

Summaries

UDC 65.018.627.004.12

Khanova A.A., Ganyukova N.P.
**IMPROVING THE TECHNIQUE OF ANALYZING
THE FIXED CAPITAL OF AN ENTERPRISE ON THE BASIS
OF IMITATING MODELING**

The possibility of analyzing the fixed capital of an enterprise on the basis of imitating modeling technique has been shown. The factors influencing the enterprise income were determined and full factorial experiment was carried out on the imitating model. The improvement of the fixed capital analysis technique was shown on the basis of applying the technique of chain substitutions, imitating modeling, experimental design theory and the conclusion was drawn about the factors and methods of their influence on the enterprise capital productiveness.

UDC 332.1.025

Cherdantseva I.V.
**TECHNIQUES AND INSTRUMENTS OF SOCIAL
AND ECONOMIC POLICY OF STEADY REGIONAL
DEVELOPMENT**

Practical use of instruments of regional development typology, at determining priorities of region strategic development and carrying out the effective social and economic policy subject to the results of prediction, has been shown. The algorithm of forecast- analytical calculation of gross regional product, considering typology, key factors of regional development and allowing improving the instrument base of social and economic forecast and substantiating possible scenarios of region development, was proposed.

UDC 332.143

Salenko M.A.
**INVESTMENT PROCESS IN THE REGION:
INFORMATION-COMMUNICATION ASPECT**

The necessity of considering the control of investment process from the point of view of cybernetic approach has been shown. The notion «information-communication space of investment process in the region» was introduced; its definition was given; the problems of forming were detected.

UDC 332.122

Engelbrekht-Zenkina Z.V.
**CLUSTER-BASED POLICY OF COUNTRIES
WITH INNOVATION ECONOMY
(BY THE EXAMPLE OF METROPOLREGION RHEIN-NECKAR
OF GERMANY AND TECHNICAL-DEVELOPMENT AREA
OF TOMSK REGION)**

Close relation of the research and industrial processes, educational, scientific and manufacturing establishments in Metropolregion Rhein-Neckar of Germany allowing developing innovation economy with universal importance has been shown. The conclusion was drawn that the experience of cluster-based policy in Rhein-Neckar innovation field may be urgent for technical-development area of Tomsk region. The latter uses scientific potential of the region and the latest business advances in developing four priority technological clusters.

UDC 338.24

Chan Thi Bik Ngok
**MEASURES FOR STRUGGLING
WITH ECONOMIC RECESSION IN VIETNAM**

Global financial crisis in 2008 caused by mortgage market and subprime lending collapse in the USA in august 2007, left serious consequences in the world economy. The article is directed to the research of the influence of world economic recession consequences in

2008–2010 on Vietnam economy; SRV lessons drawn from struggle with «degradation»; study of the package of measures in recession prevention and increase of economy strength. The conclusions were drawn on positive results as well as detected disadvantages at measure package implementation.

UDC 330.341.2

Taran E.A., Nekhoroshev Yu.S.
**RAID AS AN INFORMAL INSTITUTE
OF PROPERTY REPARTITION**

Raid as an informal institute of property repartition has been studied. The analysis of the reasons of this phenomenon occurrence was introduced. Author's interpretation of informal institutes of property repartition was given and the main reasons of their formation were considered.

UDC 66.012

Dyachenko A.N., Petlin I.V.
**TECHNICAL AND ECONOMIC ASSESSMENT OF ALUMINUM
FLUORIDE PRODUCTION EFFICIENCY**

The prime cost of production by traditional and modern technologies of obtaining aluminum fluoride has been calculated. The dependence of aluminum fluoride prime cost on the applied raw material quality was determined. The methods for decreasing the prime cost of aluminum fluoride production were proposed.

UDC 338.001.36

Barkhatov A.F., Fedin D.V., Vazim A.A.
**ECONOMIC EFFICIENCY OF RECONSTRUCTION
OF GAS PIPELINE CATHODIC PROTECTION
FROM STRESS-CORROSION**

The disadvantages of modern cathodic protection of gas pipelines have been analyzed. It was detected that reconstruction of cathodic protection systems increasing a number of cathodic protection stations is the most economically efficient method of struggling with stress-corrosive cracks on gas pipelines. Economic efficiency of works on cathodic protection system was calculated by the example of pipeline «Yamburg-Yelets 1».

