors into intrasystemic ones in each region that will determine the potential for activation and a sustainable growth of endogenous social-economic potential and, thus, will increase the level of economic security" (Tatarkin,2011).

In modern conditions, the intensive type factors that ensure the implementation of promising investment projects and developing the modernization basis in motion from an extensive use of the accumulated resource potential to the introduction of advanced production facilities and the use of modern technologies, including innovations in management.

Thus, investment projects implemented within the framework of public-private partnership aimed at the creation of new production chain system, focused at the achievement of a final result with the possible inclusion of the macroregion specific regions in these relations, including underdeveloped ones, can become the main drivers of economic security growth in the non-primary sector of industry at the regions of southern Russia. It is advisable to create large territorial and industrial production clusters, which will unite enterprises within the framework of a single technological, production and sales chain. The strategic goal of these clusters operation should be the reduction of costs share for imported raw materials and the materials in the structure of costs, the decrease in the share of imported products at the domestic market, and the tax potential increase among industrial complexes and regions.

The following factors will be the restrictive ones: high depreciation of fixed assets and outdated material and technical base, a limited access to financial resources, significant administrative pressure, especially on the part of audit bodies.

It should also be taken into account that it is impossible to focus only on certain factors in the context of economic security level increase of the industrial complex. It is necessary to have a comprehensive program of an effective integration concerning technical, technological, scientific, educational, and financial and innovation potentials of territorial industrial sector complexes on the basis of large-scale investment project implementation not only by large-scale enterprises, but also by integration structures in the production and infrastructure spheres, and, thus, the achievement of maximum synergistic and multiplicative effect.

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INFLUENCE OF PRE–SERVICE TEACHERS' MENTALITY ON THE ASSESSMENT OF PROFESSIONAL AND PEDAGOGICAL PROBLEMS SOLUTION

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Abstract: Modern requirements for education dictate the need to constantly improve the level of professional readiness of teachers. The degree of their competence is largely determined by the quality of the solution of pedagogical tasks. As a result of studying foreign and domestic psychological and pedagogical scientific research, the authors of the paper analyze certain factors that influence the decision-making process of pedagogical tasks and the subsequent evaluation of the chosen solution. These are the peculiarities of the teachers' professional thinking, the level of their theoretical and practical readiness, practical experience, their individual and personal qualities. The authors consider the mentality and its various typologies as a separate, significant factor that causes the ambiguity of the chosen solution and its subsequent evaluation. The main research methods used were theoretical analysis, questioning, and pedagogical experiment. The authors of the paper present the results of an experimental study conducted with the participation of students studying "Pedagogical Education" to determine their affiliation to a certain type of mentality and the subsequent identification of the tendency for the analysis to depend on the revealed type of mentality to be analyzed. The forming stage of the experiment is described on the example of a practical case aimed at teaching the analysis and evaluation of a pedagogical decision. According to the authors of the paper, the revealed dependence of the nature of evaluation on the type of mentality of students will allow effectively managing the process of training future educators for competent interaction with trainees and solution of problems in professional activity.

Keywords: pedagogical task, analysis and evaluation of the problem solution, professional-pedagogical thinking, mentality.

1 Introduction

The qualitative functioning of the system of education and training is impossible without improving the level of professional competence of the teacher (Rezida et al, 2015), (Auhadeeva et al, 2015), first of all, in the field of solving professional and pedagogical problems. "The pedagogical task is understood as a meaningful pedagogical situation with the goal introduced thereto in connection with the need to cognize and transform reality." (Slastenin et al, 2002). The process of solving problems covers all the activities of the teacher: from designing the goal, selecting methods of action to developing the program of action, implementing and reflecting it.

The subsequent analysis of the solution taken is equally important for improving the quality of pedagogical activity. Some authors consider it as one of the stages in the technology of solving the problem (Slastenin et al, 2002); others define the analysis of the decision as a separate class of tasks in the general cycle of pedagogical management, among which are: a) the task of determining the degree of achievement of the goals; b) the task of identifying the cause of the shortcomings in the work done and determining the reserves to increase its level in the future (Spirin, 1997).

A specific feature of many pedagogical problems is the plurality of solutions and their evaluations. In this regard, the objective of this paper is to determine the influence of the types of mentality of students on the subsequent evaluation of selected solutions on the basis of identifying and analyzing the factors that cause ambiguity in the decisions of pedagogical problems.

2 Materials, Methodology And Methods

The methodological basis of the study is the psychological theory of personality (Leontiev, 2005) and the theory of the formation of the teacher's personality (Slastenin et al, 2002).

Methods of research: theoretical analysis of scientific literature, questioning, and pedagogical experiment.

The most common in psychology is the understanding of the essence of the problem as the goal of mental activity, during which a search for ways and means of its solution to obtain some cognitive result takes place (Leontiev,2005). Thus, the process and quality of the solution of the pedagogical task is directly conditioned by the level of development and features of professional-pedagogical thinking (Saltanat et al, 2016). The situational and suprasituational levels typical of pedagogical thinking can influence the process and the result of the pedagogical decision. The situational level is aimed at finding ways to remove contradictions in a given problem situation with reliance on the known constructs of past experience, while not always ensuring the finding of the optimal pedagogical solution, it is believed that it is often resorted to by male teachers, as well as teachers of the exact sciences. The suprasituational level makes it possible to see "extra-situational" characteristics of pedagogical activity in the decisions made, characterized by an appeal to the search for non-standard solutions; the personality characteristics play a significant role in this; the level is more complex and at the same time more effective, more characteristic of female teachers and teachers of the humanities (Kashapov, 2000).

Methods of making decisions by the teacher find their dependence on individual procedural features of thinking, expressed, in particular, in the peculiarities of cognitive style. This term was proposed by R. Gardner (Gardner,1968). Cognitive style characterizes typical features of intellectual activity: perception, thinking and actions associated with the solution of cognitive tasks in a situation of uncertainty (Klaus, 1987), (Petzold, 1985), (John, 1976).

The reasons for the ambiguous pedagogical decisions can also be the characteristics of practical thinking. It is not inherent algorithmic, which in turn allows a certain arbitrariness in the solution of problems. Due to the lack of practical experience of pedagogical activity, the teacher can ignore information related to the decision. A competent selection of necessary and sufficient information is a key component in the technology of a qualified solution of pedagogical tasks.

It is important to pay attention to the fact that the personal "I" concept of the teacher can also cause a lot of solutions to the same pedagogical task.

The methods of solving problems can be determined, in particular, by certain qualities of the teacher's personality. For example, self-confidence contributes to the development of a propensity for improvisation. However, if this quality is not supported by the acquisition of professional knowledge and experience, but manifests itself only as a rejection of the established norms and rules, this can lead to unproductive decisions. At the same time, practice shows that the accumulation of experience itself does not in all cases lead to the development of a propensity for improvisation, since its manifestation can be restrained by insufficiently developed personal characteristics.

Another factor that determines the specifics of taking pedagogical decisions is manifested in the interrelationship between the professional thinking of the teacher and his/her mentality. Features of the mentality, either consciously or, more often, unconsciously, act as a guide for the teacher in the process of making professional decisions, organized educational and upbringing impact on the personality of the student. At the same time, mentality is defined as a system that is integrated by the religious, ethnic and social systems of society (Pishchik, 2014), (Gulnaz et al, 2016), (Lloyd, 1990).

From the standpoint of ethnic mentality on the one hand, it is about the procedural features of thinking characteristic of a particular culture. So, based on the analysis of the features of the mental activity of various ethnoses, the researchers identified three common varieties of mentality. "Western" – deductive-cognitive mentality, reflecting the surrounding reality in the form of concepts and judgments. It has a practical focus. "Oriental" is more a type of intuitive thinking aimed at contemplation, spiritual self-improvement and development of the inner world, and operating with images. "Traditional" is common in traditional society and focused on the substantive solution of situations of life and specific problems (Khrolenko, 2005). On the other hand, we are talking about national values as an integral component of the mentality, formed depending on traditions and culture, which in turn regulate the behavior of a person, his attitude to reality. People, brought up in different sociocultural conditions, traditions, perceive the world, think and act differently.

Social medium mediates another typology of mentality, based on the ideas of a certain generation of people about the meanings and values of a way of life under the influence of time and new socio-cultural conditions. This concept of mentality allows us to trace the transformation of forms of relations from tradition to innovation, which is caused by changes in value orientations from collectivism to individualism, the change of the I-concept from interdependent to independent, the change of importance of stability to instability in the image of the world, homogeneous discourse to heterogeneous one (Pishchik,2014).

The identified factors that determine the peculiarities of the methods of solving professional and pedagogical problems, in our opinion, can prove themselves at the stage of the subsequent evaluation of the selected solutions.

In this regard, the practical part of our study implied the identification of trends in the dependence of analysis and evaluation of the solution of pedagogical tasks on the mental affiliation of future teachers. The study involved 91 fourth-year students of Kazan Federal University of both genders aged 20-21 years studying "Pedagogical Education". All of them were residents of Kazan, and we did not take into account their ethnicity and gender. The study was conducted during the study of the topic "Pedagogical situations and pedagogical problems" in the framework of the subject "Practical Pedagogy".

At the first stage of the experiment, we determined the type of mentality of students by V.I. Pishchik method (12). It is a questionnaire consisting of 31 questions with answers. According to the author's data, today we see a transition period from collectivism to individualism, therefore, the methodology reveals four types of mentality: traditional, transitional, innovative and postinnovational. The criteria for differences are the parameters of the self-concept, the meanings of the image of the world, the values of the way of life and discourse. According to the results of the survey, it was found that 75 students (82.4% of the subjects) had an innovative mentality based on the values of vertical individualism, assuming less closed relations, an active attitude, rationality, and orientation to personal achievements. The traditional mentality prevailed in 15 students (16.5% of the subjects), characterized by the values of horizontal collectivism, which imply the following of traditions, more honest and friendly relations between people, and a stable image of the world. One subject had a postinnovational mentality (1.1%); no transitional type was identified.

At the formative stage of our study, students were presented with a practical case aimed at teaching the analysis and evaluation of the solution to a specific pedagogical task. The task itself was presented in the form of a fragment of the film “The Ron Clark Story”, which tells about working with disadvantaged children. The preamble of the task was the following: Ron Clark, a young teacher, gets a job in one of the schools in Harlem, where the so-called "difficult children" study, so he faces many problem situations. One of the students in the class completely ignores homework and lags far behind in the study of mathematics, but succeeds in gambling for money (cards, wagers, etc.), where he shows remarkable ability to score. Ron Clark invites him to a cafe, where during playing cards he teaches him calculations with fractions under the guise of bets. As a result, the student successfully passes the control testing in mathematics.

In addition to the video illustrations of the pedagogical task, the case included:

- algorithm for solving the pedagogical problem;
- algorithm for analyzing the solution to the pedagogical problem (Spirin,1997);
- a table with criteria and indicators of the evaluation of the result of the solution to the problem.

Criteria for assessing the success of the solution to the problem were taken from the methodology for assessing the level of qualifications of pedagogical staff (Professionalism of a modern teacher: a methodology for assessing the level of qualifications of pedagogical workers,2011) and adapted by us for the purposes of the study; each criterion was assigned an appropriate score in scores. The content of the criteria is given in Table 1.

Table 1. Criteria for assessing the success of the pedagogical problem solution

No.	Criteria content	Indicator (in points)
1	The suggested variant is anti-pedagogical. Such a variant will aggarvate the difficulties and problems of students (violation of discipline, asociality, opposition, conflict, etc.).	0
2	The suggested variant is possible to apply, however, not a constructive response. The situation will neither get worse nor improve. The educational and training effect will be minimal. The negative impact of the decision on the behavior and personal characteristics of the learner in the future is almost not taken into account.	1
3	The solution is aimed at achieving a positive educational and/or learning effect. An understanding attitude to the students is demonstrated; the conditions of the problem situation are taken into account. However, the proposed solution does not take into account the consequences of the chosen method of influence.	2
4	A constructive solution is proposed. It will contribute to the achievement of pedagogical goals, the formation of positive neoplasms in the form of knowledge, skills, personality traits. The decision of the pedagogical task includes setting pedagogical goals, taking into account the traits of the students, anticipating their possible responses and the results of the impact.	3

Students worked individually; their task were:

- to analyze the pedagogical situation;
- to assess the degree of achievement of the goal;
- to evaluate the selected solution in points and to argue their answer on the basis of the algorithm for analyzing the solution of the pedagogical problem.

In case the students gave 0 or 1 point to the result of the solution to the problem, then we considered that the evaluation is negative. Giving 2 or 3 points stated positive evaluation.

3 Results

The third, control stage of the experiment, involved comparison of the students' affiliation to the types of mentality (traditional and innovative) and their assessment of the result of the solution of the pedagogical task presented in the video.

Comparison showed that 64 people (85.3%) of 75 students with innovative mentality gave a positive assessment to the solution of the pedagogical task made by the film hero Ron Clark, and 11 people (14.7%) gave negative marks.

Opinions among 15 students with a traditional mentality also divided: nine gave a positive rating (60%) and 6 people (40%) – negative.

The distribution of students based on the type of mentality and the assessment of the solution of the pedagogical task is shown in Fig. 1.

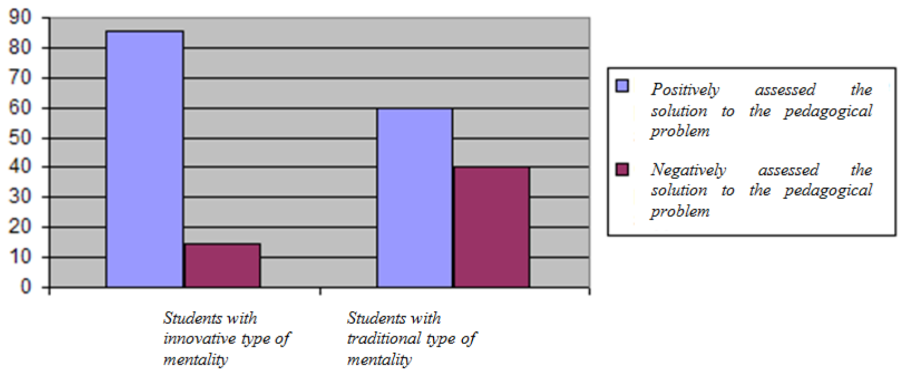

Fig. 1. Distribution of students with innovative and traditional mentality giving positive or negative assessment to the solution of the pedagogical problem

Here is an example of the argumentation of positive evaluation by the students with innovative mentality: "Ron Clark tried not only to improve the knowledge of the student in mathematics, but also to increase his self-esteem when he pretended not knowing how to play cards. This served as an incentive for the boy, who, having believed in himself, successfully passed the exam." The argument of the majority of students with a traditional mentality who negatively assessed the solution of the problem was approximately the following: "None of teaching goal, for example, successful passing of an exam, can justify the teacher's support of such a lesson as playing cards. The educational consequences of such a decision bear much more lamentable consequences than failure in the exam."

4 Conclusions

Methods of solving pedagogical problems are determined by the peculiarities of professional thinking, the level of theoretical and practical readiness, and the individual and personal qualities of the teacher.

The obtained results reveal a tendency for the analysis and evaluation of the solution of pedagogical problems to depend on the mental affiliation of future teachers. Taking into account the mental characteristics of students, in our opinion, will allow us to manage the process of making pedagogical decisions at the learning stage and introduce appropriate corrections into it. We believe that this fact can be used in the organization of interactive and problematic types of training, the preparation of research cases, organization of discussions and, in general, for the development of students' analytical abilities when solving pedagogical tasks.

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THE FORMATION OF THE IMAGE OF THE ORGANIZATION AS A FACTOR IN ENSURING CUSTOMER LOYALTY

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Abstract. The image of the trading enterprise is an important element in the retail strategy. The problem of formation, development and maintenance of the image of the trade organization occurs at the stage of development and has many debatable aspects. This paper clarifies and complements the definition of the image. The rationale for the effectiveness of image chain management is presented. A “supra-disciplinary" (general) subject-based image scheme is developed that represents its system characteristics (multidimensionality, manufacturability, ambivalence and communicative-managerial nature), which determine such image functions as the formation of a certain attitude towards its bearer, the legitimization of power, the increase of symbolic capital, typification and construction of social reality, and the identification of the specifics of the process of their implementation by actualizing the relevant motives for the behavior of subjects with the help of special codes contained in image messages. We applied the system-synergetic approach to the analysis of the reasons for strengthening the communicative and managerial potential of the image and revealing its functions in the network information and communication society as a super complex self-developing social system, and to the description of the mechanism ensuring the dominance of such image management.

Keywords: image, trade chain, image management, customer-oriented approach.

1 Introduction

A good image helps to increase the level of trust and value in relation to all trademarks of a trading enterprise. (Polianskaia, 2009).

A certain place in the problem of image is occupied by the question of the correlation of the image of the goods and the image of the store. As practice shows, the image of the store plays a secondary role if the brand of the product has a clearly expressed status and the consumer is confident that he will receive his "own" brand. On the contrary, the weaker the "personality" of a brand is, the greater the role of the image of a trading enterprise is.

This problem is reflected not only in the practice of Russian companies (more than 78% of organizations in Russia develope strategies of image formation (Aleshina, 1989), but also in modern research: I.V. Aleshina, N.L. Rogaleva, P. Gordienko, S. Black, K. Bolding, D. Bourstin, B. Jie, D., Dorothy, J.-P. Baudouin, T. Peters, R. Waterman., P. Drucker, T. Kono, E. Rogers, and L. Iacocca. (Berdinskikh, 2013).

In the era of the network information society, the communicative managerial potential of the image is multiplied many times, due to the acquisition of electronic-digital onto-status. From the viewpoint of a systemic synergetic approach, this reinforcement is the result of the performance of the electronic and digital image of a function or one of the leading order parameters governing the mechanisms of social self-organization that provide the modern network society with a state of homeostasis; or one of the attractors, which deduces individual subsystems and the network society as a whole, to new levels of self-development. The domination of image management in such a highly complex social system is manifested in the endless initiation of new image-order parameters and image-attractors in the process of electronic communications.

The image as an object of study can be represented in both disciplinary (private) projections and an "over-disciplinary" (general) subject scheme that represents its system characteristics: multidimensionality, manufacturability, ambivalence and communicative-managerial nature. These characteristics determine the following image functions: the formation of a certain attitude towards its bearer, the legitimation of power, the increase of symbolic capital, the typification and construction of social reality. System characteristics and image functions are realized in the process of image communication through actualization of the corresponding motives of the subjects' behavior with the help of special codes contained in image messages. This process takes place immediately at three levels: emotional-evaluation, ethical-aesthetic and value-oriented, which determines the "voluntariness" and "independence" of decision-making and the corresponding behavior on the part of objects of image impact. The psychological mechanisms and, at the same time, the processes and results of the image functioning processes both for its subject carrier and for the impact object are: identification, self-identification and self-presentation / presentation (Palyakin, 2014).

