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Western European Practice of Formation and Regulation of the Institute of Social Services

Annotation: the study of dynamic changes in social assistance processes and phenomena makes it possible to examine the conceptual scheme of the cultural and historical process of social support, to identify factors that influence the provision of social services for a particular period of time. This article examines the main directions and conditions for the development of social institutionalization in Europe, analyzed the main mechanisms for the development of social assistance as a special type of public initiative and public policy.

Key words: social institutionalization, social support, institute of social services, cultural and historical development, social inequality.

JEL classification: A100, A110, A130.

Introduction

The cultural and historical practice of the emergence, development and improvement of various models, forms and types of social support and assistance, social services and the provision of social services, in fact, are specific and important institutions of social systems of communities. Despite all the specifics of social institutionalization, we can see the following conditions for its development:

1) the phenomenon of human life, beginning with the Ancient World and ending with modernity, is immersed in the circumstances of permanent and numerous social, professional and territorial risks, the evolution of which actually reflects the development of human
civilization [1]. This means that it is essential to address the issue of social justification / condemnation of the scale of property, social and other inequalities that provoke social instability in communities;

2) the process of formation of various social institutions is changing and can take a different vector of strength and direction, depending on the cultural and historical period of time and the risks in which the communities function;

3) the formation of new social institutions identifies the essential links and relationships, processes and phenomena that are determined by a specific cultural and historical period of time, where they are distinguished from other essential social relations and relationships, processes and phenomena occurring in social reality. Then, the social importance of the formation of an effective social policy for regulating existing inequalities and injustices, socio-economic and political development in general, and the development of an optimal model for the social development of society is growing;

4) specific social regulators and norms that dynamically arise in time and space as subject-object links, cultural and historical experience, historical comparisons, challenges to historical pandemics¹ influence the change in essential links and relationships, processes and phenomena [4].

Methodology

The research is based on a comparative approach and analysis of different models, forms, types of social support and assistance. As can be seen from the listed conditions, each stage of the dynamic change in time and space of the practice of social support and assistance, social services and the provision of social services is associated with changes in the subject and object of research, support institutions, ideology of the social paradigm and conceptual apparatus, in the process structuring, pandemic phenomena. This, in turn, provides an opportunity to explore the conceptual outline of the cultural and historical process of social support, assistance and mutual assistance, highlight the “social history” of the process or phenomenon in the manifestation of their identity, and at the same time study in the context of the manifestation of global cultural and historical processes and phenomena.

Results

The above approach in scientific practice is characterized as a periodization, which, in the framework of a dynamic change in “social history”, was realized in the West (Europe) in two main directions [13].

The first direction is due to the fact that the “social paradigm” that is changing in time and space is considered in the context of cultural and historical development and improvement of the elements of the practice of social protection of the population. This approach is a logical stage in the completion of the development of an essentially “unprofessional” system of social support, social assistance, social services and the provision of social services. As a cultural and historical process, it is an evolutionary and concluding period of development of various forms and types of assistance and support in the realities of social reality.

All elements of social support and assistance, the provision of individual social services were associated with work, family and structure of communities. In special cases, when assistance was required for lonely people, beggars, cripples and homeless, forms of church charity were used [17]. It should be noted that the general low level of the state of productive forces and production relations, labor productivity, characteristic of this period of socio-economic development of societies, the uncertainty of the outcome of agricultural activities, which depends on weather conditions, led to massive poverty, chronic malnutrition, poor nutrition of the majority population, and in the end – to hungry or half-starved existence. In addition, the low level of development of medical science and practical medicine, unsanitary conditions

¹ A pandemic is an epidemic that is characterized by the spread of an infectious disease throughout the country, territories of neighboring states, and sometimes many countries of the world. It is a disease that is of a massive, general nature. For example, from the “smallpox” of 1347-1351 gg. in Europe, up to 34 million people died. URL: https://en.wikipedia.org/wiki/Pendemic [Contact: 01.02.2018].
everywhere led to massive infectious diseases, the European population's vulnerability to them. As a consequence: the average life expectancy in Europe was about 40 years in the 16th century, in the 17th century, saturated with epidemics – 35 years, in the 18th century it reached 40 years [28].

Features of the institutionalization of this period are the mechanisms for its implementation. By the twentieth century, historically, there were three main interrelated processes – real practice, the field of cognition (research) and theory, which identify them monotonously in the form of social support and assistance. However, the existing mechanisms for implementing these processes have not only different prerequisites in communities, but also different characteristics of social structures. The basis of designs is an all-pervasive sense of social uncertainty, which is exacerbated by a multitude of distinctive features of being in a given social reality. Thus, the real social practice, the field of social cognition (research) and social theory as independent institutions of knowledge have their structural and typological features of development, existence and improvement.

And here we can note the following. Prior to the formation of scientific knowledge in human society, such forms of knowledge as mythological, religious and religious-philosophical ones predominated. Consequently, the root of socio-scientific knowledge lay in the socio-mythological, socio-religious and socio-philosophical thought of the past. And already at the dawn of the civilization of human society, the social and other processes and phenomena occurring in it were the object of comprehensive research and reflection of thinkers, the object of careful study, analysis and evaluation, like any processes and phenomena occurring in nature.

In its simplest form, social thought began with the study of disparate social ties that existed within the communities, their analysis, evaluation, the formulation of conclusions and proposals. The observed social dissociation found an explanation in collective (group) representations, based on mythological and religious beliefs, which was due to the emergence and existence of a heterogeneous social reality, which consisted of a limited number of social groups (societies). In turn, each social group consisted of many individuals, differing in their accumulated knowledge, their abilities and capabilities.

Later, with the emergence of philosophy, the first social theories appear, trying to explain the existing social order in a rational way [16]. This stage reflects not only approaches to the practice of social support and assistance, but also theoretical consideration of such social phenomena as poverty, vagrancy, orphanhood, charity, etc., which are formed in the social history of mankind long before the theories of solidarity and human rights, applied theories of support and assistance practice. Then there are social sciences that reveal the significance of the processes, phenomena and results of social activity that make up social experience. On this basis, laws and patterns of social activity are revealed, causal relationships are established that underlie the functioning of social reality in general and its strategic elements, their application in practice.

Therefore, if we are talking about the practice of providing real social support and assistance, then it begins with a tribal society and family, when the foundations of mutual aid, charity, public charity, redistribution of resources are formed. At the same time, the modern understanding of the social protection of the population in the past is extrapolated, and the search for its forms, types and social manifestations is carried out in the cultural and historical layer of the past. In the cultural and historical stages of the past, one can find such confirmations from the deep antiquity to the present. Moreover, we see a fairly wide geographical area of the processes of providing social assistance from Egypt and the Babylonian kingdom to ancient Greece and Rome, from the Inca era to the period of the heyday and decline of the Byzantine Empire, etc.

If we proceed from the theoretical assumption that the sphere of knowledge and practice related to the social protection of the population is the process of support and assistance, as well as the provision of services, then as a result of the development of social reality, humanity
has formed various types of aid and support institutions as necessary social and integration mechanisms. It is the institution of support and assistance that is the structure and the emerging institutionalization that are the condition for the existence and development of the human community in the new cultural and historical realities.

We can also argue that the institutions of support and assistance in situations of social transformations reproduce primary or archaic forms and links of support and assistance. They are based on typical norms and values of the concept of “solidarity”, which serve as a mechanism for preserving closely related links, on the one hand, and typical fears of loneliness, loss of ethnic, social and cultural identity, on the other. With the formation of new values and signs of solidarity inherent in this cultural and historical stage of development of social reality, the institutions of support and assistance begin to participate in the process of preserving or stabilizing the emerging ties and social relations.

The second direction. Here we note at once that the content of vital activity and the social environment in which people have solved their vital problems and interests have radically changed since so many hired workers gathered in factories have organized their forces and forces in an organized way to provide more humane and advantageous terms of sale their work and the provision of social protection. Theorists and practitioners of the workers’ movement saw in this unity of solidarity the beginnings of the construction of a “good” socialized society that can implement the principles of social justice.

The dynamics of all changes show that the second direction began to consider the practice of social support and social assistance, social services and the provision of social services in their basic forms and types, using private (personal) financial resources and public funds [5]. Consequently, periodization will not be based on archaic (single) forms of support and assistance that have arisen since ancient times. It will be built on the social realities caused by the development of an industrialized, then individualized society, when the problems of individuals struggling with poverty have become more complicated. Social risks have increased – unemployment, total or partial loss of health and work, livelihoods, and the organization of the collective struggle of wage workers for their rights begins to be recognized by the legislation of many countries as a criminal offense [4].

Social, economic and psychological aspects of problems that never disappeared [8]: social inequality, unemployment, poverty, inequitable income distribution, etc. show that individualized communities are busy believing themselves that the growing social and economic uncertainty is not so much an evil for every individual as a natural way of their existence in the face of risks. And the society of risks, especially social ones, constantly faces the problems of inequality and fear in everyday life. In such a situation, the large number of poor people and the known poverty of their situation are for the existing individualized order the most important and possibly decisive balancing factor. The more hopeless in the perception of people the need and inhumanity of the existence of the poor, living side by side or in other countries, the better they play the dramatic role of their lives. After all, only one kind of poor people will keep the rich in a state of fear and submission, in order to perpetuate the lives of the poor in conditions of socio-economic uncertainty [4].

According to one of the British sociologists, the modern Western individualized community can be characterized by the following characteristics [8]:

1) the loss of human control over the majority of significant social processes;
2) the growing social uncertainty and the progressive insecurity of the individual in the face of uncontrollable changes – political, economic, financial, social, cultural, moral, etc.;
3) the desire of the individual arising in such conditions to abandon the uncertainty of achieving promising social and other goals in order to obtain real-immediate results;
4) the emergence of excessive inequality and poverty in communities, which is a brake on their socio-economic development [11].
As a result, these signs lead to the disintegration of social life, both social and individual. The society of the beginning of the XXI century begins to be characterized by the rapid complication of social and economic processes, phenomena and connections, the ideas of fragmentation and formalization of human existence are increasingly manifesting themselves. Contradictions between these processes constitute the main problem of modern societies, although, with all their individualization, it is not difficult to see trends towards the self-sufficiency of economic processes, but the social principle becomes less important and on this basis the modern community is saturated with the spirit of anti-human relations [4].

Conclusions
Therefore, we can formulate the following conclusion. Today, in the era of the triumph of the capitalist order, which does not need well-founded warnings about the social injustice of this order, it can be argued that the entire human community can not free itself from the atmosphere of violence, fear and powerlessness if most of it is in poverty.

Within the framework of the foregoing, it can be said, that the large-scale organization of a new, industrial order has brought about fundamental changes in the entire labor sphere, since political economy has established that it is work that is the source of wealth. The task was to release and use this source with much higher efficiency. For this purpose, labor and capital are disunited, the process of separation and co-operation of labor functions is unseen before, functions are fixed for individual employees, new equipment, tools, equipment, raw materials and materials adapted to new technologies and conditions of management appear. Now the work began to demand the coordination of efforts of large collectives of workers, the integration of various labor activities, which in turn caused irretrievable changes in the vital activity of the population [11].

At this time, the transformation of a large family into a small, mass migration of people to cities, the urbanization of life, there is a high material dependence of wage labor on the terms of employment [27]. As a result of this – the emergence of a new form of social insecurity in cases of complete or partial loss of ability to work due to accidents, occupational and general diseases, old age and unemployment. Here the social risk of job loss manifests itself, and, therefore, the threat of deprivation of material remuneration for work, the reduction of social status, the process of social exclusion by society of individuals increases. The presence of this risk follows from the economic nature of the industrial society, as well as the biological, social and economic essence of man himself, whose effect predetermines the variety of forms and types of social protection.

The first stage of industrialization in the West is connected with the transition from manufactory to factory and machine production. Its main features are the appearance of mechanical tools and machines, an unprecedented increase in labor productivity, the completion of the stratification of an individualized society, the formalization of public interests, the development of the class struggle of wage workers [19]. Within the framework of the labor process, the first stage is characterized by a very simple and exhausting rhythm of labor, the alienation of the worker from the labor process, the absence of elementary forms of labor protection, long working hours, low wages, the widespread use of labor of children and women in harmful labor conditions, the lack of legislative norms governing payment of social benefits.

State power, adhering exclusively to the principles of liberalism and individualism, did not take active social actions, except for providing certain types of social guarantees and assistance to public servants or certain groups of workers whose working conditions were associated with increased professional risk [14]. But the changes brought about by industrialization, urbanization and monopolization of national economies and the emergence of an organized labor movement demanded a new doctrine of social protection, which was based on personal responsibility and foresight of wage workers, social justice and solidarity of mutual assistance.
However, the understanding that objectively impossible in the market conditions of self-defense for an overwhelming number of persons of hired labor came gradually [30].

It was the massive impoverishment of the population, the unsuccessful experiments with forced labor in British workhouses and public works in France, the ineffectiveness of state aid, the growing social protest led by Western European Social Democracy, which contributed to this gradualness and contributed to the creation of a new institution of social protection, including civil-law and public-law relations.

Thus, for the first time in world practice, it can be noted as the first stage, the development of social legislation in Germany was carried out, the social insurance system was formed, the principles for the formation of a financial base for the sphere of social protection were specified [6]. Legislatively, the entire spectrum of economic costs associated with occupational risks is borne by the employer. For other types of social risks, expenses are distributed among entrepreneurs and employees.

The second stage of development of national systems of social protection was, in our opinion, due to the following factors:
1) the devastating consequences of the First World War and revolutionary sentiments in the belligerent countries (1914–1917);
2) the socialist revolution in Russia (25.10.1917) and the creation in the country (for the first time in the world practice) of a system of social protection for all working people;
3) the outbreak of the world economic crisis in the countries of America (primarily the USA) and Europe (1929–1933);
4) colossal losses of material and human resources as a result of the Second World War (1939–1945).

These factors made it possible to understand the need to expand the scope of social protection, to cover all groups of employees, to raise it qualitatively and to substantiate the state's interference in complex socio-economic processes.

An important role in enhancing the role of the state in the social sphere of Western countries was played by D.M. Keynes, whose ideas in the field of social protection were developed by W. Beveridge. In his report to the parliament and the government of the country (1942), he substantiated the role of the state as one of the main actors responsible for the social protection of the population, analyzed the problems of combating unemployment, paid much attention to issues of social support. He formulated proposals for reforming the social on the principles of universality and uniformity, recommended the development of public assistance and the introduction of a national health service. Proceeding from these recommendations, the government of England throughout 1944–1948, adopted a number of legislative acts, on the basis of which a single system of social insurance and social security arose.

Similar reforms after the Second World War were carried out in many Western European countries, resulting in the formation of a social insurance and social security base.

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REFERENCE TO ARTICLE

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Opportunities to Use Multi-Agent Technologies in the Activities of Social Entrepreneurs

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Annotation: the article analyzes the practice of using machine learning products and methods of automated data collection for social entrepreneurship. The subject of the research is multi-agent technologies. A comparison of commercial and social entrepreneurship in relation to the methods used to organize the production process using multi-agent technologies is made, and the possibility of using these systems in social entrepreneurship is substantiated. Setting not identical goals does not prevent the use of methods of multi-agent systems, as the organization of the production process in both cases is almost similar.

Key words: multiagent environment, self-learning agent, social entrepreneurship, machine learning, agent-oriented programming.

JEL classification: A100, A110, A130.

Introduction

At present, actuators are becoming more precise and computing devices are becoming smaller. This opens up new possibilities for intelligent control of complex systems in cases when standard mathematical models are not applicable for one reason or another. One of the key drawbacks of traditional methods of analysis and control of systems is the assumption that the model description of the environment is known in advance and accurate. In practice, one often encounters various divergences between the paradigm of systems and actual phenomena. For example, in some cases, approximate models have to be dealt with because of the lack of such and distorted inputs, where most measurements are characterized by interference and “outliers”. Moreover, there is a possibility of technical failures, partially or completely disabling various components of the system. In addition, in some cases, the structure of the state space may change. Earlier questions of adaptive control in conditions of uncertainty did not receive sufficient attention from researchers due to technical limitations on the implementation of mechanical systems. However, the modern technical base allows to apply new mathematical models of behavioral economy for the solution of similar problems and investments both from private sector, and from the state began to arrive in development of this direction. In particular, it has become possible to collect more detailed information about the environment – various sensors are becoming not only more accurate, but also more compact, and methods of collecting information on the Internet show the world a huge potential of using the processes of macro – and micro-segmentation of the Internet audience [26].

---

Complex systems based on agents (IAS) are already widely used in industry, automated document management systems, defense projects [4; 9; 12]. Based on the study of publications on the application of IAS, projects in the following areas are highlighted:

- management of distributed or networked enterprises;
- multi-functional logistics;
- virtual organizations and Internet portals selling goods and services;
- management of distant learning process;
- modeling user preferences [20].

For large companies, the advantages of this approach are obvious. For distributed enterprises, they primarily consist in the possibility of optimal provision of resources, a simplified model of management of geographically dispersed parts of the company, which is a big plus for small businesses and social entrepreneurs.

Methodology

This research is carried out using the methods of information analysis in periodicals, literature, technical and legal documentation relating to the application of multi-agent systems. Synthesis of Mac use models is used for reproduction of visual demonstration of efficiency of the investigated phenomenon in the solution of problems. Induction and deduction methods are used in the qualitative assessment of databases, from which it is proposed to take information for the modification of social entrepreneurship. The result of the study is a model formulated by the method of economic modeling, which is applied in conjunction with the deductive-nomological method, since the described capabilities of MAC use not only static, but also dynamic information.

Discussion

The use of MAC gives any enterprise access to a variety of opportunities. From the point of view of Diez, social entrepreneurship is the application of the best practices of traditional entrepreneurship for the implementation of a social mission or goal [5]. He believes that social entrepreneurship can make non-profit organizations less bureaucratic. The definition of social entrepreneurs given by Jerome Bossi [15] reinforces this idea: “social entrepreneurs are leaders who pay more attention to the realities of the market, without losing sight of their main mission. They are able to strike a balance between moral imperatives and profit-seeking – a process that represents the heart and soul of the entire social movement”.

Gillian Mort, Jay Weerawardena and Carnegie consider the problem from the side of philosophy. They recognize both the complexity of the topic under study and the role of morality in it. In order to achieve socially significant goals and organizing the enterprise, a social entrepreneur should put a certain mission at the forefront, rather than making a profit [15]. Thus, the risks remain with the social entrepreneur. Innovative approaches are needed to diversify these risks. As well as Diez and Bosch, the researchers talk about using the experience of ordinary business to optimize social. However, they practically do not consider the issues of non-profit organizational structure. Consequently, the majority of innovative methods can be used in a variety of mechanisms for the use of business practices in social entrepreneurship [2].

Methods of forming evaluation criteria can be diametrically opposed to reality. The use of criteria for assessing the quality of services provided, as shown by the research of the core scientists of the Russian state social University, can be absolutely true and absolutely does not reflect the essence of the social problem [17]. Innovative technologies should be taught to the needs of society. The multi-agent approach is distinguished by the system of using the main achievements of innovative technologies. The multiagent approach is based on the concept of agent, which is implemented and operates as an independent and specialized computer program or an element of artificial intelligence even on objectively outdated technical equipment [7; 8]. Multi-platform use of different servers is important in this case, as many information resources are permanently in a state of moral lag. This problem can be solved by introducing new types
of data archiving [30]. Work with data of the automated systems nowadays is one of the most actual and perspective directions of development of science and technology.

Before the advent of relevant information technology, “agent” was the person to whom part of the authority was delegated – both in the performance of specific functions and in decision-making. These systems suffered from a large number of transaction costs, as well as speculative profits of agents, which undermined the economic environment in principle [13; 29]. But in addition, this agent has been deprived of many functions that possess modern software systems. For social entrepreneurship, as one of the most complex business segments, it is necessary to make decisions with the lowest risks and highest returns. In fact, a person cannot cover the full range of information necessary for the effective development of an economic entity.

Often, classical methods of solving problems are either inapplicable to real life, or they require huge amounts of calculations, for which there is not enough computing power of modern computers, even with the use of grid technologies.

Multi-agent technologies, guided by multiple logical and mathematical algorithms at the same time designed to solve this problem. Using the technology of rational decision-making, the machine is able to solve problems even with fuzzy logic.

Figure 1 shows the comparison of two schemes of construction of the software: traditional on the basis of multi-agent systems [3]. In MAC of any kind, a software agent works, which implements activities designed to ensure the functioning of the system.

A classic example of using the capabilities of MAC is the solution of transport problems. Multiple inputs, such as the use of different transport, traffic at different intervals, fuel consumption for the transport of goods with different weights and so on. Linearly to solve such problems by mathematical methods is rather labor-intensive process. Especially when the introductory ones are constantly changing.

![The traditional scheme for constructing software systems](image1)

![Multi-agent system](image2)

*Figure 1. Building software*

The actual analysis of the situation in any sphere takes a lot of time and requires some effort. The use of labor in this direction, with the development of technology, seems to be less promising, since the cost of maintaining the employee or the whole Department is not commensurate with the cost of the software.

Let's consider an example of a multi-agent decision-making system for multi-criteria evaluation of a socially oriented enterprise.

The General scheme of decision-making includes the following steps:
- requirements specification;
- generate solutions;
- evaluation of alternatives;
- choice of effective solutions.
The evaluation of decisions is carried out by a working group consisting of a leader, an analyst and experts. The functions of the working group are as follows: The Manager forms a set of indicators (criteria) that will be used to evaluate projects (decisions); selects the composition of the expert group; makes a personal calendar, according to which experts perform their tasks. Each expert Advisor works according to an individual scenario proposed by the supervisor. The analyst, whose functions can be performed by the Manager, expresses his opinion on the results of the work carried out by the experts.

To support the group decision-making process, a software implementation of the hierarchy analysis method is used, where the following basic procedures are implemented [10]:

- formation and harmonization of the hierarchical structure of indicators;
- estimating, negotiating and agreeing quality indicators project;
- the evaluation and harmonization of the importance of indicators;
- ranking of alternative solutions and coordination of results.

A large number of experts are involved in these tasks, so at each stage there are procedures for coordinating their opinions. In this example, there is interaction between software agents. The main task of a person, in this case, is to install the correct algorithm of program interaction.

A two-level harmonization mechanism is used to coordinate the work of the team of experts. Each of the experts presented by the program, which evaluates alternatives according to the specified set of quality indicators. With the help of the knowledge editor, the Manager creates tasks for expert programs and analyzes the information received from them [11]. The task of coordinating the agents’ conduct is entrusted to the coordinating agent. The result of the work of the system is coordinated expert assessments on the basis of which the multicriteria ranking of alternatives is carried out.

**Information model**

- External data representation

**Software**

- Network shell
- MS Windows

**Users**

- Head of project

**Manager of knowledge**

- Knowledge editor
- Personal calendar

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**Figure 2. A typical structure of a multiagent decision-making system «MultiExpert»**

Consider the main functions of agents in the system “MultiExpert”, as the most commonly used system, presented in figure 2 [25]. In this scheme, there is a clearly delineated roles of agents, where the operations are carried out.

**Agent-manager:**

- generates a list of instructions for each agent in the software environment;
- predicts the list of possible outcomes for all inputs received from agents;
- responsible for coordination of interactions between agents;
• displays information for analysis and detection of errors for managing staff;
• performs mail functions in a distributed environment;
• sends a series of instructions to the coordinator agent.

Agent-coordinator:
• coordinates mutual work of agents for step-by-step implementation of the project;
• adjusts, formats, fixes a database for use by agents of a single and actual system;
• provides text scripts for sending information over the network.

The agent-expert:
• supports the execution of the current job step;
• prepares communications to the coordinating agent;
• maintains integrity of local databases;
• performs mail functions in a distributed environment.

The work of agents is as follows. The Manager creates tasks, operating with reference books containing knowledge about experts, quality indicators and decisions that need to be considered. Next, the task in the form of an input message is sent to the coordinator agent, which determines the composition of the changes that must be made in the databases at the local level. The coordinator, with the help of a set of functions provided to him, prepares information for all expert agents of the working group. Expert agents perform tasks intended for their users by analyzing messages received from the coordinator and sending him / her response messages.

Agent-coordinator collects reports about the readiness of completed jobs from all group members. When you run an entire batch of jobs, its status changes and a message is sent to the Manager agent.

The supervisor can check the consistency of expert judgments either on the basis of calculations or through a logical analysis of the information provided to him. The Manager’s decision on the degree of consistency of judgment is sent to the coordinating agent, who moves the task to the next step or returns experts to the previous stage in order to achieve better consistency. Thus, to solve social problems, this algorithm can be used in the analysis of the situation in the consumer services market, for example. The formation of the information base through a multi-agent environment will give a more complete picture of the supply in the market of social services.

Social entrepreneurship needs the support of the state. The state, in turn, is interested in the development of society and its superstructures. Thus, using the systems on MAC it is possible to carry out information service of social entrepreneurship, for example, in the field of additional pension insurance [16; 18].

Results

Analyzing the efficiency and consistency of the methodology of multi-agent systems within the framework of social entrepreneurship, it is possible to solve a number of problems. As a proposal for the introduction of IAS in the industrial turnover of social entrepreneurship, it is proposed to use this method for the formation of wages of socially oriented enterprises. The Russian society of the blind (VOS) sets the main goal not to increase financial assets, but to socialize people with disabilities related to vision [23]. It is important to emphasize the fact that in the current situation on the world market the currency of the Russian Federation today is not stable. Wages for socially oriented business during a inflationary changes needs to grow. But in reality, the pace of lagging behind inflation and wage growth is not commensurate. This parameter makes the problem relevant in all models of economy with inflation. This situation can be solved using the information from the databases of the Federal tax system (FTS) and multi-agent approach.

FTS, according to the Federal law of 22.05.2003 No. 54-FL (ed. from 03.07.2016) “On the use of cash registers in cash payments and (or) calculations with the use of electronic means
of payment”, obliged the company to move to the electronic form of the report, in which information about what products and at what cost are sold and bought transferred at the time of receipt by the buyer [6]. I highlighted these specific parameters, as they are important in our example. In fact, the information flow from the fiscal data operator far exceeds these parameters. Thus, the Federal tax service creates a database of transactions, with which you can instantly calculate the market parameters of interest.

The essence of the multi-agent approach in this example is to analyze the dynamic data structure. The uniqueness of the application of this method is that it is possible to distinguish not only all-Russian indicators, but also regional, and with careful identification and district. Thus, the social orientation of the enterprise may have information about how you can effectively increase the cost of food production with the preservation of purchasing power. The increase in the cost in this case is a positive effect, as with the increase in the cost proportionately increases the wages of employees involved in the enterprises of VOS. The social component of this enterprise can also have a positive impact on a number of introduced packages of bills in Russia, which were initially negatively assessed by the public.

**Conclusion**

The importance of a multi-agent approach for social entrepreneurship is justified by high performance indicators of the use of this approach also for other areas of entrepreneurship. The reduction of production costs is more important for social entrepreneurship, as this type of activity does not pursue the goal of profit. Therefore, this activity should be as concise and effective as possible. Also multi-agent approach meets modern requirements of information use and processing. The coverage of the information field is more effective than the use of human capital in this area. Based on these provisions, the use of multi-agent systems in the field of social entrepreneurship is a very promising undertaking.

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Building an Adequate Method of Streaming Microsegmentation of the Internet Audience on the Basis of Data on Quality Consumer Characteristics

Annotation: the article deals with the system of adequate organization of the methods that used in the practice of segmentation of the Internet audience. With the latest advances in information technology, the implementation of these techniques is carried out through automated systems, which allows to transform the market, both consumers and suppliers. These methods are a promising direction of development of the paradigm of modern marketing. The processing capabilities of streaming media through the release of computing power in modern conditions are the mainstream in the field of software development.

Key words: streaming microsegmentation, Internet audience, clustering methods.

JEL classification: A100, A110, A130.

Introduction

In the era of widespread use of automated control systems in the administration of various processes, there are more opportunities to analyze the market and influence the supply and demand curve in many areas of the same market. This fact is supported by a variety of publications on the topic of market segmentation using the latest information technology, as well as interest in developments in this field of government, which reflects the relevance of the selected topics. In addition, it is worth considering the possibility of streaming microsegmentation using the released computing power after the so-called “mining boom”.

The task of microsegmentation is a more thorough analysis of the diverse needs of the market products identified during the macro-segmentation analysis. It so happened that customers focused on a particular product in the market, want to see the same main function, for example, the ability to adjust the time, if they choose to watch. But also, they can expect some special features.
innovations in relation to the requested preferences, or innovations related to the sale of goods, which previously was not.

The object of study in this case is the method of analysis directly to these micro-segments of users. Additional interest is the information-semantic field of the organization. In this key, it is possible to separate the interest of a particular consumer and to assess the degree of his interest in a particular product.

**Methods**

As part of the implementation of this study it was necessary to analyze the generally recognized algorithms of microsegmentation. The methodological aspect emphasizes the importance of distinguishing such concepts as differentiation and segmentation: the essence of differentiation is based on the diversity of the range of products, segmentation originates in the diversity of demand of possible consumers, which are the basis of market business. Speaking about the diversity of consumer preferences, the question of the direction of the company towards improving the proposals that meet the requirements of each segment.

To build a rational algorithm for the use of certain methods of microsegmentation, the paper considers the adequacy of the methods in different seeds of the market.

Each of the studied methods accumulates information about the quality characteristics of consumers. Consumer preferences consist of information and semantic field of potential consumer organization. The use of the deductive-nomological method in conjunction with the analysis of scientific literature on consumer characteristics made it possible to justify the need to identify specific characteristics.

In addition, the paper analyzes the methods of collecting primary information about users of the global Internet.

**Discussion**

Microsegmentation is performed to calculate the target audience of buyers of the manufacturer for any kind of market and macro segment, which are the basis for them, as well as for those markets and macro-segments that are of interest to the company or enterprise in the area of potential trade [11].

The target audience is a certain class of consumers who are interested in a certain product. And it is on them that the company focuses its products and calculates marketing moves. Proper use of methods is important for the target audience directly. What product will be used by the citizens of the country is important primarily for them, not for those who want to sell goods or services [3; 13; 15].

How micro-segmentation will be carried out will depend on the economic sphere on which the particular enterprise is based. But also not unimportant and the target product for the consumer. The methodology of micro-segmentation should be considered by the promotion of a particular product. Consumer goods are also segmented. The analysis covers all those involved in the distribution of goods, ranging from sales representatives, taking on the role of intermediaries and ending with the end user.