UDC 338.24.021.8

Romanyuk V.B.
**TRANSFORMATION OF OIL AND GAS COMPANY
FINANCIAL ACCOUNTING ACCORDING TO IAS**

Procurement of investment capital into the RF and transnational character of oil and gas industry require the review of: the rules of forming the enterprise financial accounting subject to the international experience; accounting policy and Russian Federation legislation. Studying the methods of financial accounting transformation and their practical implementation allow finding optimal conditions and order of Russian enterprise transition to international accounting standards (IAS).

UDC 331.217

Krinityna Z.V.
GRADING USE IN MEDIA SPHERE

The technology of constructing human resource management system in media sphere has been developed with the help of grading method. Seven main criteria for estimating posts: skills, education, management, reliability, contribution to the result (cost of error), communicative skills, contribution to client service were developed. The grade matrix and salary scale for organization was proposed. The difficulties of grading system implementation were shown.

UDC 338.48

**Goncharova N.A., Kiryanova L.G.
DESTINATION LIFE CYCLE MANAGEMENT**

Tourism destination has been considered from a perspective of system approach and determined as the main element of tourism. The features of proper stages of destination development and factors influencing on their duration and conditioning the transition to the next stage were determined. Critical analysis of destination life cycle model of Richard Butler was introduced. The alternative scenarios of destination development and approaches to its life cycle management were proposed on the basis of R. Butler model.

UDC 001.2

**Rubanov V.G.
SUCCESSION IN SCIENCE IN WORKS
OF M. POLANYI AND T. KUHN**

The problem of succession in science generates intense interest not only in domestic but also in foreign scientific literature. Foreign authors solve ambiguously the issues of relation of present and past conditions of scientific activity – on the one hand, it is useless negation of successive relation, on the other hand, inclusion of some elements of present and past relation, and on the third hand, recognition of succession as a law of development of science, scientific activity, knowledge.

UDC 502:101.1:316(075.8)

**Rubanova E.V.
ELEMENTS OF ENVIRONMENTAL KNOWLEDGE
IN PLATO AND ARISTOTLE PHILOSOPHY**

The formation of environmental knowledge as system knowledge has its history. Genius suppositions are found in thinking of ancient philosophers who drew their knowledge from mythological sources. Besides, materialistic and idealistic tendencies were outlined in ancient philosophy that was typical for later philosophic concepts. Ancient philosophers turned to be the philosophic methodological base in the next world views including the solution of the problem of human relation with nature.

UDC 17

**Moskovchenko A.D.
THE PROBLEM OF RELATIONS OF FORMAL
AND PHILOSOPHIC (INFORMAL AND IMAGINARY
OF N.A. VASILYEV) LOGIC**

The problem of relations of formal and philosophic (informal and imaginary of N.A. Vasilyev) logic has been considered. It is supposed that philosophic logic will occur more and more along with formal one in XXI c. Special place in formation of philosophic logic belongs to imaginary logic of N.A. Vasilyev. The significance of philosophic logic for understanding technospheric and noospheric problems was indicated.

UDC 17

**Makienko M.A.
ORIGINS OF SCIENTIFIC KNOWLEDGE DEHUMANIZATION**

The problem of scientific knowledge dehumanization has been set up. Contradictions in interpretation of dehumanization phenomenon in the field of humanitarian and natural-scientific knowledge were shown. The conditions of forming European science under ancient world and scientific knowledge criteria stated in XVII c were analyzed. It was ascertained that the origins of dehumanization were in scientific knowledge specific character. The conclusion was drawn that science should be humanized in the field of problematic thinking skill establishment.

UDC 17

**Ardashkin I.B.
SOCIOCULTURAL CONDITIONING
OF SCIENTIFIC PROBLEM STATEMENT AND DECISION
IN MODERN SCIENTIFIC KNOWLEDGE**

The process of scientific creativity has been considered by the example of the features of statement and decision of scientific prob-

lems in knowledge. It is ascertained, that scientific problems in modern science are put and solved not only for obtaining true. Today social order plays the important role at statement and decision of scientific problems. Within the framework of this order the researcher is guided by obtaining of practical and effective result that is not necessarily connected to reception of true. Modern scientists have to solve the problems, adhering simultaneously to a task of obtaining both true and practical result. Such scientific problems have complex character and there is no experience of the decision of similar problems in science.