2 Materials and methods

The analysis of the theoretical foundations of the image made it possible to identify certain features of the current concept of the organization's image.

1. Serious developments in the image of the organization began in Western Europe, North America and Japan in the 1950s of the last century. At the beginning of the third millennium, the concept of “organization image" was gradually transformed into the concept of "corporate image”.
2. Corporate image is a formed favorable image that can be reflected in the consumer’s mind, encourage him to buy a product / service and provide competitive advantages to the organization on the consumer market.
3. Corporate image has the ability to attract, i.e. a characteristic that is directly related to charisma, and, therefore, associated with it.
4. The organization image is the fundamental basis for the formation of the reputation of the organization and one of the components of the corporate "religion".
5. Structural elements of the corporate image are the internal image, the image of the goods, the image of the founder, the visual image, and the image of the consumer of the goods (Beloborodova et al, 2017).
6. The work on creating an image must be conducted purposefully for each group of the public using different types of marketing and organizational communications.

To understand how each stage of development will have its own corresponding image policy, it is necessary to consider these stages in detail.

Stage 1. The organization is at the stage of establishment; the costs of image and general advertising formation are minimal. The image of the company at this stage is only being formed.

Stage 2. The company has captured a certain niche in the market and got a foothold in it. At the second stage, the company can increase advertising costs.

Stage 3. "Golden Age" of the company. At the highest level of development of the company, social advertising is expanding, the image of the company is fixed only as positive.

Stage 4. Rebirth or extinction of the company. At the last stage of the life cycle, the organization faces a difficult choice: either to go into oblivion, or "to develop innovative activity" and start all over again (Palyakin, 2014).

The corporate image management strategy must be subject to the marketing strategy as the general line of the organization's behavior on the market and realize its main goals.

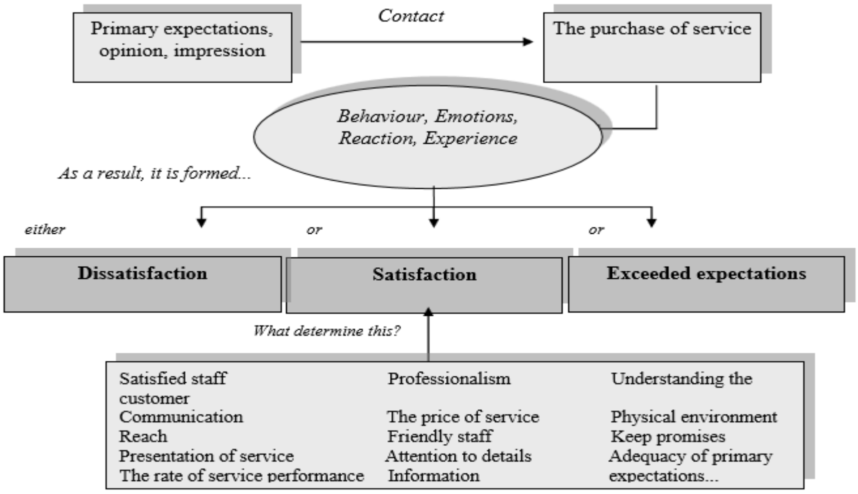


Figure 1 – Strategic fields of the organization's development image

Strategic directions of the organization's development image are the basic direction of actions for the realization of its mission and achievement of long-term goals based on the effective use of limited resources and their optimal allocation to ensure maximum flexibility and organization's stability in risks in unstable environmental conditions.

3 Results and discussion

The specifics of the formation and trends in the development of the image of the trade organizations are revealed. With an interval of 2 years (in 2014 and 2016), 2 questionnaire surveys were conducted.

The respondents were people of different strata of the population and of various ages. The participants were interested in the survey and responded to a number of questions positively.

The results of the study of the attitude of consumers to retail enterprises in 2014 and 2016.

Five hundred consumers surveyed in 2014 included 14 (2.70%) people under the age of 20 years, 230 (45.95%) people aged 20 to 30 years, 122 (24.32%) people aged 30 to 40 years, 95 (18.92%) people aged 40 to 50 years, 22 (4.32%) people aged 50 to 60 years, and 19 (3.78%) people over 60 years old (Figure 1).

In addition, among the respondents in 2014, 146 people (29.2%) were men, 354 people (70.8%) were women, and in 2016, 130 people (26%) were men and 370 people (74%) - women. We also identified a trade enterprise with the least attendance rate. In 2014, as well as in 2016, a rarely visited organization can be considered Pestrechinka stores. Thus, 273 (56.25%) and 281 (54.55%) consumers interviewed in 2014 and 2016, respectively, did not visit these trade chain stores. Fifty percent of all respondents never visit Pestrechinka stores or do it very rarely. As for the most frequently visited trade organizations, trade chains Pyaterochka and Magnit can be named. During the periods under review, the majority of respondents visited these organizations.

Investigating the level of prices of trade organizations, according to respondents, it was revealed that in 2016, as in 2014, Magnit stores are a chain with attractive prices, while Bakhetle stores have unpleasant prices.

Considering the question of the range of goods and services in the offered stores during the specified periods of time, the majority of respondents give their preference to Auchan and Bakhetle LLC. At the same time, consumers consider the range of Magnit stores to be small.

Speaking about the quality of the offered goods, the choice of consumers fell on the offers of the shops "Pestrechinka" and "Bakhetle" – in 2014, 71 and 75 people, respectively, and in 2016, 122 and 120 people, respectively; here the quality of goods sold is higher than in other represented trade chains. Assessing the culture of service in a particular retail chain, the respondents positively responded to Bakhetle LLC (85 people in 2014, and 88 people in 2016). A much smaller number of respondents recommend visiting the stores Magnit, Pestrechinka, Auchan, Pyaterochka, due to their low culture of service.

The respondents are satisfied with the territorial location of the trade chain Magnit, Edelwei-M and Pyaterochka and are not satisfied with the location of Auchan and Bakhetle.

The consumers prefer visiting Pyaterochka, Edelweiss-M and Pestrechinka as stores with convenient working hours, while Auchan and Bakhetle, in their opinion, are considered undesirable to visit earlier or later in the day.

As a result of the survey it was revealed that such retail enterprises as Bakhetle, Auchan, Magnit are the most known to the citizens of Kazan.

Factor analysis of the formation of management of the image of trade organizations

We selected the following factors as the most significant in determining the positive image of the trade organization:

1. High level of customer loyalty to the organization:

consumer indicator, as the goods are sold to the end user; (Rogaleva, 2007)

Below are the degrees of consumer loyalty to the considered trade organizations in 2016 as per the results of the questionnaire survey.

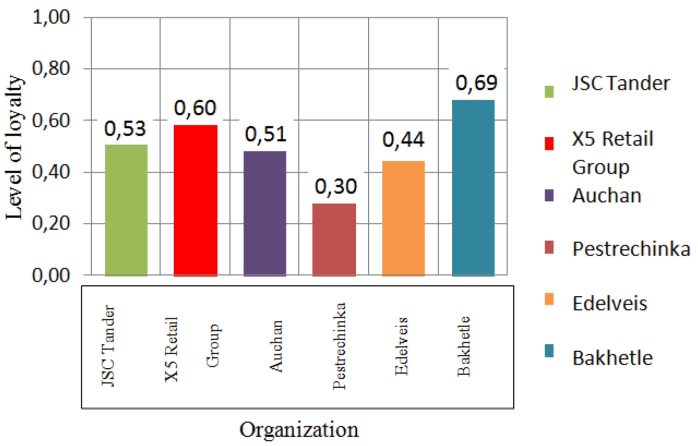


Figure 2 - The level of consumers' loyalty to trade organizations in 2015

To calculate the level of customer loyalty to organizations, such indicators as attendance, range, price level, service culture, quality of offered goods, working hours, convenience of location, cleanliness of the hall and adjoining territory, corporate style and advertising policy were considered (Sharafutdinova, 2016).

Formation of a permanent customer group. Most industries are dominated by organizations that have a strong client base. It follows that loyalty is an essential factor in creating a favorable image;

2. Increase in organization brand awareness:

The creation of a positive image of the trade organization is greatly influenced by the arrangement of goods, the design of storefronts and the interior of the store, the correct use of lighting, colors and other means that determine the content of merchandising, which has a significant impact on virtually all components of the image, including the formation of effective marketing communications within the trading organization;

3. The ability to focus marketing on brand development rather than on individual products or services:

The level of efficient use of the communication complex. The tools of the communication complex used to enhance the image (advertising, sales promotion, public relations etc.), work more effectively if they interact harmoniously, that is, when integrated marketing communications are used;

An effective means of creating a favorable image of a trade organization should be its website. The website should provide information about the trading enterprise, both for potential buyers, and for partners or investors. The website should be promptly updated with information about events that occur in the trade organization, carry out promotional activities and public relations. It is important that the website can be found by potential buyers who are unaware of the existence of the trading company through communication with the media, holding a press conference and issuing press releases that promote image enhancement; (Sharafutdinova,2015)

4. Cost reduction at the stage of launching new products on the market due to the developed trust to the brand:

Using the positioning based on the attributes of the goods, the "price-quality" ratio can be recommended during the studies aimed at the creation of a positive image. Superiority or difference of the goods from that of competitors should be declared;

5. Increase of the prestige of the company as an employer and the possibility of hiring more qualified personnel:

The possibility of using such popular incentive methods as bonuses, payment of income taxes, preferential lending, annualizing award, partial or full payment of trainings, study, social package, including medical insurance, mobile communication, etc. should be considered by the management of the trade organization;

Wide application of such methods of moral encouragement as providing a flexible work schedule, expressing gratitude in written and oral form, using the honor board, an elementary manifestation of interest in the personal life of the staff.

As a result of a survey of employees of trade chains represented in the territory of Kazan, it was found that 20% of respondents are highly satisfied with the benefits provided by their trade organization, 40% are less satisfied, and 40% are completely unsatisfied.

Various factors influence the formation of the company's image. Ignorance of at least one of them (effective management, customer orientation, image of the manager, etc.) can lead to loss of customer confidence and the formation of a negative or even scandalous image (Sharafutdinova,1998).

Formation of the image depends on the following main factors:

1. Organizational culture.
2. Environmental safety.
3. Quality and competitiveness of goods and services.
4. Financial capabilities.
5. Appearance of the organizations' names in the media.
6. Management efficiency
7. Image of the director.
8. Organization image management.
9. Financial and economic crisis.

Let us consider an algorithm for assessing the attractiveness of strategic zones of management systems of trade organization image. The algorithm includes:

Assessment of growth rates: for the current stage of life cycles and for the next stage;

Assessment of the level of future instability of the company's external environment;

Assessment of profitability: short-term and long-term.

To assess future instability, the enterprise's external environment is analyzed. Based on this, a list of opportunities and hazards is developed and the strength of factors is expertly assessed.

To determine the further development of the trade organization, a matrix for determining strategic zones of image management systems for retail organizations was developed (Figure 3), constructed according to two criteria: an integral indicator of image management efficiency and profitability of sales.

The vertical axis corresponds to the profitability of sales. The horizontal axis corresponds to the integral indicator of the image management efficiency. Then, the entire range is divided into 4 squares:

"Authorities" - high efficiency of image management along with high profitability of sales. The best strategic position of the retail trade chain, which indicates effective activity of and an acquired competitive niche by the organization. The main forces should be focused on maintaining a stable economic situation in the market. In the conditions of modern competition, it is necessary to constantly improve its activities and get new consumers.

"Diligent" – low profitability corresponds to a high efficiency of image management. This situation arises when the retail trade organization works effectively. At the same time, a high level of competition does not allow a high level of profitability. Highly efficient activity of “Diligent" is due to the effect of scale, when the increase in sales volumes reduces the expenses per unit of goods. The retail trade organization should develop extensively through the establishment of new trading facilities, which allow reaching the greatest synergistic effect.

"Lucky" – retail trade organizations with high profitability and low efficiency of image management. This situation arises with an insignificant level of competition. For the further development of such trade organizations, the effectiveness of image-making policy should be increased, as the level of competition can increase irrespective of the activity of the retail trade chain, and "lucky" can turn into “brave".

“Brave” – have low image management efficiency with a low level of profitability. A set of measures is needed to become “diligent”. Otherwise, they should leave the market, as a high level of competition in the future will not allow them to develop.

The development of a competitive retail chain strategy is associated with an assessment of the strengths and weaknesses of competitors. In order to obtain the most accurate result, it is advisable to carry out analysis of the economic efficiency of the retail trade chains by two methods, since the choice of the further strategy for the development of the tradechains is one of the key decisions in chain management.

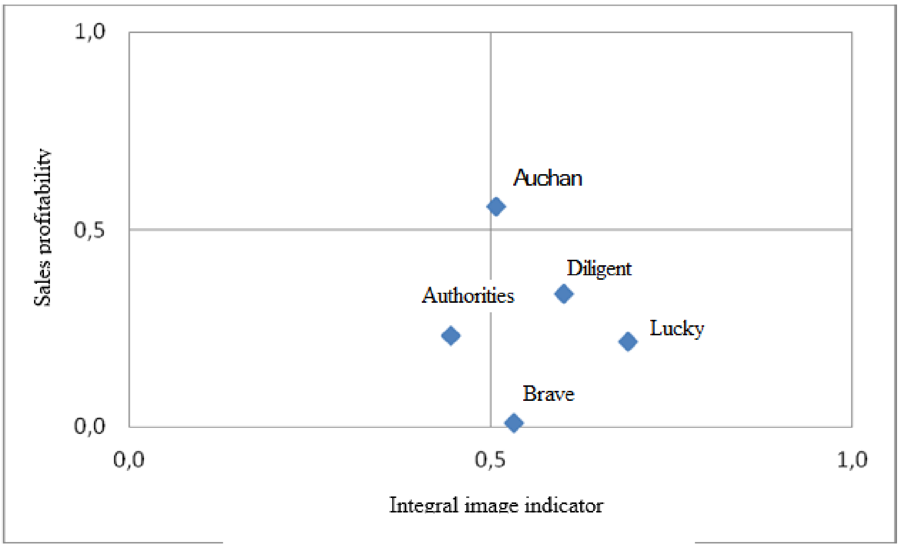
The proposed model of the matrix offers the following set of decisions on the further activities of the organization in the relevant areas of management:

Protect and support the “Authorities";

Release from the “Brave”, if possible;

Introduce a strict control over capital investments and transfer of excess cash proceeds to the "Diligent";

Carry out a special study of the "Lucky" to establish whether they are able to become the "Authorities" under certain investments.



Integral image indicator

Figure 3 – Strategic position of retail trade chains in 2015

To assess the image of trade organizations in terms of consumers 500 people were interviewed.

Considering business units as authorities, brave, lucky and diligent, it is necessary to divide them into four groups only, which is a rather simplistic approach. Some leaders with a high business process efficiency have never been a star in terms of profitability. Many companies with low profitability are not "lucky" or "authorities" - in most cases, the companies that play the second role have stable profitability, are profitable and able to compete successfully and even exceed the so-called leaders. Therefore, the key characteristic that needs to be evaluated is the trend of the company's profitability index (Berdinskikh, 2013).

4 Summary

According to the results of the study, it was determined that various factors influence the formation of the company's image. Ignorance of one of the factors can lead to a decrease in consumer loyalty and the formation of a negative level of image. Loyalty of clients and personnel depends on effective management and application of marketing tools. The application of the client-oriented approach will allow the trading company in the future to form a client base and a certain level of image. To maintain the level of competitiveness of a trading enterprise, it is necessary to define a development strategy. For this purpose, the competitive advantages must be evaluated and the trend of the enterprise profitability index must be taken into account.

5 Conclusion

The results of the study showed that the corporate image management strategy of the organization is developed on the basis of a marketing strategy. Applying the marketing approach to both clients and staff will allow the trading company to form a certain level of their loyalty. The use of factor analysis is aimed at the formation of competitive advantages of a trade enterprise. To assess loyalty to a trading company, it is necessary to take into account the ratio of performance to the level of the image. The application of a systematic approach in maintaining the image component determines the competitiveness of the trade enterprise.

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THE TRANSLARION SPECIFICS IN THE FIELD OF THE SCREEN ADAPTATION

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Abstract: The article presents the result of the study in province of the development the cine-text/film construct translation. The first part of the analysis provides an overview on the historical development of the main types of translation, which are essentially used for the foreign cinematography interpretation. The authors also investigated the information about the origin and the subject matter of cine-text, based on scientific works by famous linguists including M.A. Efremovaand R.A. Matasov (Matasov,2008 ; Efremova,2004). Different classifications of translation mistakes were compiled during the research by combining a variety of methods. On that stage, we also resorted to the description of translation mistakes with the most destructive effect. The second part of the work demonstrates the implementation of considered regularities on the audiovisual production, which was used as a research material. It included 7 hours and 12 minutes of stage speech of screen adaptation of Thomas Harris's novels about Dr. Hannibal Lecter, which are*Red Dragon (2002), The Silence of the Lambs (1991), Hannibal (2001).* The study results display the broad educational view on the specifics of process of making the translation of the film based on a literary works: they can be used as the auxiliary material during the professional training and for the extension of background knowledge in the field of audiovisual translation.

Key words: linguistics, dubbing, voice-over, subtitling, translation mistake, script, discourse-pragmatic analysis, audiovisual translation, cinematography.

1 Introduction

With the invention of sound motion cinematograph almost immediately became the world sensation. In the era of intercultural communication, a large proportion of the audiovisual products in the general release are produced by dominant cinema corporations, which are mainly located in English-speaking countries. During the period from 2016 to 2017 in the cinemas of Russia 153 domestic films (including animated ones) will be allowed to distribution on a general release. For comparison, at the same time, it is planned to rent 218 films produced in the US and 564 movies from all continents (Analytics: distributions,2017).Speaking of film translation in the territory of our country, one should consider its complicated history. The requirement for translation for foreign audiovisual products appeared with the end of the Second World War. The number of imported filmsincluded documentary tapes and front-page chronicles. Teams of highly qualified translators in well-equipped studios (MosFilm, LenFilm, etc.) prepared absolute majority of foreign audiovisual materials, as a result, most of them were provided with excellent adaptation. (Efremova,2004) Then, after the collapse of the Soviet Union, the production of west cinematography flooded the film screens. With the increasing in the number of foreign films, the level of both public and professional criticism regarding the quality of the preparation of audiovisual translations has also tremendously increased. In fact, the shortcomings of the training in the field of audiovisual translation are a consequence of the comparatively newness of this linguistics sphere (Analytics: distributions, 2017). To begin with, we collected all the relevant current information connected with cinema translation (dubbing, mostly). Wide research for the universal definition of the term *cine-text*allowed us to compile a new system of terms, which origin is based on deep scientific researches by Y.M. Lotman, I.R. Galperin, M.A. Efremova(2, 4, 5). As the main definition, we accepted the following one: "Cine-text is a coherent, integral and complete message, expressed through verbal (linguistic) and non-verbal signs organized in accordance with the concept of a collective functionally differentiated author with the help of cinematographic codes, fixed on a tangible medium and intended for audiovisual perception by the viewer" (Lotman,1973; Galperin,1981; Zolotnytsky,1954).

