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# Summaries

UDC 330.35

**Dukart S.A.**  
**TRANSFORMATION OF RUSSIAN ECONOMICS  
AND TRAINING «BUSINESS SPIRIT»**

The problem of transforming economic mentality as necessary condition of success in Russian economics reformation has been analyzed; the degree of completeness of constructing market economy in the RF has been estimated from the point of view of market individualism psychology; the alternative model of economic education as one of facilities of forming «business spirit» has been proposed.

UDC 331.101

**Dukart S.A., Sleta E.V.**  
**THE PROBLEMS OF ESTIMATING  
LABOR MARKET TRANSFORMATION IN CONDITIONS  
OF ECONOMY MODERNIZATION**

The problem of estimating the labor market dynamics in conditions of economy system transformation has been analyzed. Inability of appropriate estimation of market change by traditional indices was determined. The necessity of using additional qualitative and quantitative estimate characteristics such as the degree of labor market flexibility, the efficiency of employment, the level of secondary employment, the degree of population self-employment was proved.

UDC 338.242.4

**Antonova Z.G.**  
**SOCIAL PARTNERSHIP OF THE STATE AND LARGE CORPORATE  
BUSINESS IN RUSSIA**

Modern problems of relations of the state and large corporate business within the frame of social partnership of Russia on its way to the market have been studied. These problems are connected with imperfection of tax system, law policy as well as financial crisis and general problems of national economics. Within the frame of reforming national economics a new network of partnership relations of the large corporate business and state authority is proposed; it states a mechanism of coordinating economic interests of private corporate business, state and society in the whole through the system of corporate social responsibility of large companies.

UDC 332.012.2(47+57)

**Ramzanov Zh.Sh.**  
**THE WORLD SOCIAL-ECONOMIC MODELS AND RUSSIA**

The variety of the world economic models has been considered. The Asian economic model was analyzed. The recommendations on the development of social-economic models for Russia are given.

UDC 330.11+330.13+338.556

**Matsievskiy N.S.**  
**SHADOW ECONOMY: ANALYSIS AND ESTIMATES**

It has been shown how the shadow activity of market participants results in negative social-economical consequences for the state and society. Shadow activity deforms market mechanism, tax system, influences destructively the competition mode, affects negatively the money and credit system and government finance state. It is noted

that in spite of the established and diffused opinion that the shadow economy represents the absolute evil, its influence on economic growth and development of legal economy and society is not definitely destructive. The affect is multidirectional and it is seen, when studying this phenomenon more intent, that besides obvious negative sides some positive moments are inherent for it.

UDC 368.81

**Kalashnikova T.V., Krivovoyaz N.V.**  
**THE ANALYSIS OF THE RATE OF TARIFF EFFICIENCY  
FOR MTPL BREAK-EVEN**

Using federal technique of computing the rate of tariff for hazardous types of insurance for 40 Russian insurance companies by the results of their activity in the field of MTPL for 2004-2009 the researches on the level of unprofitability and correspondence of the rate of tariff to the required value have been carried out. It was shown that in all studied companies the tariffs are understated that may be a reason of unprofitability of compulsory automobile liability insurance because of insufficient rate of insurance fees. A number of problems of MTPL was determined besides the insurance rate, causing discontent of car owners and citizens and requiring improvement.

UDC 332.146.2

**Kirianova L.G.**  
**DESTINATION MARKETING AS A MODERN APPROACH  
TO TOURIST REGION MANAGEMENT**

A new approach to tourist region management – destination marketing has been considered. The marketing approach considers destination as a product which should be formed according to needs and expectations of potential «consumers» – tourists, which should be promoted and its development should be managed. The principle problems of the destination marketing, the structure of tourist destination as a product are studied in the article; the key stages of strategic marketing planning in forming and developing destination are introduced in the article.

UDC 338.484.6

**Goncharova N.A., Kirianova L.G.**  
**THE ROLE OF TOURIST BEHAVIOR STUDYING  
IN THE DEVELOPMENT OF TOURIST REGION STRATEGY**

The successful development of the tourist region depends directly on its ability to satisfy the potential tourist needs. The researches of tourist behavior, tourist decision-making process should be the base in developing the strategy of tourist region. The main aspects of studying tourist behavior and possibility of using the results in strategic management of tourist destination are determined in the article.