Analyze the services sector, under the analysis fall, interested in services, individuals or businesses that need these services, not counting those cases where the production stages or at the stage of sale of goods involved intermediaries (for example, salons, selling SIM cards). This is a standard procedure for segmenting the market and finding the target audience.

For b2b enterprises, the analysis of enterprises interested in services or goods, as well as trade representatives, if any, is carried out.

The main purpose of microsegmentation is to recognize the main consumer layer of society, guided by identical values, i.e. having the same preferences regarding the product and its representative, affecting their choice. Characteristics of the collected information about the value system gives information about “who is the buyer?”, “what does the buyer get?” and “how does this affect the satisfaction of needs?”, that based on analysis by macro market
segmentation. Provided information about the preferences and priorities of the consumer, have their own differences, which determine the type of segment, further defining the marketing tools necessary for the implementation of the goods [7].

Consumer behavior and purchasing decisions are influenced by the marketing environment and a set of factors. Situational factors have a great influence on the behavior of consumers when choosing products. R. Goldsmith, S. Brown, G. Foxol note that situational influences can explain consumer behavior by 20–45%, whereas individual differences in personality and relationships explain it by 15–30%, and the interaction between individual factors and situations – by 30–50% [19]. Situational influence is carried out at the expense of various factors that occur at a certain time, in a certain place and do not depend on the consumer. Russell Belk suggested that all consumer situation on the five main characteristics [18, p. 23]: the physical environment, social environment, time, purpose (objective) of a consumer, the previous state. The concept is relevant, despite the transition in the field of innovative Internet marketing. It is concluded that to a greater extent the choice of the store and goods is influenced by the proximity of the store to the house, the size of the store, one of the most important factors are the presence of stimulating objects, as well as the design of the store. In the last place consumers noted the influence of the weather, which leads to a conclusion about its minor impact on the choice, and as for Internet marketing, it can be noted that consumers can stay on the page with a nice design and melodious and unobtrusive music in the background, such as the website of the company Zarina [26].

Social and physical environment can directly cause, form, facilitate, activate and direct the activity of consumers regardless of the mental processes that precede and accompany it.

In the system of consumer cooperation in recent years, actively carried out the transfer of stores to self-service. In such stores, the staff uses not only the layout of the store, but also the background music in order to keep customers longer in the store, just like in the previously voiced example of an online store.

In the literature R. Lutz and P. Kakkar noted that more important is not how many of these factors, and their perception of the personal, or “Subjective perception of the environment” [18, p. 55]. Subjective perception of the environment is a personal reaction (or interpretation) to the environment existing within a specific time and place. This provision can be equated with the phenomenon of information-semantic field, as it is its essence is the imposition of subjectivity in decision-making. Therefore, it is important to study the phenomenon of information-semantic field and the process of micro-segmentation of users.

Data that are analysed by different methods were previously collected by certain professional organizations. However, in the era of high technology, the situation has changed somewhat. Search engine optimization (SEO) is the use of information technology to help achieve certain results with the help of search engines that work with profile queries [20; 28]. Using the representation of the site helps the company to participate in global search and attract a significant part of the target audience, without the help of contextual advertising. Thus, the company owning the web-resource will have more chances to attract consumers of its goods and services.

There are some differences between internal and external search optimization.

Internal optimization is work aimed at the components of a site or server that are located in the immediate location of the webmaster, to which it can influence. The main internal optimization is to detect and correct any errors, because of which the site may be displayed incorrectly in search engines, such as duplicates of pages, code errors, not correct grammar in texts, and so on.

External optimization consists in control of the mechanisms influencing external factors. External factors have recently included links to the site. Now the work of search engines has been significantly modified and changed the course of reference ranking. The introduction
of these changes contributed to the fact that the “reference” industry has taken too large a place in search results. Links have become a commodity unit, and ceased to serve as a means to attract other users to the site, they began to “industrial” scale to sell only in order to increase the impact on the ranking of the site search engines.

Other methods of external site optimization include other actions:
- social media advertising;
- writing articles and press releases on specific forums;
- exchange of articles with similar resources.

More fruitful results are obtained using optimization with filling of key pages with the help of external incoming links, in other cases it is only necessary to optimize the relink correctly. Using relink associated links with one or more websites [18, p. 28].

Search engine optimization methods can be classified in this way:
- «White» optimization.
- «Gray» optimization.
- «Black» optimization.

White methods of search optimization include methods that do not violate the rules of using search engines or are carried out using a set of different methods of Internet marketing [27].

Gray optimization includes methods of promoting the resource is not related to the main topic, for which all started. It also includes methods for both black and white optimization. In fact, there is nothing illegal in gray optimization, but it is quite difficult to define the border between gray and black methods, so that gray site optimization can lead to pessimization, or the site can be blocked for artificial cheat resource attendance [16; 17]. To gray methods include publication on the website of the SEO-texts written in a specific way so that include far too frequently used keywords, which makes the article not readable or meaningless.

The same reason necessary for the knowledge of search engine optimization from the point of view of management. The wishes of the administration, which influences the business as a whole, can negatively affect the process of strengthening the optimization. This is quite a common problem. After developers, designers and copywriters are trained to optimize the site in search engines, rather, all that is due to the decisions of the management team is slowed down the whole process, due to the fact that the management is not informed in matters of search engine optimization.

While employees of the enterprise are enlisted with the basic knowledge promoting optimization of the website, the chance to more fruitful work increases [9]. The team involved in the optimization will have the opportunity to focus on different innovations, while the task of the rest of the team will include the adoption of reasonable decisions related to business and seek the help of optimization experts to clarify different nuances.

Black optimization includes all methods that are fundamentally contrary to the rules of search engines and, as a result, entail blocking the target project. Among them are the following:
- the use of doorway web pages specifically optimized for one or more search terms in order to get them to high places in the search results for these queries and further redirects visitors to another site or page;
- clocking in which the information given to the user and search engines on the same page differs;
- the use of hidden text on the pages of the site, i.e. text that is not visible to users, but indexed by search engines, which in turn is a social adaptation on the part of users of the world wide web [23];
- the use of «single-pixel links», microscopic images to a 1×1 pixel;
- spamdexing, in which information overflowing with keywords is placed in a very small font or in the color of the template, so that it is not read by users;
 swap – replace the page content is successfully indexed by the search engine;

- linksamling is one of the types of search engine spam.

All search engine optimization techniques are constantly being improved, forcing search engines to update existing ones and create new ranking algorithms. Due to the fact that search engines introduce new algorithms for checking the quality of sites, it is better to carry out "white" optimization. This optimization requires more time and effort, but gives a long-term effect and stability. The use of "white" optimization, as a rule, leads not only to an increase in the site in the first positions, but also to an increase in visitors to the site several dozen times, which is important for e-business [21]. The other party to the development of these locks is the commercialization opportunity of rating for the search engines. The concepts of "gray" and "black" are actually subjective and introduced by administrators of search engines. For successful commercialization in conjunction with the process of micro-segmentation of the target audience, it is theoretically possible to increase demand. The companies whose activities are related to e-business must have a I will give that search engine optimization has its negative side:

- The deadline for requests to the first pages of the search may take a significant amount of time. Sometimes it takes 3–6 months, taking into account the competition.
- A significant effort to fill and adjust the site before it is suitable for promotion.
- Great influence of changing search engine algorithms aimed at combating optimizers (especially Google).
- With the help of search engine optimization it is impossible to promote products and services that are not popular on the Internet.
- Search engine optimization should not be used to promote short-term or seasonal promotions.
- The main advantages of carrying out search engine optimization should be called the achievement of the user's trust and confidence. Practice shows that Internet inhabitants tend to believe the results of search results more than advertising [6].

After the search engine optimization site owner can be sure of the long-term flow of visitors from outside. Search engine optimization is famous for its comparative economy. This website promotion tool is significantly cheaper than many others, including advertising. It is also worth noting the large size of the audience of search engines, which are comparable in volume with the television audience or the number of radio listeners, so the search engine optimization of the site is of great importance in the e-business system.

The importance of the search optimization process is mainly in the fact that when a user hits any site, the user's browser reports some information that already makes it possible to form a certain picture of the consumer (screen size – the use of the screen resolution of 1366×768 pixels per inch characterizes the consumer as a user of a mobile device, and it turns out this by exchanging data about the full-screen mode of the output device and a number of similar types of information).

After a number of gathering and processing information (marco-segmentation) process is carried out with micro-segmentation. It is carried out as follows:

- Possible segmentation criteria are defined (table 1).
- The number of segmentation criteria, based on the above rules, is reduced to strategically important.
- Non-overlapping segmentation criteria values are defined. For example, the criterion «geography of sales» can have the values «Russia», «Near Abroad» and «Far Abroad». In turn, each segmentation criterion value can be further represented as a series of lower-level values. Such fragmentation is carried out until a level below which further separation makes no sense is reached. The final values of the segmentation criteria are those that are most consistent with the strategic intentions of the enterprise. The cross-segmentation is carried out by the
pairwise grouping of criteria in order to detect the relationships between them and a deeper understanding of consumer behavior. As a result of cross-segmentation, the number of criteria used can be reduced, since some criteria may be insignificant – strongly dependent on other criteria (only the «basic» criteria are further considered) or unrelated to any other segmentation criteria (also excluded).

- A list of five to fifty possible segments based on criteria and their values is compiled. It takes into account not only the segments in which the company is already operating, but also potentially interesting for him in the strategic perspective.
- Cross-segmentation by pairwise grouping of criteria is carried out in order to discover the relationships between them and to better understand the characteristics of consumer behavior. As a result of cross-segmentation, the number of criteria used can be reduced, since some criteria may be insignificant – strongly dependent on other criteria (only the «basic» criteria are further considered) or unrelated to any other segmentation criteria (also excluded).
- A list of five to fifty possible segments based on criteria and their values is compiled. It takes into account not only the segments in which the company is already operating, but also potentially interesting for him in the strategic perspective.
- Segments with similar characteristics are combined if the following conditions are true:

| Table 1 |
| Criteria with micro-segmentation |
| End user | Enterprises-consumers (clients) |
| price (income) and status; | belonging to a certain sector of the economy; |
| type of activity; | geographical location |
| age (generation); | business size (small, medium or large); |
| floor; | consumption activity (volume and frequency of purchases); |
| motivation of consumption (desired benefits); | relationship between the enterprise and the customer (potential or actual customer, trial purchase or long-term relationship); |
| preferred places to shop; | the growth potential of the business (stable, growing or stagnating); |
| volume and frequency of consumption; | working conditions (transportation, storage, marketing support); |
| key factors affecting the selection and purchase process; | customer-serviced end markets; |
| personal characteristics and lifestyle; | profitability of work with the client; |
| product consumption experience (potential and existing users); | procurement criteria (terms of delivery, etc.) |
| level of satisfaction or loyalty; | |
| place of residence; | |
| family composition | |

- the company has the same competitors in each segment;
- each segment has the same key success factors;
- consumers in each segment have the same or similar value packages;
- reduced effort in one segment (e.g. marketing activity) leads to decreased performance in other segments.

On the basis of whether it is possible to unite the selected segments, the strategy of coverage – the strategy of concentrated, differentiated and undifferentiated marketing – is determined [4; 8].

For each segment, within the framework of the chosen strategy, a marketing goal is set for the planning period, the positioning of the enterprise and its products is developed and a complex of marketing activities is formed to achieve this goal.
For example, the following methods can be used to solve the segmentation problem:

1) BIRCH;
2) Affinity Propagation;
3) K-Means;
4) DBSCAN;
5) And others, including other hierarchical and spectral algorithms.

Let’s take a closer look at the above algorithms, since in fact, the rest of the algorithms work by a similar method and there is no sense to consider them in this way after the study of the above.

The BIRCH algorithm, which belongs to the hierarchical methods clustering high-dimensional spaces. The idea of the methods of this group is a consistent hierarchical decomposition of a set of objects. Depending on the direction of the hierarchy there are divisive and agglomerative methods. In the case of the agglomeration method (bottom-up), the decomposition process begins with the fact that each object is a separate cluster. Then, at each iteration, pairs of nearby clusters are sequentially merged into a shared cluster. Iterations continue until all objects are merged into a single cluster or until a certain stopping condition is met. The divisive method (top to bottom), on the contrary, implies that at the initial stage all objects are combined into a single cluster. On each iteration, it is split into smaller ones until each object is in a separate cluster or a stop condition is met.

The algorithm Affinitypropagation (AP, he, method of distribution location) receives on an input a matrix of similarity between the elements of the data set and returns the set of labels assigned to these elements. Thus, in an example, the person searching a car, for example, form factor universal, who after his search will display contextual advertising with the station wagons.

The K-Means algorithm is the method of partitioning clusters. It takes the input parameter k and splits the data space into k clusters such that the similarity between the objects of one cluster is maximal and the similarity between the objects of different clusters is minimal. The similarity is measured relative to some cluster center as the distance from the object in question to the center. In fact, this method is analogous to the previous one, but it handles many possible consumers. As a result, these methods are used together.

The algorithm DBSCAN density relates to methods of clustering. It is usually used in conjunction with geo-location data. And when requested, the search engine will display advertising primarily to nearby suppliers of goods and services, however, it can be used to analyze various services using the technology of “pending order”. As soon as the consumer gets into the time series, during which he theoretically may need a specific service, contextual advertising already appears in his browser. A great example is a contingent of people who are interested in additional retirement benefits [14].

Microsegmentation is performed in the following sequence:

1. Definition and formulation of needs for which the activity of the enterprise can be directed.

First of all, it is essential to formulate the basic / basic need and to complement it with the accompanying.

2. The identification and formalization of characteristics of consumers. Features of the consumer can be shown in specific requirements, and also in behavior of consumers. At the same time, it is extremely important to determine the indicators that can be used to characterize these features. Typically, such measures use the signs with micro-segmentation.

3. The choice of method with micro-segmentation. Basically two methods are used:
   – the method of successive groupings, which consists in the successive division of the entire population of consumers into separate groups according to the most significant features;
– the method of multidimensional classification, which consists essentially in the fact that consumer groups are formed on several grounds at the same time.

4. The division of consumers into segments. Division is performed based on the selected features using the selected method. The division can be considered complete when all objects of the selected population are covered.

5. Preparation of profile segment. Each segment is described by its characteristic features, highlighting specific. At the same stage, define the main characteristics of the product, attractive to this segment.

Market analysis helps to choose the most promising marketing strategy. For example, Timex and Swatch have made a breakthrough in the market in due time. Traditionally watchmakers focused on the segment of expensive watches, selling them through jewelry stores. Timex has segmented the benefits, selecting three groups of buyers: economy-oriented, quality-oriented and prestige-oriented; the first two segments were selected as targets. Swatch has expanded its segmentation into a style-and image-oriented segment of consumers, and the concept of “watch as an accessory” has been proposed to this segment.

The last point of the study is to discuss the possibilities of computing power for the organization of streaming microsegmentation. That’s what the “Shoes” segment of the sportswear company looks like:

In the section “Shoes” looks 15.8% of all visitors to the site (almost a million users, more than 6 million visitors), the conversion of 6.89%, the average value of the order of $122.23. These visitors bring $8,181 million (39% of all profits).

Most often it is direct visits, in second place – referrals, then – search engines and contextual advertising. The social network is in last place. 39.5% of visitors use a desktop, 53% use a smartphone.

The allocation of one segment allowed us to get a lot of useful information. However, this level should not be limited. Let’s allocate microsegment: visitors with CLV (“lifetime customer value”) more than $300. It turned out 0.1% of all visitors.

Nearly 4,000 people make more than $2.1 million in profits. AOV (average check) of this group is $250.
This statistics is uploaded and analyzed at a certain point in time. But what if, using modern technologies, to process information with similar data every second for an effective marketing strategy? Mining technology in the modern world is known to many. The rate of well-known crypto currencies is beginning to fall, and the complexity of calculations, or mining, has increased significantly. The owners of farms for mining could provide the computational capacity for the calculation of a different kind, but at the same technology, “joining together in pools”, or handing them out. In this way, micro-segmentation becomes more accessible and marketing strategies more effective.

Conclusion
The main task of micro-segmentation is to determine the key market segments, consumers of each of which have similar packages of values, i.e. sets of desirable and important for them characteristics of the products and the company itself, determining their choice. Value packages provide deeper answers to the questions “who buys?”, “what to buy?” and “how does it meet the needs?” on the basis of which the macro-segmentation of the market is carried out. The list of characteristics in value packages and their importance may differ among different consumers, which allows them to combine them into point segments and apply to each segment its own set of marketing tools.

The choice of buyers is influenced by the formulation of the problem, that is, the purpose for which the purchase is made, the meaning of the purchase. For example, whether the purchase of food for the family or for a festive dinner will have a different set of food. It is important to take into account such factor as the previous state of purchase, as even the mood affects the adoption of this environment. Also important are the conditions before making a purchase, for example, the amount of money that the buyer has with him, seasonality of spending, the environment that helps a person to make a certain decision. The method of analysis of micro-elements provides more complete information about consumers, which contributes to the development of the economy as a whole.

The results with micro-segmentation:
- Identify possible segmentation criteria.
- The number of segmentation criteria, based on the above rules, is reduced to strategically important.
- Non-overlapping segmentation criteria values are defined. For example, the criterion «geography of sales» can have the values «Russia», «Near Abroad» and «Far Abroad». In turn,
each segmentation criterion value can be further represented as a series of lower-level values. Such fragmentation is carried out until a level below which further separation makes no sense is reached. The final values of the segmentation criteria are those that are most consistent with the strategic intentions of the enterprise.

In the era of exponentially developing information technology, the phenomenon of microsegmentation is a phenomenon of economic relations. The study of this phenomenon, due to its potential for use, can bring not only marketing technologies to a new level, but also fundamentally transform the supply and demand market, strengthening the claim that supply forms demand, which is diametrically opposed to the teaching of Karl Marx. After all, there is a demand, when the information-semantic field of the consumer can be programmed to behave within the economically profitable consumption model.

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The Core Structure of the «MOSCOW» Concept in Russian, English, French and Spanish Languages

Annotation: this article touches upon the issue of the “MOSCOW” concept. The aim of this work is to determine the core structure of this concept in Russian, English, French and Spanish languages. The purpose of this article is to define common and distinctive features in the core of the “MOSCOW” concept in order to prove or disprove our hypothesis that these structural elements are slightly different from one language to another. It gives a detailed analysis of the key components that lie deep in the core structure of this concept. Besides in this work we stress the difference between the terms “structure” and “content” in order to establish a strict line between these them for the further research. In the paper there were used such methods as comparative analysis, synthesis and description. The result of this study showed that all these languages possess three stable elements – “capital”, “city” and “centre”. Other components in the core structure of the “MOSCOW” vary in all these languages noting the cultural, linguistic and psycholinguistic differences in the perception of this concept by native speakers. This article is of interest to those who deals with the issues of psycholinguistics and for those engaged in this type of linguistic problems so these results can be applied in this field of research. The fact that the “MOSCOW” concept was not considered earlier in this aspect underlines the originality of this work. The conclusions are drown that the core structure of this concept slightly differs in all these languages.

Key words: “MOSCOW” concept, the nucleus structure of the concept, psycholinguistics, conceptual research.

JEL classification: I200, I290.

Introduction
With the advent of cognitive linguistics at the end of the 20th century scientists began to pay special attention to the connection between culture and language which is established in...
the thinking of a certain nation. Within the framework of cognitive linguistics emerged such a notion as the concept. The term “concept” has many definitions in academic circles. In our work we use the definition of S.A. Askoldov according to his idea the concept is “a mental formation that can replace in our minds a number of single-order objects”[1]. With reference to our research the “MOSCOW” concept is a general idea of a given city performing a substitutional function with respect to a multitude of representations connected with it [6].

Paying attention to the cognitive linguistics nature of the concept in this paper we define it as one of the forms of the knowledge representation about the world from the point of cognitive semantics. Cognitive criteria form the content of the concept and represent different types of knowledge, the facets and shades of various components of the concept under study. In the content of the concept there is a concentration of different worldviews such as publicistic, scientific, literary.

Sometimes the concept is not connected with a word or other means of language verbalization. To describe the verbalized part of the concept it is necessary to consider the semantics of linguistic units which verbalizes the concept itself. So the concept obtains its verbalization in lexical, phraseological and syntactic language means. Using description and systematization of such means of the concept expression, it is possible to identify and isolate the cognitive criteria necessary for the formation and modeling of this linguistic phenomenon [9].

Language and thinking, perception and reason are closely related so many researchers understand the concept as a complex multi-dimensional mental formation. For example, V.I. Karasik came to the conclusion that the concept at a minimum consists of three fundamental dimensions which he called figurative, conceptual and value dimensions. He understands the concept as a three-dimensional mental formation [8]. S.G. Vorkachev also notes such special characteristics of the concept as his emotional experience and semiotic density. Under such a density the scientist implies the representation of the concept by a number of linguistic synonyms, which indicates the presence of associative paradigmatic and syntagmatic links that have formed in the lexical system of the language [15].

In the framework of our research it is important to differentiate such terms as “the structure” and “the content” of the concept. The structure of the concept consists of some basic structural components that are distinguished by their cognitive nature. In the structure of the concept, there coexist the encyclopedic field, which determines the main academic definition of a certain concept, fixed in a given language environment; the sensual image – the arising sensations, representations that, as a result, form the sensual perception of the concept; the interpretation field is a subjective association with a certain concept, more often such a field of the concept is formed by writers and it loses the status of an individualized concept while preserving author’s voice. The content of the concept is basically based on cognitive features. They reflect the characteristics of a particular object or phenomenon contained in a particular concept. So the content of the concept can be described as a set of similar features. The internal order of the concept’s content by the field attribution consists of the following components – the core and the periphery (near, far and extreme) [13].

Ethnic specific of concepts lies in the differences of the same concepts in different languages and cultures, as well as in the presence of special unique concepts that can characterize only certain culture and language environment. This indicates that the national special feature of a particular concept can vary and cognitive characteristics may not coincide. It is also necessary to note that also there can be differences in the field organization of the same concepts. For example, what is in the core of the concept in one culture, in the consciousness of another it can be on the periphery. Such differences from culture to culture affect the structure of the concept: its figurative component and the interpretation field. In this paper we consider the structure of the core of the “MOSCOW” concept in Russian, English, French and Spanish. To accomplish this task, it is necessary to describe the chosen concept in each language in order
to form the core structure of the concept “MOSCOW” in these languages. We assume that the core structure of the concept “MOSCOW” will differ in the minds of Russians, Englishmen, French and Spanish. To prove or disprove this hypothesis we decided to turn to the analysis of the encyclopedic and dictionary articles in each language and to identify some differences and to find something in common among representatives of different cultures.

**Methods**

In our study we concentrated on the concept of “MOSCOW” from the perspective of different languages – Russian, English, French, and Spanish in order to determine the core structure of the concepts “МОСКВА», «MOSCOW», «MOSCOU», «MOSC». We will define the architecture of the core of these concepts using the analysis of encyclopedic articles in selected languages, the synthesis and the comparative analysis of the data obtained and its description. We will consider the encyclopedic fields of the given concept in these languages, since we believe that it is the encyclopedic knowledge of a particular subject or phenomenon that forms the core structure of the concept. Comparing the same-name concepts as parts of different national spheres of concepts, the researcher can single out specific cultural conceptualization of the same phenomenon or object in the minds of these nations.

**Results**

In the minds of Russian native speakers the concept “МОСКВА» is represented by the following word-representative «Москва» («Moscow»). The structure of its core is formed by such meanings as [16–19]:

1) **Столица** (the capital) – столица Российской Федерации, столица России, столица единого Российского государства, историческая столица.

2) **Город** (the city) – город федерального значения, город России, город-герой, город музей, промышленный город, глобальный город зеленый город.

3) **Субъект РФ** (the territorial entity of the Russian Federation) – субъект Российской Федерации.

4) **Центр** (the centre) – административный центр, центр страны, исторический центр России; политический, финансовый, коммерческий, транспортный, культурный центр, промышленный и научный, образовательный центр, международный деловой центр, важный туристический центр России, центр многочисленных культурных и спортивных мероприятий, религиозный центр; арена основных исторических событий; центр удельного княжества, центр объединения Руси в единое государство.

5) **Мегаполис** (megalopolis) – московский мегаполис.

Often Moscow is personified thus denoting the highest governmental bodies of Russia that exercise control over the country. So Moscow also can be a synonym for the government, the ruling elite. This meaning is densely included in the vocabulary of the Russian language and is widely used in the mass media.

6) **Правительство РФ** (the Government of the Russian Federation) – Москва подписала программу сотрудничества / отказалась выходить из договора, рассматривать претензии; приняла решение, etc.

7) **Транспортный узел** (the transit network) – крупный транспортный узел, важнейший транспортный узел. Moscow is considered to be the starting point to the world’s largest countries, cities and towns of Russia.

8) **Порт** (the port) – it is a «port of five seas» connecting Moscow with many cities of Russia.

9) **Основа** (the basis) – it is the basis of the megalopolis under construction. This component of the «MOSCOW» concept is also in its structure. This component is associated with the construction of the «Moscow-City» area and it begins to gradually enter into the structure of the core of this concept.

The encyclopedic description of this concept is often accompanied by such words of territorial belonging as «Россия» (Russia), «Российская Федерация» (the Russian Federation), «СССР»
The Kremlin, Red Square, St. Basil’s Cathedral are a trinity, symbolizing the figurative and historical (passive) part of the core structure of the «МОСКВА» concept. In encyclopedic articles it is often pointed out that the Kremlin is considered to be the core, the historical foundation of Moscow. When analyzing materials, we came to the conclusion that the city of Moscow itself was created by a nuclear-peripheral scheme like the concept itself.

The components of «formation» and «destruction» are closely connected with history and lie deep in the structure, in the heart of the «МОСКВА» concept in its historical layer as it repeatedly rose like a phoenix from the ashes.

Moscow is often personified; it is represented as something alive and agile. It loses its status (loses its functions in the capital), subordinates new lands and territories (expanded its territory, went beyond the ring road), bears losses (suffers significantly during the Second World War).

Moscow is a synonym for constant development (расширение роли, увеличение, территория, бурное развитие промышленности, активная градостроительная деятельность, огромная степень застройки). Therefore, it is not surprising that at the mention of Moscow any text abounds with adjectives in the superlative degree noting its uniqueness, originality, its beauty and power. For example, крупнейший промышленный и культурный центр, крупнейший город России, крупнейший центр в стране и один из важнейших в мире, важнейший транспортный узел, регион с богатейшим культурным и историческим потенциалом.

Thus, the structure of the core of the “МОСКВА” concept in Russian is composed of such components as столица, город, субъект Российской Федерации, центр, мегаполис, правительство Российской Федерации, порт, основа. Besides in the historical basis of this concept are the elements of formation and destruction, expansion and development.

From the point of view of native English speakers there can be identified the following key structural units in the «MOSCOW» concept [20–24]:

1) **Capital** – the capital of the Russian Federation, Russian capital, the capital of Russia and the Moscow autonomous region, the capital of Russia, industrial, scientific, cultural, educational capital, green capital.

2) **City** – the capital city of Russia, major city, inland city, Moskva city, the largest city on the European continent, populous city, an upbeat, vibrant, wearsome city, the city of contrast, traditional Russian city, well-equipped city, polluted city, green city, expensive city.

3) **Megalopolis** – the coldest megacity and metropolis. Moscow in this sense is a giant city, a multi-million city, a big city, the centre of cultural and business life.

4) **Centre** – political, industrial, economic, scientific, cultural, spiritual, theatrical centre, the centre of communists power, the chief commercial and financial centre, the centre of Russian culture, the centre of concentration of Russia’s wealth.

5) **Seat of power** – the seat of power of the Russian government. In the “MOSCOW” concept just like in the “МОСКВА” concept there predominates the «government» component. Though this meaning is not registered officially, often in the British mass media we can observe such examples of this components existing in this concept: Moscow demands investigation/takes new steps/admits delivering, etc.

6) **Headquarters** – many international and Russian organizations, societies and companies have its headquarters in Moscow.
7) **Transit network.**
8) **Tourist site** – it is a well-known tourist site.
9) **Heart** – Moscow is Russia’s heart.
10) **Home** – Moscow is the home of Russian artists, sportsmen and scientists.
11) **Modernization** – Moscow has always been modernized and refurbished.

Describing this concept we can see the correlation with such words as the Russian Federation, Russia, country, the part of Russia, Europe, the European part, world. It can be concluded that from the part of the English language Moscow and Russia are identified in the minds of the speakers of that language. Besides Moscow is often compared on a global scale with other cities of the same level.

In the figurative layer of the “MOSCOW” concept we can single out the following architectural structures and sights associated with Moscow that create a special image of the city in the minds of native English speakers. For example, the Lenin Mausoleum, Red Square, the cathedral of St. Basil the Blessed, the state Department Store (GUM), State historical museum, Arbat prospect, the State University complex, the Vorobjevy Hills, the Ostankino Tower, the Moscow Metro, etc.

As in Russian, in English when describing Moscow the superlative degree of comparison of adjectives is often used. For example, the most populous city, the most densely populated and highly developed part of Russia, the most beautiful and striking architecture, the most popular tourist attractions, the most picturesque streets, one of the most expensive cities, the largest industrial center, has one of the world’s largest economy, the greenest, the fastest growing tourist destination. The encyclopedic articles in English also note that Moscow has always played a key role in the history of Russia with the Kremlin in its centre. From the point of English it is also can be underlined that the Kremlin symbolizes the power of both modern Russia and the former Soviet Union.

The words “Muscovites” (the local residents of Moscow in plural form) and “Muscovite” (the local resident a man or a female in a single form) are cognate words.

Thus, the structure of the core of the concept “MOSCOW” in English is made up of the following components: capital, city, megalopolis, centre, seat of power, headquarters, transit network, tourist site, heart, home, modernization.

The main representative of the concept “MOSCOU” in the French language is the word “Moscou”. After the analysis of encyclopedic and dictionary articles we can conclude that the main meanings of the word “Moscou” forming the core of this concept are [3; 25–29]:

1) **La capitale** (the capital) – la capitale de la Fédération de Russie, la capitale de la Russie, la capitale de l’ex-Empire russe et de l’U.R.S.S., la capitale européenne, la capitale religieuse de la Russie.