The research objective was the explanation of some translation decisions and common mistakes, which one who are deeply interested in languages may easily recognize while watching foreign films. We aimed at compiling a wide classification and different points of view of the subject of dubbing.

2 Methods

The authors of this research applied the following methods:

1. Comparative approach, including description of used classifications;
2. The syntactic, stylistic and lexical analysis of cine-text;
3. The content analysis in order to highlight the inaccuracies, made by 3 different film distributors: XXth Century Fox C.I.S. (*The Silence of the Lambs, 1991),* Pyramid (*Hannibal, 2001)*, East-West (*Red Dragon, 2002*) (America's 100 Greatest Heroes & Villains,2005).

Comparing the original cine-text (scenario script) and the film text, dubbed in Russian, we can draw parallels and understand the intentions of the translator.

3 Results

Subtitling, voiceover and dubbing are still used while preparing adaptations of foreign cinema. It is necessary to indicate some features of type of translation, investigated in our research.

Dubbing - type of translation, in which the scoring of the translated cine-text is performed by professional actors. The main goal of dubbing is to create a feeling that the actor speaks the same language as the listener. For this reason, the articulation on the screen and the articulation of the actor's speech must be simultaneous.

The huge variety of translation techniques aimed to preserve the artistic conception of the movie makers. The usage of these techniques always takes to account the specifics and differentials between cultures of translation and source languages (Christal, 2003). One of the fundamental requirements for translation is the preservation of connotation of the original content. Violation of this condition can be classified as a translation mistake. In general linguistics it is mainly distinguished the following types of mistranslations: logical, lexical, stylistic mistakes (Reis, 2001). On a provisional basis, during scientific analysis, we divided into 3 large groups:

*Group A:*the semantic deviances, associated with the misinterpretation of the denotative content of the source text (distortion and inaccuracy).

Group B: mistakes, related to ignoring of the stylistic characteristics of the original cine-text (in functional-style or genre features of the original cine-text; loan translation; calquing).

Group C: variance, related to the misinterpretation of the author's assessment. Within the third group, two types of errors are identified (errors associated with changes in the expression of the original and errors associated with inaccurate transfer of the author's estimate (Mc Dougall),1928).

Some of the study results demonstrate interesting techniques, applied by translators in order to preserve pragmatics, and also the research gives an insight on most common mistakes in translation of cine-text.

00:25:01 – 00:25:40

GRAHAM

It makes him God. Would you give up that? That's all that I have.

00:25:01 – 00:25:40

ГРЭМ

От мысли быть Богом не откажешься.

The part of the remark is omitted in the translation language dubbing due to the lack of time and the simultaneous beginning of the following phrase. A distinctive feature of a quality dubbing is the synchronism of the actor's mimicry and the speech of the one who duplicates it. Sometimes, for the sake of preserving the illusion, actors' replicas that are irrelevant for the development of a story are reduced. Following the plot further, consider the next example:

00:29:43 – 00:29:47

CHILTON

Damn it, man, you must have some advice. You caught him. What was your trick?

00:29:43 – 00:29:47

ЧИЛТОН

Прошу прощения, но вы что–то скрываете! Вы ведь поймали его. В чем ваш секрет?

The *"damn"* part is reduced. Taking into consideration, that this phrase is a hint about the relationship between characters, we can admit that the absence of emotional stress as well as substitution of overfamiliarity with officiality in the dubbed version can be estimated as a translation error of group C, since the artistic design of the scene is not accurately conveyed.

It is not always necessary to cut the whole remark, sometimes translator uses generalization for preserving the synchronism of the actress's facial expressions and the sound of the dubbing actress's voice (Glossary: Television.,2015):

00:56:20 – 00:56:34

CLARICE

I went to live with my mother's cousin and her husband in Montana. Theyhad a ranch.

00:56:20 – 00:56:34

КЛАРИСА

Я жила у родных моей матери в Монтане. Унихбылоранчо.

In few cases, dubbing team has to sacrifice the breadth of the emotional intensity of the scene in favor of preserving the plot's integrity. We found such a translation solution in the following situation:

01:13:50 – 01:13:59

DR. LECTER

Brave Clarice. Will you let me know if ever the lambs stop screaming?

CLARICE

Yes. I'll tell you.

DR. LECTER

Promise...?

Then why not take your case file? I won't need it anymore.

01:13:50 – 01:13:59

ЛЕКТЕР

Храбрая Клариса. Дайте мне знать, когда ягнята замолчат?

КЛАРИСА

Назовите имя, доктор.

ЛЕКТЕР

Читайте дело, Клариса. Возьмите. Мне оно больше не понадобится.

The error of group A can be observed in the following case:

00:18:49 – 00:19:09

MASON

We can get to it now. You see, it all comes to bear, it's where I met Jesus and I'll never tell you anything more important than that. It was a Christian camp my father paid for.

00:18:49 – 00:19:09

МЭЙСОН

Нет, мыобсудимэтосейчас. Тут важна вся моя жизнь; мой отец основал лагерь для бедных детей.

Again we observe the most common translation solution - omission. One of the central motives of both the film and the novel is the Bible's story. The shift of emphasis impoverishes the system of signs and patterns of the film. In this case, it affects the pragmatics of the translation text; therefore it is classified as an error of group A.

Translators have to maintain the author's specific, and sometimes it is required to use original techniques, which necessitates a non-standard imagination. The relevancy easily explained by tangled structure of cine-text of *Hannibal Lecter's* Trilogy.

01:12:03 – 01:12:32

LECTER

Buffalo Bill's real name is Louis Friend.

01:12:03 – 01:12:32

ЛЕКТЕР

Буффало Билла зовут Фидель Жулезес.

In dubbing, we see a deviation in the translation of the name. To explain this, at first glance, unmotivated change, one should follow the plot. The translator resorted to changing the original text for the sake of preserving the artistic intention, namely, the meaning of the anagram. Replacing Louis Friend (i-r-o-n s-u-l-fi-d-e) with *ФидельЖулезес (с-у-л-ь-ф-и-дж-е-л-е-з-а)* the translator retained the author's original move: an anagram "Iron sulphide" which means “False gold, fools’ gold”.

An excellent example of the adaptation of pragmatics to the Russian-speaking audience is seen below:

00:20:21 – 00:20:33

MASON

Anyway – he said, would you like a popper, Mason? I said, Would I.

00:20:21 – 00:20:33

МЭЙСОН

И он спросил: “Хочешь новенького, Мэйсон?”, и я сказал, что хочу.

The word "popper" refers to a group of narcotic substances of vascular action, which are the fluids for inhalation. These include amyl nitrite, butyl nitrite, isobutyl nitrite and cyclohexyl nitrate. These substances are released in ampoules for medical use. An ampoule bursts with the pop-sound - hence the name "popper". Strictly speaking, the majority of these chemical terms are unfamiliar for moviegoers, and word-for-word or descriptive translation would be unnecessary. Avoiding the word “drug”, the translator replaced it with the euphemism “новенького” in the context of the scene does not affect the pragmatics, and it is understandable to the viewer.

Undoubtedly, translator should always remember from what language she/he translates: he or she also has to be educated in the cultural field of the target language. It is prohibited to calque one culture to another. A glaring deviance of style features is followed:

01:16:45 – 01:17:01

DOLARHYDE

I am the Dragon and you call me insane?

01:16:45 – 01:17:01

ДОЛАРХАЙД

Аз есмь дракон, а вы меня черните!

The use of the "Азесмь" construction is appropriate in a historical context, connected with Russian culture, and is absolutely inapplicable in this situation, not to mention the mistranslation of the word "insane". Perhaps the translator tried to give extra fervor to the character's remark, which was also unnecessarily. Thus, translation decisions can be classified as a mistake of group A, B and C.

Ignorance and lack of translator's background knowledge may lead to inaccuracy or mistakes in interpretation. The next example demonstrates how the nescience of Biblical tale about Samson and the lioness caused misinterpretation of the undermeaning of the remark:

01:26:41 – 01:27:36

KRENDLER

Did you ever think, Clarice, why the Philistines don't understand you? It's because you're the answer to Samson's riddle: You are the honey in the lion. Soundslikehimtome.

01:26:41 – 01:27:36

“Вы когда–нибудь задумывались, Кларисса, почему эти филистимляне не понимают вас? Потому что вы – ответ на загадку Самсона: вы мёд и лев.” Этопосланиепсиха.

Summarizing the research, the authors calculated the percentage of mistakes admitted by the distribution companies. Of the 32 considered translation decisions, 20 account for the mistakes made. Among them, the most part, comprising 31.25%, is occupied by group A, including inaccuracies and omissions, 12.5% of group B errors, combining various style deviances, 18.75% of group C, responsible for incorrect author's assessment and expressiveness of the remarks. The remaining material, comprising 37.5% of all the examples examined, includes interpreting techniques demonstrating the competence of the translator and resourcefulness in creating pragmatic adaptation, which are difficult to interpret.

4 Discussion

Practical application of this research as a methodological tool and additional information is possible in the professional training during the duplication of motion pictures, as well as in the study of film-text translation in the context of linguistic theory in general. The target audience is linguists pursing research in pragmatics, students majoring in Linguistics and Cultural studies and teachers of English, translators, specialized on audio-visual production.

5 Summary

The analysis of the film speech showed which methods are used by the translators of the various distribution companies most often. They included the omission/reduction of remarks which are not essential for the total pragmatics of the film (according to the translator), as well as the search for a means to replace the descriptive translation in order to maximize the meaningfulness. To the most frequently admitted mistakes, we attributed inaccuracies and distortions, to the least - incorrect treatment of style and genre features, and also attempts to integrate Russian culture (the phrase *"Азесмь"*) into American culture.

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ECONOMIC AND ECOLOGICAL ASPECTS OF PRESERVATION AND RESTORATION OF POPULATIONS OF STURGEON SPECIES IN THE KUIBYSHEV RESERVOIR

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Abstract: As a result of technological calculation of recirculating aquaculture system for starlet breeding, it was concluded, that the following basic elements were required for the operation of the system: pools for fish, equipment for oxygen generation and disinfection of water, mechanical and biological purification filters, incubators. The calculation of profitability shows that the payback period of the fish farm, designed in the course of the work,is 2 years, with the total costs of farming organization - 14490000 rub. The volume of the expected proceeds will be 7500000 rubles per year. The possible annual release of sterletjuveniles for restoring the population of this species in the Kuibyshev reservoir is 275,000 pcs. The yield to the fishery will be 8250 pcs. The possibility of creation a modern high-tech enterprise for the production of high-quality market fish,with the purpose of ensuring the needs of population, was shown in the work.The use of the main approaches to rational water management in the process of operation, and the need to restore natural populations of sterlet were taken into account.

Keywords: restoration of the sterlet population, ecological fish farming,recirculating aquaculture system, artificial reproduction of rare species.

1 Introduction

At present, one of the urgent problems is the reduction of biological diversity. Biodiversity affects the ability of living systems to respond to changes in the environment, supports the functions of ecosystems. The widespread reduction of fish resources necessitates the introduction of new approaches to the conservation of biological diversity (Hiddink et al,2008).

Sturgeons are one of the most ancient of the currently living groups of fish, inhabiting the Northern Hemisphere. Currently, the most of the sturgeon species are under threat of extinction (Ustaoglu et al, 2004).

Along with traditional approaches for the conservation of biological diversity (for example, the creation of protected natural areas (Zamaletdinov et al, 2016)), it is advisable to use artificial methods for the reproduction of rare and endangered species. The latter is particularly effective within the scope of works for creation of aquaculture.

The creation of a cascade of reservoirs on the Volga River in the middle of the last century led to the almost complete cessation of the normal spawning of a whole group of migratory fish, which were of great commercial importance. First of all, the construction of dams allowed the natural reproduction of sturgeons.

To preserve the natural populations of sturgeons, it was decided to create a system of artificial reproduction of sturgeons in the basin of the Lower Volga. Large-scale construction of incubators began in the 1950s after the flooding of rivers, and by the 1980s more than 130 millionof sturgeonfingerlings have been produced from the wild broodstock (Chebanova et al, 2001). However, similar works allowed to preserve to this day the natural populations of a number of sturgeon species only in the Volga delta region.

In all other areas, the abundance gradually has been decreased and now in the Middle Volga basin the sturgeon is represented by a single species - sterlet *Acipenserruthenus* Linnaeus, 1758. It is the only species of sturgeon,which inhabits the Volga. Intensive exploitation of sterlet resources by catching, as well as reduction of places, suitable for spawning, has led to the fact that this species was currently included in the Red Book of the Republic of Tatarstan (Red book of the Republic of Tatarstan (Red book of the Republic of Tatarstan, 2016) (the category III - is a rare species, vulnerable due to low abundance and low prevalence, often found at the border of the area) and a number of adjacent territories. For these reasons, this species should be considered as the most promising among sturgeon for artificial reproduction in water bodies of the Republic of Tatarstan.

The aim of this work is to develop an algorithm for the reproduction of sterlet in conditions of recirculating aquaculture system, for the conservation and recruitment of natural populations.

The work was carried out at the Department of Environmental Engineering and Water Management of the Institute of Management, Economics and Finance of the Kazan (Volga) Federal University.

2 Material And Methods

The proposed fish farm is supposed to be created on the principle of recirculating aquaculture system. Such a choice is due to the stenobiontility of the breeding object to the external conditions (primarily to the oxygen content in the water).

The basic technological calculations were carried out using standard algorithms (Proskurenko , 2003). Technological calculations (the survival rate of fish, the number and volume of containers in recirculating aquaculture system, the leveling of oxygen balance, water flow rate) were carried out according to the algorithms, recommended by V.L. Tsuladze (Tsuladze, 1990).

Recirculating aquaculture systems require the continuous removal of metabolic products. This is especially important for salmonids. The calculations of metabolic products and the volume of bio-loading were carried out according to M.B. Timmons and J.M. Ebeling (Timmons, 2013).

Along with the technological component, we carried out the economic calculation of the planned farm.

In the process of economic calculations, we proceeded from the assumption, that the cost of electricity, heating and water supply is planned to be paid from the federal budget, in accordance with the State Program "The development of Market Aquaculture in the Republic of Tatarstan" for 2015-2020 (Sheremet,1998).

The calculation of capital costs and payback period was carried out using the standard algorithm. The overall calculation was carried out for the farm, designed to produce 15 tons of market fish per year.

3 Results And Discussion

Planned fish husbandry is supposed to be located near the village Popovka, in the Nizhnekamsk municipal district of the Republic of Tatarstan.

The manufacture consists of 3 recirculating aquaculture systems for market fish rearing of different age groups and installation of closed water supply for breeding the spawners and incubation of hard roe.

Schematically, the recirculating aquaculture system includes a number of specific elements:

1. System for bactericidal treatment.
2. System for oxygen saturation of water.
3. System for maintaining the fixed temperature.
4. Mechanical and biological filters.

Functionally, the design is shown in Figure 1.

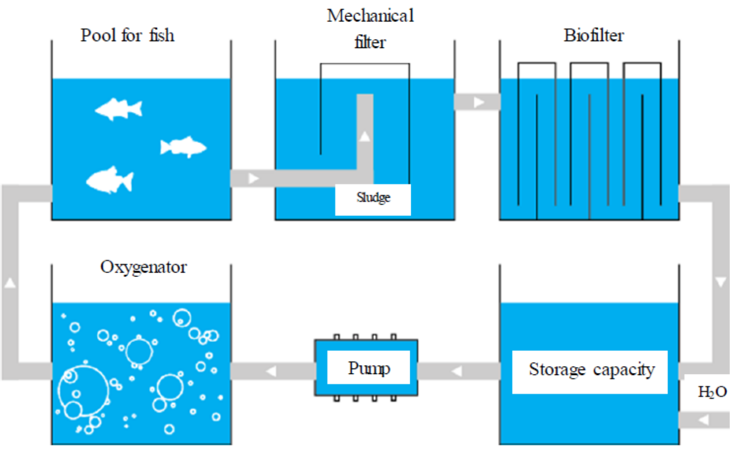

Figure 1.Functional chart of the used recirculating aquaculture system.

The material and technical equipment of the farm involves the use of the following production tanks (Table 1).

Table 1.Necessary number of fish-rearing pools

Type and dimensions of the pool	Number, pcs.
Rectangular; 2,0*1,5*0,6	4
Round; Ø3,5 *1,2 m	21
Round; Ø3 *1,2 m	2
Round; Ø2* 1,2 m	2

For the calculations we proceeded from the following initial parameters:

Weight of fish seed:

- Fingerlings - 3 g
- Yearlings - 300 g

Weight of market fish: 1000 g

For the first year of operation of recirculating aquaculture system, both the 3g fingerlings and 300g yearlings are procured. This will short the time of individuals'selection for the formation of rearing broodstock, and the time of obtaining fish seed material from the own broodstock.

To start the production, 6250 pcs of fingerlings, weighing 3 g, and 5500 pcs of yearlings, weighing 300 g should be purchased.

During 2 years it is necessary to purchase 6250 pcsof fingerlings 4 times, because the own broodstock is formed and will be ready for spawning only for the third year of operation the enterprise.

The results of calculation the amount of fish seed are shown in Table 2.

Table 2.Necessary amount of fish seed

Type of fish seed	The 1st year, pcs	The 2nd year, pcs	The 3rd and subsequent years, pcs.
Fingerlings, weighing 3 g	12500	12500	-
Yearlings, weighing 300 g	5500	-	-
Juveniles from the own brood stock	-	-	17500

In the broodstock, it is necessary to contain 20 females and 5 males. Rearing stockis completely identical to thebrood stock.

Taking into account the coefficients of commercial return of the sterlet, it was found, that having released 275000 pcs of sterlet juveniles, weighing 1.5g, their commercial return will be 8250 pcs.

Table 3 provides data on feed requirements for the rearing of market fish.

For the normal operation of the farm with a full cycle of production, the average amount of feed per year is as follows: Aller Performa EX - 10800 kg; Aller Bronze - 41250 kg.