UDC 338.45

**Shelupanova P.A.**  
**ACTUALIZATION OF THE PLANNING PRINCIPLES  
OF THE ENTERPRISE ACTIVITY**

The questions of developing some planning principles of the enterprise activity indices in the context of management modern paradigm have been considered; the characteristic of planning principles and conditions of their application has been introduced.

UDC 001.2

**Rubanov V.G.**  
**ON THE ISSUE OF SOME TYPES OF SCIENTIFIC CONTINUITY**

Continuity in science acts as fundamental law of establishment and development of scientific knowledge, scientific relations, scientific activity and influences considerably the formation and development of ideological, professional, social position of the subject of scientific activity. The investigation of the continuity problems in science is necessary in methodological and philosophy-social respect for deep insight into history, development, tendencies of science, establishment and development of the subject of science as a social phenomenon, his reflection over his own perfection.

UDC 502:101.1:316(075.8)

**Rubanova E.V.**  
**ECOLOGICAL RANGE OF PROBLEMS  
IN NATURAL PHILOSOPHY OF B. SPINOZA**

Each philosophic age brought its peculiarities to the problem of the relations of the society and nature. At the early stage of philosophy establishment it was difficult not only to single out proper philosophical knowledge but proper ecological problems as well. Ideological-cognitive attitudes are directed to understanding a place and functions of a man in the world, criteria of knowing his essence and the nature essence in their historical relationship.

UDC 17

**Kornienko A.A., Pogukaeva N.V.**  
**SCIENTIFIC THEME AS AN ELEMENT  
OF STRUCTURAL PATTERN OF MODERN SCIENCE**

Sociocultural factors determining the direction and character of scientific knowledge growth have been analyzed. Scientific theme is introduced as cognitive matrix the principle elements of which are epistemological images. Cognitive bases of theme formation are singled out. Theme functions performing in scientific knowledge are disclosed.

UDC 165.0

**Nikitina Yu.A., Kornienko A.V.**  
**CRISIS OF MODERN RATIONALISM AND ESTABLISHMENT  
OF COEVOLUTION-INNOVATING RATIONALITY**

Features of crisis of current rationality concept have been studied. It was shown that the modern society system crisis reflected a deeper crisis – rationality crisis. In authors' opinion the coevolution-innovating rationality may become the base of the strategy of the society overcoming the system crisis.

UDC 101(091)

**Moskovtchenko A.D.**  
**THE PHILOSOPHY OF THE HISTORY  
(FUNDAMENTAL TECHNOLOGICAL ASPECTS)**

The article is devoted to the fundamental technological aspects of the philosophy of history and expresses the suppositions of the autotrophic character of the future philosophic historical knowledge.

UDC 17

**Ardashkin I.B.**  
**THE PHILOSOPHICAL BASES  
OF THE PROBLEM-ORIENTED RESEARCHES**

The philosophical bases of the problem-oriented researches have been considered. It is proved, that the philosophical approaches used as the bases of scientific knowledge, express in the best way the heuristic potential of scientific researches through demonstration of the opportunities, limits. It results in necessity of searching for the other ways of expressing life that opens new gnosiological prospects

of science. Such prospects of scientific knowledge are realized through the problem-oriented researches.

UDC 101.1:316

**Tsyrendorzheva D.Sh.**  
**THE SOCIETY DYNAMICS: SYNERGETIC ANALYSIS**

The possibility of applying synergetics to analyzing social processes, occurring difficulties, conditioned by the unique specific character of social systems has been considered. The main features of social evolution are determined from the positions of synergetics; the notions «nonequilibrium», «openness», «nonlinearity» as conditions of existing complex systems such as social system are disclosed.