2) **La ville** (the city) – la ville sur la rivière Moskova, la plus grande ville d’Europe, la ville la plus peuplée d’Europe, la ville la plus étendue d’Europe, la ville dont le budget est le plus élevé de toutes les autres capitales européennes, la ville russe classique, la ville fortifiée, la ville socialiste.

3) **Le centre** (economical, political, cultural centre of Russia) – le centre du monde russe et slave, le lieu du pouvoir central, l’héritage de la Russie traditionnelle, le symbole du pouvoir soviétique, le coeur de l’État russe, le siège économique, politique et universitaire de la Russie, le siège du patriarche, le géante capitaliste, le centre industriel, scientifique et culturel du pays, grand centre financier, le siège du gouvernement d’un pays, le noyau historique.

Therefore, the main definitions of the word «Moscou» are «la capitale» (the capital), «la ville» (the city), «le centre» (the centre) but there are some other synonyms. It should also be noted that when defining the meaning of the word “Moscou” there were used such words as “la Russie”, “la Fédération de Russie”, “russe”, etc., that indicate a deep connection between Moscow and Russia in the French perception.
In dictionaries and encyclopedic articles there were also many references to the Soviet past: “U.R.S.S.”, “socialiste”, “soviétique” this fact indicates that Moscow is perceived as a living illustration of the Soviet era by the French native speakers. At the same time, the French characterize Moscow as a European city using such words as “européenne” and “Europe”. The use of markers of political (including the markers of the Soviet era) and economic field was not rare: “financier”, “le gouvernement”, “le pouvoir”. Defining the signification of the word “Moscou” we also noted the abundance of the superlative adjectives: “la plus grande”, “la plus peuplée”, which can be considered as a characteristic feature of the concept’s core.

Despite the fact that newspapers often use the meaning “le gouvernement de la Russie” (the Russian government) as a synonym for the word “Moscou” (“Moscou a manifesté son souhait...”), it is not fixed in the dictionary and encyclopedic entries.

The Soviet period made the French language richer:
1) “Moscoutaire” – the word formed through the telescopic “Moscou” + “mousquetaire”, it appeared in the first half of the XX century to denote a stickler of the communist system (la propagande moscoutaire). The word had a pejorative connotation and it is now an archaism, which illustrates the close connection between Moscow and the Soviet past in the perception of the French speakers [34–36].

2) “L’œil de Moscou” – an expression that appeared at the beginning of the XX century and got special popularity from the 60s to the 90s of the last century. The expression comes from the title of one of the fables of J. de Lafontaine “L’œil du maître” (“The Eye of the Master”) (1668). Unlike the previous one, this expression continues to be used by the French speakers for the Russian (or, not only Russian) person (or subdivision) conducting the intelligence activities (J’ai l’impression d’avoir l’œil de Moscou derrière moi). The very existence of this expression shows not only the connection between the concepts “Muscovite” and “Russian”, but also the empowerment of the Russian state (and its members) with a certain amount of mystery and power [33].

One of the most common cognate words to “Moscow” is the word “moscovite”, which has several meanings too:
– a resident of Moscow (celui/celle qui habite Moscou, l’habitant de Moscou);
– from Moscow, relating to Moscow (relatif Moscou, de Moscou);
– Russian (originaire de la Russie, de Moscovie).

Thus, we see that the word «moscovite» corresponds at once to two Russian equivalents “москвич” («Muscovite») and “московский” («relating to Moscow»). The word «moscovite» is identified with the word «russe» too (litt rature moscovite, le port moscovite le plus proche de nous). Therefore, in French, the word «moscovite» can be either a noun or an adjective (le vieux Moscovite, la nuit moscovite) [30–32].

After the analysis of several dictionary and encyclopedic entries we formed the core structure of the concept “MOSCOW” in French which consists of the following components la capitale, la ville, le centre, symbole du pouvoir soviétique.

According to the Spanish worldview, the core structure of the concept “MOSCÚ” consists of the following elements [37–40]:
1) Ciudad (the city) – ciudad capital de Rusia, ciudad de Europa, ciudad del mundo, ciudad de multimillonarios, ciudad peligrosa, ciudad de Moscú, ciudad de 40 veces 40 iglesias, ciudad moscovita, ciudad de las universidades;

2) Megaciudad (megalopolis) – Moscú es la megaciudad;

3) Capital (the capital) – la capital de Rusia y de la provincia homónima, la capital Rusa, la capital de una sucesión de estados, la capital del cristianismo ortodoxo;

4) Entidad federal (the territorial entity of the Russian Federation) – la entidad federal del país;
5) **Centro** (the centre) – el principal centro político, económico, cultural e industrial; un importante centro político, económico, cultural y científico, el centro del poder político, el centro deportivo;

6) **Núcleo** (the core) – el núcleo del país/ del Imperio ruso;

7) **Escenario** (the scene of major events) – escenario de graves y violentos eventos e enfrentamientos;

8) **Río** (the river) – río Moscova, río Moskva;

9) **Puerto** (the port, the harbor) – el puerto fluvial;

10) **Red de transporte** (the transit network) – la principal e importante red de transporte en Rusia;

11) **Mezcla** (mix) – Moscú es una mezcla de muchas lenguas, nacionalidades y culturas.

   The cognate word to “Moscú” is the word “moscovita”, which can be an adjective and a noun (a resident of the city) as well. Russian expression “коренной москвич” (a native of Moscow) has a Spanish equivalent “moscovita auténtico”.

As other languages under the study, describing the structure of the Spanish concept “MOSCÚ” we often find such words as Rusia, Rusia, el continente Europeo, Europa, la Unión Soviética, el mundo, la Tierra. These words and expressions characterize both the location of Moscow and certain references to the historical facts of the Soviet Union existence. In addition it is necessary to pay attention to the names of Moscow’s sights which form the descriptive, figurative component that is a part of the core structure of the concept “MOSCÚ”. It includes the following elements: la Plaza Roja, el Kremlin, La Catedral de San Basilio, el Mausoléo de Lenin, el GUM, el Museo de Historia de Moscú, el teatro Bolshoi, la galería Tretiakov, la Universidad Estatal de Moscú, el metro.

The sources in Spanish indicate that the centre of the capital is the Kremlin, located in the heart of the city (el centro constituye el Kremlin que está localizado en el corazón de la ciudad). The Spanish language is also characterized by the use of superlative adjectives referring to Moscow, for example, la ciudad más poblada, más septentrional del mundo, más peligrosa de Europa, la más cara, sistemas del metro más profundos del mundo.

In conclusion we can stress that the core structure of the concept “MOSCÚ” consists of such key components as ciudad, magaciudad, capital, entidad federal, centro, núcleo, escenario, río, puerto, red de transporte, mezcla.

**Discussion**

Summarizing all obtained material (the elements forming the core structure of the concept “MOSCOW” in Russian, English, French and Spanish languages, based on the dictionary and encyclopedic entries) we can conclude that for the Russian speakers Moscow is the capital of the Russian Federation, city of federal importance, federal subject of Russia, the historical, political, financial, educational and cultural centre of Russia, the largest transport hub.

In English the concept “MOSCOW” can be defined in the following manner: Moscow is the capital of Russia, traditional Russian city full of contrast, megacity. It’s also a political, cultural, scientific and commercial centre, the centre of Russian culture, the seat of former Soviet and Russian government.” We see that in English Moscow personifies the whole Russia, it is identified with Russia. The presence of such elements as “the heart” and “the home” emphasizes the importance of Moscow and the concentration of the whole country in its capital.

For the French speakers the core of the concept “MOSCOW” is represented in the definition: Moscou est la capitale de la Russie, la plus grande ville d’Europe située sur la rivière Moskova. C’est le centre économique, politique et culturel de la Russie qui a conservé le statut du symbole du pouvoir soviétique. Both in French and in English the core structure of this concept has an element referring to its «Soviet» nature, emphasizing that Russia is the successor of the Soviet Union. Despite the fact that the new state of the Russian Federation is located on the territory
of the former Soviet Union, in the world view of English, Spanish and French speakers Moscow is still perceived as the bulwark of totalitarianism.

In Spanish, the core of this concept can be defined as: Moscú es la capital de Rusia, la ciudad más poblada del continente Europeo, megaciudad. Es un principal e importante centro político, económico, cultural, industrial y científico del país, el escenario de muchos eventos históricos y la mezcla de varias nacionalidades. Spanish speakers pay more attention to the history of Russia, including not only the Soviet period of the capital, but also the history of the formation and development of the Grand Duchy of Moscow. It should also be noted that in the perception of the Spanish native speakers Moscow is a city of linguistic, cultural, multinational diversity: the lexeme “mezcla” indicates that.

Conclusion

The structure of the core of the concept “MOSCOW” in Russian, English, French and Spanish languages does not repeat one another, that indicates the linguistic and psycholinguistic differences between language groups of native speakers.

We are studying the concept of “MOSCOW” from the standpoint of different languages, thus, it has such variants as «МОСКВА», «MOSCOW», «MOSCOU» and «MOSC». The core structure of the concept “MOSCOW” in Russian language characterizes by a more neutral and common set of lexemes (city, capital, centre). English and French represent the core structure of this concept, emphasizing Moscow’s political role of both modern and Soviet Russia. In English Moscow is also perceived as the heart of the country and the cradle of truly Russian culture and art. It is in Moscow that the vast Russia is embodied. The core structure of the concept in Spanish includes the perception of Moscow as a place of mixing different cultures and peoples. Despite the existence of common neutral components (capital, city, centre), the distinctions between languages demonstrate us the cultural, psychological and linguistic differences between speakers of these languages.

We can conclude that despite the fact that the concept of “MOSCOW” is characterized by belonging to Russian culture and language, this concept is comprehended and perceived with some difference between these four languages.

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Social and Pedagogical Aspects of the Problems of People of «Third Age» at the Present Stage

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Annotation: the increase in the number of people of retirement age is a serious economic problem, both in the world and in the Russian Federation. The problem of elderly people in modern Russian society is state and socially significant. According to the authors, it is necessary to use the age approach adopted in social pedagogy, which allows to take into account and use the laws of personality development, as well as social and psychological characteristics of the individual. We consider the positive experience gained in Russia in working with people of “silver” age.

Key words: third (silver) age, elderly person, continuing education, active longevity.

JEL classification: I200, I290.

Introduction
The increase in life expectancy is a global trend. The elderly population is growing. According to the UN forecasts, by 2050 22% of the world’s population will be pensioners, and in developed countries, each working citizen will have a pensioner. According to the UN estimates, the dynamics of the world population aged 60 years and older in the second half of XX and early XXI is as follows: in 1950 there were 205 million people, in 2000 there were 600 million people, in 2009 their number exceeded 737 million people, and by 2050 will be more than 2 billion people [19].

Thus, the aging of society is a serious economic problem. The growth of the elderly population of the planet makes economists, sociologists, doctors, philosophers, architects, HR and other professionals to look at the phenomenon of old age in a new way.

Method
With age, a person acquires a special status – an elderly person, which is characterized by a complex psychological originality, social status, a set of certain opportunities and a set of personal prospects. The preservation of such a person in a socio-cultural environment, participation in his life and attention to him, assistance and support determine his social well-being and longevity.

In social pedagogy on the totality of anatomical, physiological and socio-psychological characteristics it is customary to distinguish: the mature age – from 21 to 60 years; the
elderly age – from 60 to 75 years; the old age – from 75 to 90 years; long-livers – over 90 years [11].

In global practice, there is the concept of “third, or silver age” – a period of active life that begins with retirement. During this period of life, people who are employed have the right to stop working and retire.

Today, the attitude to the older generation has changed. Large patriarchal families are a thing of the past. In Russia, there is an active migration of the population from rural areas and small towns to larger ones; the young part of the population is forced to leave their native places where there is no possibility to get an appropriate education, to find a well-paid job, to live with dignity and to raise children. All this increases the number of elderly people who stay alone in their apartments, away from children and grandchildren. Family ties, built over the centuries, began to crumble.

Harmony with the surrounding world, the search for their place in it is especially important for the elderly, who after retirement often can not self-actualize, lead a full interesting life, which leads to problems, diseases, despondency, loneliness and premature death.

A feature of the modern period with its difficult economic situation and all known problems in the labor market, is the exit to the well-deserved (and in some cases even early) rest of the new contingent of pensioners. These are, as a rule, socially active people who own modern computer equipment, with extensive experience, the habit of working and receiving the corresponding material reward.

Still full of energy pensioners do not know where to apply their forces, how to realize unfulfilled desires, with whom to communicate?

In Russia, there are more elderly people, but at the same time, no special measures are taken to maintain active and healthy longevity among Russians. The Strategy for action for the older generation in the Russian Federation until 2025 [13], adopted in February 2016, does not contain specific measures aimed at active longevity and development of medical care for the elderly.

According to the authors of the article, it is necessary to use the age approach adopted in social pedagogy, which allows to take into account and use the laws of personality development (physical, mental, social), as well as its socio-psychological characteristics (specific properties of the individual, the individual’s psyche, naturally arising and changing in the process of changing the age stages of development) [11].

As the Director of the Russian Gerontological Scientific and Clinical Center, academician of the Russian Academy of medical Sciences Vladimir Shabalin notes, usually people are afraid not of old age itself, but infirmity. But if a person does not experience such a state, then in old age there are advantages: “an elderly person gets free time, independence, the opportunity to engage in creativity. ...The main thing here is to have a constant load. After all, when athletes leave the sport, the load stops, and the muscles immediately flab. Also, the brain, if it does not give the load, the person degrades” [19]. Absolutely true in his work “Spiritual and moral foundations in the development of man and society in Russia” A.M. Egorychev says that “this is not the time of aging, and active life, in which people find social interests, are active in the knowledge of the world” [3]. However, if the problems of old age and age of longevity in the Russian Federation are dealt with by various social services and medical geriatricians (although there is still a huge field for activity), the problems of people of “silver age”, according to the authors of the article, is not paid enough attention at the state level, and they require an integrated approach – social, economic and technological.

Discussion

As you know, in the Russian Federation, women can retire – from 55 years, men – from 60 years. Currently, there is an active discussion of increasing the retirement age in society and at the state level, which, of course, causes a lot of disputes and conflicts, as this applies to the entire population of our country.
In the modern world of high technologies and fundamentally new opportunities, the cultural boundaries of generations are differently arranged: medicine allows to preserve physical and mental health longer, and the Internet and gadgets help with involvement in the life of society.

The demographic crisis and the ageing of the population inevitably lead to the need to include people of retirement age in social and labour activities. The changing socio-economic environment, structural changes in the economy, low living standards and an imperfect pension system dictate the need to train pensioners as the most socially vulnerable group.

Russia has already accumulated positive experience in working with pensioners of the “silver” age.

In our view, work on this category should be carried out in the following areas.

1. “Study to work”.

   The vulnerable position of people over 45–55 years of age in the labour market is in the focus of various social projects. One way to improve the situation is to promote ideas and create opportunities for adult education.

   It is no secret that age-based discrimination is rampant in virtually all enterprises, firms and organizations. Even there was a term that defines this phenomenon — ageism (from the English age). Instead of retraining and additional education with subsequent employment, people of pre-retirement age are forced to leave their jobs. As a rule, the existing employment services do not help them further. According to the legislation, a person of retirement age, dismissed on reduction, can not be registered on the labor Exchange as unemployed and can not be sent from the employment center to study for additional professional education. A few are able to pay for their own education, having as income only a pension.

   But are the elderly ready to learn? This question is answered by the Information Bulletin of HSE “Formation of continuous education in Russia: an analysis based on the results of the all-Russian surveys of the country’s adult population”, published in March 2017 [14].

   According to surveys, 30% of the Russian population aged 25–64 participate in continuing education. The key motives for participation are professional, related to the desire to keep the current job or make a career in the current workplace.

   Pensioners who wish to work cannot always “renew” their professional competence or acquire a new profession in which they would like to realize themselves. This problem draws the attention of ANO “Center for social technologies development” [1]. One of the projects of this non-profit organization—the Center of new opportunities—is aimed at facilitating the employment of people of retirement and pre-retirement age.

   Alla Rekova, Director of the Center for social technologies development [1], says that the need for professional retraining often becomes a stumbling block for a successful career of older people. In order to solve this problem, the Center began to approach the issue of training very individually. The applicant is helped to determine his needs and conclude an agreement on the passage of training with a particular organization that is ready to prepare a particular person, and even become his employer in the future. Training of an elderly person is paid by the Center. In 2018, a presidential grant was received for the implementation of the program “An Integrated Approach to Employment of Pensioners and People of Retirement Age”. It is expected that the Center will send about 100 people to additional professional education.

   Societal stereotypes about the education of older persons

   There is still an opinion in society that the training of elderly people is a difficult and almost useless process. Such stereotypes are constantly encountered. But numerous experiments prove that the difference in the ability to education in the elderly and young people is virtually absent; older people have a great memory structure, the ability to make the right decision in difficult situations. Moreover, the training of elderly people promotes training of mental functions, stable mental load is very good for the brain and allow you to maintain the shape of the nervous system. Many pensioners after training show themselves as hardworking, competent and reliable employees.
It should be noted that employers will only benefit from the employment of this category of people, because they have the experience, knowledge, work skills, the habit of working in a team, and, as a rule, are not burdened with the care of small children.

Willingness to learn in adulthood is a necessary condition to work at a favorite job, as long as there is strength and own desire, or to learn a completely new kind of activity, and the habit and the opportunity to learn help people of the third age to remain socially and economically active: be competitive in the labor market, use modern technology and maintain health.

In connection with the upcoming increase in the retirement age, the state program to attract universities and colleges to retraining and training of such specialists becomes particularly relevant.

2. «Active longevity».

“Older people need to continue to work on themselves, their attitude, because the development of personality – it is always a long and continuous process, which is carried out under the influence of many factors” [4]. I would like to focus on the process of teaching older people. Today, new technologies are gaining popularity among the older generation. For example, it is very popular to teach the computer to elderly people, because the Internet gives the opportunity to communicate with relatives and friends who live too far for real meetings. In addition, older people are interested in new acquaintances, because they are often very lonely, and this worries them even more than health or financial situation. This generation does not want to lag behind life, they want to follow the world events, to discover something new and just do not get bored. Fortunately, the world wide web can meet all these needs with proper training of the elderly in the basics of computer technology. But if there is no possibility of permanent use of the computer, it is better to turn to the most common ways of self-education – books, magazines, newspapers, radio, television.

To date, very developed activities to create interaction between different generations. For example, in some schools teaching is formed so that the grandchildren help their grandparents to get a computer, and those, in turn, teach children sewing, carving, etc. Thus, the learning process becomes something of generations. Such ideas can lead to the solution of one of the most difficult problems of the public of all time – the lack of understanding and mutual respect between the representatives of different generations.

The education of older persons contributes to their development and to their significant position in the modern world. Now the pensioner is able to diversify his leisure time and spend his free time with interest. Of course, this can be considered a way to improve the quality of life of pensioners.

The desire to learn something new, the need to improve their knowledge of the modern world – is the result of a collision of an elderly person with reality, which becomes incomprehensible to him and inaccessible. The learning process for older persons should aim to fill this gap. It is necessary to connect the student to modern life, given its age characteristics. After training a person expands the range of choice of behavioral models for different situations [8].

For the effective education of older persons, the will of the participants themselves is necessary. The level of interest is a significant factor in obtaining such education. If a person of advanced age decided to learn something new, he must have motivation and clearly understand what he needs. In order to gain new knowledge, certain needs must be created that can be triggered by different situations. Give some examples:
- the realization that the actual stock of knowledge is not enough for effective interaction with the current society;
- the difference between own knowledge and social perceptions that need to be developed to provide older people with skills that help them adapt to the rapidly changing socio-economic, political, moral and psychological situation in the country;
- the habit of people of the considered age to analyze very deeply issues that are beyond their own lives and have a universal character;
- the desire to learn more about your personality;
• disorientation when faced with a critical situation;
• the desire to satisfy a cultural, creative or intellectual thirst.

It should be said that the educational training of older people is focused not only on the acquisition of a new specialty, but also on their self-education, which can be considered a desire for continuous self-improvement. As we have already said, with the release of a person on a well-deserved pension, his free time increases several times. Now he can start to realize his long-standing plans, for which he always did not have enough time, for example, to learn a language, to master a musical instrument, to choose a suitable sport, to draw, etc. New education will help an elderly person to feel self-sufficiency and not to lose self-confidence.

Continuing education is not just a fashionable phrase, but a severe need for constant technological and social changes in the world. And this applies to all ages. Older people, who stepped into the XXI century, should realize: the readiness to learn new directly depends on the quality of their lives.

The importance of education in old age is recognized by many governments. In 2002, Madrid adopted the Madrid international plan of action on ageing [9], according to which access to education for older persons is an important condition for their integration into society.

Russia has also committed itself to the implementation of the Madrid plan, and in 2016 we had our own Strategy for action in the interests of older citizens until 2025 [13]. It has a paragraph on the education of the elderly. It notes that older persons should be provided with opportunities for vocational education, training in the use of information resources and the development of non-formal education in interest clubs and popular universities.

At the same time, the authors of the Strategy recognize that the system of continuing education in Russia is just beginning to be formed. It seems that the state does not have a clear policy in this direction.

Results
Let us turn to the practices – people who, despite the above, creates opportunities for the older generation to learn and fill their lives with new meanings. The more that practice sure need to learn to eat at all – just not all of it I guess.

Volunteer activity
Already in 2012, silver volunteers took part in more than 100 different events. Without adjusting for the age, they came to the orphanage and played with the students, organize festivals and workshops, collected garbage in the woods, parks and squares, planted trees and organized the eco-office, visited animal shelters and carry out repairs locations assisted in the organization of sporting events, worked at airports. In August 2012, 4 silver volunteers from Russia took part in the summer Olympics in London 2012, and in 2014, 928 silver volunteers helped in the Olympic and Paralympic Games in Sochi. Their average age was 62 years. At the stage of the official start of the volunteer recruitment for the XXII Olympic winter games and XI Paralympic winter games (Sochi 2014), it was revealed that more than 5% of people of retirement age expressed their desire to join the volunteer movement.

The actual directions of volunteer work of silver volunteers today are those where in addition to knowledge, life experience and wisdom are required. For example, the leading position is taken by the assistance in the socialization of people with disabilities. According to the older volunteers themselves, they are more suited to this work, because due to age peculiarities they have experienced a lot, take care of their health and are able to properly build communication with those who have limited health opportunities. Another important area is the support of families with children, during the implementation of which is provided feasible assistance to families with children, especially children with disabilities. Silver volunteers also play a special role in hospices [18].

«The Moscow longevity» program
Today in Moscow live about 3 million pensioners. They have a huge amount of energy, interest in life, creative potential, and in their declining years they have a need for their
fruitful, labor, socially useful activities to continue. The Moscow authorities have been working for several years to improve the quality of life of pensioners, the city is implementing the program “Moscow longevity” [15]. Voting, during which Muscovites chose the name of the program that started in the capital, was open: everyone could participate in it. As a result, your opinion on the portal mos.ru more than 100 thousand citizens expressed their opinion in the social service centers and at the Moscow cultural forum. The following options were offered: “Moscow – the city of longevity”, “Active generation” and “Moscow longevity”. Last name liked members voting the most. Chosen by the residents of Golden and the motto, which, according to them, charges with optimism: “The Time for New Opportunities”.

It all started with the fact that the Public chamber of Moscow received a huge number of requests from people who asked to organize such a program. In the capital, there is already a project for the training of elderly people – “Silver University” [10]. There, older Muscovites can learn a computer and mobile applications, learn a foreign language or even get a profession. It turned out that the University is very popular. It was opened recently, in 2017, but already 14 thousand applications have been received for three thousand available places. In total, “Silver University” has five faculties: humanitarian, psychological, health and safety, culture and creativity, Informatics and mass communications. There are both General development programs and vocational training programs. The first ones last from 24 to 36 hours and are focused on General knowledge. Students get acquainted with the history and culture of the capital, the city’s electronic resources, improve their financial and legal literacy, learn foreign languages. Classes are held every week for two or three academic hours. These programs have mastered 2780 people. Those who have mastered the General developmental programs that will be able to attend master classes. There are 120 options in the list, from which you have to choose three. You can go to other, but optional. Topics are different. These are online technologies and modern programs for mobile devices, masterpieces of architecture and literary creativity, theatrical art and effective communication, creation of decoupage products and dances. The master classes are given four hours, but the seminar “Topical issues of life and politics” is devoted as much as 12. During this time, students have time to discuss financial security, inheritance, health and others.

The University plans to expand the list of areas of study and develop programs of different levels of complexity. Advanced level courses will be enrolled based on the results of entrance testing. The first graduates want to learn new skills and look forward to when the record opens.

It was a powerful signal pulse to start the system the program organization of active retired people. “Moscow longevity” is a qualitatively new project that can radically change the life of the capital’s pensioners. The program has teamed up and community organizations, businesses, and city officials. The initiative was supported personally by the mayor Sergei Sobyanin – help elderly Muscovites is a priority of the mayor.

The program is designed so that residents of any district with completely different interests will be able to take part in it. Pensioners, of course, participate in the project for free. Jobs for teachers will be organized. Senior age for Muscovites should be the best period in life.

It was possible to apply for participation in the project since March 1: more than 68 thousand pensioners have already taken advantage of this opportunity. Some very active, brought the application in advance. The record will go all year, so the undecided still have time to think and join the “Moscow longevity”.

“Moscow longevity” is a program for the elderly, for pensioners. So, for women over 55 years and for men over 60 years. Moscow was the first in Russia to launch such a project, and therefore only people permanently registered in the capital can become part of it. It is simple to apply: you have to come to the nearest territorial service center with passport, social card of Muscovite. No additional education or training is necessary.

In total, the organizers have identified three areas: creativity, sports and training. In the creative laboratory, older people will be able to engage in singing and dancing, learn the
intricacies of art and applied art. Sport is life. Therefore, as part of the sports direction for the participants will be open courses fashionable now Nordic walking, gymnastics and a separate course “Great to live”, where older people will be told how to eat and monitor their health. A separate direction – educational. It is proved that people engaged in mental work suffer less dementia. All the more Sciences all ages obedient, it is never too late to learn English or, finally, to be on the “you” with the computer. In addition, pensioners will be able to play the usual checkers, chess and other board games.

For example, the top 5 most popular areas of the project stood out in the North-Eastern district:
1) top the rating: fitness, fitness equipment and Zumba. 1847 (16%) applications have already been submitted for this direction;
2) a bit behind information technology in these classes enrolled 1826 (15,8%) of pensioners;
3) in third place in popularity among the older generation English – 1157 (10%) applications;
4) in fourth place in the direction of “Great to live” – it was recorded 1145 (9,9%) of the residents of the North-East;
5) closes the ranking of popularity – GPP (General physical preparation) – 1078 (9,3%) of applications [17].

You can choose the direction completely freely, to your taste, and then not only learn, but also enjoy spending time with friends. Most will be able then to demonstrate their achievements on local contests and festivals, such as “Super-grandmother” and “Super-grandfather”, as well as in the dance marathon “Age.no”.

As a result, the health of people older than 55–60 years has significantly improved, that is, people who could not walk – now walk, jump and are ready to play sports. These people do not lie at home, do not torture themselves and their loved ones. They are active, they want and can be useful, they can learn and work [16].

**Conclusion**
The problem of elderly people in modern Russian society is state and socially significant. Their great life experience and high spiritual potential should be supported by all state and public structures, and find their implementation in the social construction of Russian society.

The education system, as the most important institution of human socialization, can contribute to the decision of support of older people in their new personal and professional development trajectory, orientation to the development of new educational programs, the ability to realize themselves as a socially significant person, the desire to help others, to benefit people.

The education of older persons is obliged to help the comfortable adaptation of a person to a rapidly changing world. It is necessary to train him in certain skills to overcome the existing barrier, which has a negative impact on many areas of his life. The educational process should help to navigate in possible incomprehensible or difficult situations for an elderly person. Note that the main point in the formation of educational activities should be an individual approach to each, it is necessary to take into account all the features of the person.

Thus, “old age”, as a social category, can move from the category of problematic for the state and society to the situation of its positive decision, and the high life potential of people of the “third, or silver” age, can move from the passive form to socially significant activities, including volunteer, expressing good, patience and spirituality.

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Gendered Spaces and Heteronormative Discourses in Horse Racing Narratives

Annotation: the aim of the present article is to analyse the sociological aspects of heteronormative discourses and gendered spaces in horse racing cultures as reflected in fiction and non-fiction literature and films devoted to horse racing. The method used for the study is critical reading of primary sources within the context of sociology and gender studies. The results of the study outline the dominant models of heteronormative discourse in horse racing narratives and the key social spaces where heteronormative identity is formed and discursively expressed. The results of the study can be used to analyse other narratives on horse racing, including literature, films, biographies and interviews, as well as non-verbal phenomena, such as art and architecture associated with horse racing. The critical framework used in this study can be applied to other culturally significant sports. Horse racing narratives have never been analysed from gendered perspective, so this study will enhance our understanding of the dynamics of power in the world of horseracing, which has, in other respect, been subject to a limited number of sociological and anthropological studies. It is found that, while horse racing is theoretically gender-inclusive, the most prestigious races remain dominated by male jockeys, a situation confirmed and reinforced by the representation of horse racing in popular culture.

Key words: heteronormativity, gender, discourse, horse racing, jockey.
JEL classification: I200, I290.

Introduction
Place can determine the ethnic, linguistic, cultural and even social identity of an individual or a group of people. Historically charged places, a phenomenon observed by Pierre Nora, which he terms lieux de mémoire, memory sites, can determine the historical identity of individuals, communities and nations [21]. However, certain spaces, associated with gendered cultural practices and traditions, can influence gender identity and gender performance of the individuals who act in these spaces, or restrict access to the space to individuals of the gender that ‘does not belong’; this effect is achieved, inter alia, through the use of discourse, either verbal or non-verbal. In this article, we explore the phenomenon of gendered spaces, which facilitate the development of heteronormative discourses and behaviours, in fiction and non-fiction texts and films devoted to horse racing, the ‘sport of kings’.
First, we briefly outline the socio-historical context of racing in the UK, concentrating on an event of high importance, the Grand National, known as the ‘people’s race’ [19]. In this part, we pay attention to women’s involvement in the sport, which has traditionally been dominated by men. Second, we introduce the narrative corpus, which consists of a novel and two autobiographies; the novel and the first of the autobiographies have also been turned into films. Finally, we discuss the representation and gender expectations in four key spaces associated with racing: the yard, the weighing room, the racecourse and the tribune.