Table 3.Required amount of feed for sterlet, at a temperature of water 21°C

Fishweight, g	Durationofrearing, days	Title of feed	Dailynorm,% ofmass	Total amount of feed, kg/day
> 0,5-3	105	AllerFutura EX MP	10	0,03
3-50	100	AllerPerformaEX	8	25
50-200			5	62,5
200-300			4	66
300-500	150	Aller Bronze	4	110
500-1000			3	150

Equipment, necessary for a fish farm, with a capacity of 15 tons of market fish per year is given in Table 4.

Table 4.Summary table of capital expenditures

Items	Characteristics	Number, pcs	Cost* per 1 unit, rub.	Totalcost, rub.
Fish-rearingpool	Ø3,5 *1,2m	21	33700	707700
	Ø3 *1,2m	2	27000	54000
	Ø2* 1,2m	2	20800	41600
	2,0*1,5*0,6	4	9000	36000
Incubatorforspawn	Capacity 20000 roecorns	2	27000	54000
Oxygenator	60 m^3/h, 0,37 kW	2	125000	250000
	100 m^3/h, 0,37 kW	1	140000	140000
Aerator	38 W	1	8320	8320
	45 W	1	9200	9200
	65 W	1	10560	10560
UV-disinfectant	50 m^3/h, 220 W	2	158439	316878
	100 m^3/h, 800 W	1	230000	230000
Oxygen generator		3	620000	1860000
Pump	2700 l/h, 370 W	3	2080	6240
	30000 l/h, 2100 W	2	22400	44800
	40000 l/h, 7,5 kW	4	26200	104800
Storagetank	2,0*5,7 m	1	7300	7300
	5,25*2,0 m	2	6800	6800
Tankforbiologicalfilter	Ø2,4 м*1,5 m	1	10800	10800
	Ø3,6м *1.5 m	1	15200	15200
	Ø1,5 * 1,5 m	1	5740	5740
Bedforbiologicalfilter	668 m^2/m^3	15 m^3	31900	478500
Polyethylenepipe	Ø18 mm	15 m	17	255
	Ø75 mm	90 m	122	10980
	Ø110 mm	55 m	220	12100
	Ø560 mm	21 m	2980	62580
	Ø710 mm	21 m	5800	121800
	Ø750 mm	28 m	6542	183176
Fishseed	3 g	12500 pcs	15	187500
	300 g	5500 pcs	150	825000
Feed	AllerPerforma EX	10800 kg	1400(20 kg)	756000
	AllerBronze	41250 kg	2000(20 kg)	4126000
Totalcapitalexpenditures				10615550
Overheadcosts, 5%				530700
Total				11146250

* at average prices for May 2017

Other expenses account for approximately 30% of the amount of capital expenditures.

4 Summary

Rational use of available resources for farming is a guarantee of obtaining high-quality and affordable products. Currently, no more than 60 pond and cage-type farms are engaged in the production and sale of market fish in the Republic of Tatarstan. Currently, there are no organizations, involved in sturgeons breeding in the republic. The most environmentally friendly and economically viable is the breeding of fish in recirculating aquaculture systems.

5 Conclusions

As a result of technological calculation of recirculating aquaculture system for sterlet breeding, it was established, that the following basic elements were required for the system operation: fish-rearing pools, equipment for oxygenation and disinfection of water, biological and mechanical filters, incubators.

The calculation of profitability showed, that the payback period of fish farm, designed in the course of the work, is 2 years, with the total costs for the organization of this farming - 14490000 rubles. The volume of the expected proceeds will be 7500000 rubles per year.

The possible annual release of sterlet juveniles for restoring the population of this species in the Kuibyshev reservoir is 275,000 pcs. The yield to the fishery will be 8250 pcs.

So, the possibility of creation a modern high-tech enterprise for the production of high-quality market fish, with the purpose of ensuring the needs of population, was shown in the work. The use of the main approaches to rational water management in the process of operation, and the need to restore natural populations of sterlet were taken into account.

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CROSS-CULTURAL ADAPTATION OF ACADEMIC MOTIVATION SCALE OF VALERAND(AMS-HS 28) FOR

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Abstract: This research aimed to investigate the psychometric features of Academic motivation scale of valerand(AMS-HS28) for Iranian population. This scale assesses the motivation types of students, and includes 7 sub-scales and 28 items that should be answered in 7 point likert-type scale. The participants consisted of 701 undergraduate students of Tehran state universities selected Using cluster random sampling. The results of factor analysis showed that this scale has reliability and validity for Iranian population. All 28 items are maintained with 5 sub-scales.

Key words: cross-cultural, Iranian population , academic motivation.

1 Introduction

Processes that strengthen and guide the behavior arise from individual and the environment forces. Motivation is an inner process that guides and strengthens the behavior. Motivation is an inherent phenomenon affected by four factors, including location (environment and external stimuli), temperament (the inner state of the organism), and goal (goal of behavior, intention, and orientation) and tools (tools to achieve the goal) (Rio, 2009, translated by Yahya Seyed Mohammadi, 2009). Motivation is considered as the "why" of infrastructure of the behavior (Valerand, Piliter, Bellis, Breyer, Senecal and Valirris, 1992) .There are various approaches, definitions, and concepts on motivation. Large number of theories has explained the motivation. The most known definition of them include the reduction of drive theory, Maslow's hierarchy of needs theory need theory, McClelland’s need for success theory, Hunter’s intrinsic and extrinsic motivation theory, Festinger's social comparison theory, Festinger's cognitive dissonance theory, and motivational cycle of learning and self-regulation theory of Deci and Ryan (Kalafat, 2004; Onen and Tuzin, 2005, Yaparel, 1995) . Deci and Ryan (2000) have differentiated types of motivation. This differentiation was performed based on the perceived source of causality and it includes intrinsic motivation and extrinsic motivation. Deci and Ryan have provided very delicate intrinsic motivation. A person motivated intrinsically performs the activities for themselves to obtain the pleasure of the activity . Intrinsic motivation transformation depends on social environment support of innate psychological needs, including autonomy, independence, and competence of the people. In other words, if the behavior is not motivated by external pressures, individuals can experience actions in the form of self-determiner. Intrinsic motivation refers to performing the activity in order to gain real satisfaction of their activities. Key words describing intrinsic motivation include interest, pleasure, and real satisfaction. People are freely participated in such activities. In contrast, extrinsic motivation is associated with behaviors that occur due to external causes. The extrinsic cause can be reward or punishment: “people behave in order to obtain favorable outcomes such as tangible rewards or avoiding threatening punishment" (Deci and Ryan, 2000, p 236).

Deci and Ryan (2000) provided a self-regulation continuum in which lack of motivation is located at one end of continuum, different types of extrinsic motivation are located at the middle of the continuum, and intrinsic motivation is located at the other end of the continuum. Lack of motivation describes a situation in which a person's behavior occurs completely under the external pressure and out of the personal control (Cokley, 2000, p 561).

Table 1 - Self-regulation theory (Deci & Ryan, 2000)

Behavior	Lack of self-regulation					Self-regulation
Motivation	Lack of motivation	Extrinsic motivation				Intrinsic motivation
Regulation practices	Lack of regulation	External regulation	Internal regulation	Specified regulation	Integrated regulation	internal regulation
Source of perceived causations	Lack of regulation	Extrinsic	Relatively extrinsic	Relatively intrinsic	Intrinsic	Intrinsic
Relevant regulatory processes	Without goal Lack of value Lack of commitment Lack of control	Committed Goal-oriented external reward and punishment	Self-controller Self-oriented Goal-oriented internal reward and punishment	Self-controller Self-oriented Goal-oriented internal reward and punishment	Self-controller Self-oriented Goal-oriented internal reward and punishment	Inner pleasure Real satisfaction

Many studies have discussed on students' motivation by considering learning components and their psychological processes (Murton et al., 2008, Paulson and Feldman, 2005; Wall et al., 2003, Salili et al., 2001, Bures et al. , 2000). Academic motivation is close to "learning motivation". Learning process is naturally part of academic education and academic motivation. Major part of educational psychology literature related to learning motivation with an emphasis its instruction. However, learning motivation is not mixed with academic motivation. Educational motivation can be defined as required energy for the educational activities that it varies from one theory to other theory depending on to sources of this energy. These differences are shown in measuring the motivation. Therefore, the educational motivation can be considered as decision motivation for beginning and continuing education. Academic achievement motivation is comprehensive tendency to evaluate performance according to his all-round performance evaluation approaches according to upmost effort criteria to success in the performance and having the pleasure associated with success in performance (Westland and Archie, 2001). In the case of students, academic achievement motivation has particular importance. With this motivation, people follow required mobility to achieve successful schooling, achieve a goal or a certain degree of competence so that they can obtain required success in learning and studying (Yousefi, Ghasemi and Firouznia, 2009). There are different measurements for evaluating the motivation (Amabile , Hennessey & Tighe, 1994; and Dicintio & Gee, 1995; Donohue & Wong, 1997). Academic motivation responds to the question “why you go to university?” (Valerand, Piliter, Belis, Berrier, Senekal and Valieries, 1992, p 1008). Based on the educational motivation theories, especially self-determination theory of Deci and Ryan, some studies have been conducted regarding the assessing the validity and reliability of the students’ academic motivation scale (Harter, 1990, 1980; Gottfried; Stinnett; Aohler, 1991, Cokley, 2000 and 2001; Farchyld et al., 2005 and Barcoks et al., 2008). Regarding the assessment of students' academic motivation, some scales have been constructed, for example, Pearson and Carey (1995) developed students' academic motivation scale. This test measures students' overall academic motivation and valerand et al. (1992) developed the university students' academic motivation scale based on the self-determination theory of Deci and Ryan. This scale is a paper and pencil test, measuring seven factors of intrinsic motivation with three levels, extrinsic motivation with three levels, and lack of motivation. Valerand et al (1992, 2008) used self-regulation theory as the theoretical foundation of their research on students' academic motivation. They developed academic motivation scale (AMS) to assess the motivation of students that it was validated later by Cokley (2000). The main research aim is investigating the validity and reliability of academic motivation scale. For this purpose, the following questions were examined.

The main questions:

1. Does valerand students' academic motivation questionnaire have reliability for Iranian students?
2. Does valerand students' academic motivation questionnaire have validity for Iranian students?

2 Method

This study was conducted to examine the validity and reliability of the students' academic motivation questionnaire and it is considered among the descriptive-correlational studies. Confirmatory factor analysis is a model assuming that experimental data are explained based on relatively small number of parameters (Kerlinger 1986).

2.1 Sampling method

Using cluster random sampling, Al-Zahra University, Shahid Beheshti University and the Allameh Tabatabaei University were selected randomly among state universities.

2.2 Population and sample of study

The study population consisted of male and female undergraduate students of Tehran state universities in 2011-2012 and 2012-2013. Among the mentioned universities, engineering, basic sciences, humanities, physical education, and art departments were selected. In addition, among these departments, class was selected as sampling unit and the academic motivation test was implemented on students.

Out of 800 questionnaires implemented, after excluding incomplete questionnaires, 701 questionnaires were selected as sample.

2.3 Research tools

Valerand et al translated academic motivation scale from French to English language in 1992 in order to identify the type of academic motivation of students. It includes 28 items and 4 phrases dedicated to each sub-scale.

This test is a self-report tool and each subject should score the items in a 7-point Likert scale (from not at all=1 to completely= 7). Each of the

2.4 Scoring practice

To obtain the score of each sub-scale, the scores of all items related to sub-scale are summed up.

2.5 External reliability and validity of test

Reliability: Valerand reported the Cronbach's alpha coefficient of the academic motivation test sub-scales between 0.83 and 0.86, and only the alpha coefficient of matching extrinsic motivation sub-scale was not in this range and it was 0.62. Reliability coefficient obtained by Test retest method for academic motivation test subscales during one month was reported between 0.71 and 0.83.

Validity: Confirmatory factor analysis results proved 7-factor structure of the scale and they suggest construct validity of the academic motivation scale.

Researcher-made questionnaire: researcher-made questionnaire was used to assess demographic data such as age, education, field of study, and living place.

3 Results

Out of 701 people selected as sample of the current study, 279 were males and 422 were females (39.8 and 60.2 percent, respectively). The highest distribution of the people in terms of fields of study with 108 patients (15.4 percent) related to engineering field of study, followed by 98 patients (14 percent) in the basic sciences, 480 patients (68.5 percent) in humanities, 8 patients (1.1%) in physical education, and 7 patients (1%) in the art fields of study. The mean age of participants was 20.94 with SD of 1.89 years.

1. Does valerand students' academic motivation questionnaire have validity for Iranian students?

Exploratory factor analysis using principal component analysis was performed on data gathered from the implementation of the questionnaire and results are presented here. In order to evaluate the adequacy of sampling and significance of the data matrix, KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) and Bartlett's Test of Sphericity were used. KMO value was obtained 0.929 and Chi-square was obtained approximately 10016.79 in degree of freedom of 378 ($P<0.01$). Factor analysis using principal component analysis led to the 5-component solution, which explained 62.29% of total variance. Matrix of components after 10 varimax rotations is shown in Table (2).

Table 2 - Matrix of components after rotation

	Components				
	1	2	3	4	5
22	.802				
8	.775				
17	.736				
10	.699				
1	.629				
15	.585				
24	.560				
3	.534				.431
18		.829			
11		.822			

25		.706			
23		.599			
27		.494	.447		
28			.783		
21			.780		
7			.739		
14			.610		
20		.437	.469		
26				.836	
19				.813	
12				.782	
5				.781	
9		.405			.644
6					.610
4					.609
13					.608
2		.437			.603
16		.461			.497

Components extracted from the table above are summarized in Table 3.

Table 3 - Components extracted from principal component analysis

Component number	Number of items
1	1 3 8 10 15 17 22 24
2	11 18 23 25 27
3	7 14 20 21 28
4	5 12 19 26
5	2 4 6 9 13 16

Component 4 was fully corresponding with the first sub-scale of lack of motivation, and the first component includes exactly the items of intrinsic / regulation and intrinsic motivation / matched. Four items out of five items of the third component include the extrinsic motivation of the five items, four items as well as external motivation / projection. However, the second and fifth components include items of intrinsic motivation / drive experience, intrinsic / knowing and intrinsic / drive to move in the direction of progress.

Mean and standard deviation of these constituents are reported in Table 4.

Table 4 - Descriptive statistics of extracted components

	range	minimum	maximum	mean	Mean standard error	SD
Component 1 (intrinsic motivation-knowing)	46	10	56	01/41	37/0	81/9
Component 2 (external regulation)	30	5	35	39/21	27/0	11/7
Component 3 (projection regulation)	30	5	35	42/23	26/0	03/7
Component 4 (lack of motivation)	24	4	28	97/10	25/0	56/6
Component 5 (intrinsic motivation-experiencing drive and drive for progress)	36	6	42	58/29	28/0	53/7
Total score	133	52	185	37/126	91/0	23/24

Correlation coefficient between the total score of the questionnaire and its subscales of and total average of students was used as an evidence of test validity. These values are reported in Table (5).

Table 5 - Convergent validity through the correlation between the components of questionnaire and total average

	Component 1	Component 2	Component 3	Component 4	Component5	Total score
Correlation coefficient with average	104/0**	207/0**	106/0**	225/0**-	251/0**	151/0**
Sig.	006/0	0001/0	0001/0	0001/0	0001/0	0001/0

As seen, all components have direct and significant relationship with average and there is significant and reverse relationship between component 4 and average that it was expected according to content of this component.

1- Does students' academic motivation questionnaire of Valerand have reliability for Iranian students?

To assess the internal consistency reliability and questionnaire reliability, Cronbach's alpha coefficient was calculated for the total scale and its subscales. Alpha reliability coefficient was calculated 0.877. This coefficient indicates high accuracy of the questionnaire. Loop method to remove items with low reliability showed that removal of none of the items was associated with increased reliability of total score.

The reliability of the subscales derived from factor analysis is shown in the Table (6).

Table 6 - The reliability of the subscales

	Component 1	Component 2	Component 3	Component 4	Component 5
Cronbach's alpha	855/0	847/0	824/0	844/0	834/0

These coefficients show the appropriate reliability of test and its subscales.

4 Discussion and conclusion

The first hypothesis study showed that students' academic motivation questionnaire of Valerand has good validity and high reliability. Items 5, 12, 15, and 26 had a negative correlation with the total score that this issue should be considered according to the content of the items. It means that items in fact assess the lack of motivation (as opposed to academic motivation). Therefore, we can say that all the items are appropriate and removal of none of them leads to improved total reliability. The results of exploratory factor analysis showed that five distinct factors in this questionnaire in Iranian society are separable. The first factor is "intrinsic motivation-knowing", which includes the items of intrinsic motivation / regulation and intrinsic motivation / matched. The second factor was "external regulation" and the third factor was "projection regulation". The fourth component corresponded to Valerand questionnaire sub-scale named "lack of motivation", and fifth component was named intrinsic motivation-drive experience and drive for progress, since second and fifth components included the items of intrinsic motivation/driver experience and move toward progress. The reason for the reduction of 7 scales to 5 scales in Iranian population could be due to differences in linguistic features since the concept one word in English is multiple and several meanings are evoked that are separable, but when the word is translated into Persian language it contains one main concept. Therefore, the understanding of respondents of some items was similar. However, intrinsic and extrinsic main components and lack of motivation have been separated in Iranian students' population, indicating that questionnaire can be applied in Iranian population in 5-component form.

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THE IMPACT OF TRADE LIBERALIZATION ON ENERGY CONSUMPTION IN IRAN

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Abstract: Energy resources play an essential role in economic and industrial development of different countries in recent decades. The global trend is moving toward trade liberalization. Following this trend, the consumption of energy carriers, has affected the economic activities. Various models are utilized in energy demand analysis. Some have designed only to study energy demand and other to assessment for its relationship with other factors. This paper surveyed the effect of trade liberalization on final energy consumption using Antweiler et al (2001) model based on Auto Regressive Distributed Lag (ARDL) Modeling Approach for 1971 - 2015. Energy carriers include oil products, natural gas, electricity, other (coal, solid biomass, coke…). Results suggest that trade liberalization may cause to increase final energy consumption. According to the respective variable coefficients, PHH hypothesis can be valid for the country.

Keywords: Trade Liberalization, Per capita energy Consumption, Energy Intensity, Antweiler et al (2001) model.

1 Introduction

The Liberalization and globalization are among the events that are evolving and are going in the all areas of life modern. In general, the process of trade liberalization provides the benefits resulting from the development of international trade. Further, the trade liberalization strengthens the competitiveness of the domestic economy, and improves the flow of knowledge, technology and investment. Regard to the environmental damage caused by the energy sector is deemed necessary on the path of global community movement towards sustainable development. In recent years, a number of papers have examined empirically the relationship between trade liberalization and the environment degradation (for increased energy). In this context, various theories and models have introduced that related to phenomena of trade liberalization and environmental issues. Antweiler and et al (2001) pattern is one of the most famous models that have accepted by many economists in this literature.