UDC 165.42

**Chernikova I.V.**  
**ON DIALECTICS OF SUBJECTIVE AND OBJECTIVE  
IN SCIENTIFIC COGNITION**

The problems of saving objectivity as a value of scientific cognition and at the same time introducing historical parameters, value-ethic dimension into epistemology have been considered. The contexts are defined in which the objectivity of the scientific cognition is reanalysed in accordance with the trend to studying complex self-developing systems and social-psychological factors of scientific cognition.

UDC 001.18

**Chernikova D.V., Chernikova I.V.**  
**THE PROBLEM OF HUMAN NATURE IN THE LIGHT  
OF NBIC-TECHNOLOGIES**

The problem of human nature actualized in connection with possibilities of technoscience, especially NBIC-technologies, to transform human genetics and his cognitions, has been considered. The research was carried out on the basis of comparative analysis of human nature in philosophical anthropology, sociobiology, evolutionary theory of knowledge, modern interdisciplinary concepts of technoscience.

UDC 304.2

**Sivoplyas A.V.**  
**ANTHROPOLOGICAL LACK OF LAW  
CLASSICAL UNDERSTANDING**

Thesis on the fact that the lack of law anthropological content is connected with the style of philosophical thinking, which is oriented in classical philosophy to the truth cognition in its general characteristics, has been argued. Science of law did not avoid such orientation, in spite of the fact that the field of its interests is connected with a man and should be suppose the necessity of studying its problems – law problems, including, – subject to individual and unique situations. The conclusion was drawn that modern transformations in the style of philosophical cognition, connected with metaphysics deconstruction, should respond resonantly in jurisprudence. The law philosophy may promote the reflected legal relationship not in general universal but in individual-anthropological aspects.

UDC 316:101.1

**Talvinskiy O.V., Borodina I.N., Bukhtoyarov S.V.**  
**MANAGEMENT CONCEPTUALIZATION**

Possible ways of conceptualizing the notion «management» have been considered. The authors using noma-prelogical methodology, reconstruct history, problem situation and constituents of management concept. Two backbone metaphors («wise helmsman» and «good shepherd»), which set different sense-demonstrations of this concept, are explicated in the history of the notion «management». Modern problem situation of management is determined as the world-view crisis. The space and time methods of management conceptualization are selected.

UDC 101.1:316.774:005

**Chaikovskiy D.V.**  
**THE PROBLEM OF MANAGEMENT IN THE CONTEXT**  
**OF INFORMATION AND COMMUNICATION SOCIETY**

The specific character of management in conditions of information and communication society has been considered. The notion of management is determined; it is demarked from the notion power. It is shown that in conditions of information openness it is necessary to control the generation and translation of information product. The problem of management substitution by power manipulation is raised.

UDC 130.2

**Korobeynikova L.A., Gil A.Yu.**  
**NET STRUCTURES IN THE CONDITION OF GLOBALIZATION**

Modern philosophical issues of globalization and net structures in a global world have been presented. This article aims to feel a gap between the study of globalization at the social, economical, political, etc. levels and the study of globalization at the philosophical level. The conceptual frame of interpretations of net and net structures in modern philosophical analysis is introduced.

UDC 1/14

**Migurenko R.A.**  
**ON THE ISSUE OF CONSCIOUSNESS SPECIFICATION**  
**FORMS IN PHILOSOPHY AND SCIENCE**

The article is devoted to various aspects of the problem of logical and symbolic forms of expressing consciousness cognition in philosophy and science. The problem of consciousness is analyzed as a logic-linguistic problem conditioned both by philosophy dual nature and complexity of the consciousness problem for philosophic and science research.

UDC 17

**Raitina M.Yu.**  
**TRANSFORMATION OF SUBJECT-CENTRIST CONCEPTS**  
**OF SCIENTIFIC CREATION: TO THE SEARCH OF BASES**  
**OF THE COLLECTIVE COMMUNICATION MODEL**  
**IN SCIENCE PHILOSOPHY**

It has been shown that science represents infinite communicative space within the frame of which the change of cognition subject status gains the value. Possible approaches to forming the model of collective cognition subject are considered.