Horse racing is an important socio-cultural phenomenon in the anglophone world, particularly in the UK, the USA and Australia, and, to lesser extent, in certain European countries, such as France. While there exist several important studies on the anthropology and sociology of racing, including the problem of gender in racing, no research has been done on the representation of gender in literature and films about racing. Rebecca L. Cassidy, for instance, studies the anthropology of horse racing at such iconic spaces in Britain as Lexington and Newmarket, which have become synonymous with Thoroughbred racing [8]. In turn, several scholars have turned to the study of gender and gendered discourses in horse racing, either in the UK [16; 5] or in America, with Miriam Adelman and F.A. Moraes considering the situation in Brazilian equestrian sports, racing included [1]. To supplement the findings of studies which are based on interviews, Alasdair Brown and Fuyu Yang have conducted statistical research on the performance of female jockey in Irish and British races, finding that, in placing their bets, the public regularly underestimate women jockeys, who outperform their male colleagues, particularly in the races where they are least represented – the jump races [2]. Meanwhile, the studies to date rely on materials obtained through interviews and statistical data and on historical documents, so this new corpus of material obtained from fictional and non-fictional literature and film can enhance our understanding of gender and heteronormative practices in the racing world and in racing as a socio-cultural phenomenon.

**Methodology**

In this study, we operate with the notions of discourse, space, gender and heteronormativity; in other words, we study discourse and space within the context of horse racing using the methodology of gender studies. According to M.W. Jørgensen and L.J. Phillip, ‘Discourse analysis… tells us that people form identities through their positioning within discourses on which they draw in everyday text and talk’ [16]. People’s commitment to particular discourse is not accidental but meaningful, and gender is one of the categories which, alongside the categories of power and subjectivity, is, according to Wendy Hollway closely related to the formation of discourse, so that ‘gender-differentiated meanings (and thus the positions differentially available in discourse) account for the content of gender difference’ [14]. Likewise, Judith Butler investigates the problematics of gender and identity in modern Western society, using discourse analysis to deconstruct the notion of sex [5; 6].

In the present study, we use the methodological framework formed by earlier studies on the sociology of gender and gendered discourses, especially on gender in sport. Thus, already E.K. Sedgwick in his seminal study of homosociality have formulated the notions of homosocial desire and homosocial bonding, phenomena distinct from though related to sexuality and emotional bonding [26]. Sport has come to the forefront of social studies relatively recently, and this is particularly of gender criticism of sport. Jennifer Hargreaves, in her ground-breaking study of women in sport, presents sport as a struggle for controlling and sustaining the female body [13], which is compatible with our findings on heteronormative discourse in horse racing. Furthermore, Mark McCormack studies the phenomenon of homophobic language in the context of sport, arguing that ‘decreasing cultural homophobia’ resulted in the decrease of heteronormative discourse in sport [20]. Other studies concentrate on the representation of gender in sport media discourses. Thus, Katharina Lindner examines gender in female sports films, exploring ‘the ways in which gender and sexual identities are re-constructed in
contemporary female sports films’ [17], but, somewhat surprisingly, her study does not target films devoted to equestrian sports.

In this study, we concentrate on horse racing in the UK, which is distinct from horse racing in other European countries, Australia and the USA. To further increase the focus of our study, we discuss only one British race, which is of particular cultural importance in British society: the Grand National. In the context of the UK and Ireland, horse racing means Thoroughbred racing. In other words, only English Thoroughbreds are permitted to race, that is, horses whose parents are recognized as Thoroughbreds. In theory, the pedigree of any given Thoroughbreds can be traced to the sixteenth century, based on the studbooks kept by the Weatherbys. All these features make horse racing in Britain a cultural phenomenon of importance, marking the connection between the nation and its history.

There are two basic types of racing in the UK: flat racing and jump racing. While some of the most prestigious flat races take place at Ascot and Newmarket, the best known jump race takes place at Aintree – the Grand National.

First held in 1839, the Grand National is known as the ‘people’s race’. It is the most valuable jump race in Europe, but it also contains the most challenging jumps. Thrills and spills are an integral part of the Grand National and may be one of the reasons accounting for its attraction and unique atmosphere. The racecourse contains 16 fences and is run on two laps, with a total of 30 jumps. The fences have been rebuilt many times over the history of the race, progressively making the jumps smaller and, allegedly, safer. Thus, the famous Becher’s Brook, named after Captain Martin Becher, who fell at this fence in 1839, was rebuilt following equine deaths in 1987, 1989 and 2011.

Initially, women could not participate as either owners, trainers or jockeys, but they gradually made their way into the sport. While women jockeys are still underrepresented in the UK, Ireland, Australia and the US, currently, there are no institutional handicaps for women to race in both professional and amateur races. In the UK, the first license was issued to a female jockey in 1972. The Grand National was opened for women only after the Sex Discrimination Act was passed in 1977. The first female jockey to ride in the Grand National in the same year was Charlotte Brew, who did not complete the course – and neither did many male jockeys. Thus, Bob Champion, who won the Grand National years later on Aldaniti and made it into history, did not finish the 1977 race. The winner in that race was the legendary Red Rum, the hero of Ginger McCain’s autobiography, and, allegedly, the hero of all British race-lovers. The first woman to complete the Grand National was Geraldine Rees in 1982. In fact, no woman has won the Grand National yet, although Katie Walsh on the Seabass finished third in 2012.

The stereotype of ‘girls and horses’ is sustained in horse-racing industry. According to the statistics of the British Horse Racing Authority, women held 41.6% of jobs within trainers’ yards in 2011 [3]. However, the impression of a milieu dominated by girls is dismantled higher up the professional hierarchy: the figures provided by the British Horse Racing Authority confirm that ‘only 17.11% of apprentice jockeys at the time were female, and even fewer females found themselves within the professional jockey ranks’ [3]. The analysis of women’s jockey performance at the British and Irish racetracks conducted by Alasdair Brown and Fuyu Yang over the period between 2003 and 2011 reveals that the rate of participation of female jockeys ranged from 4.2% (in 2006) to 6.2% at its maximum (in 2010) [3]. In other words, it seems that horse-racing is an industry where, like in many other equestrian sports, women do the often dirty, demanding and routine work, while men garner the laurels and high wages – albeit, admittedly, for work which is at once dangerous and unpredictable.

Results

It was found that in at least five narratives representing the Grand National, the event is consistently depicted as an elite, demanding and exclusive undertaking, where only exceptional individuals can succeed. Moreover, in order to succeed, these individuals need to conform to
certain notions about virility; in turn, the atmosphere surrounding the event is created by the interweaving of enacted discourses on masculinity and femininity, heteronormatively interpreted and performed.

Horse-racing is more than a sport in British society: it is a cultural phenomenon. Thus, popular books and films about horse-racing abound – not only among the UK productions, but also in the US and Australia, where racing is also a popular sport employing both professionals and amateurs. In this paper, we analyse three narratives set in the UK and celebrating the most popular race of the country – the Grand National.

The first of the narratives, National Velvet, was written in 1935 by Enid Bagnold [2] and turned into a film directed by Clarence Brown in 1944 [4]. The novel is a fictional account of how a girl jockey, Velvet, and her horse, Pie, won the Grand National when no women were allowed in the race. Velvet and her wonder horse are trained by Mi Taylor, a former jockey who is afraid of racing again. Mi is sceptical about Pie’s possible performance in the ‘race of kings’. When Velvet dreamily wonders ‘Can I be a king?’, Mi curtly replies: ‘The Grand National is no place for a girl’ [4]. Initially, Pie is to be ridden by a Russian jockey, I. Panofsky, but Velvet is hurt by the jockey’s remark, ‘Only in England – a child can lead a plough horse [to a race]’, and dismisses him on the eve of the race [4]. She decides to ride herself: cuts her hair, puts on the uniform and, with Pie, they win the race. After crossing the finish line, Velvet falls without consciousness, is discovered and promptly disqualified. However, she and Pie become national heroes. While both the book and the film National Velvet have been analysed in studies from a literary and cultural perspective, recently by Francesca Orestano [22], the question of gender and heteronormative performance has not been tackled in the studies to date.

The second narrative is a ‘true story’ of Bob Champion, who won the Grand National on Aldaniti in 1981. The biography, called Champion’s Story: A Great Human Triumph was published in the same year, authored by the jockey himself and journalist Jonathan Powell [9]. In 1984, a film, The Champions, directed by John Irvin based on the biography came out [15]. Bob Champion’s story became an inspiration to many people, because the jockey raced two years after having been diagnosed with testicular cancer (in July 1979), for which he was treated with an orchidectomy and the chemotherapeutic drugs. The painful, debilitating treatment is graphically explored in the film, which shows a man at the height of his career – and in the flower of his masculinity – turn into a prematurely old invalid. What the film does not stress is that his mount, Aldaniti, was likewise suffering from chronic leg problems at the time.

The third narrative is an autobiography of Ginger McCain, a trainer who has entered the winner’s enclosure of the Grand National four times in his life: an achievement that was recorded only once before, with the trainer Fred Rimmer. In his lively book, My Colourful Life: from Red to Amber, first published in 2005 and reissued in 2006 and 2014, McCain recollects affectionately the three-times winner, Red Rum. Second to Red Rum stands Amberleigh House, who won the Grand National in 2004. McCain, whose long career as trainer spans from the 1960s to the early years of the twenty-first century, reflects on the changes that horse-racing underwent in the UK over this time, musing nostalgically on the age when racing was ‘a man’s game’ [19].

Discussion

Although women have made an appearance on the British racetrack since the 1970s, the general attitude is, in many cases, far from welcoming. For many – trainers, owners, jockeys, bettors and spectators – racing remains ‘the sport of kings’. Ginger McCain has eloquently formulated his view on gender in horse-racing:

‘I don’t like women in racing. There, I’ve said it. I came into this sport when it was a man’s game. It’s my sport. I am possessive of it. Now there are lady stewards, lady starters, lady this that and the other. They tell me there are lady jockeys, but I insist there is no such thing. There are women that sit on horses... of course, I say this tongue in cheek. I’ve had some good girls with me at the yard and I am very appreciative of their work... But, dear, oh dear, I preferred
it when you never saw a woman in the weighing room. It was a man’s place, and in the years after the war most of the jockeys were senior riders who’d been in the forces, like Brian Marshall, Dave Dick and Dick Francis. They were men. And the weighing room was a man’s domain, like a fighter’s gym. You had the smell of men’s bodies, sweaty and masculine. The toilet was a bucket in the corner that never got emptied until it was full. The odour added to the sense of place. Nowadays, you get girls walking in and out with their whips jutting out of their bags. And the weighing room smells like a pool’s parlour! [19].

However, certain spaces associated with racing are more accommodating to the ‘fair sex’ than others. Providing that they confirm to heteronormative gender identities – women as caring and nurturing, exquisite and elegant, men as ambitious and determined, tough and strong – certain spaces within the culture of horse-racing even depend on the presence and proper performance of both gender. We refer to four spatial entities, provisionally entitled the yard, the weighing room, the racetrack and the tribune (or the crowd, the public).

As confirmed by the British Horse Racing Authority data, cited above, women make a frequent appearance among the employees of the yard: they can be stable hands, attendants, vets, etc. [3]. In the film Champions, Bob Champion sees a vet arrive at an American yard: when he comes to the door of a stable, Bob’s gaze lingers first on the female vet’s buttocks, which are moving under tight trousers as the woman is massaging the horse’s back, before his eyes rise to the face [15]. At the same time, trainers and yard managers acknowledge that women are good at working with horses – allegedly, because of their responsible, nurturing attitude, but also, possibly, because they are more intuitive than men. Thus, already in National Velvet, Velvet Brown is able to handle the unruly Pie, who consistently breaks away from his burly owner, because she is a ‘horse whisperer’ [4]. Ginger McCain, in turn, mentions ‘girls’ working in his yard, many of whom he describes as ‘good’ with horses, including some of the women employees who help to prepare (clean) Red Rum for the Grand National and a girl who rides (exercises) Red Rum after the legendary horse retires from racing [19].

The weighing room is a symbolic place: of crucial importance for jockeys, it is a site of suspense, a mysterious space where the jockey is weighted along with the saddle to determine if the handicap is to be carried by the horse. Traditionally, the weighing room has been – and often remains – the site of homosocial bonding as well as rivalry. Thus, the presence of women in the weighing room – and separate rooms for women jockeys – become a threat to the functioning of male jockeys’ homosocial community. Ginger McCain’s attitude to women in the weighing room has already been noted: for him, they turn the heroic, masculine sport of racing into an effeminate pastime, making the weighing room smell ‘like a pool’s parlour’ [19].

Indeed, what can be better than the scent from a full bucket in the corner of a room full of semi-naked, lean men? This is the atmosphere into which the adolescent Velvet Brown is led by Mi Taylor, who instructs his innocent disciple: ‘keep your mouth shut and your eyes down’ [4]. To be able to sustain the deception, Mi claims to inquisitive jockeys and the administrating official that the young, timid jockey is a foreigner, a Russian from Latvia, who does not speak a word of English and is ‘slow of comprehension’ [4]. Velvet, indeed, needs several prompts from Mi before she understands that she has to sit on the weighing chair, being shocked and intimidated by the sights – and, to judge from McCain’s recollections, smells – that surround her. The weighing room also plays an important role in the Champions: in the film, Bob Champion, whose looks and strength have declined dramatically following chemotherapy, attends the Grand National and spends time huddled in the corner of the weighing room, watching his fit peers go in and out of the premises [15].

Although women today can ride at any race – in theory – and since 1977 the Grand National had a total of 16 jockeys participated in the race, with female jockeys represented nearly every year, no woman has yet ridden into the winner’s enclosure. Many people – including trainers and owners – believe that a woman simply cannot win the Grand National. To put it in the words
of Mi Taylor, this is the ‘race of kings’, and no place for ‘girls’. The intense physicality of the race and its dangerousness, with many jockeys failing to finish the Grand National every year, makes it, apparently, not suitable for the gentle sex. Again, Ginger McCain has expressed his view with much eloquence, reporting the interview he gave on the eve of his last Grand National before he retired as trainer to become assistant trainer under his son, Donald:

‘What do you think of Carrie riding in the National, Ginger?’ someone asked.

I replied: ‘Carrie is a grand lass, but she’s a brood mare now and having kids does not get you fit to ride in Grand Nationals. Good luck to her, and they have a very good horse, there’s no question of that. But to go four and a half miles around Aintree you have to be a top-class professional. We will discount Forest Gunner.’

<...> Mind you, I meant it when I said I felt it was impossible for a woman rider to win the National; but, certainly, I didn’t mean any offence or insult. It seems lots of people took it that way, though’ [19].

Apparently, McCain believes that the experience of motherhood makes women unsuitable for serious, professional activity that requires full commitment from the athlete. This argument has been advanced in other equestrian disciplines, such as Olympic-level eventing. On the other hand, implicitly, a woman who is less than committed to family values, and having children is an integral part of these values, becomes less than a woman. In the stereotypic scale of gender performance, a single – or married but childless woman is deemed a failure, a lonely unhappy creature, even though a single or childless man is considered free, at least up to a certain age.

In the National Velvet, Velvet’s motivation for riding in the race is patriotic: she dreams of how she would ‘ride before the king and the queen…’ [4] into the winner’s enclosure and will be watched by the royalty. Indeed, the winners of the Grand National – the horse, the jockey, the trainer and the horse’s owner – become national heroes for a year until the next race. All of them, the horse included, are regularly invited to openings, anniversaries, wedding celebrations, and other official and unofficial events of varying scale. Red Rum, the legendary three-times winner trained by Ginger McCain, had been invited to events ranging from birthday parties to the opening of a new Marks&Spencers to the BBC Sports of Personality of the Year show, appearing in the studio to take his place ‘with the other celebrities of the nation’s sporting universe’ [19].

Meanwhile, the majority of the public attending the people’s race is less aristocratic than the king and the queen. The race itself is only one part – albeit the central one – of large-scale festivities, in which women are not only welcome but also indispensable, at least for as long as they adhere to the gender roles:

‘I just love everything about the Grand National – and Liverpool. Those Scousers do go out to enjoy themselves. I love their witticisms, and I love the way the women go to have a good time and wear next to nothing in their attempt to show off their figures or their tan, even if it has come out of a bottle. You can keep Cheltenham or Ascot; this is the People’s Race. The day before the National is Ladies’ Day at Liverpool – attracting a crowd of 55,000 people to Aintree these days – and one of the features of the programme is what amounts to a beauty competition to find the best turned-out ‘filly’. This year several women came wearing bikinis – even though it was <...> freezing. The compere asked one of the girls if she felt cold. She replied she had felt earlier, so he asked her what she had done about it. ‘I put on another thong,’ she replied, totally deadpan’ [19].

The general sentiment at Grand National – and this is generally true of other races as well – that the fair sex can become one of the race’s attractions, much as the garlands decorating the racecourse and tribunes and can be enjoyed, just as champagne is enjoyed in and out of moderation at these events. Although McCain claims that women themselves go out of their way to enjoy themselves and display their bodies and real or artificial suntans, it seems that their display, and the beauty contest, is yet another way in which the place makes women adhere to heteronormative standards of the patriarchal value system. The women who attend
the race wearing bikinis become reduced to their bodies, losing the feminist battle promoted by Hargreaves in her studies on gender in sport [13].

Conclusions

Racing is more than a sport – it is a cultural phenomenon, associated with certain symbols, rituals, practices and values. Heteronormative discourses are part of the value system of the racing world. Certain spaces are accepted as male: the changing room and the weighing room, the racetrack and the winner's enclosure, although theoretically open to women jockeys are in practice dominated by men. The latter space is an environment of homosocial bonding [26]. Other spaces offer a generous welcome to women, as long as they adhere to heteronormative standards. Women are welcome to do the dirty, tedious and often dangerous jobs at the yards where race horses are trained: allegedly, ‘girls’ are more nurturing and more reliable as stable hands than ‘lads’ [Mac Lean; 3]. At the yards, women would be mixing and distributing feeds, turning the horses in and out, cleaning and massaging them, as well as pushing wheelbarrows and exercising the racehorses. As part of the festive crowd that attends the race, women would be there, to add glamour to the prestigious event, in which men – jockeys, trainers and horse owners – usually play the main roles, at least judging by the evidence of popular films and literature.

Successful racing performance is currently a male prerogative in popular outlook, fiction and film included. However, a new generation of winning female jockeys – Rosie Napravnik, Hayley Turner, Katie Walsh and others, whose biographies yet remain to be written and screened, may in future change this stereotype and contribute to widening the range of ‘acceptable’ careers and sets of behaviours in their society. It may not be long before the racing spaces cease to foster heteronormative identities and become more diversified in terms of gender identity and performance.

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Internal Migration and Social Integration, a Necessary Study. (Part I)

Annihilation: this article proposes a study on internal migration and social integration. It is a claim to a glance of these processes from different positions. The main objective is to offer a conceptual framework for the understanding of the relationship between internal migration and social integration, considered as processes in a continuum of relational set up a mechanism of self-organization and social.

Key words: internal migrations, social integration, social mechanism, Society, self-organization social.

JEL classification: A140.

Introduction

In this article, are registered the first ideas for the construction of a theoretical position to analyze the relationship of two social processes: internal migrations and social integration. The characteristics of the international social scene have favored his research from different social and humanistic sciences.

The movement and settlement in one place or another has been present since the beginning of the formation of society as such. This dynamic of social life is inherent in the very nature of man. The man moves individually or in groups looking for better satisfiers for the needs. The movements of people have always been perceived, a process of movements in some cases people remain in the places they arrive, in other cases they continue to other places. Everything depends on the characteristics of each place of arrival and departure and the motivations of each individual to move. In the case of people who decide to stay in a place necessarily have to transit through a process of social integration. They will have to rebuild their lives in the new place of residence.

Social investigations of migratory processes are some of the most important in the study of the population. In the last five years there is an increase in studies on the evolution, trends and
characteristics of migration. In particular, those that occur in the interior of the country, known as “internal migration”, acquire an increasing importance for the analysis of the behavior of the spatial distribution of the population.

In many countries, migration replaced fertility and mortality as the main agent of population change. Along with international mobility, internal migration is now the main demographic process that shapes national patterns of human settlement. Supports differences in population change and structure in subnational areas.

Migration is a response to the existence of territorial differences. Understanding and determining how internal migration changes the composition of the population is essential to respond to the needs of housing, medical care, education and transportation; deliver more accurate population forecasts; and evaluate the spatial distribution of skills, knowledge and work [19, p. 1].

Social integration is the process of establishing optimal links between relatively independent little-connected social entities (individuals, groups, social classes, states) and their further transformation into a single, integrated system in which its parts are coordinated and interdependent on the basis of common goals and interests [10, p. 41].

Social integration has the power of individual development and autonomy. It can be said that there are social mechanisms that favor social integration, such as: education, training, employment, the sense of social utility in the common construction of values. Just as there are social conditions that make the individual vulnerable among them the lack of employment, or instability with the source of family support, school dropout, lack of qualifications, family problems etc. When incorporated into a new social scenario, through a process of social integration the individual assumes the new practices, norms and values present in it, internalizes and externalizes them at the same time as reorganization is assumed in the different sphere of life: family, economy, leisure, interpersonal relationships.

The main objective of this document is to offer a conceptual framework for researchers. It proposes a look and understanding of the relationship between internal migrations and social integration, considered as processes that in their continuum configure a mechanism of social self-organization.

Methods (theoretical basis) – Methods

The research theoretically is based on the general scientific principles and methods of cognition of social phenomena, the systematic approach, methods, analysis and synthesis as well as the theoretical generalization, comparison, description, and revision of documents. The interdisciplinary nature of the problem under investigation also requires the use of scientific works, fundamental theoretical propositions of general sociology, the sociology of migration, and other areas of social scientific knowledge.

The aim of the work is achieved by performing the following tasks:

1. Theoretical foundation and conceptual definition of: society, social integration, and internal migration.
2. To analyze the specificity of the relationship to internal migration and social integration, as one of the mechanisms of self-organization of the society.

What is a mechanism? That we understand when we say the word “mechanism”. This is a term taken from the technical sciences, in particular mechanics. A social mechanism is a tool; procedures from the social point of view ensure the interconnection of the elements and parts. The use of this term in relation to the society refers to the social interaction that exists as a function of the social organization or the relationship of the parts that make up the whole of the society.

The ideas that are presented, find their foundation from the theoretical point of view in the systemic approach and the theory of complexity.

The system approach in general as a tool, allows you to see the society as a whole, formed by parts (or subsystems) that interact.
The theory of complexity allows us to explain the self-organization characteristic of complex systems. The natural phenomenon of self-organization consists in the self-constitution of spontaneous forms to which nature tends “(this would be a new notion of “natural physical law”), not by the compulsion of external forces, but as a result of certain potential links at a given moment they are updated and constitute a whole achieved by the structuring of many parts [19, p. 200].

On the other hand, the concept of Self-organization reflects the objective processes of changing social systems. The fundamental characteristic of social self-organization is its connection with self-consciousness, self-identification, self-activity and self-esteem. This is a multilevel phenomenon, which has an independent organizational subsystem. This means that individuals and groups can act as agents of social self-organization, with special social qualities, among which, first and foremost, we distinguish between a clear understanding of our social interests, and action for their welfare, in particular through public associations.

Social self-organization is a system of purposefully shaped impacts, in which the subjects of organizational activity are diverse individual and group manifestations of social forces at all levels, both in individual subsystems and in society as a whole. Self-organization has a pronounced procedural and dynamic character; its distinctive feature is the ability of the structure to self-design [23, p. 2].

Migration is not a unique feature of our time. Migration of the population can be observed from the beginning of human history. For the purposes of this research, the need to study migrations is assumed from the following reasons:

- Migration is an indivisible component of population change and, as such, can have a decisive influence on the structure, dynamics and magnitude of the population.
- Migration is an essentially social phenomenon, which is determined by the social, cultural and economic structure of a region or country, but at the same time has an impact on that structure.
- Migration is a potentially transcendent fact in the lives of people and societies and, therefore, should be considered in development policies that aspire to achieve greater growth, equity and quality of life.

The present study focuses attention on Internal Migrations: defined as the change of residence that occurs between localities or political-administrative divisions within the internal framework of a country. It is known that migration involves different social spaces (place of arrival and departure), recognize the differences that exist specifically in each territory, given the possibility of work and/or education and training, development of productive forces, living conditions (a different regional, local, national scales) and their influence on the satisfaction of personal, family and social needs.

For the study of migrations, the need for a multidisciplinary approach is recognized that can be integrated by Perspectives on Migration Theory Geography, Perspectives on Migration Theory Economics, Perspectives on Migration Theory Anthropology, Perspectives on Migration Theory Sociology and Political science [27, p. 10].

The development of knowledge gave rise to the emergence of the sociology of migration as a new branch of sociological knowledge. It has as object of study the population involved in the migration process, and the dynamics of changes in the objective and subjective aspects of social relations within society.

Sociology of migration has a structured system of knowledge. At three different levels: historical-theoretical, specifically, sociological and socio-scientific [31, p. 86].

In the framework of the Sociology of migrations in the analysis of the theories of integration there are three different approaches to understanding social integration. The first of Eisenstadt, S. – it is called the “absorption”. The second, in the works of A. Gordon considers
the integration as the assimilation. The third approach is reflected in the works of J. Berry, and Y. Bourhis, P. Stoker, who focus their attention on the process of integration in acculturation, their treatment as an alternative to the assimilation and understanding of changes in cultural patterns of behavior after a direct contact between groups of individuals of different cultures [31, p. 62; 10, p. 42].

There are factors that influence the process of social integration, such as: age, sex, religion, socio-economic status of the family, organizations.

Theory sociological of migration, in particular, the Theory of the adaptation and integration explains the social integration through two processes, the first, termed psychological adaptation refers to personal well-being and mental health. The second process called adaptation, socio-cultural, refers to the social competence in the management of everyday life, in the setting of intercultural.

There are four types of social integration: 1) cultural-expressing consistency between cultural standards, norms and behaviors, internal connectivity of individual subsystems of symbols; 2) normative – talking about the coordination between cultural standards (norms) and human behavior, i.e. about the state in which the basic norms of the cultural subsystem are “institutionalized” in the elements that make up the social subsystem, in particular, in the actions of individuals; 3) communicative – based on the exchange of cultural symbols, information and showing the extent to which they reach the whole society or group; 4) functional – based on the interdependence and exchange of services between people arising from the social division of labor. This typology of social integration depends on how the system is socially and culturally divided and on the analysis of the relationship between its elements [31, p. 60].

Results

The analysis of the processes of internal migration and social integration can be observed empirically that, internal migration and predisposition to internal movement within the borderline of the same country exists naturally. In such a way that it is possible to suppose if a certain society is taken, the entry and exit of population product to that internal migratory movement is observed. But what happens once this population reaches a new social space? The variants are multiple, arrive and remain as resident, temporary or forever, continue moving to other spaces, return to the starting space, or several variants. The social integration of this population is given as a continuum to the migration process. This integration is based on his status as an immigrant. More generally, it can also be observed that under certain conditions there is a concentration or contraction of the population in said space, or it can under certain conditions produce a deconcentration of the population. There may be an increase or loss of population. At the same time there is a permanent reconfiguration of the composition by sex, age, religious practices, spatial distribution and others.

Society has evolved as a result of a long historical process. It was configured as a unit, reached in general an organization, in order to ensure the coexistence of people, the development of forms of communication and interaction and the attitudes of people in the process of their lives. Several thinkers wrote about this process, in which several important ideas stand out: the birth of “society and the state”, the rationalization of the “social structure”, the forms of communication, the existence of different types of society or the process of transition from one type of society to another.

In this sense, for the understanding of the evolution of the “society” concept, it is valid to highlight some ideas and authors. Society, this, Polis, Aristotle, characterizes not only social life, but also includes everything about family life. The society appears Hobbes as a result of some basic social and legal act. For him, society is an artificial mechanism that ensures the establishment of a “natural law,” while preserving society and the state. Hegel considered society as a complex system of relations, singling out as a subject of consideration the so-called civil society, that is, a society where everyone depends on everyone M. Weber, describes the
society as a product of people’s interaction, as a result of their social actions in the interests of everyone. In his time T. Parsons, defines society as a system of relations between people, with the binding principle of which are norms and values.

As in the materialist concept of history, K. Marx’s raised the transition period from one type of society to another and proposed the notion of a “social economic formation”. Around the production relations, the remaining social relations unfold. Nikolas Luhmann proposed a theory of society and social systems and self-evaluation of auto-poetics (auto-poiesis). The only operation that can support social autonomy is communication, which at the same time is a society’s ability to self-service.

Society is the space of the socio-cultural scene, where all social relations materialize, within which a person develops his essence.

Self-organization is the process of ordering, it occurs in a system due to the action of its components. This process can be adapted to different levels and spheres of social interaction. Therefore, it is possible to observe the process of economic, institutional, political or public self-organization

Social self-organization involves civil society through Consciousness, Voluntariness, Self-management, and Viability as characteristics of public self-organization. The social actors in interaction must make the appropriate use of the advantages of the structures created to strengthen the process of self-organization, enter into interactions and unite only by their own initiative, based on the coincidence of their interests and objectives, they must understand that social ties, interactions, the formation of civil society structures occur without the use of violence, pressure or other forms of coercion. The process of social self-organization and unified structures arises at the initiative of the subjects of interaction that establish norms and internal rules for them, have a complex or relatively simple device, and regulate their relationships according to their own needs, goals and objectives. Many links and interactions of social structures do not necessarily lead to the emergence of institutions of civil society; this only happens if these interactions and structures are useful to achieve common goals [4].

Nowadays, the analysis of society or any social security problem cannot ignore that there is an inherent unity, naturally. There is a union of everything that characterizes these processes. The development of technologies, communications, strengthen the idea of unity and integration of processes, territorial, national, global. Therefore, today we are talking about a global society. We do not always see this connection, but we talk about the parts, without checking everything.

Study of internal migration movements, ongoing for their impact on society, both in places of exit and arrival. Affect the dynamics of the population, the distribution of the population in the territory, in a socially productive structure.

Discussions

Any definition of society includes a fundamental component, which is its population. Consequently, when the mechanisms of social self-organization are mentioned, they also speak about the dynamics of their population as a component of this mechanism of self-organization.