Antweiler and et al (2001) analyzed the impacts of trade liberalization on the environment in terms of three scales, Technique and Composition effects.

The scale effect is an increase in the size of economic activity that has a positive relationship with environmental degradation and energy consumption. The technique effect is an improvement in production technology which reduces energy consumption and protects the environment. The composition effect depends on the comparative advantage of countries in pollution-intensive production.

From this perspective, two hypotheses; the Pollution Haven Hypotheses (PHH) under the Environmental Kuznets Curve (In economic literature, the relationship between per capita income and environmental degradation is in form of U reverse that it is known Environmental Kuznets Curve (EKC)) and the Factor Endowment Hypotheses (FEH) have extracted and tested for different countries.

The Pollution Haven Hypotheses indicates that following trade liberalization, given the existence of strong environmental regulations in developed countries with high per capita income (on base of EKC, by increasing per capita income at different stages of economic development, the demand for a clean environment as luxury products increase and thus will make increasing the environmental strictness), their polluting industries move to the developing countries that have weak environmental regulations. This event will increase energy consumption by developing countries. Following this increase, these countries will face a lot of environmental pollution.

Factor Endowment Hypotheses indicates that following trade liberalization, the countries that have Capital intensive industries (developed with high per capita income) increase their production. Following this increase, Energy consumption in these countries will increase compared with the countries that have labor intensive industries (mostly in developing countries with low per capita income). This situation will lead to a worsening of environmental pollution in the country. Given the strategic importance of energy resources in Iran, proper planning is essential for the country's energy consumption, especially due to the high dependence of budget to oil revenues and the need to coordinate the country's foreign policy in line with other countries to reduce tariffs and entry into the World Trade Organization.

The main objective of this study is to investigate the effect of trade liberalization on energy consumption in terms of three scales, technique and composition effects on base of Antweiler model. This research seeks to answer this question that does trade liberalization increase national energy use? The basic assumption of this article is that trade liberalization increases the production of energy intensive-goods and thus energy consumption will increase in country.

In this article, in the second part, the Literature is reviewed. In the third part, the final energy consumption is discussed during the years of 1971-2015. After introducing Antweiler model, the effect of trade liberalization on final energy consumption is examined. The estimation and interpretation of the model discussed in sixth section and finally conclusions are presented.

2 Review of a sample of literature

Over the past decades, extensive studies have been done on the effects of trade liberalization on the environment and energy. These topics peaked in the '70s follow by energy supply crisis and in the 80s and 90s, the incidence of environmental issues such as the ozone hole, the global warming, and the climate change trends that led to be held international conferences and meetings concerning this issue. All of these events indicate that the international community was apprehensive. In most of these studies, the various effects of economic phenomena have been researched on energy and environment such as: energy consumption, greenhouse emissions, soil degradation, water pollution and loss of natural resources. The main results of these studies confirmed that trade liberalization will destroy the environment and also will increase energy consumption (Proops and et al, 1999).

In recent years, studies have been conducted on this topic, but haven't been obtained the same results about the effects of trade liberalization on the environment and energy consumption. Some researchers believe that trade liberalization leads to a reduction of pollution in developed countries and an increase in developing countries.

These economists believe that economic change makes rich developed countries transferring polluting industries to developing countries and this event, generally led to the pollution of the world (Grossman and Krueger, 1991). Some also believe that if the environmental regulations be incorporated on economic activity, trade liberalization on economic will lead to growth and economic prosperity and improvement of the welfare of the nation.

According to their argument, due to the country's response to competitive pressures from the expansion of free trade and access to comparative advantage, use of resources will be efficient and thus waste and energy consumption will be reduced (Gauri and et al, 2008). In this approach, for example, He, J(2005) Using the Countable General Equilibrium, indicated that due to replacement of the labor and capital production factors rather than energy in the process of trade liberalization in China's, Country's accession to the WTO has left a positive impact on the environment and has reduced the per capita energy consumption.

Some also believe that the expansion of free trade and increasing competitive pressures between domestic firms and foreign competitors lead to more moderate the good environmental policy and even is delayed adoption and enforcement of national environmental laws, in the face of trade liberalization process (Pandej and et al, 2006). Some of their studies didn’t find any relationship between trade liberalization and environmental degradation (Alpay and et al, 2005).

One of the comprehensive studies done on the impact of trade liberalization on economic growth and environmental is owned by Grossman and Krueger (1991). In their study, these effects include; the scales, technique and composition effect. The scale effect is representative of the changes in the size of economic activities, the technique effect, is representative of the changes in the production technology and the composition effect representative of the changes in the structure of producing commodities. Then these Topics developed by Antweiler and et al in the form of a theoretical model.

In later years, some researchers have used his model in many research fields. Some of them are mentioned in the following. Antweiler, Copeland, and Taylor(2001) In answer to the question; Is free trade good or bad for the environment? Believe that this effect is small and the trade effects on the environment through the scales, technique and composition effect.

Tsigas and et all (2002) in a study, were introduced the four mechanisms which trade policy and the environment are related to each other. These mechanisms include: international mobility of industry, changes in the composition of the national product, intensity of production and change in consumer demand for the Environment. They used the Antweiler model plus theory of consumer behavior and estimated the environmental effects of trade liberalization in the Western Hemisphere (North and South America). The results showed that liberalization has caused the development of the sectors producing metal and chemical industries. Therefore Trade liberalization has intensified environmental pollution.

Frankel and Ross (2003) used the Antweiler model for estimating the impact of trade liberalization on environmental measures, including; carbon dioxide, nitrogen dioxide, sulfur dioxide, energy consumption, deforestation, and clean water. Results showed that given criteria nitrogen dioxide, sulfur dioxide, and trade liberalization would lead to a positive effect on reducing pollution and energy consumption and providing access to clean water, but Taking into account criteria carbon dioxide, the previous results are violated. Matthias busse (2004) used the Antweiler model for investigating the income effectiveness on environmental regulations that were mentioned as an important factor. According to him, environmental regulations have a little effect on trade patterns and liberalization.

Research results of Copland and Taylor (2004) show that, firstly, the increase in per capita income has a positive effect on environmental quality, second, the environmental policies affect on the trade flows, also there is no sufficient evidence to prove the Pollution Haven Hypotheses (PHH). Chntrakarn and Millimet (2006) used the Antweiler model for investigating the defects Analysis of Kuznets Environmental Curve and proving the existence contradicts among its hypothesis. Matthew A. Cole (2007) used the Antweiler model for investigating the effect of trade liberalization on national energy consumption in 32 developed and developing countries. Results suggested that per capita energy use is subject to a scale effect which, for the mean country, outweighs the negative technique effect, indicating that regulations and technological improvements are not keeping pace with the growth of GNP. With regard to the trade-induced composition effect, evidence is found to suggest that energy intensive industries are subject to conflicting forces as postulated by the factor endowment and the pollution haven hypotheses. Finally, the results indicate that trade liberalization is likely to increase per capita energy use for the mean country within the sample.

Lopez and et al (2008) used the Antweiler model for investigating the effects of Government consumption expenditure (regardless of subsidies). The results of this study showed that countries with liberalization specialize in the polluting industries, the impact of technique is more than the impacts of scale and composition and for countries that specialize in clean industries the impacts of technique and composition more than impact of scale. Managi and et al (2007) used the Antweiler model for investigating the effects of trade liberalization on the environment in 32 countries during 1971-1996. They rejected the Pollution Haven Hypothecs and showed that the composition effect have positive effects on the environment and this effect more than scale effects.

Bin Hu (2008) used the Antweiler model for investigating the Pollution Haven Hypotheses and the Factor Endowment Hypotheses in 32 countries. He rejected the Pollution Haven Hypotheses and confirmed the Factor Endowment Hypotheses. He showed that the trade composition effect only depends on the stringency of environmental regulations. In Iran hasn’t taken place a comprehensive study of the relationship between energy consumption and trade liberalization.

On the relationship between trade liberalization and environmental Oskuyi and Yavari (2007) examined the Pollution Haven Hypotheses, trade pattern and net exports of the member countries of the Organization for Economic Cooperation and Development (OECD) with Iran in the field of the emissions and clean productions during the years 1999-2003. Finally, they rejected the Pollution Haven Hypotheses for Iran.

In another study, Oskuyi (2008) examined the trade liberalization on greenhouse gas emissions at the Environmental Kuznets Curve for 4 groups of countries in terms of per capita income during years 1992-2002.In this study, the trade liberalization in countries with high per capita income and medium to higher per capita income, reduces the carbon dioxide emissions and in countries with low per capita income and medium to lowly per capita income, increases the carbon dioxide emissions.

Mobarak and Mohammadlou (2009) assessed the impact of trade liberalization on emissions of carbon dioxide, nitrogen and investigated relationship between the environmental Kuznets curve and Pollution Haven Hypothesis in developed and developing countries. Results showed that increasing trade liberalization lead to reduce emissions of carbon dioxide and other polluting gases in developed countries, but emissions will increase in less developed and developing countries. Sadeghi and Eslami (2011) investigated the relationship between carbon dioxide emissions, fossil energy consumption and economic growth using dynamic OLS (DOLS) for large member of the Kyoto Protocol during 1990-2007. The results of this study showed that there is a long-term and positive relationship between energy consumption, carbon dioxide emissions and economic growth and was confirmed the environmental Kuznets curve hypothesis.

3 The trend of energy consumption

Table (1) shows the energy consumed in the country (separation of energy carriers) with changes in the energy intensity and per capita energy. Consumption of energy carriers increased dramatically during the decades 70 and 80 the following of the structural changes in the economy, growing urbanization, replacement or use of industrial machinery rather than labor. So that the average annual growth of final energy consumption during the period of 1971-1982 was equivalent to %127 that the share of oil products, gas, electricity and other, respectively was equivalent to %804, %0856, %0489 and %0612%, with an average annual growth rate of %128, % 89, % 149/0and %014.

After the Revolutionary, in during the war, the growth of final energy consumption decreased to %056 that the damage has been created in supply side and the lack development of this section was the main reasons for this reduction. In this period, the share of oil products, gas, electricity and other, respectively was equivalent to %8197, %0883, %0613 and %0306 with an average annual growth rate of %0497, %108, %088 and %051.

Since 1993 with the Beginning of the development period, the average annual growth of final energy consumption increased to %094 during the First Development Plan. During this period, the share of oil products decreased to %6465, In front the share of the share of natural gas, electricity respectively increased to %2117 and %0704. The average annual growth rate of oil products, gas, electricity and other, respectively, were equivalent to %056, %283, %089 and%11 that natural gas had highest growth in this period. The average annual growth of final energy consumption decreased to%03 during the Second Development Plan that its reason was the government's plan to reduce the of energy carriers consumption. during this period, the measures was done such as national audits and energy management projects in some industries, replacement fuels (natural gas replace petroleum), granting the Banking facilities interest subsidy To saving projects in the industrial sector, Promoting quality and performance of transportation, reduction of fuel consumption with an emphasis on function of vehicle manufacturing, Culture, education and information in the transport sector. In the years between 2004- 2011 the average annual growth of final energy consumption increased to %06 that the share of oil products decreased to %5273, In front the share of natural gas, electricity respectively increased to %3747 and %0878. The average annual growth rate of oil products, gas, electricity and other, respectively, were equivalent to %03, %108, %073 and%06. About the petroleum products, Amount of LPG of CNG cars and gasoline increased with an increasing trend due to increasing car supply and inappropriate technology. Also In front consumption of kerosene has been declining since 2000.

During years 2012- 2015 the average annual growth of final energy consumption decreased to %022 that the share of oil products decreased to %527, In front the share of natural gas, electricity respectively increased to %381 and %0892. The average annual growth rate of oil products, gas, electricity and other, respectively, were equivalent to %01, %11, %06 and %02. Gasoline rationing in 1387 led to a significant reduction in consumption of petroleum products. In recent years the gas supply to the rural and urban areas and electrification of the agriculture wells has led to the growth of the two carriers. Also following the implementation of the energy subsidy purposivism policy seems a significant reduction in energy consumption. Of course, according to the last published balance sheets of Energy (2011), the recent statistics are not available.

According to table (2) the major consumers of energy in the country respectively, are the residential and commercial sectors and then the transportation and industry sector. Table (3) shows the share of energy consumption in each of the sections. In residential and commercial sectors, petroleum products had the highest share of total energy consumption before the Revolution, but in the last period were replaced by natural gas. In industry sector, the petroleum products and electricity respectively, had the highest share of total energy consumption before the Revolution, but in the last period respectively were replaced by natural gas and petroleum products.

Energy intensity is a measure that can be represented the energy consumption efficiency. Table 4 shows the average annual energy consumption per capita and the energy intensity during the period of the study. Statistical analysis revealed the fact that the energy intensity has been increasing over the past years. Among the reasons for this increase can be referred to cheap energy prices, population growth, resource abundance, lack of proper planning, and lack of appropriate policies to improve the structure of consumption, production and distribution that have led to severe loss energy in the country.

It is worth noting that the energy intensity decreased in the last period. The main reason for the decline in energy intensity can be the rationing of gas and relative adjustment of energy prices in these years.

Table 1: The energy carrier consumption (1967-2001)

Year	Average annual growth			The share of energy resources				Average annual growth of energy consumption			
	Final energy consumption	Per capita energy	Energy intensity	Petroleum products	Natural Gas	Electricity	Other	Petroleum products	Natural Gas	electricity	Other
71-82	0.127	0.095	0.039	80.44	8.56	4.89	6.12	0.128	0.89	0.149	0.014
83-92	0.056	0.031	0.075	81.97	8.83	6.13	3.06	0.0497	0.108	0.088	0.051
93-98	0.094	0.087	0.031	64.65	21.17	7.04	2.98	0.056	0.028	0.089	0.11
99-2003	0.03	0.014	-0.002	61.02	29.15	7.37	2.45	0.0086	0.08	0.062	-0.015
2004-2011	0.06	0.052	0.003	52.73	37.47	8.78	1.33	0.03	0.108	0.073	0.06
2012-2015	0.022	0.01	-0.01	51.7	39.1	8.92	1.58	0.01	0.11	0.06	0.02

Source: Energy Balance (2015)

Table 2: Share of energy consumers from energy carries

Year	Residential and commercial	Industrial	Transport	Agricultural	Other
71-82	0.33	0.24	0.25	0.06	0.12
83-92	0.35	0.25	0.26	0.07	0.07
93-98	0.34	0.26	0.23	0.07	0.1
99-2003	0.38	0.21	0.25	0.05	0.11
2004-2011	0.41	0.2	0.28	0.04	0.07
2012-2015	0.37	0.23	0.25	0.03	0.12

Source: Energy Balance (2015)

Table 3: Share of energy consumers from energy carriers

Year	residential and commercial				Industrial				transport			agricultural		
	Petroleum products	Natural Gas	electricity	Other	Petroleum products	Natural Gas	electricity	Other	Petroleum products	Natural Gas	electricity	Petroleum products	Natural Gas	electricity
71-82	0.82	0.005	0.06	0.115	0.795	0.08	0.12	0.005	100	-	-	0.996	0.033	-
83-92	0.791	0.141	0.10	0.04	0.784	0.122	0.088	0.006	100	-	-	0.953	0.047	-
93-98	0.61	0.227	0.12	0.028	0.534	0.361	0.083	0.022	100	-	-	0.925	0.75	-
99-2003	0.458	0.423	0.10	0.016	0.397	0.449	0.126	0.028	100	-	-	0.878	0.122	-
2004-2011	0.288	0.59	0.10	0.014	0.341	0.489	0.145	0.25	0.903	0.006	0.001	0.741	0.253	0.006
2012-2015	0.165	0.7	0.12	0.015	0.218	0.648	0.132	0.01	0.852	0. 148	0.001	0.617	0.06	0.32

Source: Energy Balance (2015)

Table 4: Average annual per capita energy and energy intensity

Average annual energy intensity **	Average annual per capita energy *	Year
0.684	3.691	71-82
1.41	6.061	83-92
1.96	8.324	93-98
2.13	10.091	99-2003
2.11	12.16	2004-2011
1.97	14.01	2012-2015

Source: Energy Balance (2015)

*Barrels of crude oil equivalent per person & ** Barrels of crude oil equivalent per million Rials

4 Theoretical framework

Antweiler model examines the impact of trade liberalization on the environment through three of scale, technique and composition effects that it can be considered equivalent to the energy use (Matthew, 2007).

Scale effects: occur when that trade liberalization has led to the development of economic activities, so that does not change the nature of these activities. Such a result would be an increase in pollution and energy consumption.

Technique effects: occur when that trade liberalization has led to the technological changes in production and reduction in the rate of input to output. However, the increase in revenue due to liberalization increases the public demand for clean technologies. Thus, it is considered a positive effect on reducing pollution and reducing energy consumption (Antweiler, 2001).

Composition effects: expresses the composition of product in the process of trade liberalization so that Depending on the structure of the industry, can be positive or negative. In other words, the countries in the face of trade liberalization specialize in sectors where they have comparative advantage. In this field, there are two hypotheses:

A) The Pollution Haven Hypotheses (PHH)

The PHH predicts that differences in the stringency of pollution regulation are the main factor of comparative advantage of countries. Thus, with trade, less developed countries, having weaker environmental policy, become dirtier as they will specialize in dirty-goods production. The underlying reasons for developing countries to set lower standards are threefold. Firstly, the costs of monitoring and exerting pollution standards are relatively higher in developing countries. This is caused, for example, by a scarcity of trained personnel, the high costs of implementing new pollution standards, the difficulty of obtaining modern equipment, corruption (all in comparison to developed countries). Second, developed countries with high incomes generate a larger demand for clean water and air. Developing countries with low levels of income are more focused on extra earnings and jobs, rather than health and pollution. Third, growth in developing countries implies a shift from agriculture to manufacturing, resulting in rapid urbanization and large investments in urban infrastructure, which raises the pollution intensity. In developed countries, however, growth implies a shift from manufacturing to services, which leads to a decrease of pollution intensity.

B) The Factor Endowment Hypotheses (FEH)

The FEH, on the contrary, asserts that it is differences in endowments and technology, not the differences in pollution regulation that determines trade. It states that the capital intensity is highly correlated with pollution intensity of production (see, e.g. Copeland and Taylor, 2003). Therefore, according to the Heckscher-Ohlin theory of international trade, under the FEH, the capital abundant country exports the capital intensive (dirty) goods, which stimulates its production, thus raising pollution in the capital abundant country. Conversely, pollution falls in the capital-scarce country as a result of contraction of the production of pollution-intensive goods, because there is no comparative advantage in dirty goods production in the developing world.