UDC 17

**Raitina M.Yu.
SCIENTIFIC CREATIVITY AND ITS REINTERPRETATION
IN SOCIAL-CONSTRUCTIVISTIC MODELS
OF SCIENCE DEVELOPMENT**

It was shown that the science undergoes radical review of basic characteristics connected with changes of sociocultural bases of scientific knowledge. The case studies methodology as a tendency of scientific knowledge historical reconstruction is considered.

UDC 001

**Goncharova N.A.
THE PROBLEM OF STATUS ROLE OF SOCIO-CULTURAL
ASPECT IN SOCIAL CONSTRUCTIVIST MODELS OF SCIENCE**

A role of socio-cultural context in science researches has been determined. The notions of «socio-cultural determination» and «socio-cultural conditionality» of scientific knowledge were ascertained. The methodology of «Science and technology studies», case studies as a method of constructing integral model of cognitive activity were critically comprehended.

UDC 140.8

**Ivanova V.S.
SELF-DETERMINATION PHENOMENON:
CONTENT AND COMPONENTS**

The article is devoted to explication of self-determination sense; the main structural components of this phenomenon are singled out. The angle of viewing self-determination by the fact as a man defines, chooses, ascertains the sense of existence, assigns a project of self-formation, defines the selection of life targets is specified.

UDC 101.1:316.613

**Yudich E.A.
THE PROBLEM OF LONELINESS
IN THE CONTEXT OF PHILOSOPHY**

Phenomenological, existential and cognitive approaches to the study of loneliness problem stated in the works of western researches as well as the experience of Russian national philosophy in understanding this problem have been considered. The conclusion was drawn that studying the philosophic aspects of loneliness phenomenon should be connected with the study of national philosophic and religious-philosophic ideas, traditions, directions.

UDC 17

**Fadeeva V.N.
THE IDEA OF CONVERGENCE OF PITIRIM SOROKIN
IN TERMS OF MODIFICATION
OF SOCIAL-PHILOSOPHIC PARADIGM**

Analyzing the modification of social-philosophic paradigm of the XX c the main ideas which determined it may be singled out. It is the formational concept of K. Marx, then K. Popper. The confrontation of open and closed society is taken as its basis. The idea of convergence of P. Sorokin is considered as additional one to the concept of «open society». P. Sorokin forms the idea of the structure of society which joins equally the capitalism and socialism values moving towards such type of society which was called an open one by K. Popper.

UDC 231.12:159.9

Sboychikova M.V.
TRANSFORMATION AND IMPLEMENTATION
OF THE GOD. MYTH OF K.G. YOUNG FOR MODERN SOCIETY

The essence of myth of K.G. Young has been analyzed. The phenomena of religion and mythology were considered from the point of view of psychology. The content of the notion «God» as a psychic reality was determined. Christianity was briefly analyzed from the point of view of K.G. Young theory on individuation process.

UDC 316.733

Kolody V.V.
VISION AND FEATURES OF MODERN VISUAL EXPERIENCE

Vision defines the features of «Scopic mode» in the society and features of visual representations, visual experience. Visual representations differ considerably from verbal, text ones. Phenomenological description of the Other representation determines deep bases of any type representation; it makes an opportunity of developing the Other otherness. The Other is treated as presentation of the other substance, the other rationality, the other activity.

UDC 124.51

Kushnarenko Ya.V.
ON THE ISSUE OF FORMING AXIOLOGICAL STRATEGY
OF EDUCATION

The axiological strategy of modern education is closely connected with the sphere of aims and it needs to be worked out. The aim of this article is to point to negative consequences of following pedagogical principles: the principle of intellectualism, the principle of spiritually unrestricted freedom, the principle of relativism and to indicate the contours of their overcoming. The necessity of studying the philosophical tradition for solving the main problem concerning the nature (essence) of values as the aims of the activity is proved. The author emphasizes three means (variants) of understanding the value nature in the philosophy: subjective-arbitrary; soviet-Marxist and religious-philosophical. All three variants are subjected to the critical analysis. The author's conclusion is the following: the comprehension of values according to the third variant allows overcoming finally relativism as the ideology and creating the productive axiological strategy of education.