There is a relational continuum between the processes of internal migration and social integration in its effect configures a mechanism of social self-organization. What is explained through the relationship between the effects of internal migration and subsequent events in places of residence with social integration strategies?

Internal migration directly affects the demographic structure of the population. The movement of the population occurs individually or in groups. In all cases, it means the loss or gain of the population. An influence is observed in the composition by age and sex of the resident population. Changes occur both at the place of departure and arrival. In the place of arrival, this fact depends on the process of social integration as a continuum process. As an effect, the possible replacement of the population is put at risk, with a short and long-term impact.
The internal displacement of the population has a direct impact on the spatial distribution of the population. Depending on the factors of attraction or repulsion, the population that migrates is socially integrated through strategies, establishing a new location. In the social spaces of the population is not static. Under certain conditions, they undergo significant changes with a self-organized internal social dynamic. There is a constant distribution and redistribution of the population. As an effect, we observe the existence of changes not only in social norms and social practices, but also in the population that remains to recite and in which it continues to migrate product to the social relationships and interactions of those who have participated.

Internal migration in a relational continuum with social integration is a mechanism for changing cultural traditions and patterns. The Population, which moves from one place to another, and is resident, is a carrier of cultural practices related to all spheres of life. People are grouped in those territories whose socio-cultural characteristics are most attractive to them. In the same way, it happens with the relations of the relatives in the interaction with other people and places of residence their sociocultural practices.

On the other hand, it can be affirmed that the processes of internal migration and social integration influence the ethnic composition of the population, since the population that migrates/and the one that remains to reside can be composed of different ethnic groups that consequently these processes can increase or decrease. These issues of intercultural interactions also influence social self-organization.

The social integration of people who migrate has specific characteristics than the differences on which the integration strategies depend. That is, the characteristic of being migrant guides the integration process of these people. The strategic roads are also designed in the family environment. Many moves around dodging the conditions in their places of origin. In such a way that the first social changes are observed in the family environment itself.

**Conclusion**

Society is a unique organism, an open system of self-development, and not a simple set of several elements. In the historical process, different types of society are distinguished, which differ among themselves, by what they produce and with what they produce. It can be argued that it was established as a complex system where the parties are related and interact as a unit, and in the relationship with the external environment. Its specific characteristic is the capacity for self-organization through spontaneous mechanisms, among which are internal migrations in relation to continuum with social integration.

The systemic approach and the theory of complexity allow us to explain the particularities of life in society, as well as the Sociology of migrations and, in particular, the theories about social integration and social adaptation, all form a theoretical framework that allows the view of the specific relationship between these two social processes, social integration and internal migration, in its configuration of continuum relationship.

The society reacts and responds to changes that occur as a result of the influence of internal migration on it, achieve synergies in their operation, in favor of the self-organization social. Each movement can be interpreted as a rearrangement of the society itself to the existing conditions; hence the internal migratory movements are responses to social situations.

Scientific literature sets out changes and influences in the society, product migrations, these can be explained starting from the consideration that the internal migrations exist in a continuum of relational and social integration. The population that migrates to become a resident in a social space comes to strategies of integration social. At the same time the condition of being a migrant complicates the process of integration social. People who emigrate necessarily go through a period or stage of social integration that can be considered as: social adaptation, acculturation, processes that show an interaction of these with the social environment they reach. A relationship between these two processes takes place, since the migrant status gives characteristics to the processes of social integration of these. Even if migration occurs internally, there are always elements that
define the ways and means of interacting with people and the social structures and mechanisms through which society works.

There are authors who talk about real integration highlighting that it is necessary to resignify the central processes that make up the same and in turn renew the term, because it is well known that it lends itself to false interpretations and multiple manipulations in practice, which have led to objective concretion is rejected it use by many of the conscious recipients, who feel hives when they hear the word integration, because they recognize oppressive interests, distortions and incongruities of substance, what they do is go against their own substantive essence and its logic more worthy.

Internal migration in a relational continuum with social integration is one of the mechanisms of social self-organization, which influences the composition by sexes, the ordering of the population by ethnic groups, social groups, affects the demographic dynamics of the population, the socio-productive structure, as well as changes in cultural practices associated with places of origin and arrival, and the distribution of population in the territories. These social changes associated with the internal migration refer to a population resident in a place, which is achieved through social integration.

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Public and Private Print Media of Ukraine on Future Relations with Russia

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Annotation: the article draws conclusions about the content of publications of the leading print media of Ukraine on the prospects of Russian-Ukrainian relations. The author characterizes the importance of print media in the context of public opinion formation, emphasizes the total dependence of the editorial line of the leading magazines and Newspapers of Ukraine on the official position of Kiev regardless of their affiliation. It is concluded that print media of Ukraine carry out the political order by the administration of the president P. Poroshenko. The author characterizes the main Russophobic “myths” of the Ukrainian print media, on the basis of which conclusions are made about the lack of prospects for improving Russian-Ukrainian relations in the foreseeable future. The non-constructive nature of such position influencing the formation of the inadequate views of the majority of Ukrainians on the prospects of bilateral Russian-Ukrainian relations is emphasized.

Key words: prospects of development of Russian-Ukrainian relations, print media, Russophobic mythology.

JEL classification: A140.

Introduction

The current political developments are marked by the multi-faceted determination. In particular, it is obviously increasingly affected by public opinion which is, in its turn, shaped predominantly by virtue of realization of the manipulative potential of mass communication media (hereinafter “mass media“). As far back as in the second half of the 20th century, the political science had a successfully substantiated and proved thesis on perception of the mass media institutes as the fourth estate along with the executive, legislative and judicial powers formally constituted in the political system of the majority of developed countries within the system of separation of powers. In this regard, it is extremely important to bear in mind the mass media’s viewpoints on the future development prospects for any given political situation, when forecasting them.

With reference to the above mentioned and within the frame of the present study, it is attempted to systematize the viewpoints of the mainstream print press of modern-day Ukraine regarding the perspectives and challenges of the future bilateral Russian-Ukrainian relations. It appears that conclusions drawn are able to become a blueprint for the development of the practical guidance for implementation of the specific diplomatic measures with regard to the aspects of shaping of the Ukrainian public opinion.

Methodology

The focus of this work lies on the Ukraine’s print media. It appears that the study of their viewpoints regarding the said issues is on top of its relevancy within the context of rampant
development of the information technologies, and hence, the e-media considering the statistical data indicative of a measurable demand for traditional print media across the Ukraine's middle-aged population [3].

It appears that the key reason to give rise to such circumstance is the level of responsibility higher than the e-media’s one, both internal (on the side of the journalistic community, title’s, author’s, editor’s public image) and external (on the side of government and readers whose opinion directly affects the title, its circulation, life).

Beyond that, on the basis of the print media info-analytic content, consideration should be given to the tendencies of development of the new types of integrated-nature mass media that are busy with distributing such content within the information space by means of Internet technologies. Before continuing with the consideration of the above issues, the specifics of the modern Ukraine’s print media should be mentioned in brief.

There are public and private media existing in Ukraine. The share of the non-public sector within TV and radio information space is above 96%. According to the data of the Ministry of Statistics of Ukraine, over 30 thousand print media registration certificates have been issued, as of today [17].

The Ukrayins'ka Pravda, Ukrainian Voice, Mirror Weekly, Day, Newspaper in Ukrainian, Today newspapers are the most significant and important ones among the print media, for the time being. The materials analyzed and published on the pages of these periodicals became an empiric basis for the description of the subject of research herein.

It seems natural that the Euromaidan and subsequent political upheaval became a determiner to immediately affect the nature and content of the print media’s publications. Coincidence of wants and paradigms of the print media owners (generally, industrial magnates) with the ideological course of the new regime appeared to be an immediate result of such events. Formerly (during the presidency of Kuchma and Yanukovich), large mass media proprietors being of oligarchical circles attempted to counter power and government-favored clans on a number of issues as well as fought very hard for their business interests against each other, however, basically, these days they act in a so called tandem with the governing elite the entering of which into power they virtually facilitated.

This circumstance was on full display under the events in Crimea and Donbass when the leading private print media of Ukraine virtually became a voice of the information war launched by new Ukrainian regime. In this regard, starting from 2014 the majority of large Ukrainian newspapers have been regularly promoting the “European” choice of Ukraine with simultaneous publication of plain anti-Russian articles to create an image of Russia as an aggressor and invader.

Let us subscribe to an opinion that the concept of contradistinction of Russia to Ukraine, the Russian and Ukrainian people, runs really deep. After demise of the Soviet Union and achievement of independence by Ukraine, the latter received a development boost. It was supported and, to a certain degree, initiated by the post-Soviet regime of Ukraine to consider such politics as a way to establish an independent state, national and civic identity. In practical terms, it materialized into specific ways of the language policy pursued, history taught, mass media work, etc. [19].

Crisis 2014 marked a turning point when the negative assessment of Russia within the Ukrainian society came to a head. Protest moods were shaped based on the pro-European choice, the archenemy of which Russian and euro-Asian way of development represented. Considering this process in the context of building of the “image” of Russia, the year of 2014 became a point when a good part of the Ukrainian society took its negative aspect as the overriding one and began to associate Russia with decline and degradation as opposed to European way of living as a symbol of growth and well-being. [1, p. 95]

This being said, the print media’s editorial staff intentionally ignored the alternative points of view, while being loathe to see the presence of civil split of the Ukrainian nation. Thus, it appears
that the year of 2014 resulted in virtually total evening-out of ideological discrepancies as to print media’s viewpoints. Within this context, when assessing beliefs about the prospective development of Russian-Ukrainian relations it is immaterial whether such media are private or public.

Beliefs of the print media of modern Ukraine about the future relations with the Russian Federation are almost entirely governed by the opinion deeply-rooted in the Ukrainian intellectual community about the fundamental differences in the essence of the Russian and Ukrainian national identity.

It is particularly remarkable that some political figures of modern-day Ukraine, in particular, people’s deputies from the Radical Party of Ukraine Andrey Lozovoy and Oksana Korchinskaya, being guided by the above mentioned “academic mythology”, submitted a draft law to the Verkhovnaya Rada by which they suggest prohibiting all governmental authorities to use the name of modern-day Russian Federation “Russia” and demand to recover the “historical name” Moskovia instead, – Ukrainian Independent Information Agency reports. The explanatory note says that the name “Rus’” with “Russia” derived from it is a generally recognized name for modern-day Ukraine, while Russia just appropriated such name in good time [10].

Naturally, the above mentioned logical concepts determine stable beliefs of the Ukrainian media about the fact that the bilateral relations between Ukraine and Russia will remain extremely hostile in the foreseeable historical perspective. It is notable that by developing such thesis, the Ukrainian print media utterly and completely duplicate the point of view of the Ukraine’s President P. Poroshenko [2].

The analysis of the publications by the leading Ukrainian print media performed for the period from 2014 to 2018 highlighted over two hundred editorials which stated the absence of any opportunities for the improvement of the Russian-Ukrainian relations in foreseeable perspective. The following key reasons for such forecast were given:

- overt military entrance of Russia into Ukraine being a large-scale bilateral conflict accompanied by the relevant trends for its further development and expansion (in support of this conclusion all kinds of data are given on supposedly available ambitions of the Russian ruling circles to seize territories of not only Donetsk and Lugansk regions but also the Kharkov, Odessa and Mariupol ones from Ukraine. Wildest forecasts of the Ukrainian print media are connected with the Russia’s intent to make use of the whole territory of Ukraine as a base area for further military invasion of Europe);
- aggressive hybrid war which includes, firstly, an officially deployed campaign aimed at discreditation of Ukraine as a full-fledged member of European integration institutions, and secondly, activities aimed at destruction of the Ukrainian economy, destabilization of wide-scale domestic political conflict with the purpose of change of the Kiev government in place.

For instance, the Newspaper In Ukrainian always features so called “Kremlin” messages being irrational crack-downs on Ukraine. For instance, in their information paper dedicated to negative-for-Ukraine results of the referendum in the Netherlands, the author notes that Russia always bears in mind to “pique” Ukraine. So, shortly before the referendum the Russian high-ranking officials once again made shockingly bad anti-Ukrainian statements, in particular, the prime-minister of the Russian Federation Dmitry Medvedev stated that Ukraine never had statehood, while State Duma’s speaker Sergey Naryshkin made it plain that 3–4 days would be sufficient for Russia to get a military victory over Ukraine. Such statements, in the author’s opinion, are by no means a fantasy but an element of the national strategy [4]:

- plainly chauvinist essence of the Russian government in place. It is notable that the Ukrainian journalists are ready to find and see it in a wide variety of events and measures held and taken in the territory of Russia, even on the eve of such holiday being holy for each citizen of the former Soviet states as the Victory Day.

In particular, while centering around festive events held on May 9, 2017 in the Russian capital, the Ukrainian newspaper Day notes, that the Russian civil campaign “the Memorial March” in
memories of veterans, definitely turned into an empire and chauvinist mess. Putin in person took part – sure thing in the midst of tough guys in civilian clothes with pinned St. George’s ribbons – in solemn procession on Red square in Moscow. In Kiev, the campaign participants were carrying Soviet marks, “anti-fascist” posters uttering threats to Ukraine with new Nuremberg tribunal. All of those things looked like a politically dangerous tragi farce. Such campaign was dedicated to backslide all joint efforts of the united nations, to liberate the victory (being supposedly a Red Army’s deed), and, what is more important, to represent the Ukrainians not as heroes but as Stalin’s slaves who were fighting the Nazi just by the wave of the Grand Chief’s hand starting from the summer 1941” [4]. It appears that any comments with regard to the mental stability of the authors of the above “literary performance” are needless;

➢ presence of large-scale anti-Russian front of international civilized community. Practically, every issue of top-ranked print media contains expatiations on hatred in relation to Russia, which are supposedly present in diplomatic top leaders of the leading states of the world. Consequently, there are practically no chances to normalize the international atmosphere notwithstanding all attempts to achieve that, taken by Kremlin. In this regard, in the opinion of journalists of top-ranked Ukrainian periodicals, Ukraine must keep its footing as an “advanced stronghold” in ensuring counter-efforts against the Russian imperialist aggression as far as that particular status is a key factor, which provides for a place among the leading states of the world.

Thus, the analysis of the publications of the Ukrainian print periodicals performed allows stating the following. It appears that this particular part of the Ukrainian mass media currently presents a rigged weapon of the official Kiev power, considered by the latter as a determining factor for arrangement and creation of anti-Russian “information mythology”. This is attributable to virtual absence of any serious think pieces on the pages of the Ukrainian periodicals with authors aiming for white lighting the deep social and political crisis in Ukraine and influence from the part of external powers (not only Russian Federation, but European Union and USA, as well) as to the development thereof. In other words, print media are used by official Kiev for purposeful shaping of the Ukrainian public opinion for more radical steps connected with breaking of all significant ties with the Russian Federation and integration into Euro-Atlantic institutions under any conditions, even as a dependent non-full member.

It is obvious that the visions of the future trends related to the Russian-Ukrainian relations based on hard anti-Russian discourse and building the enemy image allowing of no appeal are to the maximum extent, equivalent to solution of this problem.

Along with that, it must be noted that recently, the Ukrainian public, and, in particular, web-based media, has offered alternative more weighted points as to the future Russian-Ukrainian relations. In view of rampant development of their representation potential, it is to be hoped that the Ukrainian public opinion will further have less radical and more appropriate vision originating from the significance of the future cooperation with the Russian Federation within the context of ensuring progressive development of the Ukrainian state.

Current international relations are suffering another system crisis connected with the aggravation of yet traditional confrontation between Russia and the countries of Euro-Atlantic region.

The problem of early resolution of the Ukrainian crisis encapsulates an extremely urgent issue on the international agenda. We hold to the opinion that its potential positive resolution directly comes from the shift in the opinion of the Ukrainians as to the perception of Russia and prospects for further development of relations therewith. Mass media are undoubtedly a core driver here. Starting from the second half of the 20th century, such institutions have been fairly perceived in non-fiction and social and political practices not only as a basic determiner in shaping of public opinion, but as a significant factor of the political process as well. In the latter case, mass media are perceived as a sort of broker of political power – the information
one, which is, to our opinion, getting a status equivalent to the governmental power under the present-day circumstances, implemented within the system of separation of powers.

With this background, this piece of work focuses on the analysis of the Ukrainian mass media’s visions of future relations with the Russian Federation. We hold to the opinion that the overall assessment of this issue will allow predicting variants of alteration of the Ukrainian public opinion, and hence, the possibility of overcoming a severe crisis in bilateral Russian-Ukrainian relations.

Continuing with the consideration of the issue in question, it must be noted that over extended periods, the Ukrainian mass media has been consistently promoting an extremely negative image of Russia and the strategy thereof, based on the statement of the fact that Russia inherited a plain imperial political nature in relation to Ukraine from the Russian Empire and the USSR. To put it another way, one must subscribe to an opinion that the information concept of contradistinction of Russia and Ukraine, the Russian and the Ukrainian people, runs really deep.

After the extinction of the Soviet Union and acquisition of independence by Ukraine, the latter received a new development impetus. It was supported and partly initiated by the post-Soviet authority in Ukraine which considered this policy one of the ways of forming an independent state, national and civil identity. Practically, it was implemented in the language policy, teaching of history, the mass media policies, etc. [7, p. 6]. It was reflected in recent researches.

In particular, the paper of A. I. Miller proved that the mass media in Western Ukraine for much of 1990s was heavily promoting a negative image of Russia, opposing the interests of the two countries and, consequently, their imminent confrontation was predicted, due to Ukraine’s choice for European integration way [11].

It should be noted that focusing on formation of the negative image of Russia in the materials of the Ukrainian mass media in late 2000s gained short-term trends to partial change. It seems that this was due to the pro-Russian policy of V. Yanukovych administration. As a result, even in the Western news media which are known for their extremely intolerant attitude toward Russia, “overall information on the subjects contained neutral and positive nature materials, but still the volume of such materials was not enough for creation a positive image of the Russian State” [2, p. 54].

However, the Western Ukrainian newspapers traditionally published the materials on the history of the country in which Russia was not directly mentioned, and such materials contributed to the negative perception of the image of the eastern neighbor created in the Ukrainian community.

For example, we should mention numerous articles about S. Bandera who is considered to be a hero of Ukraine fighting for its independence. Taking into account the fact that Bandera fought against the Soviet authority associated with the Russians, and often with modern Russia as the USSR’s legal successor, there is no doubt that such materials are implicitly strengthening the image of Russia as Ukrainian enemy [9].

These circumstances have clearly demonstrated that even during the presidency of V. Yanukovych, the media trend towards the formation of the negative image of Russia and perspectives of relations between Russia and Ukraine have not been overcome in the Ukrainian mass media.

As a result of the events of 2014, finally, the given trend became predominant. At that, the status of the Ukrainian mass media has changed, most of which lost their ideological independence and became the tool of transmitting the official position of the new Kiev authorities. We can agree with the view that “the Ukrainian authorities have started an anti-Russian campaign in the media scene using the “malicious” way of information misinterpretation. The deviousness of this method manifested primarily in illegal ways of the information influence on the audience, affecting the public opinion and sentiment [10, p. 28].
Eventually, the information content of the vast majority of Ukrainian mass media after 2014 was focused on the formation of public opinion that was set against the opportunity to improve Russian-Ukrainian relations. Semantic concepts that determined this policy of the Ukrainian mass media were claims against Russia forming the idea that Ukraine is currently at war with Russia.

The analysis of materials of the leading Ukrainian mass media (primarily electronic, such as “UNIAN”, “Ukrainian Pravda”, “Apostroph”) allows to define the following basic concept:

open military Russian intervention to Ukraine having the nature of large-scale bilateral conflict accompanied by the trends for its future development and expansion. It should be noted that when noting this fact, the Ukrainian media rely on unverified data of the officials that substantially vary. For instance, during his speech to the Verkhovna Rada in June 2015, the President of Ukraine P. Poroshenko stated the presence of 9000 soldiers. At the same time, on June 8 the Minister of Defense of Ukraine S. Poltorak claimed that on the territory of Donetsk and Lugansk there were about 42.5 thousand Russian soldiers, and, moreover, “they have 558 tanks and military vehicles, artillery systems and other armaments – as many weapons as would be enough for an average European State” [12, p. 66]. Considering the fact that there was no evidence of the facts mentioned in both cases, there is nothing to prevent the Ukrainian media from significantly inflating these figures for propaganda purposes;

The point to be emphasized is that the stereotypes of Ukrainian mass media have significant impact on public opinion. Thus, the results of the survey carried out by the order of DeutscheWelle in December 2014, showed that more than 80% of Ukrainian citizens believe that their country is at war with Russia (59% said “yes”, 22% “rather yes”). This survey was not conducted in Lugansk and Donetsk regions, in the area of direct hostilities. Results of the similar survey carried out in September showed that only a population of Donbass for which the only source of information was either Russian or separatist television, does not believe that there is a war between Ukraine and Russia, with Russia being responsible for the death of people (56% and 63% respectively). However, the local population is the most misinformed – 25% could not determine whether there is a war or not [13, p. 33].

Moreover, after the reunification of the Crimea with Russia, the vast majority of Ukrainian mass media considered promising bilateral relations between Ukraine and Russia only in terms of further enhancing the conflict that may result in direct military confrontation. The basis for this prediction beyond the fact of presence of the Russian military forces on the territory of Eastern Ukraine became the image of the identity of V.V. Putin who was compared to Hitler by the leading Ukrainian journalists. In this context, the identity of the Russian President is shown in the Ukrainian media as tyrannical, devoid of human qualities.

For example, in the newspaper “Ukraina moloda” there was an article published under the title “Revelations of inadequate aggressor”. The authors made comments on all messages of Vladimir Putin at the press conference concluding the following: “in general, listening to the leader of one of the largest and most powerful States in the world made it necessary to worry not just for Ukraine, but for the whole world. Quietly and carefully (though his face was suspiciously nervous), as a patient of psychiatrists convinced in their adequacy, the leader of one of the largest nuclear states on the planet uttered not just low-quality propaganda stuff, but quite outspoken nonsense” [6].

In the Ukrainian media, Putin is displayed as an invader, cruel and Machiavellian person. Thus, according to the newspaper “Kommersant Ukraine”, Vladimir Putin’s statement at the press conference in 2014 suggests that “there will be no military aggression, but he will not give up Crimea. Crimea will be a Federal Republic that is to remain as a part of Ukraine, but to become Ukrainian Transnistria”. In that article, professor of political science at the National University of Kiev-Mohylivskaya Academy, A. Garanya underlines that “Vladimir Putin’s rhetoric has not changed. Plans to split Ukraine from the inside failed, now he will carry out the scenario of
a creeping federalization. Putin does not want to leave Crimea. The statement that Ukraine became a new state after the revolution, and the treaties on the protection of its territorial integrity have lost force, has clearly shown Putin’s intentions [14].

The result of the ideas about the personality of the Russian president are prophetic thoughts about the possibility of bringing him to international responsibility for the committed crimes. For instance, the Ukrainian international lawyer V. Vasilenko (he was a judge of the International Tribunal for the former Yugoslavia from 2002 to 2005) states: “In theory, the Russian President Vladimir Putin may face the trial for his crimes in Ukraine... There may be a punishment for war crimes and crimes against humanity: in the event that it is going to be proved that the leader of Russia was aware of the commission of such crimes, but did nothing to prevent them” [18].

Thus, during the initial period of the Ukrainian crisis development, the pessimistic scenario based mainly on the identity image of the Russian President, in particular, his maniacal aggressiveness, dominated in the Ukrainian media when evaluating the prospects for the development of relations with Russia.

However, further continuation of the armed conflict in the South-East of Ukraine and, as a consequence, deterioration of its internal political situation have made adjustments to the presentation of Ukrainian media on prospects for relations with Russia. In 2015, there were articles which attempted to objectively assess the situation and, accordingly, to implement more pragmatic approach to the ideas about the future of Russian-Ukrainian relations.

As an evidence for the above said, we can mention the article of the Ukrainian online media “Argument” the author of which suggested the five scenarios of the further development of the conflict between Russia and Ukraine – from confrontation to possible “suspension” taking into account the current borders with the unacknowledged republics and Crimea being included in Russia. In the latter event, according to the author’s opinion, the perspectives of the relations between Russia and Ukraine will mostly depend on the position of the international community. In this case, the issue of the relation normalization with Russia will not be clinched without comprehensive transformation of the post-Soviet countries and addressing of the territorial issues over Karabakh, Transnistria, Abkhazia, South Ossetia. Integration of the aforementioned regions to the national states may be preceded by their temporary assignation under the international management. Now, Ukraine should start promoting the idea of holding an international conference to conciliate and regulate the post-Soviet countries by diplomatic and propaganda means. In this context, the mutual efforts of Ukraine, Georgia, Moldova and Azerbaijan within the framework of GUAM as a renewed regional organization have significant potential” [19]. Later, this trend was continued in the Ukrainian media. In July 2016, the odious resource “Apostroph” published an article written by observer O. Oktiksyuk, “The war between Russia and Ukraine: four scenarios of the nearest future”. Despite the eloquent headline of this article and the use of analytical arguments, the four possible scenarios for the development of Ukrainian-Russian relations were analyzed. In spite of the fact that, according to the author, the most credible of them is strengthening the confrontation, the article allows for the option of normalizing the bilateral relations of the countries. At the same time, it is stated that “such scenario of the situation development is possible in case of the geopolitical consensus between the Russian Federation and the West, resulting in the new rules of play for Washington and Brussels, recognition of the right of the Russian Federation to influence the post-Soviet countries, including Ukraine. In this case, the issue of the annexation of the Crimea by Russia will be solved, and the conflict in Donbass will be settled by the Bosnian scenario (this will lead to federalization of the country which the Kremlin wishes for)” [3]. The author does not admit the high probability of such course of events, however, stresses that, supposedly, the Russian political elite is more interested in the normalization of relations constantly sending the corresponding “signals” to the Ukrainian expert community.
Conclusions
So, concluding a brief description of the Ukrainian media’s views on the prospects of Ukrainian-Russian bilateral relations, we state the following. Undoubtedly, the crucial paradigm of the information of the majority of Ukrainian media, especially after the events of 2014, is the preparation of Ukrainian public opinion for the imminent “shooting” war with Russia on the basis of the formation of an enemy image who, in violation of the international law, annexed a part of the Ukrainian territory and aims at destruction of democratic sovereign Ukraine that has made a choice in favor of Europe. Despite the fact that these statements have the stereotypical nature and are not supported by significant factual evidences, they currently determine the views of the Ukrainian majority. From our point of view, it is obvious that such a perception of the prospects for Ukrainian-Russian relations is an intention of the Euro-Atlantic alliance countries that use the Ukrainian crisis to weaken the Russia’s geopolitical influence. At the same time, in the past two years, some articles appeared in the Ukrainian media, primarily on the pages of electronic media, by the authors seeking to objectively approach the assessment of this issue, emphasizing the inevitability of building bilateral relations in any geopolitical situation, since such an option serves the interests of the political elites of both countries. However, at present, such publications are an exception and cannot influence the nature of Ukraine’s public moods.

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Increase in the Migration Attractiveness
As a Programme of the State Youth Policy in Poland

Annotation: this paper is based on the data of the in-depth-interviews of the Polish respondents which was undertaken within the framework of “The Implementation of Youth Policy in the Countries of Europe, the CIS, in China and in India” research project for the Federal agency for youth affairs of the Russian Federation. Because of the special programs for youth, Poland is more and more attractive for exchange students and enrols from some foreign countries, and from Russia in particular as the Polish universities implement a large number of programs in Russian, and, consequently, allocate grants for young people with knowledge of Russian language. The Polish state offers an active support in the start-ups and development of the youth business, providing students with place and facilities to implement their business ideas. The paper focuses on the political movements of the school and university students, which also receive approval and support from the authorities, because they help to involve young people in the socially significant spheres (health care, education, culture) and act at the same time as an effective tool for shaping the political consciousness of young people. The paper also addresses the negative side of migration such as the gap between the cultural, religious and socio-political identities of the representatives of different countries.

Key words: youth policy, migration policy, measures for implementation of youth policy, public processes, partnership and dialogue.

JEL classification: A140.

Introduction

Effective youth policy acquires an exceptionally important for the purpose of increasing the migration attractiveness countries. Poland, despite the lack of official measures to implement the youth policy in the country is quite attractive for students and for young people with higher education. The attractiveness of Poland is due to the presence of a large number ways of supporting youth by municipal authorities.

In the Polish legislation there is no definition of youth, because the age boundaries are also not specified. The state strategy of youth development in Poland is based on the needs of the young people themselves. Such a policy can not exist without dialogue, partnership and inclusion of Polish youth in social processes [11].

Every year the country hosts the “International Youth Forum in Warsaw “, which for two days brings together on their sites 300 youth representatives, including youth leaders, workers youth organizations, young politicians from the Eastern partner countries from 33 European countries (Erasmus + program members), for discussion the active position of young people and their participation in the decision-making process [12].

Methods

In the course of the study, methods of qualitative analysis of deep non-structured interviews and online surveys analyzed the view 25 experts, among whom were: representatives of the
Results

As a result of the research, it was revealed that the support of young people within the country allows attracting highly qualified personnel, but it is important to remember that there are always more attractive countries for local residents. It is important not to allow the country to lose citizens who can benefit the state. To do this, it is necessary to provide citizens of the country with jobs, and only then to engage in the recruitment of personnel from abroad.

Migration. «Migration – (Latin “displacement”, “resettlement”) spatial movement, territorial movement of the population associated with the change of residence (for a period of not less than six months)» [18].

The following types of migration are distinguished:
- irretrievable (final change of place of residence);
- temporary (long-term resettlement);
- seasonal (moving in certain periods of the year);
- pendulum (regular trips to the place of study or work in another locality);
- internal (internal movement);
- external (emigration outside the country and immigration to the country).

The causes of migration include:
- a large gap in the economic development of individual regions;
- high unemployment in the country;
- armed conflicts and hostilities;
- social and natural conflicts;
- industrialization and urbanization;
- redistribution of state borders;
- personal reasons (changes in marital status, aspiration, improve the level of education, the desire to improve housing get an interesting job or find a job that allows a decent way of life, etc.).

Migration flows, at first glance, seem to be heterogeneous, it should be noted that single, young and able-bodied men have the greatest mobility. It’s young people who cross borders for obtaining foreign education or employment in attractive companies.