The paradox of these two hypotheses is quite evident. In this regard, researchers have examined these two hypotheses. Some approved and some rejected the Pollution Haven Hypotheses.

Based on the Antweiler analysis, the capital-intensive industries have large share in production of pollution. Similarly, energy use is one of the topics of environmental regulations that are matched with environmental pollution (Matthew, 2007).According to this theory, environmental pollution (energy use) as a function of per capita income, the capital-labor ratio, trade intensity, the interaction of capital-labor ratio with relative per capita income (TRI), the interaction of trade intensity with relative capital-labor ratio (TRKL), the interaction of trade intensity with relative per capita income (TRI).

In this regard, uses of the per capita income variable into the energy consumption function for assessing the scale and technique effect. For assessing the composition effect is used in the capital-labor ratio variable. For assessing PHH and FEH respectively is used of the interaction of trade intensity with relative per capita income (TRI) (Represent the environmental regulation) and the interaction of trade intensity with relative capital-labor ratio (TRKL) (plus capital-labor ratio variable).

In this study to evaluate paradox of mentioned Hypotheses, the energy consumption was examined based on Antweiler theoretical principles. Data used in this study are time series data for 42 years (1971-2015) that has extracted from the central bank, the energy balance sheet (2015). Working population statistics has extracted from the Management and Planning Organization (former).

In this paper, we assessed the effect of trade liberalization on energy consumption using Antweiler model and Because of the time series data are the predetermined variables, we select the ARDL approach for estimation of models.

5 Model introduction

Based on previous studies and provided theoretical basis, the desired function is defined as follows:

$$E=f\,(KL, I, T, KLI, TRKL, TRI)$$

E = the final energy consumption that is defined in two forms of energy consumption per capita (SE [1]) and energy intensity (SHE[2]).

KL = capital–labor ratio

I = income per capita

KLI = an interaction of KL with I

T[3]= trade intensity that Indicates the degree of openness of the economy.

Because there are different criteria for measuring economic openness this criteria has used in most studies in the field of energy.

TRKL = an interaction of trade intensity with relative capital-labor ratio
TRI = an interaction of trade intensity with relative per capita income

If the dependent variable is defined as energy consumption, the per capita income captures both the scale and technique effect. If the dependent variable is defined as energy intensity, the per capita income captures only a technique and not a scale effect. Composition effect is explained by the capital-labor ratio. TRKL and TRI are respectively Represent the endowments and quality of environmental regulations.

All variables are expressed in logarithms.

5.1 Time series of model variables

Table 5 shows the average annual rate of change in considered variables of Antweiler model for different periods. The highest annual growth in capital[4] and the lowest annual growth in labor are seen during the period 1971-1982. This has led to an average annual growth of %11 in the capital-labor ratio. Considering the average annual growth of %089 of GDP, energy intensity was encountered by an average annual growth of %039. In this period has occurred the highest average annual growth rate of energy consumption by %095.

During the 1983- 1993 the average annual growth of capital was negative because of war and the cases mentioned in the previous section. This situation led to the average annual of capital - labor ratio was encountered with a negative growth.

Since in this period, the average annual rate of change in GDP has been in the lowest rate with negative growth, the average annual growth rate of energy intensity have been in the highest (%074) rate over of the study period. During this period the average annual growth rate of energy consumption remained positive.

During the 1993-1998, although the average annual growth of the labor has increased, the average annual growth of capital-labor ratio increased to %035. The average annual growth of capital was %066. During this period the average annual of the changes in trade intensity improved that its reason can be increased at the average annual growth rate of energy consumption (%07).

During the 1999- 2003, the Average annual growth of capital increased to % 08. Due to the relatively small changes in average annual growth of labor, the average annual of capital-labor ratio changes increased to %053. During this period the average annual of energy intensity changes was negative that its reason was a negative average annual growth of energy consumption (about %013).

During the 2004- 2011, a decline in average annual growth rate of capital to %07 and a substantial increase in the average annual growth rate of the labor to %037, led to a decrease in the average annual growth of capital-labor ratio to %039. Trade intensity improved due to an increase in the average annual growth rate of energy consumption. The average annual per capita income growth was fluctuating during the period. This rate had the highest growth in the period 1971-1983, but was negative in the later period. This could be due to the war, the Islamic Revolution and population growth. This rate significantly improved in the period 1993-1998.

The main reason for this improvement was the increase in oil revenues (and thus increasing GDP (growth of %063)). The mentioned rates significantly decreased during the period 1993-1998, but was observed a positive mutation of it during the 2004-2012 that it can be explained with respect to increase in the average annual rate of the labor changes (%0374). There is a significant point about per capita income; in total study period (except for the period 1983 to 1992) is observed a direct relationship between the average per capita income and average energy intensity. Finally the average annual changes of trade Intensity as the average annual changes of per capita income was faced with a fluctuating over this period, so that the highest rate related to period 1971-1983 (%0129) and the lowest rate related to period 1992-2003(due to the government exchange control policies).

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1 $\frac{\text{Total energy consumption (million barrels of crud oil)}}{\text{total population (thousands)}}$

2 $\frac{\text{Total energy consumption (million barrels of crud oil)}}{\text{GDP in basic prices (1997) (billion rials)}}$

3 $\frac{\text{exports+imports}}{\text{GDP in basic prices (1997)}}$

4 Gross fixed capital

Table 5: Average rate of the variables changes in the model

Year	Average rate of change in capital	Average rate of change in labor	Average rate of change in capital-labor ratio	Average rate of change in per capita income	Average rate of change in trade intensity	Average rate of change in GDP	Average rate of change in energy intensity	Average rate of change in energy
71-82	0.138	0.022	0.112	0.12	0.012	0.088	0.038	0.095
83-92	-0.047	0.023	-0.069	-0.071	-0.037	-0.015	0.074	0.019
93-98	0.066	0.027	0.035	0.077	0.004	0.063	0.030	0.072
99-2003	0.084	0.028	0.53	-0.006	-0.042	0.032	-0.002	0.0113
2004-2011	0.078	0.037	0.039	0.04	0.023	0.057	0.003	0.044
2012-2015	0.041	0.041	0.025	0.02	0.025	0.032	-0.009	0.022

Source: Energy Balance (2016) & the Statistical Center of Iran (2016)

6 Models Estimation

6.1 Unit root test of Augmented Dickey - Fuller (ADF)

It is important the stationary analysis for estimation of regression models for time series. The unit root null hypothesis is not rejected for all variables based on the statistical values of ADF (in compare with critical values (Table 6)). In other words, all the variables are nonstationary. The unit root null hypothesis was rejected for all variables based on 1st difference at a confidence level of 99%. In other words, all the variables with 1st difference are stationary.

Table 5: Unit root test of Augmented Dickey - Fuller (ADF)

Variable name	Abbreviation	Dickey - Fuller Statistics	Critical value	Intercept	Trend
Energy intensity	DLnSHE	-5.42	-3.61	*	-
Per capita Energy	DLnSE	-4.11	-3.62	*	-
Per capita income	DLnI	-4.42	-3.61	*	-
Trade intensity	DLnT	-5.05	-3.61	*	-
Capital – labor ratio	DLnKL	-3.98	-3.61	*	-
Interaction of KL with I	DLnKLI	-3.79	-3.61	*	-
Interaction of RKL with T	DLnTRKL	-4.11	-3.61	*	-
Interaction of RI with T	DLnTRI	-4.67	-3.61	*	-

Source: Research findings

6.2 Estimating the functions of per capita energy consumption and energy intensity

In this paper, we assessed the changes in per capita energy consumption and energy intensity by using Autoregressive Distributed Lag (ARDL) and Error Correction Model (ECM). To investigate the long-term and short-term relationships between the dependent variable and the other explanatory variables, can be used the co-integration methods such as Engel - Granger and Error Correction Models.

However, due to limitations in the methods of Engel - Granger and ECM models and also to avoid the shortcomings of these models, including the existence biased in small samples and the lack of testing the statistical hypothesis, appropriate methods to analyze and short-term relationships between variables have been proposed that ARDL approach can be noted in this field. ARDL methods are unbiased and efficient due to avoid problems like autocorrelation and endogenously. Therefore, in this study, we used the ARDL model.

Augmented ARDL model can be demonstrated as follows:

$$\boldsymbol{\alpha}(\mathbf{L},\mathbf{p})\mathbf{y_t} = \boldsymbol{\alpha_0} + \sum_{\mathbf{i=1}}^{\mathbf{k}} \boldsymbol{\beta_i}(\mathbf{L},\mathbf{q_i})\mathbf{x_{it}} + \mathbf{u_t}, \quad i = 1,2,....,k$$

(1)

Where $\boldsymbol{\alpha_0}$ is the intercept, $\mathbf{y_t}$ is the dependent variable and L is lag operator the defined as follows:

$$L^j y_t = y_{t-j}$$

(2)

Therefore

$$\alpha(L,P) = 1 - \alpha_1 L^1 - ... - \alpha_P L^p$$

$$\beta_i(L,P) = \beta_{i0} + \beta_{i1}L + \beta_{i2}L^2 + ... + (\beta_{iq}L_i^q)$$

6.2.1 Estimating the long-term functions of per capita energy consumption and energy intensity

To estimate the long-run relationship can be used the Two-step method as follows:

First step is testing the long-term relationship between the variables. In this case, if the sum of the estimated coefficients of the dependent variable lags were less than one, the dynamic model moves towards long-run equilibrium.

Therefore, the convergence test is required to be done under the following hypothesis (Novfrsty, 1999):

$$H_0 : \sum_{i=1}^{m} \beta_i - 1 \geq 0$$

$$H_1 : \sum_{i=1}^{m} \beta_i - 1 \langle 0$$

T-statistic is calculated as follows:

$$t = \frac{\sum_{i=1}^{m} \hat{\beta}_i - 1}{\sum_{i=1}^{m} S\hat{\beta}_i}$$

(3)

By comparing the calculated t-statistic and the critical values (provided by Banerjee, Dolado & Master) in desired confidence level, can be realized in the presence or absence of long-run equilibrium relationship between the variables of the model. If there is a stable, long-run relationship between the variables of the model, in second step, the estimated long-run coefficients are analyzed and the conclusion is made about their value. The long run relationships between the variables of the model are as follows:

(4)

$$SHE_t = SHE_{t-1} = ... = SHE_{t-n},$$
$$T_t = T_{t-1} = ... = T_{t-f},$$
$$KLI_t = KLI_{t-1} = ... = KLI_{t-f},$$
$$TRKL_t = TRKL_{t-1} = ... = TRKL_{t-f}$$

$$SE_t = SE_{t-1} = ... = SE_{t-m},$$
$$I_t = I_{t-1} = ... = I_{t-k},$$
$$KL_t = KL_{t-1} = ... = KL_{t-k},$$
$$TRI_t = TRI_{t-1} = ... = TRI_{t-k},$$

Therefore, long-term relationship of per capita energy consumption and energy intensity can be demonstrated as follows:

(5)

$$LnSE_t = \delta_0 + \delta_1 lnI_t + \delta_2 lnKL_t + \delta_3 lnT_t + \delta_4 lnKLI_t + \delta_5 lnTRKL_t + \delta_6 lnTRI_t + u_t$$

(6)

$$LnSHE_t = \delta_0 + \delta_1 lnI_t + \delta_2 lnKL_t + \delta_3 lnT_t + \delta_4 lnKLI_t + \delta_5 lnTRKL_t + \delta_6 lnTRI_t + u_t$$

There is a convergence between a set of economic variables that provides the basis of error correction models.

Presence or absence of long-term relationship between the dependent variable and the other explanatory variables can be evaluated using by F-test that is written as follows:

$$H_0 : \beta_2 = \beta_5 = \beta_6 = \beta_7 = 0$$

H_1: At least one of the coefficients is zero

Pesaran & Pesaran (1997) have presented the critical values for F-test. In this method, if the calculated F value was greater than the F table (critical value), without knowing the convergence degree of variable or time series can be judged that there is the long-run relationship between the variables of the equation. In this study the F-statistic for both models were tested and the long-run relationship between variables was detected.

To estimate the long-run coefficients of the per capita energy consumption and energy intensity functions, the error correction form of the ARDL model considered as follows:

(7)

$$\Delta lnSE_t = \alpha_0 + \sum_{i=1}^{m}\beta_i \Delta lnSE_{t-i} + \sum_{i=1}^{n}\varepsilon_t \Delta lnI_{t-i} + \sum_{i=1}^{k}\gamma_t \Delta lnKL_{t-i} + \sum_{i=1}^{f}\mu_i \Delta lnT_{t-i} + \sum_{i=1}^{g}\delta_i \Delta lnKLI_{t-i} + \sum_{i=1}^{h}\sigma_i \Delta lnTRKL_{t-i} + \sum_{i=1}^{z}\tau_i \Delta lnTRI_{t-i} + u_{1t}$$

(8)

$$\Delta lnSHE_t = \alpha_0 + \sum_{i=1}^{m}\beta_i \Delta lnSHE_{t-i} + \sum_{i=1}^{n}\varepsilon_t \Delta lnI_{t-i} + \sum_{i=1}^{k}\gamma_t \Delta lnKL_{t-i} + \sum_{i=1}^{f}\mu_i \Delta lnT_{t-i} + \sum_{i=1}^{g}\delta_i \Delta lnKLI_{t-i} + \sum_{i=1}^{h}\sigma_i \Delta lnTRKL_{t-i} + \sum_{i=1}^{z}\tau_i \Delta lnTRI_{t-i} + u_{2t}$$

In the above equations, m, n, k, f, g, h and z are the optimal lags of variables, respectively $lnKL_t$, lnT_t , $lnKLI_t$,($lnSHE_t$)$lnSE_t$, lnI_t, lnTRK and $lnTRI_t$, also $\hat{\beta}_i$ ، $\hat{\varepsilon}_i$ ، $\hat{\gamma}_i$ ، $\hat{\mu}_i$ ، $\hat{\delta}_i$ ، $\hat{\sigma}_i$ و $\hat{\tau}_i$ are the short-term dynamic estimates of ARDL model. In this model, there is no any convergence relationship based on the null hypothesis. The Long-term ARDL mode results of the per capita energy consumption and energy intensity have shown in Tables (7) and (8).

Table 7: Estimation of long-run coefficients of the per capita energy consumption function; ARDL (2,2,2,1,2,1,1)

Variable	Coefficient	T-Student

C	1.2	4.62
Ln I	0.10	2.09
Ln KL	0.37	6.12
Ln T	-0.15	*-1.87
LKLI	-0.28	-6.56
LTRKL	0.11	3.36
LTRI	0.045	2.62
R^2	0.87	
D.W	1.99	

Source: Research findings *Significant at 0.90, all other variables are significant at 0.99

Table 8: Estimation of long-run coefficients of the energy intensity function; ARDL (2,2,2,1,2,1,1)

Variable	Coefficient	T-Student
C	0.26	0.19
Ln I	-0.24	-3.25
Ln KL	-0.29	-2.08
Ln T	0.47	3.75
LKLI	0.18	2.77
LTRKL	-0.25	-3.85
LTRI	0.11	4.22
W*	0.02	1.98
R^2	0.71	
D.W	2.01	

Source: Research findings Significant at 0.99 *war variable

According to Table (7), all signs of the variables in per capita energy consumption function (excluding the trade intensity and the interaction of trade intensity with relative capital-labor ratio (TRKL)) and all signs of the variables in per capita energy consumption function (Except for the capital-labor ratio) are similar with the Matthew, A (2007) finding.

In his study, R-square of the per capita energy and the energy intensity were respectively %79 and %68 which is somewhat similar to the present model.

In the energy consumption model, the per capita income coefficient is positive and statistically significant. This means that the positive effects of scale have been dominated the negative effects of technique. In the energy intensity model, the per capita income coefficient is negative and statistically significant. This means that technique effects has a negative impact on energy consumption.

The coefficient of capital-labor ratio is significant in both models, which is indicative of composition effects. In the energy consumption model, Since based on the theory FEH, the capital-intensive goods consume more energy than the labor-intensive goods, the coefficient of this variable is positive. Also, since the share of the capital- intensive goods value add is more than labor- intensive goods, an increase in capital-labor ratio will lead to a substantial increase in GDP. As a result, Despite the increase in the energy consumption, the energy intensity decreases (increase in GDP due to fixed increase in the capital-labor ratio is more than increases in energy consumption[1]). In Table (5) also was noted to the negative relationships between the capital-labor ratio and the energy intensity. Therefore coefficient of the capital-labor ratio in energy intensity function is negative. The trade intensity coefficient is statistically significant in both models. In the model of per capita energy consumption, it has a negative coefficient.

Since a large share of energy consumption in Iran has subsidies, following the trade liberalization and Elimination of subsidies on energy, domestic per capita consumption of energy due to energy price signals will decrease sharply. On the other hand, given that the share of energy-intensive goods (often capital-intensive) in GDP is significant, following its decline, GDP will decrease sharply. This event will lead to an increase in the energy intensity. This issue is confirmed by the positive coefficient in the energy intensity function.

Coefficient of the interaction of capital-labor ratio with income (KLI) variable is statistically significant in both models with the difference that it is negative in per capita energy consumption function and is positive in energy intensity function. Coefficient of the interaction of relative capital-labor ratio with trade intensity (TRKL) variable is significant and positive in per capita energy consumption function. Since this variable is representative of the factor endowment effect and its coefficient is positive, therefore FEH hypothesis can be verified for Iran. This coefficient is negative and significant in the energy intensity function. It is natural the negative coefficients for each variable of capital-labor ratio and trade intensity.

Coefficient of the interaction of trade intensity with the relative per capita income (TRI) variable is statistically significant in both models. The positive coefficient for this variable in the per capita energy consumption model (that is represents the environmental regulations), indicates that environmental regulations haven't a significant effect on reducing energy consumption. Given these results, we can reject the Pollution Haven Hypotheses.

Another reason for rejecting the PHH hypothesis goes back to its basic principles.

According to this hypothesis, after transfer of polluting industries to developing countries with a weak environmental regulations (such as Iran), the goods of this industries will be transferred to developed countries again. Consequently, According to the comparative advantage of developing countries, their exports will increase. Along with the increase in energy consumption, this event leads to an increase in the trade intensity. But since the country's trade intensity is negative, so there is no such relationship (confirmation of PHH hypothesis) in the case of Iran.