UDC 001.11

**Keksel O.S., Skvortsova V.N.**  
**FUNCTIONS OF FRUSTRATED DISCOVERIES**  
**AT SCIENCE SELF-REGULATION**

The scientific content criteria of new knowledge have been analyzed. The notion and typology of frustrated discoveries in science have been developed. Functions of frustrated discoveries at science self-regulation were denoted. It was stated that reconsideration of some frustrated discoveries in science allow estimating more sufficiently their significance for science and society.

UDC 37.01

**Biryukova N.S.**  
**HUMANITARIZATION OF MODERN EDUCATION:**  
**PHILOSOPHICAL ASPECT**

The author of the article relying on philosophical understanding of education humanitarization, discloses the significance, purpose, existing problems in the field of modern education humanitarization; gives comparative characteristic with foreign experience and shows efficient facilities for solving the problems.

UDC 378.1:316.334.2

**Poletaev D.V., Dementieva S.V.**  
**INNOVATION STRATEGIES OF DEVELOPING**  
**INTERNATIONAL EDUCATION FORESHORTENED**  
**STUDY MIGRATION TO RUSSIAN INSTITUTES**  
**OF HIGHER EDUCATION**

Difficulties preventing entrance of Russian education to international educational market have been analyzed. The applied results of sociological research are introduced for verification of qualitative and quantitative markers of study migration problem in Russia and reveal of innovation strategies in its development. It was stated that the existing system of government regulation of study migration is unsystematic and inefficient. The resource capacity of study migration is shown for improving intelligent, economical and demographic situation in the country.

UDC 316

**Chmykhalo A.Yu.**  
**THE PROBLEMS AND PERSPECTIVES**  
**OF SOCIAL EDUCATION IN RUSSIAN REGIONS**

Degradation of social workers training system in domestic system of higher education has been stated. This process is supposed to be caused by sociocultural reasons connected with contradiction between the conditions of forming the social work theory and its establishment as occupation in the West (particularly, in the USA) and conditions of its development in modern Russia. The conclusion is drawn that only the development of individualism in conditions of forming mechanisms, intrinsic to civil society, is capable of activating interest to social work as occupation and as one of specialties of higher professional education.

UDC 316.423.2

**Tsoy G.A.**  
**THE CHANGE OF PHILOSOPHICAL**  
**PARADIGM OF EDUCATION**

The analysis of contradictions of educational system formed in the age of modernism, disagreement of this system with postmodernism tendencies of developing modern society and the world has been introduced. The regulation on currency of postmodernism approach to constructing educational model is proposed. The possibility of forming the conditions for the dialogue of the subjects of educational process and supporting the possibility of self-actualization of the student and determining his potential is provided in it.

UDC 101.1:316

**Moiseeva A.P., Mazurina O.A., Perepelkin O.A.**  
**VIRTUALIZATION AS SOCIAL TRANSFORMATION**  
**AND COMMUNICATION**

The process of virtualization as a complex of social changes has been analyzed. The ideal-fantasy, imagining reality, conscious and engineering-focused construction of conditional phenomena is the bases of these changes. Virtualization as a special form of social transformation and communication which has innovation character is considered.

UDC 316.733

**Kolodiy N.A., Kolodiy V.V.**  
**VISUAL TURN AND ITS INFLUENCE ON SOCIAL COGNITION**

The essence of so-called visual turn has been analyzed; its reasons have been determined; the degree of visual research influence on social cognition has been reflected.

UDC 008

**Lukyanova N.A., Kamyshev E.N., Denisjuk A.S.**  
**CYBER-ADDICT: THE IMAGE OF A PERSON PLAYING  
IN MODERN CULTURE**

The article is devoted to the analysis of the methods of constructing reality by a person playing, acting in modern culture in the image «cyber-addict», relying on positions of the interpretant theory of Ch.S. Pearce and concept of symbolism in A.N. Whitehead and S. Langer interpretation.

UDC 316.733

**Solodovnikova O.V.**  
**THE DYNAMICS OF VALUE KEY POINTS  
IN MODERN CULTURE AS A BASIS OF TRANSITION  
TO ESTHETIC NOVATIONS**

Cultural values transformation in modern culture has been considered; the influence of modern culture mobility on formation of a new human image has been shown. The conclusion was drawn that event plays a part of one of the main culture categories, influencing ethic cognition formation. Modern culture duality was determined; it was shown how irony represents textuality and humor – culture performativity.