The main reasons for migration:
- the economic causes of migration (most migrants, as a reason for changing their place of residence, are called the desire to improve their standard of living, people go in search of a better job that would bring them more income. This is due to the mass relocation of Arabs from Africa to Germany and France. At home, they are forced to work for pennies, so even the lowest salary in developed countries for immigrants from the black continent is a weighty capital);
- the social causes of migration (the social reasons for international migration are also quite common: marriage between citizens of different states inevitably leads to the transfer of one of the spouses to another country). Russian and Ukrainian women are increasingly looking for a husband abroad, wishing to leave the country with an unstable socio-political situation and improve their standard of living;
- the cultural causes of migration (the desire to join the history and culture of ancestors, returning to their historical homeland, also causes migration of the population). So, Israel, wanting to return home its sons and daughters, whose parents had emigrated from the country earlier, offers them citizenship on preferential terms. And it works, the flow of Jews returning to their fathers’ homeland has recently increased;
- the political reasons for migration (there is a separate category of migrant refugees leaving their home country because of political beliefs or persecutions). After the civil war with
the first wave of emigration outside of Russia, tens of thousands of Russians appeared whose political views did not coincide with the doctrine of Bolshevik power, among them writer Ivan Bunin and singer Fedor Shalyapin, composer Sergei Rachmaninov and aircraft designer Igor Sikorsky:

- The military causes of migration (when people, saving their lives, flee from the war, we are dealing with military migration. Thousands of refugees as a result of military conflicts in Iraq and Afghanistan were in Europe, and fighting in eastern Ukraine provoked a stream of refugees to neighboring Russia);

- Illegal migration (illegal migration for many countries has become a problem lately: discontent with Arab migrants in France and Germany, which resulted in popular unrest and resulted in human casualties, forced the EU to seriously study the causes of migration growth and try to work out countermeasures).

Youth policy. Youth policy is an inalienable part of the integral policy of the state, which is a system of measures and legislative acts for the establishment and maintenance of the corresponding social status of the younger generation, and together with it a certain quality of life of the youth itself, which in the future will become an economically active population [10].

The objectives of the youth policy:

1) involving young people in social practice and informing them on the potential of self-development, to support the scientific, creative and entrepreneurial activity of young people;

2) formation of an integrated system of support for those with leadership skills, initiative and talented youth;

3) civic education and patriotic education of youth, promoting the formation of legal, cultural and moral values among young people [18].

Youth policy of Poland. In Poland, at the national level, there is no ministry or other agency that would solve the problems of the younger generation in a comprehensive manner. However, the rights of young people are clearly formulated at the legislative level in the sectoral laws on education, health care, labor, sports and physical culture, and so on. As a rule, in each of the relevant ministries there is a department (department, bureau), whose field of activity is the identification and protection of the interests of the younger generation. In some areas, it is envisaged to create specialized state bodies that assist youth in realizing their rights and interests. As an example, we point out the very effective work of voluntary labor groups. The law defines them as one of the institutions of the labor market, profiled to protect the interests of young people aged 15 to 25 years. Until 1991, the Research Institute for Youth Affairs was active in the country, and after its liquidation, the Center for Youth Studies has been functioning at the University of Warsaw since July 1991, which combines scientific research into the worldview and participation in public life of Polish youth with the implementation of specific projects in sphere of youth state policy on the order of the state administration, territorial self-government, non-governmental organizations, schools, parents and other subjects interested in creating proper conditions for the formation and upbringing of the younger generation. A different picture exists at the regional level. The territorial self-government actively seek to use the potential of youth and apply various institutional forms of work with it. So, in 2005 in the West Pomeranian Voivodeship the Secretariat for Youth Affairs of the Province was created. The scope of his activities includes the implementation of tasks arising from resolutions of the sejm of the voivodship and his government concerning youth.

The youth policy in Poland is based, first of all, on the framework and programmatic documents developed by the EU bodies for the participating countries.

The directions of the youth policy of Poland:

1) social care;

2) education;

3) combating unemployment;
4) employment;
5) state social protection;
6) counteraction to alcoholism, drug addiction and crime;
7) protecting children in dysfunctional families.

The respondents interviewed during our survey also mention “Youth Strategy for 2010–2018”, which fixes all the previous documents regulating youth state policy, and also aims at involving young people in such significant areas social life, such as health, education, culture, the social sphere. Thanks to this program, the level of discrimination has decreased youth in the country, the level of unemployment, improved and expanded exchange of students between member countries of the European Union [8].

Respondents also note that because of the lack of a legal basis for youth policy within the country, young people are often involved in organizations that pursue radically right-wing views. Surprisingly unnoticed by the international anti-fascist movement in Poland, the reformation of the far right is currently taking place. Annual “March of Independence” under the nationalist slogans gathers more than 20,000 participants. Thus, the largest march of right-wing radicals in Europe is taking place in the Polish capital. The result of this was the formation of the Nationalist National Movement (Ruch Narodowy).

The state also actively promotes the value of education. In Warsaw, the question “Why do you need education?” 31% of students and 29% schoolchildren answered: “To develop throughout life.” For many years in a row, based on the results of sociological surveys, education was not considered by Poles as a value in itself, but served to achieve other purposes. But for today almost 90% of schoolboys declare, that education is a sign of belonging to the elite of society, and that they so they want to get it.

Our experts confirm the dependence of the material evaluation of the work of young people on the prestige and quality of the education of students: students large well-known universities are more in demand, especially since the university employs graduates. Moreover, state youth policy is aimed at assisting young people in obtaining quality education: in Poland young people can receive several higher educations, studying in parallel, or, after graduating from one university, they can enter another – in each case receiving a scholarship and free accommodation in hostel.

When answering the question “What do young people in your country have, in your opinion, what advantages do you have for the older generation?” Experts singled out free access to information and freedom of movement. The latter advantage pushes many young Poles to seek work abroad. The length of service abroad is equivalent to the internal, that is, it is counted at retirement, therefore, being inside European Union, Polish youth do not care where to work and can work in a country where you can earn more and / or get a more interesting and attractive job. But even in the absence career plans for a minimum wage, which often young people begin their careers, you can live in Poland. Favorable economic conditions help the young man to plan his future independently without state support. In its turn, the main principle of the state is not to hinder youth projects and if possible support them. This also applies to business projects, one which were cited as an example by interviewed experts – a cafe opened by three school graduates in the center of Lodz. The cafe is called “Cavalierka”, which means a one-room apartment, the concept laid in the foundation business – to make a cafe truly home, where you can put favorite music, play games, read books, discuss, dance, even stay overnight, and also rent bicycles. Price the project a few thousand euros, the money for the project was given by the parents, but the premise was rented for a nominal fee by the state.

Such support from the state extends not only to the Polish youth, but to all young people who live in Poland. That is, migrants. This encourages young people to move in Poland to work or to get there education.
However, the influx of foreign youth interested in public support measures creates a number of problems, among which experts, first of all, noted “cultural and religious contrast, as well as socio-political views”. “Difficulties cause differences in the views concerning family life “is the answer of one of our respondents”, which is shared by all other survey participants, since the mentality of Europeans and migrants from the countries of the Middle East often does not coincide. This difference leads to the emergence of interethnic conflicts, as well as to the aggravation of the rejection of Polish culture and the refusal to adapt.

For other countries-migrants, in particular, coming from Russia on student exchanges or entering the Polish universities, cultural differences are not an obstacle and the processes of adaptation to the host culture are painless. Such migrants are subject to state support at the grant level and are along with Polish youth.

**Conclusion**

Since the state youth policy in Poland develops in close cooperation with youth, aims to stimulating the desire of young people to obtain a quality education and become more competitive in the labor market, paying attention to on the situation of migrants, the country is becoming more and more attractive both for Polish youth, who are less and less thinking about moving to other countries, and for young people from other countries.

Thanks to the active dialogue of the Polish authorities with the youth, the availability of many educational programs for foreigners, as well as the lack of national and ethnic boundaries when hiring, Poland creates favorable environment for attracting young, often highly qualified and increases its migration attractiveness. However, it should be noted that the country enjoys the greatest popularity. Young people from the Middle East, Africa, Eastern and Latin America. It is also an important fact that the flow of citizens of the Republic of Belarus and Ukraine.

Speaking about the possibility of adopting the experience of Poland in terms of youth policy, it should be noted that despite the lack of a state as such, youth policy (as it is regulated by a single youth policy for all countries of the European Union), all persons under the age of 26 have colossal social security measures, free education, as well as “barrier-free environment”.

Young people actively participate in solving political problems of the country, it can participate in conferences and councils, convened at all levels. Poland has introduced a new approach to youth policy, it is building its laws on the needs of the younger generation. Young people have the right to solve issues of concern to her in almost all areas that affect everyday life.

Thanks to the support of the state, the percentage of the population that seeks to get an education has almost doubled in the past 10 years. It should also be noted that, despite the fact that Poland is far away on the level of life and development of the economy from many countries, the migration the flow to the country is increasing every year.

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Fundamentals of International and Domestic Tourism Development: Models, Norms and Methods

Annotation: the purpose of this article is to study and analyze the current experience of international tourism organizations, foreign states and the Russian Federation in the development of tourism. The scientific work shows the importance of the tourism industry in the development of the national economy of the state. On the basis of the conducted research the article reflects the current problems in the Russian tourism sphere and presents the importance of the state policy in creating favorable conditions for the sustainable development of the domestic tourism in the state. Based on the analysis of the world experience in the field of tourism, the recommendations to improve the competitiveness of the Russian tourism product in the domestic and international tourism markets are proposed.

Key words: tourism sphere, international experience, state tourism policy, state regulation of tourism in Russia.

JEL classification: A140.

Introduction

Currently, the tourism industry is one of the dynamically developing, profitable and promising sectors of the world economy. According to the World Tourism Organization (UNWTO) for the period 1990–2016 the amount of income from international tourism increased from 264.0 billion to 1.5 trillion USD. Nowadays tourism accounts for 10% of the world’s gross product, 7% of world trade and every 10th workplace. The tourism industry serves as a means of creating new jobs and increasing the level of employment: one workplace in the tourism sector creates up to five new jobs in related sectors of the economy; the growth of employment in the tourism sector is 1.5 times higher than in the manufacturing sector of the economy [17, p. 20].

According to the UNWTO World Tourism Barometer, since 2010, after the global financial crisis of 2009, the world has witnessed an annual growth in the number of international tourist arrivals at an average of 4%. At the end of 2016, this index was 1 billion 235 million people (figure 1) [20, p. 12].

As the experience of international practice shows, investment in the development of tourism is positively reflected in strengthening of the national economy of the state. For example, due to the well-developed level of tourism, most citizens of the European Union, the United States of America and the People’s Republic of China mostly travel in their countries. In the US and the EU the number of domestic tourists is about 80% of the total number of tourists, and in
China this figure is gaining more than 1 billion people annually. In general, annually more than 2 billion people worldwide travel within their own countries [5, p. 18].

It should be noted that the tourism industry, when rationally organized in the country, is fully capable of becoming an additional source of replenishment of the national budget and has a huge impact on the growth of the socio-economic sphere of the state. According to the experts’ estimates, countries that are not considered to be advanced in the sphere of economy are able to fully win high positions in the international tourism market if they possess a large tourism potential. The main and primary obligation for realization of such possibility is implementation of purposeful and active state policy on creation conditions for the sustainable development of the tourism industry in the country [11, p. 34].

**Methodology**

The theoretical and methodological basis of the scientific research comprises international and Russian legal documents; fundamental works of scientists in the field of legal support, state and economic regulation of the tourism development; official statistics. The following scientific methods are used: analytical-synthetic method, study of primary sources, expert evaluation methods, statistical data analysis, secondary data analysis, comparison, system-approach methods, etc.

**Results**

1. *Experience of foreign countries in tourism development.* As it was noted, in recent years, tourism products of various countries have been actively promoted in the international tourism market. Often, success in the implementation of tourism products depends on the state tourism policy within the country.

   The tourism policy of the state is a set of methods, forms and directions of the state’s influence on the sphere of tourism in order to achieve certain goals for the preservation and development of the socio-economic sector of the country [1, p. 56].

   The main directions of the tourism policy of the state are protecting the rights of tourists, interests of national producers of tourism products, rendering all kinds of support to domestic and inbound tourism in general. Forms of state support can range from direct financial investments in the development of the tourism infrastructure, training specialists and personnel of the tourism industry, scientific and advertising promotion of the national tourism product in the international tourism market to the customs and tax incentives aimed at creating comfortable conditions in

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**Figure 1. Number of international tourist arrivals for 2013–2016 years**

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the domestic tourism market to attract foreign investment, development of domestic and inbound tourism.

The scheme of implementation of the state tourism policy involves the following components:
1) elaboration of a concept for development of tourism;
2) development of specific measures to achieve the stated goal;
3) implementation of targeted programs for the development of the tourism industry in the country at the national and regional levels;
4) state regulation of tourism activity in the country [6, p. 102].

It follows from the above that the state tourism policy is a component of the general socio-economic policy of the state. In each country, the boundaries of the state’s impact on tourism are defined in different ways: in many cases, it depends on the importance of tourism in the economy of the state. The conducted analysis of legal and economic aspects of the state regulation of the tourism development in countries promoting the national tourism product in the international tourism market allows to identify the following models of organization of macroeconomic regulation of tourism by the state: self-regulation, partnership and administration [21, p. 91].

The model of self-regulation assumes the absence of state regulation in the tourism industry of the state – the domestic tourism market develops independently on the basis of competition and market mechanisms. This model is used by the public authorities in cases when the country prefers to develop other sectors of the economy instead of tourism, or if there are strong national tourism organizations in the domestic and external tourism markets capable to manage profitable tourism activities without state support. Currently, the model of self-regulation is applied in the USA tourism industry. In this country, the degree of state influence on the tourism industry is reduced to the level of non-interference and limited by the legal regulation of the work of tourism organizations.

At the same time, it should be noted that this model may not always be highly effective, since self-regulation does not imply a united approach to the development of national tourism, making the country’s tourism sphere unsystematic and spontaneous.

The partnership model means that the state recognizes the tourism sector as a significant branch of the national economy and supports it. Within this model, the state regulation of the tourism sector in the country is carried out through a diversified ministry. For example, in the UK it is the Department for Digital, Culture, Media & Sport; in France it is the Ministry of Transportation and Public Works; in Spain it is the Ministry of Economy, Industry and Competitiveness. The state regulation of the tourism sector takes place through the formation of the country’s regulatory framework in the tourism industry, the collection and processing of statistics on tourism, coordination of the activities of regional authorities in the field of tourism, interaction with private business, etc.

Such system of state regulation of tourism is productive from the point of view of arranging in the country constructive interaction between the central authorities in charge of the tourism industry and regional authorities, as well as of attracting private investment in the domestic tourism market through a public–private partnership. However, the partnership model can be effective only in the highly organized sphere of tourism in the country, when there is a stable demand for the national tourism product in the domestic and international tourism markets and a steady growth in the rate of tourism production, no need for strict state regulation of the work of tourism organizations, etc.

The administration model is a form of organization of the state macroeconomic regulation of tourism, when the state recognizes the tourism sector as one of the main branches of the national economy. This model is intended for the dynamic development of the state’s tourism sector and is used by the state in implementing the strategy of gaining a significant position and substantial niche market of the national tourism product in the international and domestic
tourism markets in the shortest possible time. When the model of administration is implemented in the country there exist the Ministry of Tourism.

Within the framework of this model, administrative levers of macroeconomic regulation of the tourism industry prevail in the country: development of state programs for the development of domestic and inbound tourism, application of preferential taxation to the tourism organizations, provision of preferential state loans to the companies relating to the tourism industry, etc.

Presently, the administration model is prevalent in leading tourism countries, namely, Turkey, China, Egypt, Tunisia, etc. Considering the results of the above-mentioned countries on the macroeconomic state regulation of tourism it can be noted that this model is quite effective, but for being successful it requires substantial funding both from the state and the private sector.

2. International tourism organizations and legislative acts of the tourism sector. Currently, the success of the national tourism product in the international tourism market depends not only on the quality of the tourism policy of the state, but also on the productive activities of tourism organizations.

Tourism organizations are classified according to the following criteria:

a) national-territorial: international, national and regional, which work is of a global, national and regional character;

b) public-state: private, public, governmental;

c) field of activity: tour operators, travel agencies, transport organizations (railway, aviation, cruise, bus and automobile organizations), local trade unions;

d) kind of activity: professional associations, trade and consumer organizations, project organizations, training associations, regulatory agencies, consultants, market agents [12, p. 177].

International tourism organizations have the following goals and objectives:

- preservation of the cultural heritage of peoples and nationalities;
- protection of nature and environment;
- promotion of the economic development of the participating countries;
- practical assistance to the participating countries in promoting the national tourism product in the international tourism market;
- specification of the directions for the development of world tourism in general;
- solution of the problems arising in the course of the development of the world tourism [18, p. 205].

Today, the world’s leading tourism organization is the World Tourism Organization (UNWTO). This tourism organization was established in 1975 on the basis of the restructured non-governmental International Union of Official Travel Organizations (IUOTO) under the auspices of the United Nations (UN).

Currently, UNWTO is an intergovernmental organization which includes 158 member countries, 6 associate territories, 2 territories with observer status and more than 500 affiliate members, among which are national government organizations; tourism associations; private companies, including tour operators, airlines, hotel and restaurant association; institutions of tourism education. The headquarters of the World Tourism Organization is located in Madrid (Spain).

The UNWTO charter was adopted on September 27, 1975, and since 1979, by the decision of the third session of the General Assembly of the World Tourism Organization, the day has been celebrated as World Tourism Day.

The main objective of the World Tourism Organization is the promotion and development of tourism as an important means to promote peace and understanding among peoples, economic development and prosperity of the countries of the world, respect and observance of human rights and freedoms [3, p. 121]. In order to solve the set goals the UNWTO cooperates with such international organizations as UNESCO, International Civil Aviation Organization, World
Health Organization; government agencies of the participating countries of the World Tourism Organization; national tourism organizations, etc.

In addition to the above, it should also be mentioned about the international regulatory legal acts aimed at regulating organizational, legal and economic issues in the tourism sector. A regulatory legal act is a written official document adopted (published) by a law-making body within its competence and aimed at establishing, changing or abolishing legal norms [4, p. 645].

On October 10, 1980, Manila Declaration on World Tourism was adopted at the World Tourism Conference in Manila, Philippines. It considered tourism as an activity essential to the life of nations because of its direct effects on the social cultural, educational and economic sectors of national societies and their international relations.

On September 17–26, 1985 in Sofia (Bulgaria) Tourism Bill of Rights and Tourist Code were adopted at the sixth session of the General Assembly of the World Tourism Organization. These documents are the most important and basic documents for the development of the world tourism to this day.

On November 4, 1994 at the World Conference of Tourism Ministers in Osaka (Japan) adopted Osaka Tourism Declaration, emphasizing the importance of the tourism industry for the development of the countries and international relations at the present stage.

The thirteenth session of the General Assembly of the World Tourism Organization, held in Santiago, Chile, from September 27 to October 1, 1999, adopted the Global Code of Ethics for Tourism, which aims to guide the development of the world tourism in the twenty-first century and to increase the international flow of tourists. The Code states that the development of the tourism infrastructure in the country should be aimed primarily at the cultural, social and economic benefits for the local populations; the development of the tourism industry and the construction of tourism facilities should not adversely affect the environment; the public authorities should ensure the safety of tourists, etc.

Also, the main international legal regulatory documents of the tourism industry include:
- the Hague Declaration on Tourism, 1989;
- the EC Package Travel Directive, 1993;
- Report of the Board of Directors on Tourism of the European Commission, 1998;
- reports and recommendations of the World Tourism Organization [2, p. 219].

In general, it can be noted that the above-mentioned international regulatory legal acts of the tourism industry determine the objectives for the development of tourism in the state and means to achieve them; outline the forms of regulation of the relations between producers and consumers of tourism services; point to the goals and objectives, actual for the development of tourism, the solution of which is impossible without an appropriate legal basis.

### 3. Russian experience in the development of tourism

Currently, the legislative regulation of the tourism industry in the Russian Federation is carried out on the basis of international and national regulatory legal acts – international documents are advisory in nature, the Russian documents have the force of law and are divided into two categories: laws with the highest legal force, and subordinate acts. In addition, the legislation of Russia on tourism activity to a large extent complies with the norms and principles of international law, and is harmonized with the law and the legislation of the modern developed tourist-friendly countries of the world [18, p. 63]. The main content of the Russian legislation on tourism is the protection of the rights of tourists, legal regulation of the work of tour operators and travel agencies, public organization of business in the field of tourism [13, p. 111].

In Russia, the special law regulating tourism in the country is the Federal law of November 24, 1996 No. 132-FL “About bases of tourist activities in the Russian Federation”, according to which the Russian tourism industry is recognized by the state as one of the priority sectors of
the national economy. The Law defines the principles of the state policy aimed at establishing a common legal base in the domestic tourism market.

Legal regulation of the Russian tourism industry is also implemented through by-laws, which include Decrees and directives of the President of the Russian Federation, resolutions and directives of the Government of the Russian Federation, normative acts of the departments of the executive branch of the Russian Federation.

In accordance with Article 2 of the Federal law of November 24, 1996 No. 132-FL “About bases of tourist activities in the Russian Federation” the legislation of the country on the tourist activities belongs not only to the jurisdiction of the federal center, but also of the constituent entities of the Russian Federation. Thus, today the tourism industry in the regions of Russia is further regulated by the regional regulatory legal acts that affect the tourist activities.

Today in Russia, the Government of the Russian Federation, the Ministry of Culture of the Russian Federation, the Federal Agency for Tourism (Rosturizm), as well as other public authorities in virtue of the powers assigned to them, carry out the functions related to the implementation of the state policy and legal regulation of the tourism industry.

The Federal Agency for Tourism (Rosturizm) is a federal executive authority performing functions relating to the rendering of public services and management of public property as well as law enforcement functions in the field of tourism. To date, in order to improve the quality of tourist services and ensure the safety of tourism in the domestic tourism market, Rosturizm approved the Procedure for determining the internal tourist flow in the Russian Federation; prepared the Strategy for the development of tourism in the Russian Federation for the period until 2020, approved by the Government of Russia; compiled the Order of classification of objects of the tourism industry and the Administrative regulations on Rosturizm granting public services on informing in the established order the tour operators, travel agencies and tourists about the threat to the safety of tourists in the country (place) of temporary stay, etc. [14, p. 115].

At the level of the constituent entities of the Russian Federation, the coordination of tourism activities and supervision of the tourism industry are carried out by various public authorities (depending on the region), established in the regional governments, city and municipal administrations: ministries, departments, committees, offices, sectors, etc. [16, p. 24].

Today in Russia, the federal program aimed at the development of tourism is the state program of the Russian Federation “Development of culture and tourism” for the years 2013–2020 approved by the decree of the government of the Russian Federation on April 15, 2014 No. 317 [9]. The total amount of financial support for this state program from the federal budget is 847.4 billion rubles.

In Russia the federal target program “Development of domestic and inbound tourism in the Russian Federation (2011–2018)” approved by the decree of the Government of the Russian Federation on August 2, 2011 No. 644 [8] is implemented for the state policy to carry out stimulation of the development of tourism infrastructure at the level of state regions. The target program provides for the creation of a modern tourism infrastructure in the regions of the Russian Federation on the terms of the public-private partnership through the implementation of measures to create touristic-recreational and autotourism clusters near the cultural and historical centers, national parks and other objects of tourist display. As of January 1, 2018, the program includes 35 regions of Russia, 45 tourism clusters, of which 38 are touristic-recreational and 7 are autotourism clusters.

According to the official data of Rosturizm for the years 2011–2016 financing of the targeted programs amounted to 87.2 billion rubles, of which 17.9 billion rubles are from the federal budget; 5.2 billion rubles come from the regions-participants and 64.1 billion rubles are invested by the private investors [10].

Today many subjects of the Russian Federation implement the regional programs of the development of tourism branch which are directed on the improvement of organizational,
CONTEMPORARY PROBLEMS OF SOCIAL WORK

Discussion
As the studied experience of the international practice evidences, today the active promotion of the national tourism product in the domestic and international tourism markets needs huge financial support of the state. However, at present, in the Russian Federation, when forming the state budget the residual principle of financing the tourism sector is applied, despite the fact that, according to the Concept of Long-Term Socio-Economic Development of Russia until 2020, the development of domestic and inbound tourism in the country is recognized as an important objective of the state [7].

The modern fast development of the world tourism market causes the need for timely improving of the legal regulation system in the tourism industry, as well as monitoring related legislation affecting the tourism industry in the country. In this regard, in order to successfully promote the national tourism product in the domestic and international tourism markets, it is very important for Russia to develop a system of legislative regulation in the field of tourism. One of the main directions of improving the legal regulation in the tourism industry should be the development of the legal acts affecting the main sectors of the tourism industry.

In modern conditions, public-private partnership is an effective form for the development of the tourism industry in the regions of the Russian Federation. Constructive approach, close cooperation and a firm dialogue between business and the government can significantly accelerate the process of formation, development and promotion of the regional tourism product in the domestic and international tourism markets. In addition, this form of interaction between the state and private business creates an opportunity for the joint development of the legal documents in the tourism sector.

Conclusions
Thus, to date, the prospects for the development of the tourist complex in Russia largely depend on the domestic policy of the state in the field of tourism. The state policy in the tourism industry should be conducted in such a way that it contributes to developing and improving the domestic tourism infrastructure, improving the competitiveness and quality of the national tourism product in the domestic and international tourism markets, stimulating investment activity in the domestic market, providing financial and non-financial support to the tourism organizations of small and medium-sized businesses, etc. In order to maintain this vector of the state policy in the field of tourism, it is necessary to use the entire complex of communications, including measures of eventful and representative character; intercultural communications; “Internet” and advertising.

In the Russian domestic tourism market there is a need to create stable conditions for the sustainable development of the tourism industry and the promotion of the national tourism product. In this regard, it is necessary to form a priority approach to the domestic tourism among the citizens of Russia.

The effective development of the tourism industry should be a priority not only for the federal but also for the regional authorities of the Russian Federation. Due to the maximum proximity to the organizations of the tourism industry and the local population, the regional authorities are able to consolidate efforts for the development of the tourism infrastructure in the region, promotion of the regional tourism product in the domestic and international tourism markets, improvement of the tourism potential of the region as a whole. In addition, the regional authorities have ample opportunities for an objective assessment of the local tourism potential, rapid response and identification of existing problems in the tourism industry of the region, attraction of private investment in the regional tourism market, etc.
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The Problem of Studying Public Opinion in the Historical Prospect

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Annotation: public opinion has always played an important role in the state. But the nineteenth century, especially during the Crimean war, it had no influence, as a result, Russia lost the war. The very term «public opinion» appeared relatively recently and has many interpretations. It is necessary to consider how this term was interpreted in the XIX century, how the opinion was expressed not only in Russia but also in the UK, and what the Crimean war influenced the opinion of citizens about the war and the state.

Key words: «Spectator», Crimean war, social opinion.

JEL classification: A140.

The study of public opinion as a social phenomenon is especially important when the state pursues active external and internal policy. It is difficult to carry out large-scale transformations without having support of the bulk of the population. In this paper, we consider some aspects of the public opinion formation in the countries participating in the Crimean War (1853–1856).

The notion of such a significant phenomenon as public opinion first received its scientific rationale at the end of the eighteenth and the beginning of the nineteenth century, when the English philosopher Jeremy Bentham first described and explored this concept in his work *An Introduction to the Principles of Morals and Legislation*. However, reasoning about this term appeared in Ancient Greece, when the Sophists paid much attention to this notion and emphasized the importance of citizens’ opinion for the management of state affairs. This is understandable, since the form of government in ancient Greece involved public discussion of various issues of the state system, and citizens expressed their opinion, formed during the public discussion in a direct vote. It would seem that under absolute monarchy, the ruler does not care about public opinion, since all aspects of the life of the state are determined only by his personal will. However, in crisis moments, the important role of public opinion becomes visible to everyone. This is reflected even in literary works: “...but, Basmanov, dost thou know wherein our strength lies? Not in the army, no. Nor Polish aid, but in opinion – yes, in popular opinion” (translated by Hayes). This is how the characters of Pushkin’s tragedy *Boris Godunov* converse, discussing the problems of the Time of Troubles.

Currently, there are many different views on this phenomenon. Representatives of various scientific and ideological directions approach the treatment and evaluation of this phenomenon differently. The following definition will be considered most general.

**Public opinion** is the exposure of consciousness or opinion within a society or group that manifests itself in various forms (both verbally and in written forms) and classifies the apparent
relation of the people’s will (mainly large groups or organizations) to the topical problems of reality that are of particular interest within society.

The subject of public opinion is mainly discussions and various acute issues on which the point of view of a person, group or public is stated: the production of material goods, events occurring in various spheres of life of any society, and the most diverse phenomena of social life that should receive a certain assessment of society or its individual institutions. The subject of public opinion is the society as a whole. A person who can speak on behalf of society is called a carrier.

The subject of public opinion, is society as a whole, a group, a people, an international society, and not specifically one person. Specifically, in this concept, the “subject” of public opinion acts as the “creator of points of view”.

Public opinion is an important partner of state structures and units, mass media and other elite citizens using any opportunities to strengthen their status among the people. From the social point of view, this is the main analyzer of opinions about people’s interests, clarifying their points of view towards the current government and its main decision. “Public opinion polls are used as an important tool for recognizing the various preferences of the population of the country, their views on the actions of various forms of manifestations of the actions of the state and its structures”.

Although this phrase was interpreted everywhere, but throughout the XVIII century, this opinion was difficult to call “public” because it reflected mainly the opinion of individual citizens, mostly, ones belonging to the top levels of power, and only to a small extent, ordinary citizens. Only in the end of the XIX century, the interpretation of this concept changed its direction – public opinion began to refer to points of view on the problem of ordinary people. Because of this, this phenomenon shows the attitude not of the elite, but of the whole society.

Therefore, there are two interpretations of the meaning of public opinion:

1st position: citizens use only the opinion offered by the elite, and do not have their own vision of the issue because of a lack of information.

2nd position: citizens independently state their own position on a particular issue and express it in legally fixed ways (for example, during a referendum or elections) as the only legitimate way for making decisions.