In evaluating the two PHH and FEH hypotheses, since Iran is rich in oil and gas and Considering the significant coefficient of TRKL, following trade liberalization, It seems Iran is a comparative advantage in the production of the pollution and energy-intensive goods (such as petrochemicals). However, regard to the positive coefficient of the capital-labor ratio, the negative coefficient of the trade intensity in per capita energy consumption function, lack of the enough environmental protection laws (in comparison with developed countries) and significant positive coefficient of TRI, seems to increase per capita consumption of energy following the trade liberalization in the country. Table (9) presents the estimated elasticities for scale and technique effects (I), composition effects (KL) and trade effects (T), calculated for Iran.

[1] if GDP and E (energy) be regressed in terms of KL, the following results are obtained:

Ln E = 6.74 +.21lnkl **ln GDP = 14.56 +.44lnkl**

(3.9) (.50) **(16.39) (2.53)**

R^2 =%02 R^2 % 15

Table 9: Estimated elasticity of scale, technique and composition effects

Elasticity	Per capita energy consumption function-Model (1)	Trade intensity function-Model (2)
Scale and technique effects	0.10	-
Technique effect	-	-0.24
Composition effect	0.37	-0.29
Trade intensity effect	-0.15	0.47

Source: Research findings

The scale and technique elasticities are positively implying that the scale effect is dominating the technique effect. In model (2), where only the technique effect is being captured, a negative elasticity is found, as expected.

The composition effect elasticity is positive in models (1), but is negative in models (2) and also the trade intensity elasticity is negative in models (1), but is positive in models (2).

These elasticities allow an assessment of the impact of trade liberalization on energy consumption for Iran. With regard to per capita energy consumption, if trade liberalization leads to a 1% increase in per capita income, there will be an increase in per capita energy consumption of 0.1% as a result of scale and technique effects. Also, if trade liberalization leads to a 1% increase in the capital-labor ratio, there will be an increase in per capita energy consumption of 0.37% as a result of composition. But if trade liberalization leads to a 1% increase in Trade intensity, there will be a reduction in per capita energy consumption of 0.15% as a result of Trade intensity. Given that the summation of positive elasticities of composition and scale/technique effects are more than the negative elasticity of trade intensity, so with trade liberalization, the country's final energy consumption will increase

In the case of energy intensity, the results are more equivocal. If trade liberalization leads to a 1% increase in per capita income, there will be a reduction in energy intensity of 0.24% as a result of technique effects. Also if trade liberalization leads to a 1% increase in capital-labor ratio, there will be a reduction in energy intensity of 0.29% as a result of composition. But if trade liberalization leads to a 1% increase in trade intensity, there will be a reduction in energy intensity of 0.47% as a result of trade intensity.

6-3. ECM test results

Table (10) and (11) show the results of estimated ECM in the ARDL approach

Table 10: Estimated long-run coefficients of per capita energy consumption function ARDL(2,2,2,1,2,1,1)

Variable	Coefficient	T-Student
dC	1.20	4.67
dLn SE(-1)	0.35	2.08
dLn I	0.015	2.06
dLn I(-1)	-0.25	-1.99
dLn KL	0.38	6.06
dLn KL(-1)	-0.12	1.97
dLn T	-0.17	-2.33
dLKLI	0.25	6.50
dLKLI(-1)	-0.14	-2.23
dLTRKL	0.10	3.31
dLTRI	0.09	2.72
ECM(-1)	-0.31	-2.56
R^2	0.92	
D.W	1.99	

Source: Research findings   Significant at 0.99

According to the above results, the ECM coefficient is statistically significant in the per capita energy consumption function. ECM coefficient shows a significant long-run relationship between the variables in the model.

According to the theoretical expectations, if we move from the period (t) to period (1+t), 31 percent of the per capita energy consumption deviation (from it's the long-term path) is corrected by the model variables in the next period. So move toward equilibrium roughly occurs after three years.

Table 10: Estimated long-run coefficients of energy intensity function ARDL(2,2,2,1,2,1,1)

Variable	Coefficient	T-Student
dC	1.56	4.90
dLn SHE(-1)	0.65	2.36
dLn I	0.32	2.41
dLn I(-1)	–0.19	–2.31
dLn KL	0.45	6.95
dLn KL(-1)	–0.22	–2.36
dLn T	–0.23	–2.32
dLKLI	0.42	–6.93
dLKLI(-1)	–0.23	3.01
dLTRKL	0.12	3.42
dLTRI	0.07	2.41
ECM(-1)	–0.38	–2.42
R^2	0.71	
D.W	2.01	

Source: Research findings   Significant at 0.99

Such as the previous case and accordance with table (5), the ECM coefficient in energy intensity function is significant and equal to -0.38;

This means that 38 percent of the energy intensity deviation (from it's the long-term path) is corrected by the model variables in the next period. So move toward equilibrium roughly occurs after three years.

6-4 Stability and Diagnostics tests

Diagnostic tests are used to detect the model stability and to determine the structural stability. In this study, the stability of the estimated coefficients of the model was evaluated with Q, CUSUM and CUSUM tests.

The results showed that the estimated regression coefficients are stable during the study period

Also was performed the tests of Heteroskedasticity, Correlation of errors series and Equation Specification Error *Test* (Ramsey RESET test).

7 Conclusion

Energy carriers as one of the key factors of production, have an essential role in the dynamics of economic activity. Following the global move toward liberalization of economies and the need to coordinate with other countries to enter the WTO, it is essential the proper planning for energy consumption. In this paper, we examined the impact of the trade liberalization on energy consumption using the time series data for 45 years (1967-2011) according to Antweiler model.

The results of the models estimated using the approach of ARDL, showed that the per capita energy consumption due to the income fluctuations in the form of both the scale and technique effects is positive and significant. Technique effects alone have a significant impact on reducing energy consumption. Also composition effects have a positive and significant impact on increasing energy consumption and reducing energy intensity. Given the positive and significant coefficient of variation of the capital-labor ratio (composition effect) and the interaction of trade intensity with the relative capital-labor ratio (TRKL) in the energy function, the FEH hypothesis was confirmed. However, given the positive and significant coefficient of variable of the interaction of trade intensity with the relative per capita income (TRI) in the energy function, the PHH hypothesis wasn't confirmed.

Finally, we suggest that policy makers and the macro planners of energy should consider the long-term and stable programs to provide of the growing energy consumptions in line with trade liberalization for energy-intensive activities. In this regard, access to advanced technologies, will help to reduce the energy intensity in the industries. Strengthening environmental laws and regulations are deemed as a necessity.

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THE INFLUENCE OF ESTABLISHING KNOWLEDGE MANAGEMENT TO CREATE VALUE AMONG CLIENTS OF THE ZANJAN PROVINCE TAX AFFAIRS ORGANIZATION

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Abstract: The purpose of this study is to investigate the influence of knowledge management establishment of value creation among clients of Zanjan Tax Department. The research method is descriptive-survey, applied research type, The implementation is by survey method, and data collection is by field method. The statistical population of the study includes employees and clients of Zanjan Province Tax Affairs Organization. A total of 300 individuals of these employees and clients are participated in this study. The sampling method is of available type of nonprobability sampling. A questionnaire is used to collect data and descriptive statistics are used to describe the status of the testees. The validity of the thesis is confirmed through face method and verification of the associated teachers and experts and factor analysis. Cronbach's alpha is used for reliability, which is resulted in the alpha of the individual variables as well as the total alpha of above 0.7 and is approved. Structural equations with Amos24 software are used to examine the significance of the hypotheses in the inferential statistics. The results of this study show that acquisition of knowledge, knowledge storage, knowledge transfer, and applying knowledge by employees of Zanjan Province Tax Affairs Organization affects the creation of value for the organization and the benefit of clients. There is also a correlation between the value of the organization and the benefits of tax clients in Zanjan province.

Keywords: Knowledge Management, To Create Value for the Organization, Benefits of Clients.

1 Introduction

Client is the secret of the success of any organization and any business-related economic activity. The credibility of a successful organization is based on its long-term relationships to clients. The most important factor of client satisfaction and loyalty of them is the provision of appropriate services. An organization that has designed one of its practical goals to provide appropriate services based on client expectations and needs can be successful relied on other organizational principles (Farokhi and Teymourpour, 2015: 22). Therefore, knowledge management helps clients by choosing, organizing, disseminating and transferring important information and skills that are part of the history of the organization and, generally, through a non-structured organization. Therefore, knowledge for the purpose of the identification and keeping of clients and the provision of high quality services through the acquisition, organization, sharing and use of it by employees for client service is very important and critical (Rezaei et al., 2013: 22). Companies have tried to integrate the client’s relationship management along with their knowledge management in recent years. This fact is due to this reason that they have come to understand that knowledge management plays a key role in creating value of clients perception (Chen and Huang, 2009: 449). Knowledge management systems can manage this knowledge through the processes of creating, structuring, publishing and applying it to strengthen the exchange of knowledge among clients within an organization and between an organization and its clients, through which management processes including client service, client retention, and profitability of relationships with them will be improved. While most companies have a lot of information about their clients, and this information is based on interactions with clients, the truth is that these companies do not really recognize their clients and they do not know how to support them (creating knowledge for clients), and do not know how much is the level of knowledge of their clients (knowledge acquisition from clients) (Zanjani and Najaf Lu, 2011: 64). On the other hand, today's organizations possess advanced technology and they need to conquer, manage and exploit knowledge and information to improve the efficiency, management, quality of service delivery and follow-up of endless changes. In this regard, the most important reason for organizations to focus on KM is due to the fact that knowledge management increases productivity and profitability. it will strengthen collaboration, develops creativity and innovation, the sharing of the employees' information among themselves will be facilitated. Ultimately it will perform the providing ability of client service for the organization will be enhanced (Rashidi Manesh et al., 2015: 4). Rapid changes in today's world have led organizations to face a number of challenges, but there are some successful organizations that use the opportunities created for their benefit of modern management tools and technologies. Knowledge management is one of these tools. KM, as one of the latest tools and management techniques, plays an important role in creating value of clients' viewpoints (Kim et al., 2014: 398). Each organization, including the National Tax Admission Organization Of Iran, demands the presentation and value creation of client service. This is due to higher levels of client perceived value and client satisfaction that lead to more loyalty in them. In today's heavily competitive environment, the lacking of the adoption of customer-oriented method can face the organization of a lot of risk, because the success or failure of organizations is in direct relation to the extent to which they are able to maintain their clients. Of course, its success is when it is possible to manage knowledge in the direction of the presentation and creation of client service's value. Therefore, the main issues of the present research are the determination of the extent of the effectiveness of this system in establishing value of the clients and recipients of this organization of the establishment of a knowledge management system in the Zanjan Province Tax Administration.

2 Theoretical Foundations and the Hypotheses of the Study

2.1 Knowledge Management

Today, every organization needs to acquire, create, store and apply knowledge as one of the most important determinants of growth and development. In addition, organizations need to change their business strategies from scale-based competition to speed-based competition by using the competitive advantage of applying knowledge, skills, expertise and technology in order to survive. Knowledge is critical to success in every effort. Knowledge management refers to efforts that systematically seek to find, organize, and making available intangible assets of the organization, enhance the culture of continuous learning and knowledge sharing in the organization. Many organizations focus on knowledge management and extensive investment in information technology in an effort to access the benefits of knowledge management (Ajira et al., 2010: 183).

In relation to knowledge management, a variety of definitions and categories are presented, including Snowden's theory (2000), who defines knowledge management as identification, improving,and active management of intellectual capital. Miller (2004) also defined knowledge management as an emphasis on doing good things rather than doing the right thing, and it is considered a framework in which all processes of the organization are based on knowledge management. According to the definition of the American Quality and Productivity Center, KM is a strategy aimed at providing the right knowledge to the right person at the right time (Chang, 2009: 355).

But the intended definition of the present study is the definition of Neonaka and Tacouchi (1995), which is one of the most widely used definitions. They believe that there are two types of knowledge in the realm of organizations: explicit (obvious) and implicit. For the first time, Polanyi (1996) distinguished a difference between explicit and implicit knowledge, and later Neonaka and Tacouchi acknowledged that the point that is often forgotten in organizations and companies is things such as insight, intuition, guess, sense of the unconscious of the values, imaginations, metaphors, and comparisons (Welch et al., 2009: 263).

2.2 The concept of client's perceived value

Value could be positive or negative, subjective or objective, and so on. Often, we have heard value in the name of economic value, rational value, moral value, or beauty value (Oeda, 2008). But clients' view of value means that when they receive a service, they feel better than before which they have not received it (Andrew et al., 2010: 343). Client's view of value could be the quality of the products, services or benefits received from the companies. Receiving benefits includes a combination of physical characteristics, service and technical support, competence, market position and social rewards. The client's view of value easily could be conceptualized by the comparison between what he/she has received and has paid (Kazemi and Samira Pour, 2012: 5). The value of the client's view on the market is determined by the client's perception of what he/she pays and receives, and not at the factory, through the supplier's tendencies and assumptions (Woodside et al., 2008). Grenoble (1996) has conceptualized the client's perceived value of a marketing perspective. The benefits and what is lost are considered as both sides of the consumption position and the position of performing the producer-consumer relationship. Soshmuk and colleagues (2002) believe: "the client's perceived value and the client's loyalty will be the functional object of this main objective as a behavioral intention" (Bagheri and Izadpanah, 2013). According to Vera and Trujillo (2013), the client's perceived value is a measure that the client does about the performance of the product or service and the total cost of the payment compared to other brands. Perceiving value means the benefit that the client gains in relation to the paid cost, in other words, the total profit from a product, what the client receives and what is paid (Skildsena and Christina, 2008: 846). In their research, Karami and colleagues (2009) concluded that client's perceived value has a positive and significant relationship with client's satisfaction and client's loyalty.

2.3 History and Hypotheses of the Study

Jafari et al. (2016) have explored the effect of individual motivations on knowledge sharing with regard to the role of moderating values. The results of the research show that the effect of internal motivations on behavior has been confirmed by the sharing of knowledge. On the other hand, there is not mediator role of user values in the relationship between altruism and ambition with the behavior of knowledge sharing. Karami et al. (2016) have studied the expectations and value of clients for the quality of services. The results of the research show that client's value has a significant impact on the quality of services and client's expectations of service quality have a positive impact on perceived value. Gholamreza Rashedi Manesh et al. (2015) have studied the impact on client knowledge management on the value of client's perceptions. The results indicate that the effect of compatibility between the value of the client's conception of banking services and perceived value of client's loyalty is very high and there would be the greatest effect of knowledge management dimensions on the compatibility between the value of the client's conception of the bank's services and perceived value which is respectively, knowledge for the client, client's knowledge, and having knowledge about the client. Fakoor Saghiye et al. (2015) have performed a research on the impact on service quality of behavioral intentions of client and client's perceived value. The results show that the quality of services through client's satisfaction and perceived value of the client leads to positive behavioral expectations in the financial and credit institution's clients directly and indirectly, and the indirect effect of service quality of client's positive behavioral intentions in comparison with the its direct effect is more important. Also, the Competency Index in providing services has the most impact on the quality of financial institution services. Señanda Crane et al. (2017) have studied KM processes with the approach to creating client's value. The results of the research show that knowledge management processes of dynamic capabilities lead to higher client's value. Sylvia Martello et al. (2016) explored the impact on knowledge management on the value creation of services to clients. The results of the research indicate that there is a direct correlation between the realized potential absorption capacity, as well as the absorption capacity realized with the application of knowledge, and finally, the existence of a direct correlation between the application of knowledge with the profitability of client's perceived value and client's perceived benefit is confirmed, but there is not any correlation between the realized potential absorption capacity and the role of storage mediation or knowledge transfer. Hu Seung et al. (2016) have studied the impact on service delivery of perceived value of client at different levels of client engagement. The results of the research show that supply of services in the short term can improve the perceived value of the client and the provision of knowledge-based services has a significant impact on the perceived value of the client. Hapsari et al. (2016) have studied the role of mediators of client's perceived value of client's service quality and client's satisfaction. The results of this study show that perceived value play a minor role in the quality of service and the client's satisfaction, and also the quality of service has a positive and significant effect on client's satisfaction with the intermediate role of perceived value. Michael Percy (2015), have performed a research on the impact on knowledge and information management in service industries. The results indicate that the obligation to managers to provide a suitable work environment, facilitate working relationships between employees as well as encourage employees, and provide new knowledge, and communicate mutual interaction with employees, and guiding employees in the work for appropriate services in order to achieve effective knowledge management is required. Rama Katsura et al. (2015) have studied the role of client's satisfaction and his/her loyalty to client's perceived value of service quality. The results of the research show that quality of service results in client's satisfaction and ultimately has a positive impact on client's perception. The researches that have been made before the above mentioned items answer some of the questions on the mind, but some of these questions are remained unanswered, which are presented in the form of the research hypotheses that came up. In other words, the hypotheses and research model according to research is as follows:

2.4 The Main Hypothesis of the Study

- The knowledge management establishment is effective on the clients' perceived values.

The Sub-Hypotheses of the Study are as follows:

- Knowledge gaining by the employees of Zanjan Province Tax Affairs Organization is affective on the creation of the clients' perceived value.
- Knowledge storage by the employees of Zanjan Province Tax Affairs Organization is affective on the creation of the clients' perceived value.
- Knowledge transfer by the employees of Zanjan Province Tax Affairs Organization is affective on the creation of the clients' perceived value.
- Knowledge application by the employees of Zanjan Province Tax Affairs Organization is affective on the creation of the clients' perceived value.
- Knowledge gaining by the employees of Zanjan Province Tax Affairs Organization is affective on the clients' satisfaction.
- Knowledge storage by the employees of Zanjan Province Tax Affairs Organization is affective on the clients' satisfaction.
- Knowledge transfer by the employees of Zanjan Province Tax Affairs Organization is affective on the clients' satisfaction.
- Knowledge application by the employees of Zanjan Province Tax Affairs Organization is affective on the clients' satisfaction.
- There is correlation between the client's perceived value and the client's satisfaction from Zanjan Province Tax Affairs Organization.

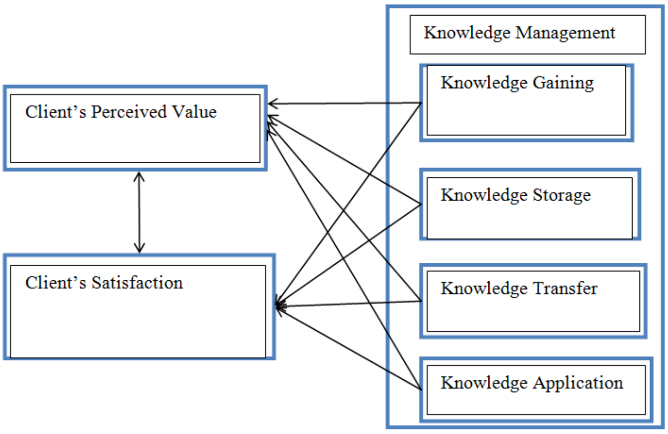

Figure 1, Conceptual Model of Adapted Research by Neonaka and Tacouchi (1995) and Sylvia Martello (2016)

3 Method

This study is an applied research type since they uses theories developed in basic research to solve practical and actual problems. It is descriptive-analytical in a survey method with cause approach. The statistical population of this study is composed of customers and employees of Tax Affairs Organization in Zanjan city which the number of customers in the year 2016 has been 23,196 and the number of employees, 300 people. The sample size of this research has been calculated using the Cochran formula (limited society) for customers of 378 people. The sample size for employees is limited due to their limited number; so that all employees of 300 people have been evaluated using census method. The questionnaire return rate for the employee has been 100% which means among the 3008 distributed questionnaires, 300 have been received. The questionnaire return rate for customers has been 79.36% which means among 378 distributed questionnaires, 300 have been received.