UDC 001.18

Reznik Yu.M.
SOCIAL ENGINEERING AS AN OCCUPATION

Social engineering overspread again in educational activity sphere after a short oblivion period. The author of the article defines the status of social engineer combining positions of sociologist and engineer in it. As a sociologist he directs his professional activity to solution of practical social problems. As an engineer he uses engineering methods and projects in his practice. Such directions as socio-engineering researches (analysis, diagnostics and expert investigation), social constructing (design, programming and planning), organization-technological activity, management consulting are singled out within the frames of socio-engineering activity. They are the bases for differentiation of future employees in social process management sphere.

UDC 101.1:316. 613+141.333

Antropyanskaya L.N.
THE PROSPECTS OF RUSSIAN MENTALITY
TRANSFORMATION TO POSTINDUSTRIAL PERIOD

The present article is about the social role of a man in the modern world, the orientation of the personality, his new mental features and also the core changes in the social order in Russia.

UDC 930.85

Ponomaryov V.A.
MATERIAL AND SPIRITUAL CULTURE OF KARABAKH ARME-
NIANS: PROBLEMS OF PRESERVATION AND DEVELOPMENT
OF NATIONAL CULTURAL HERITAGE IN 1920–1990s.

The issues on material and spiritual cultural values of Karabakh Armenians as well as the problems of preservation and development

of their national cultural heritage in 1920–1990s have been considered in the article.

UDC 379.8

Krapchunov D.E.
THE INFLUENCE OF HISTORICAL-CULTURAL BASIS OF SPE-
CIALIST TRAINING IN THE FIELD OF SOCIAL AND CULTURAL
AND TRADITIONAL ART ACTIVITIES ON POPULARIZATION
OF NATIONALIST IDEAS IN MODERN RUSSIA

A specific problem of substitution of a notion «leisure activities» by «social and cultural activities» has been determined. The problems connected with absence of appropriate changes in training specialists in the field of social and cultural activities and traditional art activities were identified. The history of forming ideas about specific social role of specialists in social and cultural activities and traditional art activities in modern world was shown. The catastrophic detachment of country population from ethnocultural traditions and absence of intergenerational continuity were indicated. Mass ignorance of native culture traditions in its national variant was noted. Conscious substitution of the notion «folklore» meaning by the word-combination «traditional activity», in which the notion «crowd», «people» in the word nation is implied instead of the notion «ethnos», was defined. Very unsatisfactory situation in the country on preservation and revival of ancestral traditions was shown as one of the reasons of growing nationalist attitude.

UDC 37.012.1

Lelushkina K.S., Chupakhin N.P.
COMPREHENSION OF «SUBJECT-PERSONAL» SENSE AS A
PREREQUISITE FOR FOREIGN COMMUNICATION TEACHING

An attempt of solving the problem of foreign communication teaching in connection with «subject-personal» sense of conversation has been made from a perspective of multidisciplinary approach and mainly philosophic and pedagogical investigations.

UDC 81

Naiden E.V., Maksimov V.V., Serebrennikova A.N.
«GAUDEAMUS»: GENRE BORDERS OF CONCEPT VARIATION

Sphere of concepts of two genre forms – song and hymn have been described. The dependence of concept variation on genre character is determined. The peculiarity of translation reception of «Gaudeamus» as university hymn in the context of modern Russian-language culture is studied.

UDC 81

Maksimov V.V., Serebrennikova A.N., Naiden E.V.
UNIVERSITY HYMN: METHODS OF PERFORMANCE
CONCEPTUALIZATION

The methods of conceptualization of corporative university hymn have been studied. A spectrum of verbal forms interpreting the features of predicative text attitude is defined.

UDC 811.161.1'373

Yan Fan
ONOMASTIC VOCABULARY IN COMPOSITION
OF LINGUISTIC-CULTURAL COMPETENCE
OF CHINESE STUDENTS-RUSSIANISTS

An attempt to determine the system of work with onomastic vocabulary when teaching Chinese students Russian language has been undertaken. The data of association experiment reflecting the incongruity of reactions on toponyms of Russian language speakers and Chinese students were introduced. The efficient methods for forming onomastic vocabulary association area of Chinese students were proposed.