The first person who paid attention to the government, dependent and relying on the interests of their applicants and their opinions, was David Hume, (1711–1776) – a Scottish philosopher. He argued: “People engaged in politics and philosophy will not feel anything more surprising than the ease with which the majority is controlled by the minority, and also the desire of people through their own interests and desires to subordinate the sensations and desires of the government. Having made an attempt to analyze the way in which this phenomenon is obtained, one can see that the managers, in addition to the opinions of their submissions and their approval, can not get more support. The state is based solely on opinion”.

Thus, Hume emphasizes that any government or even the head of an organization or society entirely depends on the opinion and mood of ordinary people. The elite, the government, statesmen can not make decisions affecting the lives and lives of ordinary citizens without asking their opinions. And this is quite a fair statement, because today any issue or event that can change the mode of functioning of the society before its adoption should be widely discussed in the format of public discussions, after which various procedures for studying public opinion on this issue are used.

In the XIX–XX centuries, the study of the problem of “public opinion” became more in-depth. Many scientists and artists have tried to find a definition for this term. Quite quickly, problems were found that made it difficult to interpret the phenomenon of “public opinion” in its modern sense, and these problems consisted of two things: an incorrect interpretation of the term and a relatively later study. Jean-Gabriel de Tarde, a French sociologist (1843–1904), regards society
as a group of individuals using the same data and forming joint positions and points of view. In other words, public opinion is the views of groups of individuals oriented either to approval or to rejection, accessible to all, information. This interpretation is one of the most complete for today.

During the Crimean War, the Queen of Great Britain Victoria and the British government, in addition to conducting military operations in the Crimea, actively tried to support the moral and patriotic spirit of their subjects, publishing articles in newspapers and magazines, and Russian “evil deeds.” For example, here is a fragment of an article from the English magazine “Spectator” of January 28, 1854, extremely interesting, since it is precisely Russian “barbarism”. Thus, the British tried to maintain the spirit of society the idea of a “righteous” struggle against the Russian “invaders.”

“Letters from the Danubian Provinces received in Paris state that it is impossible to form an idea of the terror which the exactions of the Russians, under the most futile pretences, have caused there. They arrest, dispossess, and seize moveable property of all sorts. Several persons of high distinction are mentioned, who, after having been stripped of all they possessed, were trembling for their lives” [5, p. 6].

It should be noted that English magazine “Spectator” published not only letters and articles of compatriots, but also offered to get acquainted with information about the mood of the enemy, in particular, Russia. Another couple of articles are proposed: one article on the complacency of the Russian Emperor Nicholas I after the victory of the Russian fleet in the Sinop battle, and the second article tells how the Russian press publishes furious articles against England, and also leads a certain characteristic anecdote about it.

«St. Petersburg we have an illustration of the complacency with which the Emperor Nicholas looks upon his naval success, in the shape of an autograph letter to Prince Menschikoff.

St. Petersburg, Nov. 29 (Dec. 11.) “Prince Alexander Sergejewitch – The victory of Sinope proves evidently that our Black Sea fleet has shown itself worthy of its destination. With hearty joy I request you to communicate to my brave seamen that I thank them for the success of the Russian flag, on behalf of the glory and honour of Russe. I perceive with satisfaction that Tschesme has not been forgotten in the Russian navy, and that the grandsons have proved themselves worthy of their grandsires.

“I remain always and unalterably your well-inclined and grateful” Nicolas» [4, p. 10].

«The St. Petersburg Court Gazette of the 9th published a most violent article against England. Great Britain, it is said, is the moving cause of all European commotion, and the mischievous intermeddler who has filled the barren fancy of the Turk with an absurd and whimsical notion of “independence?” Decrees have been issued “mobilizing” both the active army and the reserve battalions of Grenadiers and Guards. New contracts for supplying the Russian army in the Principalities with food and forage, from the month of March next till the end of June, have just been made. A letter from Warsaw, dated the 7th instant, contains the following characteristic anecdote.

The director of the society of the Landed Property Bank of the kingdom of Poland was recently sent for by Marshal Paskiewitch. We are in serious circumstances,’ said the Prince, and I must request the society to perform an act of patriotism and fidelity to the Emperor. It must be pre- pared to advance the funds requisite for a loan, to assure the service of the army in the kingdom.’ But, replied the director, ‘the society is not instituted for that purpose; it can only advance money to landed proprietors, on a mortgage on their property; any other act is contrary to the statutes, which but recently received the renewed approbation of the Emperor. ‘All that is well,’ replied the Prince, ‘in ordinary times; but we want money, rid if an order from the Emperor is necessary, you shall have one» [3, p. 7].

It should be noted that such methods have proved to be so effective that their results have affected over the years. In the article “Britain’s Crimean War Trophy Guns: The Case of Ludlow...
discusses the deployment of military trophies captured during the Crimean war. It turns out
that the guns, howitzers, mortars, are still not just a monument of antiquity, and an honorary
award for the possession of which is conducted many years of disputes and litigation. This is an
excerpt from the article:

The queen also ordered that the usual tight security at Woolwich be relaxed to admit members
of the public wishing to see the trophies: “The Times” recorded great public curiosity. Victoria
wished in addition to have mementos of her meeting with the veterans, and sent her house-hold
photographer, J.E. Mayall, to ‘produce several groups of faces and whatever he should consider
most interesting’. The value of the guns as symbols, both of dominance over a defeated enemy
and of alliance in wartime, was further demonstrated in the distribution of spoils to Sardinia,
valiant junior coalition partner. The Sardinians received some 200 iron guns, including a gift of
six British cannon with which they had fought in the war. Codrington, ‘hearing that they would
be very glad to have them as part of their share of the Russian guns’, thought it ‘much better to
offer them from the English Government as a souvenir to them of the Alliance’.

An allocation of brass Russian trophies from the British share should be made to Sardinia later.
At the same time Panmure himself was hoping for an Ottoman cannon as a monument to the
Anglo-Turkish fellowship of the war; he wrote to Lord Clarendon, Secretary of State for Foreign
Affairs and plenipotentiary at the Paris peace talks: ‘If you could coax Ali to give us one of
the large brass ordnance, either from Dardanelles or Smyrna, as a memento of our war alliance,
it will be gratefully received. Clarendon was evidently successful: in April 1857 Panmure informed
the queen that ‘a fine brass gun on a suitable carriage has arrived from Turkey in YMS Sphinx a
present from the Sultan to Your Majesty, in commemoration of the late war.

Meanwhile news of the war’s end was received enthusiastically at home. Streets and public
houses were named after Allied Crimean victories. Entrepreneurs offered picture shows such as
‘Burford’s Panorama of the Fall and Interior of the City of Sebastopol’ (in Leicester Square); Mme
Tussaud’s had been quick to mount wax figures of principal personages of the war.

Proposals for the captured cannon started to reach the government. Codrington himself
thought that senior officers should each have a personal piece of ordnance, including the family
of the late Lord Raglan. Raglan’s family duly received a bronze cannon and a yedinorog (licorne,
howitzer), subsequently displayed at the family estate near Usk [1].

Except newspaper articles we can use for researching of public opinion such source like
documents. In that age of modern technologies a lot of documents keeps either on electronic
media or on a paper. But not all of the information can be documentary. Documented
information is a fixed information with the requisites on the physical medium used to
determine the information itself or its carrier. From the point of view of history, the document
is information, fixed on a material carrier with requisites, for transmission in space and in time.

If you divide documents by the degree of personification, then the documents would be as
follows:

- Personal ones. Documents that are relevant to any citizen directly. It can be:
  1. Letters addressed to someone by someon.
  2. diaries that someone kept and keeps now.
  3. memoirs describing the story of the character.
  4. Various cases (for example, military files), in which the data on a person are recorded.

To date, there is a fairly common study of public opinion by analyzing published diaries and
memoirs. Here is an example of information about the peculiarities of public opinion in Russia
during the Crimean War. This is an excerpt from the book of memoirs of Anna Tyutcheva. The
oldest daughter of the poet FI Tyutchev kept a diary, and in 1853 she was appointed a maid of
honor by the princess Maria Alexandrovna, the wife of the future Emperor Alexander. On the
basis of diary entries, her memoirs were created.
The Grand Duchess Elena Pavlovna has an elected salon; there are many people who are outstanding in mind, and m-lle Raden has the opportunity to develop his thoughts and opinions on many issues that are not discussed in the Grand Court, which they do not even touch there. Yesterday the conversation with her made me very sad. M-lle Raden more than me in touch with what is called public opinion. She told me that, however, I hear from different angles: in society they are dissatisfied with the course of affairs under the new reign, they find that the authorities are not acting energetically enough in the interests of the public, and especially in the interests of the defenders of Sevastopol. With the accession to the throne of the emperor, the immediate resignation of Dolgoruky and Kleinmichel was expected, the inability of which in the Ministry of War manifested itself in such lamentable results for Russia.

Official documents are documents that have legal force and are fixed by the state. Typically, the official information applies to several people relevant to the case. Documents such as protocols, government records, resolutions, statements, transcripts of official meetings, archival documents, are called official.

Informal documents are personal documents, most often reflecting viewing point of one person. Also these are ordinary citizens’ documents drawn up without a specific address to anyone (for example, the results of climate observations performed by a meteorologist using the technique of observing another scientist).

It is also possible to classify documents in a meaningful way: for example, literary data, historical and scientific archives, archives of medical and biological research, military affairs.

Documents provide an excellent opportunity to explore the opinions of citizens in society. The documents recorded on any storage medium (whether physical or electronic) allow the data to be compared between time periods, analyze, draw conclusions and output future forecasts. Documents of past historical epochs play, especially in history, an indispensable role in the commission of new discoveries. Newspapers, letters, military reports can provide indispensable assistance in studying the mood of residents of the mid-XIX century.

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Psycholinguistic Features of Simultaneous Interpreting

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Annotation: the paper presents a rigorous analysis of the strategies in simultaneous interpreting as well as the mistakes made by simultaneous translators due to linguistic and extralinguistic factors. Using the data recording method and generalization method, the authors analyse a number of translations of texts made simultaneously and define the major reasons for using certain strategies. Psychological factors causing mistakes in the interpreting process are considered in this article. The results of the study show that mistakes and inaccuracies are inevitable in interpreting but their amount can be reduced by constant polishing of translation skills. The study provides insights into the peculiarities of simultaneous interpreting and its results may be applied in teaching the art of translation at universities.

Key words: simultaneous interpreting, translation, psycholinguistics, activity theory, linguistics.

JEL classification: A130, A230.

Introduction

Simultaneous interpreting is a relatively young phenomenon in theoretical and applied linguistics. It appeared and became possible in the middle of XX century. In fact, the development of technology allowed the interpreter to simultaneously hear the speech of the speaker and translate it to the recipient, without interfering with either one or the other in the process of speaking. The introduction of simultaneous interpreting into the professional practice of translators made it possible to determine the scientific basis for the phenomenon of the simultaneity of these two communicative acts (listening and speaking).
Simultaneous interpreting refers to the category of translation; in most cases the interpreter perceives a foreign speech and translates it, while the producer of the message in the source language speaks.

Exploring the works of contemporary linguists, A.F. Shiryaev deduces the following linguistic concept of translation: translation is “interlingual transformation of text in one language into text in another language” [21]. The author considers the phenomenon of simultaneous interpretation in terms of Activity approach, which was pioneered by such psychologists of the Moscow psychological school as L.S. Vygotsky, A.N. Leontyev, A.A. Leontyev and A.R. Luria. According to Activity theory, the human consciousness is determined by activity, and the activity itself can be both objective and mental. It is crucial that without activity there is no person, and all the processes of his life are conditioned precisely by activity [10].

In terms of activity approach, simultaneous interpreting is a specific activity in the speech (communication), which is characterized by the presence of motivation and purpose.

A.F. Shiryayev believes that the main linguistic features of simultaneous interpreting are presented as follows:
- parallel flow of the speaker’s speech and the interpreter’s speech;
- the dependence of the translation on timeframes and speech rate of speaker;
- segmented (interval) nature of interpreting [21].

To implement the interpretation itself, the interpreter undertakes a certain set of mental and objective actions, which are called translation strategies. In modern science, all the strategies of simultaneous translation are divided into 2 categories: caused by the time factor and conditioned by static factors. The classification of strategies for each category is presented in the table below.

<table>
<thead>
<tr>
<th>Time factor</th>
<th>Static factors</th>
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</thead>
<tbody>
<tr>
<td>Trial and error</td>
<td>“Sign translation”</td>
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<td>Waiting</td>
<td>Compression</td>
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<td>Stalling</td>
<td>Decompression</td>
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</tbody>
</table>

The main objective of this research is to analyze the specifics of psycholinguistic mechanisms and strategies that provide simultaneous interpretation as well as to shine new light on the nature of mistakes in the interpreting process.

Methodology
In this paper we stick to methodological foundations of simultaneous interpreting developed mainly in the works of Russian linguists. The fundamental work on the study of the phenomenon of simultaneous interpreting was the monograph by A. Shiryaev “Simultaneous Translation”, which was published in 1979.

Such methods of scientific research as the analysis of literary sources, generalization, the registration method, the interpreting method, the method of comparative analysis, deduction and descriptive method were applied in this investigation.

Results
The use of strategies in interpreting process has been studied by analyzing parallel recordings of source texts and their interpretations. In the course of the analysis, the mistakes made by simultaneous interpreters and factors that, in our opinion, influenced one or another choice of translation solutions, were considered [24].
Example 1

**Speaker:** And the owner// the owner was called// was called Bugatik.

**Interpreter:** Он был холодный совсем. И звали его Бугатик, кстати.

In this example, the interpreter eliminates the repeated elements in the speaker’s speech («the owner»; «was called»), adapting his actions to specific conditions of activity. Thus, the interpreter uses the strategy of lexical compression, conditioned by temporal limitations in the activity of a simultaneous interpreter and the simultaneous processes of listening to source language and generating speech in a target language.

There is also a verbal redundancy, which seems quite inappropriate in this communicative situation (using the word «кстати»).

It is noteworthy that in this case the interpreter makes a mistake with the communication of referential information caused by an incorrect vision of the contextual reality or a lack of context. After saying «the owner was called /», the speaker makes a long pause, and as a result, the interpreter has no choice but to apply the method of trial and provide a translation solution, which, in his opinion, is most appropriate within the given context. In this example, the simultaneous interpreter adopts trial and error strategy, since he actually risks and offers his own version of the interpretation, knowing that the likelihood of the mistake is quite high.

In trial and error strategy, the interpreter chooses the optimal variant by enumeration within the given selection criteria. Structurally, the strategy consists of two subordinate strategies – the strategy of a probable error and the correct option. Anything that does not meet the requirements – is eliminated (probable error) and / or one, the option that fits – is saved. This strategy is closely related to the concept of context (narrow and broad) in translation. As has been noted, this strategy is the most exhausting and should be chosen last of all [8].

After 3–4 seconds, the speaker finishes the phrase, so the meaning of the statement changes dramatically. In fact, the words “cold” and “called” are homophones – words that are pronounced the same (to varying extent) as other words but differ in meaning. Apparently, the similarity of the pronunciation of two words, as well as a long pause in the speech of the speaker, prompted the interpreter to come up with such a translation solution. Thus, the error was committed due to the narrow context that the interpreter had at that very moment.

Evidently, the use of this strategy is not entirely justified in the example we examined. It is obvious that the interpreter does not manage to correct a mistake without serious repercussions. In this case strategy of waiting would be more effective.

As noted earlier, the interpreter follows several strategies simultaneously. As a rule, the decision is made depending on the situation, which is affected by both linguistic and extralinguistic factors. “In some cases, the strategy can be changed immediately, when it is obvious to the interpreter that the initially chosen strategy will not lead to the achievement of the set goal” [8]. The following example demonstrates the use of several strategies, conditioned by time factors.

**Researcher:** А владельца звали Бугатик.

**Example 2**

**Speaker:** In baseball the manager says to the pitcher – The Guy who is throwing the ball: I want you to throw a curveball. The ball goes like this.

**Interpreter:** В бейсболе/// это менеджер говорит с питчером// человеком, который бросает мяч//он говорит: бросай/мяч/крученый.

Firstly, the interpreter violates the structural and syntactic coherence of the sentence. The simultaneous interpreter repeats two times «the manager / he speaks» probably in order to fill the pause in his speech as well as to save time to perceive the subsequent segment of information. Accordingly, in this case the interpreter uses the strategy of stalling which involves slowing the speech delivery of the interpreter for gaining in time. The pause in the semantic flow is filled with repetition (reformulation) of information. This strategy is applied when it is
impossible to use the strategy of waiting (pause exceeds the allowed 10 seconds or the speech rate of the speaker is slowed down) [6].

Secondly, the interpreter experiences some difficulties when interpreting the phrase “I want you to throw a curveball”. He uses the strategy of waiting, making long pauses after each word, apparently, in order to obtain additional information that could clarify the meaning of the utterance. With the help of sign language, the speaker demonstrates what he means and adds the phrase “the ball goes like this”. Undoubtedly, it helps tremendously to get a broader context. Consequently, the interpreter manages to pick a fairly adequate equivalent in Russian “крученый”. Since the speech of the speaker is also interrupted by pauses it is advisable for the interpreter to synchronize this strategy with them. It is allowed to pause for not more than 10 seconds, optimally for 4 seconds. The strategy of waiting has a lot in common with stalling, hence they should be regarded simultaneously.

Unfortunately, the use of waiting that allows an interpreter to fully convey the semantic component of a statement leads to an error of stylistic nature – an unjustified reversing of word order. In accordance with the rules of the Russian language, a noun modifier presented by adjective is usually placed before the noun, unless otherwise serves the purposes of inversion.

Thirdly, in this example, the translator uses loan translation, interpreting the word “manager” verbatim. This solution doesn’t seem satisfactory. Thus, the mistake is made due to inability to identify the contextual meaning of the translated word under the conditions of time deficit. The interpreter uses the “sign strategy” in interpretation, neglecting the semantics of the utterance. Probably, this inaccuracy is caused by insufficient knowledge of the topic under discussion (namely the features of baseball), which might prove difficult and require the background knowledge from the simultaneous interpreter.

The word “Manager” in the sphere of sports can be translated as «тренер».

Researcher: В бейсbole тренер говорит питчеру – человеку, который бросает мяч: Бросай крученый.

Example 3

Let’s consider the strategy of «sign translation» on yet another example:

Speaker: It’s actually terrible. But I think she gets A+ for efforts. And she is so focused.

Interpreter: Это ужасно. Но она берет А+ /// но при этом она невероятно сосредото-

чена.

In this example the musician comments on the fan’s attempt to play the melody of his song on guitar. A+ is the highest score according to the grading system in education in the USA and other Western countries. The interpreter follows the strategy of «sign translation» and translates «A+» as «A плюс», which is absolutely unjustified in the given context. The sign strategy is used when translator cannot understand the meaning of the word (fragment) from the context. The strategy of «sign translation» is the translation of words or phrases at a formal-sign level. It helps the interpreter extract from memory the equivalents of the words and expressions used by the speaker, or to translate words unfamiliar to him at the level of signs (loan translation; phonetic translation) neglecting the semantic level. A “sign strategy” is a kind of first aid in dead-end situations and should be used very carefully because it can cause calquing.

The interpreter could make a mistake for two reasons: either because of a lack of background knowledge (namely, the international rating system in education), or (more likely) due to the interpreter’s fatigue, which led to a difficulty in the perception and decoding process. In any case, the error is committed due to a lack of understanding of the communicative intention of the speaker. Apparently, the interpreter decided that a special term or reality of the music sphere was pronounced by the speaker (we can assume that it was a “chord”), and omitted the end of the phrase «for efforts». Further, using the strategy of “waiting”, the interpreter incorrectly identified the cause-effect relationships between the first and second sentences, thus making a mistake in communicating the structural and logical information and violating
the thematic organization of the text. The girl is concentrated and as a result she gets a high score, but not in spite of this.

Another mistake here is the violation of lexical compatibility in the phrase «Она невероятно сосредоточена». This version of the translation violates the norms of the Russian language. It would be more appropriate to say «Она очень сосредоточена».

Researcher: Это ужасно. Но я думаю, она заслуживает наивысшего балла за старания/ Я бы ей поставил 5+ за старания. Она так сосредоточена.

Example 4
Speaker: Join the club!
Interpreter: Присоединяйтесь к клубу!

This example illustrates the use of the sign strategy in simultaneous interpreting. Obviously, in this case the choice of the interpreter is inappropriate, since it partially distorts the semantics of the utterance. Using the method of calquing, the interpreter does not transmit the communicative component to the public, so he fails to bring to the public the meaning of the joke. In fact, having made a literal translation of the idiomatic expression “join the club”, the interpreter distorted the information contained in the source text. The idiom “join the club” does not have an exact equivalent in Russian, but it is used “for telling someone that you understand an unpleasant situation they are in, because you are in the same situation” [25]. This expression has an emotional coloring and expressive connotation; it is used mainly in colloquial speech, therefore, it seems expedient to choose a similar equivalent in Russian, such as => Добро пожаловать в наши ряды!

The latest in the list of static strategies are compression and decompression strategies, which are opposite notions.

Example 5
Speaker: Russians and Canadians really like each other, they get along very well.
Interpreter: Русские и канадцы очень хорошо с собой общаются.

In this example there is an illustration of the use of compression in simultaneous interpretation, because the interpreter, due to the rapid pace of the speaker’s speech, generalized English “like each other” and “get along very well” into the compressed “хорошо общаются». The essence of compression is the compact presentation of the thought on the source language by the means of the target language by using larger semantic units. Compression of the text, therefore, involves compressing (omitting) the redundant elements of the utterance, which can be replenished by listeners from the context and other extralinguistic components of the language situation. Compression in translation is achieved by using more compact syntactic constructions.

Speech compression is determined by the specific conditions of the interpreting process (time limits, simultaneity of the processes of listening to speech and the generation of speech in the target language), its volume is determined by the need to maintain a steady rate of interpreter’s speech in target language. Speech compression, thus, is a form of adaptation of translational actions to the specific conditions of interpreter’s activity.

Obviously, the interpreter has significantly benefited in time, saving language resources. But the compression strategy hasn’t been used correctly in this example. It’s evident that there is a grammatical error, namely the misuse of the preposition with the pronoun (“очень хорошо с собой общаются»).

Researcher: Русские и канадцы хорошо ладят друг с другом.

Example 6
Speaker: I lost thirty-forty pounds.

In this situation the interpreter uses decompression of extralinguistic nature. Decompression is the result of transformation or a series of transformations that lead to a longer and more
The speaker uses culture-specific elements (realia) in his speech, namely pounds. Quite usual is the situation when extralinguistic information available for the speakers of the source language and the target language does not coincide – that is, the background knowledge of people who speak source language and target language, is different. Therefore, many concepts that seem to be understandable and obvious for the speakers of source language prove to be incomprehensible to the speakers of target language. The interpreter naturally can not ignore this point in his work – even the most accurate translation does not reach the goal, if it remains unintelligible to those on whom it is oriented. Therefore, taking into account the pragmatic factor is a necessary condition for achieving full translation adequacy. Hence, the meaning of some units should either be indicated in the translation or presented in such a way that the reader can guess about them. The linguists and translators recommend to translate measures and weights with great caution in order to avoid disrupting of the general tone. But due to the fact that our research is not devoted to artistic translation, when the translator has a broader context, not to mention a considerable amount of time at his/her disposal, but simultaneous interpreting, we assume that it's quite an appropriate decision to translate the realea common to the alien culture with the realia accepted in the culture of target language.

Due to the lack of time (the interpreter spent 2 seconds on decompression), a mistake of actual nature was made. According to the dictionary of measures and weights, 1 pound = 0.454 kg., which means that the speaker lost 13–18 kilograms. However, in this case inaccurate information does not distort the communicative intention of the author – to impress the audience (the actor has undergone dramatic weight loss for the role).

Researcher: Я сбросил где-то 13–17 килограмм.

Example 7
Speaker: I think he is the greatest of all times.
Interpreter: Я думаю, что он самый великий//исполнитель//музыкальный//всех времен.
It's yet another example when the interpreter considers the pragmatic factor, namely recipient-orientation, and applies decompression.
In this case, the reverse order of words takes place, due to the fact that the interpreter pauses to comprehend the next segment of speech.

Researcher: Я думаю, что он величайший музыкальный исполнитель всех времен.

Discussion
Thus, after examining examples of the use of different strategies in the simultaneous interpreting, as well as the mistakes made in the interpreting process and major causes for them, we can draw the following conclusions.
1. Translation strategies are a set of mental and objective actions undertaken by an interpreter for simultaneous interpreting.
2. As a rule, in the interpreting process the simultaneous interpreter uses several strategies.
3. The interpreter can choose the strategies depending on a certain linguistic and extralinguistic situation.
4. A general analysis of interpretations demonstrated that quite often simultaneous interpreters turn to the «sign translation», which leads to the appearance of literalisms, and as a consequence is the least preferable strategy in the practice of simultaneous interpreting. However, this method helps to avoid the omission of information, which may be key and affect the meaning of the statement.
5. Even the most experienced interpreter is not immune from mistakes. Simultaneous interpreting is one of the most complex types of translation, requiring extreme concentration.
6. Errors committed by a simultaneous interpreter may be both of semantic and linguistic natures. The first category distorts the semantics of the original, and also leads to the full or
partial misinformation of the recipient, the latter affects the the way the recipient perceives the information.

7. The study of mistakes in the course of simultaneous interpreting is widely examined in terms of psycholinguistic approach.

8. All these mistakes can be corrected and the missed information can be restored by recipients in a broader context. Of course, interpreter can also track these mistakes if his internal controller is sufficiently developed and inclined to reflect.

9. Some of the causes for the mistakes in simultaneous interpreting are presented as follows:
   - lack of background knowledge of the topic covered by the speaker;
   - language incompetence of interpreter;
   - absence of a broader context;
   - improperly formulated idea;
   - spontaneity of the speaker's speech;
   - inability to follow logico-semantic links in the speech of the speaker;
   - unwanted sounds;
   - fatigue of simultaneous interpreter, etc.

10. The probability of making a mistake in simultaneous translation is increased due to the harsh conditions under which the interpreter works (time deficit, fast rate of speech, extraneous noise, etc.).

11. The violations of norms of the Russian language, which are caused by insufficient training in this area, are observed.

Conclusions

Based on observations of strategies in simultaneous interpreting we can conclude that strategies have proved a useful instrument both in research and teaching. In order to implement an adequate and equivalent translation, as well as to minimize mistakes, simultaneous interpreter should be able to put the theoretical knowledge into practice. In our opinion, by expanding the opportunities for teaching the craft of simultaneous interpretation, it is possible to significantly improve the quality of its implementation, thereby strengthening the language and cultural contacts. The psycholinguistic analysis of the specifics of the activity of a simultaneous interpreter provides a better understanding of the mechanisms of simultaneous interpreting and the factors influencing successful mastering of the skills of simultaneous interpretation. In addition, the results of the study can be used in the teaching of simultaneous interpreting at universities.

References

24. URL: https://www.1tv.ru/shows/prozhektorperishilton.

REFERENCE TO ARTICLE

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Influence of Contamination of Snow Cover and Soil on Earthworms in the Condition of Application of Anti-Ice Reagents

Annotation: the purpose of our research was to identify the indicator capabilities of earthworms depending on the intensity of pollution of the snow cover and soil, establishing the relationship between the content of heavy metals in snow water and earthworms. In the course of the study, in all the samples, there was a significant excess of the content in the snow water of the components of the anti-ice reagents compared to their content in the background. On the basis of the results of the studies, it is possible to establish an uneven spatial distribution of heavy metals in the soil, especially cadmium. In the course of the study, we carried out a correlation analysis between the content of heavy metals in snow water and earthworms, as well as between the integral toxic load and the following indicators: number and mass of earthworms, the total concentration coefficient of heavy metals in earthworms. In the “snow-earthworm” system, a moderate correlation is observed between the correlation dependence for all the elements under consideration.

Key words: heavy metals, earthworms, anti-ice reagents, snow, chlorides, correlation analysis.

Introduction

From the ecological point of view, the city is an ecosystem formed under the influence of interaction of economic and natural factors. As a component of the urban ecosystem, a human, through a group of economic factors, influences her condition.
A large number of economic facilities with federal significance are located in Moscow and its adjoining territories: industrial enterprises of various branches of machine building and metalworking (including military-industrial complex facilities), energy, chemistry and petrochemistry, light and food industries, and building materials [20].

Table 1

<table>
<thead>
<tr>
<th>Industrial zone</th>
<th>The main enterprises</th>
<th>Major pollutants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butovo</td>
<td>OJSC Butovskiy Kombinat</td>
<td>nitrogen dioxide, formaldehyde, phenol, hydrogen fluoride, carbon monoxide, benzene, toluol, chlorine</td>
</tr>
<tr>
<td></td>
<td>Joint Transport Expedition</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Asphalt-concrete production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Engine yard</td>
<td></td>
</tr>
<tr>
<td>Vorontsovo</td>
<td>Electrodepo “Kaluga”</td>
<td>nitrogen dioxide, formaldehyde, phenol, hydrogen fluoride, carbon monoxide, benzene, toluol, chlorine</td>
</tr>
<tr>
<td></td>
<td>First bus fleet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Transportation plant “Russia”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Heating network campaign</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FSUE Scientific Research Institute of Automatic Equipment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moscow factory for processing special alloys</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Machine-tool factory “Krasny Proletary”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Avtokombinat 12</td>
<td></td>
</tr>
<tr>
<td>Don Streets</td>
<td>CHP No. 20</td>
<td>carbon dioxide, formaldehyde, phenol, hydrogen fluoride, carbon monoxide, benzene, toluol, chlorine</td>
</tr>
<tr>
<td></td>
<td>The large railway station “Kanatchikovo”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Combine of building structures</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Avtokombinat № 29</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gas filling station</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Institute for Nuclear Research, RAS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mosenergosbyt</td>
<td></td>
</tr>
<tr>
<td>Teply Stan</td>
<td>District heating station RTS № 42 “Teply Stan”</td>
<td>nitrogen dioxide, formaldehyde, phenol, hydrogen fluoride, carbon monoxide, benzene, toluol, chlorine, suspended solids</td>
</tr>
<tr>
<td>Cheryomushki</td>
<td>“Mechanical Plant N2”</td>
<td>nitrogen dioxide, formaldehyde, phenol, hydrogen fluoride, carbon monoxide, benzene, toluol, chlorine, suspended solids</td>
</tr>
</tbody>
</table>

The South-West Administrative District of Moscow is one of the twelve metropolitan districts. Its territory is divided into 12 districts of Moscow. The area of SWAD is 111,36 square km, which takes about a tenth of the map of Moscow. The population is 1,2 million people. SWAD of Moscow is located in the south-western part of the capital. In the north, it originates from the Moscow River and stretches to the south far beyond the Moscow Ring Road. In the west, SWAD is limited to Vernadsky Prospekt, and in the east its border runs through the territory of the Bitsevsky Forest Park, Simferopol Boulevard and the 4th Zagorodny Prospekt [19].