3.1 Data collection tool and data analysis

Library method and documentary studies have been used to collect theoretical foundations of information on literature explanation. One of the main methods for collecting data in this research is the library method; so that the theoretical topics required for research have been collected from related resources including books, articles, dissertations, as well as resources in databases and libraries of universities and higher education institutions. In this research, a questionnaire of 17 questions has been used to measure knowledge management and its components are employees that the questions of 1 to 4 are related to the gain knowledge, Questions 5 to 9 to knowledge storage, Questions 10 to 12 to the knowledge transfer, Questions 13 to 17 to the knowledge use variables. The customer questionnaire is consists of 7 questions which questions 18 to 20 refer to the value creation and questions 21 to 24 to the customer satisfaction variables. The items for measuring the main variables of the research have been designed according to Likert scale and graded from totally agree to complete disagree. After completing this stage, professors and experts consider the mentioned items and reflect their views on modifications items, and establish the validity of the questionnaire.

3.2 Research Tool Reliability

Cronbach's alpha method has been used to estimate the reliability of the questionnaire and Spss21 software used as well. Cronbach's alpha is an estimate of research tools reliability that identifies the relation and correlations between internal research tools. Reliability coefficient (Cronbach's alpha) is a function of the question number in the questionnaire divided into heterogeneous samples in response to questions. Table 2 shows the results of the reliability test for each of the variables in the research.

Table 1: Reliability Test

Cronbach Alpha	Number of items	Variable
787.0	4	Knowledge gain
739.0	5	Knowledge storage
709.0	3	Knowledge transfer
721.0	5	Knowledge use
771.0	3	Value creation
794.0	4	Costumers satisfaction
807.0	24	Total

In the following, data using Excel software in the form of data reference have been collected. In this study, the hypothesis testing method is the Amos23 equation structure software.

4 Data analysis and findings

According to the collected data from the questionnaires among 300 respondents (employees) who answered the questions of this research, 237 people equal to 79% men and 63 people equal to 21% had been women. 219 people equal to 73% married and 81 people equal to 27% had been single. Respondents who reported their degree as a bachelor accounted for 67% of the respondents in this research, followed by Diploma and Associate Degree (18%) and master's degrees and higher (15%) respectively. Also, 21% of 20-30 year olds, 153 people equal to 51% at the age of 30-40, 54 people equal to 28% at the age of 40, so most of the respondents have been between 30 and 40 years old. Also, among 300 respondents (customers) who responded to the research questions, 198 people equal to 66% men and 102 people equal to 34% women were. Of the 243 people, 81 were married and 57 were single equal to 19%. Respondents who have completed their degree in diploma and associate degree with 58% of the respondents have been the large group of respondents, followed by Bachelor Degrees (36%) and Masters

Degrees (6%). Also, 51 people equal to 17% at the age of 20-30, 90 people equal to 30% at the age of 30-40, 159 people equal to 53% at the age of 40, so most of the respondents were in the age range of 40 years and above.

4.1 Modeling equations of research model

The values of the final model are shown in Table 2. According to the Table 2, the greatest effect on the value creation for the organization is related to the variable of knowledge use with the standard coefficient of 0.732 and the least effect on the value creation for the organization is related to knowledge transfer variable with a coefficient of 0.283. Also, the greatest effect on customer benefit is related to the variable of applying knowledge transfer with a coefficient of 0.856 and the least effect on customer benefit is related to the knowledge storage variable with a coefficient of 0.234.

Table 2: Final model values

			Non-standard error	Standard error	Significant (t)number	Significant level	Standard coefficient	Determination Coefficient
Value	<---	**Gain**	.339	.268	3.268	.000	.300	.090
Value	<---	**Storage**	.445	.072	3.558	.000	.441	.194
Value	<---	**Transfer**	.307	.040	2.668	.000	.283	.080
Value	<---	**Use**	.646	.082	7.909	.000	.732	.536
Benefit	<---	**Value**	.359	.138	2.604	.000	.250	.063
Benefit	<---	**Gain**	.498	.295	2.689	.000	.282	.080
Benefit	<---	**Storage**	.277	.071	2.592	.000	.234	.055
Benefit	<---	**Transfer**	.736	.062	11.834	.000	.856	.733
Benefit	<---	**Use**	.334	.112	2.601	.000	.366	.134

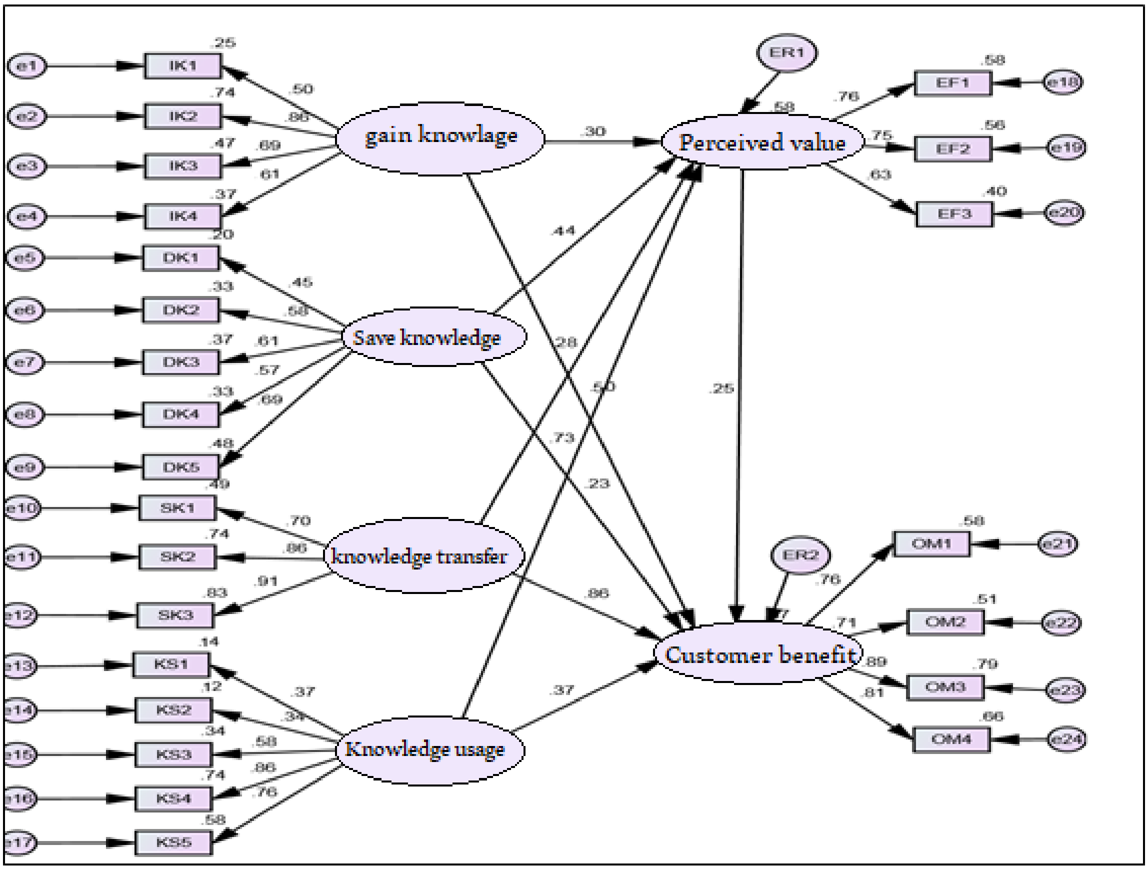

Fig1. General Output Software Model

4.2 Research model fit

In the modeling of structural equations, the model estimates can be trusted when the model has sufficient fit.

Table 3: Final model fit indices

Result	model fit	Standard rate	Persian equivalent	Indicator type
Desirable	.969	> 0.90	Bontler-Bonnet normalized fit index	NFI
Desirable	.907	> 0.90	Relative fit index	RFI
Desirable	.982	> 0.90	Incremental fit index	IFI
Desirable	.945	> 0.90	Tucker-Lewis fit index	TLI
Desirable	.989	> 0.90	Adaptive fit index	CFI
Desirable	.989	> 0.90	Fit goodness index	GFI
Desirable	.079	<.1	Root mean squares of estimated error	RMSEA

All fit indices used indicate that this model has a good fit. Therefore, we conclude that the research model has a high ability to measure the main variables of the research. Due to the standardization of the model, the software findings are reliable.

Then, according to table 2**,** the result of research hypotheses analysis using structural equation modeling results are as follows:

First hypothesis was that knowledge acquisition by staff of Tax Administration Organization of Zanjan Province is effective on creating value for the organization.

According to table 2, since P = 0.000 < 0.05 and t = 3.268 and this value is higher than critical value of 2.54, so the null hypothesis of research based on the lack of impact of knowledge acquisition by staff of Tax Administration Organization of Zanjan Province on creating value for the organization is rejected with a probability of 99% and first hypothesis of research was accepted with a 99% probability, it means that by data collected from a statistical sample of this research, knowledge acquisition by staff of Tax Administration Organization of Zanjan Province is effective on creating value for the organization. According to table 2, coefficient of knowledge acquisition determination on creating value is 0.090, which means that knowledge acquisition alone explains and predicts 9% of creating value.

Second hypothesis was that storing knowledge by staff of Tax Administration Organization of Zanjan Province is effective on creating value for the organization.

According to table 2, since P = 0.000 < 0.05 and t = 3.558 and this value is higher than critical value of 2.54, so the null hypothesis of research based on the lack of impact of storing knowledge by staff of Tax Administration Organization of Zanjan Province on creating value for the organization is rejected with a probability of 99% and mentioned hypothesis was accepted with a 99% probability, it means that by data collected from a statistical sample of this research, storing knowledge by staff of Tax Administration Organization of Zanjan Province is effective on creating value for the organization. According to table 2, coefficient of storing knowledge determination on creating value is 0.194, which means that storing knowledge alone explains and predicts 19.4% of creating value.

Third hypothesis was that the transfer of knowledge by staff of Tax Administration Organization of Zanjan Province is effective on creating value for the organization.

According to table 2, since P = 0.000 < 0.05 and t = 2.668 and this value is higher than critical value of 2.54, so the null hypothesis of research based on the lack of impact of knowledge transfer by staff of Tax Administration Organization of Zanjan Province on creating value for the organization is rejected with a probability of 99% and third hypothesis was accepted with a 99% probability, it means that by data collected from a statistical sample of this research, knowledge transfer by staff of Tax Administration Organization of Zanjan Province is effective on creating value for the organization. According to table 2, coefficient of knowledge transfer determination on creating value is 0.080, which means that knowledge transfer alone explains and predicts 8% of creating value.

Fourth hypothesis was that using knowledge by staff of Tax Administration Organization of Zanjan Province is effective on creating value for the organization.

According to table 2, since P = 0.000 < 0.05 and t = 7.909 and this value is higher than critical value of 2.54, so the null hypothesis of research based on the lack of impact of using knowledge by staff of Tax Administration Organization of Zanjan Province on creating value for the organization is rejected with a probability of 99% and fourth hypothesis was accepted with a 99% probability, it means that by data collected from a statistical sample of this research, using knowledge by staff of Tax Administration Organization of Zanjan Province is effective on creating value for the organization. According to table 2, coefficient of using knowledge determination on creating value is 0.536, which means that using knowledge alone explains and predicts 53.6% of creating value.

Fifth hypothesis was that knowledge acquisition by staff of Tax Administration Organization of Zanjan Province is effective on customers` benefit.

According to table 2, since P = 0.000 < 0.05 and t = 2.689 and this value is higher than critical value of 2.54, so the null hypothesis of research based on the lack of impact of knowledge acquisition by staff of Tax Administration Organization of Zanjan Province on customers` benefit is rejected with a probability of 99% and fifth hypothesis was accepted with a 99% probability, it means that by data collected from a statistical sample of this research, knowledge acquisition by staff of Tax Administration Organization of Zanjan Province is effective on customers` benefit. According to table 2, coefficient of knowledge acquisition determination on customers` benefit is 0.080, which means that knowledge acquisition alone explains and predicts 8% of customers` benefit.

Sixth hypothesis was that storing **knowledge by staff of Tax Administration Organization of Zanjan Province is effective on customers` benefit.**

According to table 2, since P = 0.000 < 0.05 and t = 2.592 and this value is higher than critical value of 2.54, so the null hypothesis of research based on the lack of impact of storing knowledge by staff of Tax Administration Organization of Zanjan Province on customers` benefit is rejected with a probability of 99% and sixth hypothesis was accepted with a 99% probability, it means that by data collected from a statistical sample of this research, storing knowledge by staff of Tax Administration Organization of Zanjan Province is effective on customers` benefit. According to table 2, coefficient of storing knowledge determination on customers` benefit is 0.055, which means that storing knowledge alone explains and predicts 5.5% of customers` benefit.

Seventh hypothesis was that knowledge transfer by staff of Tax Administration Organization of Zanjan Province is effective on customers` benefit.

According to table 2, since P = 0.000 < 0.05 and t = 11.834 and this value is higher than critical value of 2.54, so the null hypothesis of research based on the lack of impact of knowledge transfer by staff of Tax Administration Organization of Zanjan Province on customers` benefit is rejected with a probability of 99% and seventh hypothesis was accepted with a 99% probability, it means that by data collected from a statistical sample of this research, knowledge transfer by staff of Tax Administration Organization of Zanjan Province is effective on customers` benefit. According to table 2, coefficient of knowledge transfer determination on customers` benefit is 0.733, which means that knowledge transfer alone explains and predicts 73.3% of customers` benefit.

ighth hypothesis was that using knowledge by staff of Tax Administration Organization of Zanjan Province is effective on customers` benefit.

According to table 2, since P = 0.000 < 0.05 and t = 2.601 and this value is higher than critical value of 2.54, so the null hypothesis of research based on the lack of impact of using knowledge by staff of Tax Administration Organization of Zanjan Province on customers` benefit is rejected with a probability of 99% and eighth hypothesis was accepted with a 99% probability, it means that by data collected from a statistical sample of this research, using knowledge by staff of Tax Administration Organization of Zanjan Province is effective on customers` benefit. According to table 2, coefficient of using knowledge determination on customers` benefit is 0.134, which means that using knowledge alone explains and predicts 13.4% of customers` benefit.

Ninth hypothesis was that there is a relationship between organization value and customers` benefit of Tax Administration Organization of Zanjan Province.

According to table 2, since P = 0.000 < 0.05 and t = 2.604 and this value is higher than critical value of 2.54, so the null hypothesis of research based on the lack of relationship between organization value and customers` benefit is rejected with a probability of 99% and ninth hypothesis was accepted with a 99% probability, it means that by data collected from a statistical sample of this research, there is a significant and positive relationship between organization value and customers` benefit. Increasing organization value will lead to more customers` benefit and vice versa.

5 Discussion and conclusion

Creating value among clients is a platform for establishing knowledge management in organizations. Because higher levels of customers` perceived value and customers` satisfaction lead to more loyalty in them, and in today's heavily competitive environment, if an organization is not customer-driven, it will face a lot of risks, because the success or failure of organizations is based on this issue, that how much they are able to maintain their customers, and in this case success is possible when knowledge management is considered in the direction of services value creation to customers. According to the findings of this research, it is possible to provide conditions by emphasizing the need to use findings and improving strengths and reducing weaknesses that Tax Administration Organization should attempt in regard to the establishment of knowledge management to create value for clients of this organization. This study aims to investigate the effect of establishing knowledge management on the creation of value among Tax Administration Organization clients. The findings of this research along with testing hypotheses show that there is a positive and significant relationship between knowledge management components that include (knowledge acquisition, storing knowledge, knowledge transfer, knowledge use) and value creation and also, there is a significant and positive relationship between knowledge management components that includes (knowledge acquisition, storing knowledge, knowledge transfer, knowledge use) and customers` benefit, and there is a significant relationship between organizational value and customers` benefit.

According to the research results, suggestions based on the hypotheses are presented:

- Developing technology and supporting new technologies through employees` participation in seminars and training courses in order to acquire knowledge should be placed at the top of the organization's plans.
- Storing knowledge should be continuous by designing an appropriate system and also, suitable field of storing knowledge should be created by making motivation and encouraging employees to store knowledge, forming skill forums in order to decision making in special cases, creating friendly and trustable atmosphere among employees, facilitating employees` access to the information
- Adjusting obstacles of establishing relationship among people in order to transfer knowledge.
- Serious attention of managers to unique role of using knowledge management in process of knowledge management implementation and value creation among clients to the organization and prioritizing it in Tax Administration Organization.
- Employees` collaborate on achieving modern knowledge management systems and training employees in order to increase productivity and improving the outcomes of knowledge management and thereby increasing customers` benefit.
- Registering and keeping information related to employees' knowledge in the organization in order to increase customers` benefit.
- Creating trust atmosphere in the organization, such that staff does not feel risk in case of transferring their job knowledge to other people, encouraging knowledge-oriented people to transfer knowledge to other people and defining a process based on which employees` knowledge is used, in this regard, defining an appropriate incentive system is necessary.
- Considering the application of knowledge management in providing customers` benefit and the quality of service delivery, setting up a comprehensive knowledge management system and creating a specialized portal and setting up a virtual discussion forum and a think room to exchange experiences among employees with the allocation of knowledge in order to maintain material and spiritual rights and persuading employees to do this and establishing a system of proposals.
- Creating and forming work networks and participating employees and clients in organizational plans and goals that enhance customers` loyalty and, as a result, the organization's benefit.

The limitations of present research are as follows:

Since the present research is conducted only on Tax Administration Organization of Zanjan, thus the results of this research cannot be attributed to other organizations. Given the general limitations of the questionnaire, since adequate control cannot be practiced over the factors influencing responses, hence the answers may have been erroneous. In terms of time, all respondents were not in the same situation, and due to the time constraints and inaccuracies of respondents, the findings should be cautiously generalized to other institutional authorities. It was difficult to attract trust and managers' cooperation in answering questions.

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