UDC 008

**Kondratieva I.V.**  
**STATUS OF CULTURAL STUDIES  
IN THE SYSTEM OF SCIENTIFIC KNOWLEDGE**

The development of interdisciplinary phenomenon – cultural studies has been analyzed. The genesis and the process of cultural studies establishment, its scientific status was studied. It was stated that cultural studies appears as integrative and interdisciplinary theory of culture including the complex of value-sense, normative-regulative, sign-communicative means and mechanisms and formed through the communicative process.

UDC 316.44

**Orlova V.V.**  
**MORAL CHOICE OF MODERN YOUNG PEOPLE:  
IDEALS AND REALITY**

The problem of joining values, ideological reference points of modern young people, moral choice in conditions of search for a new identity has been considered. Value orientations of young people as the most dynamic part of Russian society are the first that undergo changes caused by different processes occurring in the country life.

UDC 101.1:316

**Antonova E.S.**  
**APPROACHES TO STUDYING  
THE LONELINESS PHENOMENA DIRECTIONS**

Four approaches to studying the loneliness directions forming the phenomenological model of this phenomenon have been considered. In the context of each approach the concept of experience proper to this loneliness direction approach is introduced. The conclusion is drawn on the fact that loneliness is a complex multi-aspect phenomenon which has different variants of overcoming depending on the existing objective situation.

UDC 17+004.056.5

**Manzhueva O.M.**  
**ON THE ISSUE OF INFORMATION ETHICS**

The ethic aspects of applying information technologies have been considered. Ethic regulation of science is introduced as a new stage of science development as a whole. To date the responsibility and freedom of applying information technologies in the process of scientific search are not the alternative ones. Hence, the importance of the world scientific community movement for more efficient social-ethic

control over scientific researches and their technological application is determined.

UDC 130.2:7.01

**Sycheva S.G.**  
**ESTHETIC IDEAS IN THE BOOK OF A. SCHOPENHAUER  
«THE WORLD AS WILL AND IDEA»**

The esthetic ideas of A. Schopenhauer have been studied. His theory of different kinds of art (music, poetry, painting, architecture) was analyzed. The conclusion was drawn that art estranges a man from will to live which is connected with suffering, and brings to the world of idea connected with pleasure. Therefore, the creative act gives esthetic pleasure.

UDC 659.1:7.01(075.8)

**Chekhovskikh K.A.**  
**ESTHETIC IN ADVERTISEMENT AS REFLECTION  
OF LIFE ESTHETIC STATE**

The analysis of studying esthetics in advertisement as a phenomenon and factor of society development in conditions of cardinal change of life paradigm, cultural, ethic and esthetic transformation of the society under the action of westernization processes and protest phenomena in cultural-ethic space of Russia has been introduced.

UDC 001

**Skvortsova V.N., Keksel O.S.**  
**PERSONAL HUMAN HEALTH: VALEOLOGICAL DISCOURSE**

It was ascertained that the way to health is methodologically possible through the treatment to personal human being, cognition of essence and regularities of forming and saving individual health. It was shown that the health valeological discourse could not go to the frames of paradigm course of scientific medicine. The conclusion was drawn that after exclusion the subject «Valeology» from the higher school curriculums, philosophical, sociological, axiological and cultural-logical special courses or course parts by these disciplines may become the channels of knowledge transmission from the field of health philosophy.

UDC 316.27:159.9.072

**Karavaeva E.V.**  
**SOCIAL RESEARCH OF FEATURES, DEGREE OF ALARM AND  
DEPRESSION INTENSITY OF PEOPLE SUSTAINED A STRESS**

Individual and emotional features of people sustained a stress including depressive disturbances, anxiety level, character accentuation as well as different variants of people attitudes to their state after stress have been estimated. The valid positive correlation between the indices of pedantry and anxiety was obtained.

UDC 101.1:316.61

**Dambaeva G-Kh.B.**  
**SOME FEATURES OF PERSON SOCIALIZATION  
IN INFORMATION SOCIETY**

The notions «information literacy» and «information culture» have been compared; the features of forming information culture of modern society have been shown. The conclusion was drawn that one of the main factors influencing person socialization in forming information society is information culture.

UDC 316.614

**Saikin E.A.**  
**SOCIAL ROLES AND PERSON MULTI-DIMENSION**

The article is devoted to the current problem of person existence in information society. The author tries to analyze the relation between social roles growth and multidimensional person. Two communicative problems facing a man as a result of sharp change of social status and change of social roles set are stated.

UDC 101.1:316.46

**Allayarova Zh.S.**  
**CONCEPTUALIZATION OF LEADERSHIP NATURE  
 AS A PHENOMENON**

It is given a review of conceptual thinking about the issue of leadership in the history of philosophy, sociology and political science. The author differentiates the concepts of leadership and charismatic leadership. Particular attention is paid to the analysis of theories of leadership, especially the values that have a significant impact on the development of social management.

UDC 316.472.4

**Ponomaryov V.A.**  
**SOCIAL AND DEMOGRAPHIC PROBLEMS  
 OF DEVELOPMENT OF ARMENIAN COMMUNITY  
 OF NAGORNO-KARABAKH IN SOVIET AZERBAIJAN**

Social and demographic problems of developing Armenian community of Nagorno-Karabakh autonomous region being a part of Azerbaijani SSR (1923-1988) have been considered in this article; pre-conditions for origin of interethnic conflict in the end of 1980<sup>s</sup> and the beginning of 1990<sup>s</sup>.

UDC 008.009:39

**Pesotskaya S.A.**  
**BASIC CHARACTERISTICS OF RUSSIAN CULTURE  
 IN THE LIGHT OF ARTISTIC TEXTS**

National type of spirituality has been considered as meta-sign of Russian culture peculiarity. Spiritual maximalism appearing in spirit anxiety, dissatisfaction with prosaic everyday life, unselfishness – abandonment of benefit as moral-ethic etalon of behavior are singled out as key features in structure of Russian psychic-emotional type. Stability and reproductability of these characteristics in historic life of Russian people are confirmed by fiction texts of XIX – XX c.

UDC 316.773.2:81/22

**Konyukhova T.V., Arlyapova E.V.**  
**INFORMATION-COMMUNICATIVE NATURE OF TEXT:  
 ON THE STATEMENT OF THE QUESTION**

The information-communicative nature of text and its sense translation in discourse have been considered. The approaches to

interpretation of discourse by various schools and directions are analyzed. The essence of auto communication and communication with «Other» which influence the division of text sense into subjects and knowledge increment is shown. The text functions are disclosed by Yu.M. Lotman.

UDC 81

**Naiden E.V.**  
**GENRE PECULIARITY OF SCIENTIFIC-EDUCATIONAL  
 DISCOURSE OF MODERN INSTITUTE OF HIGHER  
 EDUCATION: ON THE PROBLEM STATEMENT**

The definition of discourse has been given from different terminological and methodological positions. The ratio of such notions as «discourse», «speech genre», «text» is described. The genre peculiarity of scientific-educational discourse of modern institute of higher education is described on the basis of constitutive genre-forming criteria and typology of speech genres.

UDC 811.511.21

**Baydak A.V.**  
**SELKUP IDEAS OF LIFE ORIGIN BY MYTHOLOGY  
 AND LANGUAGE DATA**

The mythological ideas of human life origin containing in Selkup folklore sources and materials of ethnographers have been analyzed. It is shown how they are reflected in Selkup language. It is supposed that language material and mythological subjects set by Selkup reflect the ideas of life creation both through upper and lower world.

UDC 811.511.21

**Baydak A.V.**  
**EXPERIMENTAL METHODS OF STUDYING  
 CONCEPTS «LIFE» AND «DEATH»**

The results of free associative experiment carried out with the representatives of Selkup ethnos in places of their compact habitation have been described. It was supposed that some traditional Selkup ideas of life and death are reflected in group and individual cognition of modern Selkups. The most stable and frequency associations, connected with the concepts life and death, were determined.