On the territory of SWAD industrial enterprises of different forms of ownership are concentrated, which have not only citywide, but also national importance. This, for example, is an automation and instrumentation industry that manufactures products for state-owned
space and defense projects, the Cheremushki confectionery and bakery [19]. In particular, there are 5 industrial zones on the territory of SWAD: Butovo, Vorontsovo, Don Streets, Teply Stan, and Cheryomushki. Economic activity creates a huge burden on the environment (table 1).

In total, more than 18,000 small and medium-sized businesses operate in the district. SOUTH is rich in various cultural sites. There are also the Great Moscow State Circus, and the State Darwin Museum, etc. In addition, there are more than 100 monuments of culture and decorative art on the territory of the district [19].

On the territory of SWAD are quite large natural and artificial green spaces. In total, they occupy an area of more than 30 square km, which is one third of its entire territory. Among them – the second largest in Moscow by size Bitsievsky forest park, the eastern part of the Troparevsky reserve, Vorontsovsky park, Butovo forest and others. Let’s not forget about the greening of yards, many of whose homes are almost buried in the foliage. The South-West District is called for it the “green lungs” of Moscow [15].

The main negative impact on the ecology of the district is provided not only by Industrial areas, also by motor transport. Areas of risk are residential areas, which located in close proximity to the main lines of the district: Leninsky, Sevastopol, Nakhimovsky Prospekt, Profsoyuznaya Street, Vernadsky Prospekt, where there is an excess of permissible concentrations of harmful substances. However, harmful effects of emissions are practically absent at an altitude of several tens of meters, so apartments on the upper floors of high-rise buildings (which along the avenues are sufficient) are considered as the most preferable from the ecological point of view [15].

Areas closer to the center (Gagarinsky, Akademicheskiy, Kotlovka), have a greater degree of pollution compared to distant ones. The increased acoustical load is also experienced by the districts of Yasenevo and Teply Stan, as they are covered by the spare Vnukovo airport landing routes [15].

Climate and terrain. From the point of view of geography, the district takes the most advantageous position. During the year, winds of the south-west direction predominate in Moscow, which means constant clean air from the forest park area. The whole district is located on a hill, and in the area of the Teply Stan metro station in general is the highest point of Moscow. Due to this the atmosphere of the district is regularly “blown”, self-cleaning occurs. Indeed, the percentage of dust in the air district is the cleanest in the capital. The resort climate is certainly far away, but the content of the main harmful substances is within the permissible concentrations [15].

Russia is one of the most severe countries in terms of climatic indicators. Typical for it is a long winter period, which includes glaze, caused by frequent temperature changes; therefore, in Russian cities, there is a need for treating the sites of the urban ecosystem with anti-ice reagents (AIR). Anti-ice reagents exacerbate the complex ecological situation in the city, with a systematic negative impact on the components of the natural environment [6].

The most common way to combat winter ice on the roads is now the treatment of the road surface with chemical reagents [12]. At the core of existing methods to combat icing roads are two types of activities: 1) removing the already formed layer of ice or snow from the cover, 2) increasing the coefficient of adhesion to the coating [18]. In general, the struggle with winter slipperiness is conducted by chemical and frictional methods. The first method assumes complete melting of snow-ice deposits, for this purpose chemical anti-ice agents are distributed. The second method uses cold or hot materials that reduce slipperiness, which, being fixed on the surface of snow-ice deposits, temporarily increase the coefficient of adhesion of the wheels of the car [25].

Large-scale application of technical salt in the 70s – 90s of the XX century was one of the acute environmental and hygienic problems of Moscow and other large cities of Russia [5].
In world and national practice, environmental protection and human health are topical tasks. In this regard, scientific research is being carried out aimed at developing and improving technologies for the use of anti-ice reagents [21].

In Russia, anti-icing salts were first used in 1966: sodium and calcium chlorides were added to the sand in an amount of 2% by weight. Until the mid-60-ies in the territory of our country, the use of pure salts on the roads is almost not practiced. In winter, only friction materials were used in a mixture with or without salt, which did not sufficiently increase the adhesion coefficient [17].

Anti-ice reagents are chemically active substances, adversely affecting the health of citizens, contributing to the corrosion of machinery and metal structures, destroying buildings and historical monuments [16].

However, the toxicity of Anti-ice reagents is mainly manifested in their unregulated distribution, which in turn due to a number of indicators (sharp climate changes, thickness of the ice layer, “lumpy dispersion”) is manifested in most Russian cities [26].

Given that the Anti-ice reagents contain heavy metals, as well as knowing the norm for the use of solid AIR and the average number of treatments of the territories by them, it is possible to approximately determine the total intake of contaminants to the soil surface during the winter period.

Thus, for the most common solid combined anti-coal reagent «КР2тв» containing heavy metals, in the amounts shown in Table 2, as well as at the rate of use of solid Anti-ice reagents 42 g / m² and the average number of treatments – 130 per season, heavy metals their type is approximately from 0,38 to 8,74 mg / m² (table 1) [11].

<table>
<thead>
<tr>
<th>Element</th>
<th>mg / kg</th>
<th>one treatment, mg / m²</th>
<th>130 treatments, mg / m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zinc</td>
<td>0,8</td>
<td>0,034</td>
<td>4,37</td>
</tr>
<tr>
<td>Lead</td>
<td>0,1</td>
<td>0,004</td>
<td>0,55</td>
</tr>
<tr>
<td>Copper</td>
<td>1,6</td>
<td>0,067</td>
<td>8,74</td>
</tr>
<tr>
<td>Cadmium</td>
<td>0,07</td>
<td>0,003</td>
<td>0,38</td>
</tr>
<tr>
<td>Chromium</td>
<td>1,5</td>
<td>0,063</td>
<td>8,19</td>
</tr>
</tbody>
</table>

Anthropogenic influence leads to a change in the absorption range of heavy metals by plants and changes the protective functions of their individual organs, the depositing role of the root in the accumulation of Pb and Cu significantly increases, which is a protective barrier for photosynthetic organs.

The greatest danger for the city population is represented by xenobiotics of technogenic origin, which have a high toxicity. Superecotoxicants are dangerous not only for the present, but also for future generations, since they are able to accumulate in living organisms, to be transmitted along trophic chains [8].

The presence of heavy metals in the human body causes a variety of painful syndromes and provokes a number of complex diseases. In addition, the effect of chemicals is often manifested against the background of existing diseases, provoking their aggravation or contributing to the development of the pathology of the system where prepathological changes already existed [24].

The systematic use of AIR, changing the range of heavy metals in the soil, can also affect the protective functions of individual soil organisms, including invertebrates.

The purpose of our research was to identify the indicator capabilities of earthworms depending on the intensity of pollution of the snow cover and soil, establishing the relationship between the content of heavy metals in snow water and earthworms.
Methodology

The research was carried out in the conditions of 2017 on the territory of the South-Western Administrative District of Moscow. As the considered variants, the areas characterized by different contamination with AIR elements. For the study, 4 sites were selected, one on the territory adjacent to the Specially Protected Natural Area (SPNA), the rest in the residential area. On each site 25×25 cm soil blocks were collected to collect earthworms using the standard method [22].

An analysis of the content of zinc, lead, copper, cadmium, chromium in earthworms was carried out in the branch of the Federal Budgetary Healthcare Institution “Center for Hygiene and Epidemiology of the City of Moscow” (WAD of Moscow) using atomic absorption spectrometry, «QUANTUM-AFA-A» spectrometers and QUANTUM-Z. ETA».

For the collection of snow samples, plastic pipes were used, and then the samples were placed in safe bags, which were numbered. Samples were selected by combining a series of point samples taken at elementary sites that do not differ sharply with the best or worst state of the total snow mass during the initial visual inspection, according to the spatial principle, evenly at regular intervals.

The stage of preliminary treatment of samples consisted in melting the snow at room temperature and then dividing it into a liquid and a solid phase by filtration. In this study, the liquid phase was analyzed. Prior to filtration, the snow samples were stored in the frozen state. The analysis of melt water was carried out in accordance with the methods of «PND F 14.1: 2: 4.140-98», « PND F 14.1: 2: 4.139-98», « PND F 14.1: 2.96-97», « PND F 14.1: 2: 4.95-97», « PND F 14.1: 2: 4.138-98».

In the samples of snow, the content of ions of chlorine, potassium, calcium, magnesium, sodium, zinc, lead, copper, cadmium, chromium was determined. These indicators are of interest, since they are the main components of AIR and are able to have a negative impact on the environment.

Results

Snow

As the results of the research have shown, the content of the elements varied significantly depending on the locations of the snow selection, which is due to both the intensity of the PGR used and the unevenness of their application (tables 2–6) [9].

In the course of the study, in all the samples, there was a significant excess of the content in the snow water of the components of the AIR compared to their content in the background. The data obtained are displayed in table 3.

<table>
<thead>
<tr>
<th>Element</th>
<th>Academian Glushko St., 12</th>
<th>Koktebel’skaya St., 8</th>
<th>General Tyuleneva St., d.5, building 1</th>
<th>Specially Protected Natural Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chlorides</td>
<td>5824,6 ± 439,75</td>
<td>4123,6 ± 397,67</td>
<td>5159,7 ± 459,27</td>
<td>12,4 ± 0,35</td>
</tr>
<tr>
<td>Potassium</td>
<td>3,4 ± 0,33</td>
<td>3,24 ± 0,28</td>
<td>2,19 ±0,09</td>
<td>0,6 ± 0,02</td>
</tr>
<tr>
<td>Calcium</td>
<td>688 ± 51,94</td>
<td>441,1 ± 26,74</td>
<td>742,7 ± 52,36</td>
<td>10,33 ± 0,26</td>
</tr>
<tr>
<td>Magnesium</td>
<td>1 ± 0,05</td>
<td>3,76 ± 0,14</td>
<td>1 ± 0,08</td>
<td>1 ± 0,04</td>
</tr>
<tr>
<td>Sodium</td>
<td>2833,3 ± 259,68</td>
<td>2041,5 ± 58,85</td>
<td>2127,6 ± 62,97</td>
<td>5,2 ± 0,23</td>
</tr>
</tbody>
</table>

The highest excess of background concentrations of chlorine, potassium and sodium in 485,6 and 545 times, respectively, marked on the site of Academian Glushko St. The maximum content of calcium was characterized by a site located on the Street General Tyulenev, where
the excess of the background was 74 times. Almost 4 times exceeding the background content of magnesium is fixed on the Koktebel'skaya St. (see figure 1).

![Figure 1. The contents of AIR elements in the samples of snow water of experimental sites](image)

The content of heavy metals in snow water in all the surveyed areas exceeded the background values (table 4). Of all the elements studied, zinc prevailed in snow water. Its content on the Street General Tyulenev more than 4 times exceeded the background. On the Street Academician Glushko, 12 noted the excess of background concentrations for lead, copper, cadmium, chromium at 5, 8, 10 and 8 times, respectively (figure 2).

**Table 4**

<table>
<thead>
<tr>
<th>Element</th>
<th>Academician Glushko St., 12</th>
<th>Koktebel'skaya St., 8</th>
<th>General Tyuleneva St., d.5, building 1</th>
<th>Specially Protected Natural Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zinc</td>
<td>0,032 ± 0,002</td>
<td>0,031 ± 0,002</td>
<td>0,042 ± 0,003</td>
<td>0,01 ± 0,001</td>
</tr>
<tr>
<td>Lead</td>
<td>0,005 ± 0,0005</td>
<td>0,003 ± 0,0003</td>
<td>0,004 ± 0,0004</td>
<td>0,001 ± 0,0001</td>
</tr>
<tr>
<td>Copper</td>
<td>0,008 ± 0,0006</td>
<td>0,004 ± 0,0003</td>
<td>0,005 ± 0,0004</td>
<td>0,001 ± 0,0001</td>
</tr>
<tr>
<td>Cadmium</td>
<td>0,003 ± 0,0001</td>
<td>0,001 ± 0,00005</td>
<td>0,002 ± 0,0001</td>
<td>0,0003 ± 0,00001</td>
</tr>
<tr>
<td>Chromium</td>
<td>0,003 ± 0,0003</td>
<td>0,001 ± 0,0001</td>
<td>0,002 ± 0,0002</td>
<td>0,0004 ± 0,00004</td>
</tr>
</tbody>
</table>
The most contaminated site for the content of heavy metals and components of AIR in snow water is on Academician Glushko St., 12, where maximum excess of background contents was observed for 7 elements out of 10 (table 5).

### Table 5

<table>
<thead>
<tr>
<th></th>
<th>Academician Glushko St., 12</th>
<th>Koktebel’skaya St., 8</th>
<th>General Tyuleneva St., d.5, building 1</th>
<th>Specially Protected Natural Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zinc</td>
<td>0,032</td>
<td>0,031</td>
<td>0,042</td>
<td>0,01</td>
</tr>
<tr>
<td>Lead</td>
<td>0,005</td>
<td>0,003</td>
<td>0,004</td>
<td>0,001</td>
</tr>
<tr>
<td>Copper</td>
<td>0,008</td>
<td>0,004</td>
<td>0,005</td>
<td>0,001</td>
</tr>
<tr>
<td>Cadmium</td>
<td>0,003</td>
<td>0,001</td>
<td>0,002</td>
<td>0,0003</td>
</tr>
<tr>
<td>Chromium</td>
<td>0,003</td>
<td>0,001</td>
<td>0,002</td>
<td>0,0004</td>
</tr>
</tbody>
</table>

Figure 2. The contents of heavy metals in the samples of snow water of experimental sites

The soil

The area under study is a hilly, hollow-ridged plain composed of moraine and cover loams. The soil cover (SC) of a hilly hollow-capped watershed is formed on morainic and cover loam, partially covered with a sandy cultural layer, and occupies about 24% of the city's territory. This Soil Cover is widespread in the south-western, southern, partly in the northern parts of the city [23].

In the residential zone (14%), urban soils are weakly and medium-humus and slightly moderately thick. Urbanozems in the central part of the city are formed on the cultural layer, large areas are occupied by sealed soils – ekranozems [23].
The most preserved Soil Cover is represented in urban forests and forest parks where sod-podzolic and sod-urbzopzol soils are widespread on moraine and cover loams, and in depressions there are peat-bog and sod-podzolic gleyed and gley soils.

The prevailing soil (more than 50%) in the plots of Koktebelskaya St., 8, General Tyuleneva St., d.5, building 1 – urbanized humus weakly-moderately thick on moraine or cover loam; concomitant soil (from 10 to 40%) – humic humus is weakly-strongly humid on an uneven ground; included soils (less than 10%) – sod-podzolic disturbed and replantozem on loose soil; ectopic [23].

The prevailing soil (more than 50%) in the plots of Academician Glushko St., 12, on the territory adjacent to the specially protected natural area – sod-medium-strongly urbopodzolic slightly-median on moraine and cover loam; concomitant soil (from 10 to 40%) – slightly-moderately moderately weakly strongly podzolic on moraine and cover loam; included soils (less than 10%) – sod-podzolic gley, alluvial turf, meadow, peaty-marshy [23].

**Table 6**

<table>
<thead>
<tr>
<th>Element</th>
<th>Academician Glushko St., 12</th>
<th>Koktebel’skaya St., 8</th>
<th>General Tyuleneva St., d.5, building 1</th>
<th>Specially Protected Natural Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zinc</td>
<td>59.6 ± 4.5</td>
<td>65 ± 5</td>
<td>60.6 ± 4.6</td>
<td>38.2 ± 2.8</td>
</tr>
<tr>
<td>Lead</td>
<td>8.89 ± 0.9</td>
<td>7.2 ± 0.7</td>
<td>16.72 ± 1.6</td>
<td>12.06 ± 1.2</td>
</tr>
<tr>
<td>Copper</td>
<td>21.09 ± 1.6</td>
<td>12.42 ± 1</td>
<td>12.46 ± 1</td>
<td>9.33 ± 0.7</td>
</tr>
<tr>
<td>Cadmium</td>
<td>1.08 ± 0.1</td>
<td>0.01 ± 0.001</td>
<td>0.01 ± 0.001</td>
<td>0.609 ± 0.03</td>
</tr>
<tr>
<td>Chromium</td>
<td>19.3 ± 1.8</td>
<td>11.14 ± 1</td>
<td>9.87 ± 1</td>
<td>24.48 ± 2.3</td>
</tr>
</tbody>
</table>

**Figure 3. The contents of heavy metals in the soil of experimental sites**
On the basis of the results of the studies, it is possible to ascertain the uneven spatial distribution of heavy metals in the soil, especially cadmium, the content of which in some areas varied by more than 108 times (table 6, figure 3). The zinc exceeded the minimum value of 1,6 – 1,7; lead, copper and chromium – 1,1 – 2,5.

For heavy metals, the site taken for the background option located in the territory of SPNA was not always characterized by their smallest content. In the soil of the territory of SPNA, lead was significantly more abundant than in the first and second sections, cadmium was contained more than in the 2nd and 3rd plots. This area was also characterized by the maximum chromium content.

It is important to note that in the areas selected by us, the concentrations of chemical elements in soils are different. As a measure characterizing the gradient of the general toxic effect, we used the integral indicator of pollution table 7 [2].

![Table 7](image)

### Integral Assessment of Toxic Soil Load

<table>
<thead>
<tr>
<th>Location</th>
<th>Integral Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academician Glushko St., 12</td>
<td>23</td>
</tr>
<tr>
<td>Koktebel’skaya St., 8</td>
<td>1,23</td>
</tr>
<tr>
<td>General Tyuleneva St., d.5, building 1</td>
<td>1,45</td>
</tr>
<tr>
<td>Specially Protected Natural Area</td>
<td>13,41</td>
</tr>
</tbody>
</table>

**Earthworms**

Earthworms on the territory of the Russian Federation are mainly represented by species of the family Lumbricidae (Lumbricidae). These are predominantly large species that form part of the microfauna. All earthworms are true geobionts (permanent inhabitants of soils). Earthworms are used as bioindicators of the state of ecosystems [4].

The largest accumulation of lead and cadmium by worms in comparison with the variant characterized by the smallest content (in 2 and 4 times, respectively) was marked by a section along Akademika Glushko Street; The greatest accumulation of zinc and copper (4,5 and 1,7 times, respectively) – along the Street General Tyulenev, an excess of chromium in 3,7 times recorded in the territory adjacent to the SPNA (table 8, figure 4).

![Table 8](image)

### Content of heavy metals in earthworms, mg / kg

<table>
<thead>
<tr>
<th>Element</th>
<th>Academician Glushko St., 12</th>
<th>Koktebel’skaya St., 8</th>
<th>General Tyuleneva St., d.5, building 1</th>
<th>Specially Protected Natural Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zinc</td>
<td>54 ± 4,1</td>
<td>115 ± 8,7</td>
<td>246 ± 19</td>
<td>61 ± 4,6</td>
</tr>
<tr>
<td>Lead</td>
<td>1,47 ± 0,2</td>
<td>0,726 ± 0,1</td>
<td>0,711 ± 0,07</td>
<td>0,844 ± 0,1</td>
</tr>
<tr>
<td>Copper</td>
<td>6,31 ± 0,5</td>
<td>6,49 ± 0,5</td>
<td>8,05 ± 0,6</td>
<td>4,57 ± 0,4</td>
</tr>
<tr>
<td>Cadmium</td>
<td>2,3 ± 0,1</td>
<td>0,686 ± 0,03</td>
<td>0,549 ± 0,03</td>
<td>1,04 ± 0,05</td>
</tr>
<tr>
<td>Chromium</td>
<td>0,34 ± 0,03</td>
<td>0,54 ± 0,05</td>
<td>0,93 ± 0,1</td>
<td>1,26 ± 0,1</td>
</tr>
</tbody>
</table>
Figure 4. The content of heavy metals in earthworms of experimental sites

The determination of the total mass of earthworms in the investigated areas showed that it was the largest in the area adjacent to the SPNA, amounting to 7.7 grams. On the site of Academician Glushko St. recorded a minimum total mass of earthworms – 4.7 grams (table 9).

Table 9

<table>
<thead>
<tr>
<th></th>
<th>Academician Glushko St., 12</th>
<th>Koktebel’skaya St., 8</th>
<th>General Tyuleneva St., d.5, building 1</th>
<th>Specially Protected Natural Area</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Zinc</strong></td>
<td>54</td>
<td>115</td>
<td>246</td>
<td>61</td>
</tr>
<tr>
<td><strong>Lead</strong></td>
<td>1.47</td>
<td>0.726</td>
<td>0.711</td>
<td>0.844</td>
</tr>
<tr>
<td><strong>Copper</strong></td>
<td>6.31</td>
<td>6.49</td>
<td>8.05</td>
<td>4.57</td>
</tr>
<tr>
<td><strong>Cadmium</strong></td>
<td>2.3</td>
<td>0.686</td>
<td>0.549</td>
<td>1.04</td>
</tr>
<tr>
<td><strong>Chromium</strong></td>
<td>0.34</td>
<td>0.54</td>
<td>0.93</td>
<td>1.26</td>
</tr>
</tbody>
</table>

Discussion

In the course of the study, we carried out a correlation analysis between the content of heavy metals in snow water and earthworms (formulas 1, 2, 3), and also between the integral...
toxic load and the following indicators: number and mass of earthworms, total concentration of heavy metals in earthworms.

Formula 1

\[ y^x = a + bx \]

Formula 2

\[ \begin{cases} \sum nx + b \sum x = \sum y \\ a \sum x + b \sum x^2 = \sum xy \end{cases} \]

Formula 3

\[ R = \frac{\sum x \cdot y - \frac{\sum x \cdot \sum y}{n}}{\sqrt{\frac{\sum x^2}{n} - \frac{(\sum x)^2}{n}} \cdot \sqrt{\frac{\sum y^2}{n} - \frac{(\sum y)^2}{n}}} \]

The obtained results indicate that there is the same tightness of the connection between the components being investigated (table 10). In the «snow-earthworm» system, a moderate correlation is observed between the correlation dependence for all the elements under consideration. It should be noted that the nature of the connection in the «snow-earthworm» system (a moderate link) is the reverse.

**Table 10**

<table>
<thead>
<tr>
<th>Chemical element</th>
<th>system “snow-earthworm”</th>
<th>The nature of communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zinc</td>
<td>R = 0.7</td>
<td>The communication is moderate</td>
</tr>
<tr>
<td>Lead</td>
<td>R = 0.7</td>
<td>The communication is moderate</td>
</tr>
<tr>
<td>Copper</td>
<td>R = 0.6</td>
<td>The communication is moderate</td>
</tr>
<tr>
<td>Cadmium</td>
<td>R = 0.6</td>
<td>The communication is moderate</td>
</tr>
<tr>
<td>Chromium</td>
<td>R = -0.7</td>
<td>The communication is moderate, reverse</td>
</tr>
</tbody>
</table>

Correlation analysis between the integral toxic load and the number of earthworms showed the presence of a strong feedback between the parameters, in other words, the greater the load, the less the number of worms. The same dependence is observed with a mass of earthworms, however, the tightness of the connection is weak. In the case of the parameter, the total concentration coefficient of heavy metals in the earthworms is directly related. Consequently, the greater the load, the greater the total concentration coefficient in worms, but the tightness of the connection is very weak (table 11).

**Table 11**

<table>
<thead>
<tr>
<th>Options</th>
<th>system “snow-earthworm”</th>
<th>The nature of communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of worms</td>
<td>R = -0.84</td>
<td>Strong, inverse connection</td>
</tr>
<tr>
<td>Mass of worms</td>
<td>R = -0.39</td>
<td>Weak, inverse connection</td>
</tr>
<tr>
<td>The total concentration coefficient of heavy metals</td>
<td>R = 0.1</td>
<td>Connection is very weak</td>
</tr>
</tbody>
</table>
Conclusion
Thus, the site with the greatest toxic load is located on Akademika Glushko Street. In this territory, the largest total pollution factor for components of AIR, heavy metals in the snow. The total coefficient of contamination of heavy metals in the samples of earthworms in this section is significant, but smaller in comparison with the site of General Tyulenev St.

The smallest number of earthworms was found on the site of Academician Glushko St., who is the most polluted of those studied. At the same time, the largest mass of worms was found in the area adjacent to the SPNA. The obtained results indicate that the chemical composition of earthworms living in different environmental conditions is subject to fluctuations.

Migration of zinc, lead, copper and cadmium in the system “snow – earthworms” follows the scheme of positive correlation dependence. An anomaly in the content of chromium in the earthworms in the territory adjacent to the protected areas has been recorded.

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REFERENCE TO ARTICLE

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Resumen: Las transformaciones que al presente se realizan en la educación superior cubana evidencian la necesidad de gestionar los procesos comunicativos para asegurar la sinergia que facilite la participación e implicación de todos sus actores en el cumplimiento de los objetivos de las universidades. Este informe contiene un análisis de los principales referentes teóricos conceptuales que están en estrecha relación con la comunicación institucional en el contexto universitario cubano. Se presenta además una propuesta que brinda una visión integral de cómo gestionar la comunicación intra-universitaria desde un sistema con un.
Enfoque de procesos para contribuir a la consecución de los objetivos declarados según la planificación estratégica de dichos centros de educación superior; así como la metodología de la investigación aplicada. La realización de este estudio permite llegar a conclusiones objetivas donde se demuestra la factibilidad de la investigación, su vigencia e importancia, además sienta las bases para el desarrollo de futuros estudios en relación con los elementos analizados.

**Annotation:** transformations that currently take place in Cuban Higher Education show the need to manage the communicative processes in order to ensure the synergy that facilitates the participation and involvement of all its actors in the fulfillment of the universities’ objectives. This report contains an analysis of the main conceptual theoretical references that are in close relation with the institutional communication in the Cuban university context. There is also a proposal that provides an integral vision of how to manage intra-university communication from a system with a process approach to contribute to the achievement of the objectives stated in the strategic planning of those higher education institutions as well as the methodology of the applied research. The accomplishment of this study allows arriving at objective conclusions where it is demonstrated the feasibility of the investigation, its validity and importance, in addition it laid the foundation for the development of future studies in relation to the elements analyzed.

**Palabras clave:** Comunicación Institucional, Comunicación intra-universitaria, Sistema de gestión, Enfoque de procesos, Universidad.

**Key words:** Institutional Communication, Intra-University Communication, Management System, Management Process.

**JEL classification:** I200, I290.

**Introducción**

La comunicación actualmente es considerada como uno de los valores intangibles de mayor relevancia para facilitar los vitales procesos de interrelación de las instituciones, y por consiguiente, su adecuado desempeño para el cumplimiento de las funciones que les dan razón de ser. No obstante, para los investigadores Bermúdez y Rojas (como se citó en Páez y Fuenmayor, 2005) la dimensión comunicacional en las universidades es dispersa, a pesar de la infraestructura generada para difundir información, por lo que consideran que existe ausencia de una visión corporativa (identificación y proyección) tanto externa como internamente para ello.

Actualmente en Cuba se desarrollan profundos cambios (en los ámbitos económico, demográfico, político y social), declarados durante la celebración del VII Congreso del Partido Comunista (PCC, 2016), en la Conceptualización del modelo económico y social cubano de desarrollo socialista y en el Plan nacional de desarrollo económico y social hasta 2030: propuesta de visión de la nación, ejes y sectores estratégicos (PCC 7 Congreso, 2016), con importantes implicaciones para el sector educativo. En el nivel superior de la enseñanza estos se manifiestan como grandes desafíos por vencer y una serie de oportunidades por aprovechar; por tanto las universidades deben asumir la gestión de sus procesos comunicativos para adaptarse a estas transformaciones con la finalidad de asegurar su supervivencia de manera exitosa y contribuir al desarrollo de la sociedad.

Como parte de la implementación de los Lineamientos de la Política Económica y Social de la Revolución, aprobados en el VI Congreso del Partido y los acuerdos, prioridades y directrices emanados en la I Conferencia Nacional del PCC; el Consejo de Ministros aprobó en 2012 el proceso de integración de las universidades pertenecientes al Ministerio de Educación Superior (en lo adelante MES), al Ministerio de Educación y el Instituto Nacional de Deportes y Recreación.

Este proceso implica un rediseño institucional atendiendo a las particularidades de los tres centros integrados en aras de asegurar el cumplimiento exitoso de las metas y objetivos propuestos con una mayor racionalidad en el empleo de los recursos, por lo que se evidencia la necesidad de aprender, desaprender y unificar algunas prácticas, aplanar estructuras de dirección e incorporar otras que permitan una mejor gestión.

Bajo esta perspectiva se han creado departamentos, grupos o direcciones para atender la gestión de los procesos comunicativos institucionales y aunque las acciones de comunicación que se desarrollan responden al cumplimiento de sus objetivos declarados y el mejor desempeño
de la función social del MES, en la actualidad se necesita alcanzar un mayor protagonismo en la formación integral de los estudiantes desde los eslabones de base y se evidencia una tendencia a la espontaneidad de algunas acciones comunicativas creando así una entropía que en ocasiones suscita incertidumbre y desgaste institucional. Por otro lado, el MES declara que todos sus centros adscritos deben asumir la gestión por procesos para cumplir con la planificación estratégica del periodo 2017–2021.

Durante la revisión bibliográfica realizada se comprueba la existencia de estudios relacionados con la gestión de comunicación intra-universitaria en el contexto internacional (modelos de gestión, estudios comparativos), cuyos resultados y propuestas expresan divergencias de criterios, reflejo de los avances en el conocimiento del tema y resultado de la maduración de ideas de los investigadores bajo prismas sociales diferentes (en ocasiones), lo que no justifica silenciar sus peculiaridades, por lo que sirven como basamento científico para la presente investigación, aunque estos no sean aplicables en su totalidad a las instituciones de educación superior (IES) cubanas, debido a que algunos son desarrollados en entornos políticos y otros culturales, opuestos a su realidad por lo que no satisfacen las necesidades comunicativas reales de dichas instituciones.

En este sentido, la aplicación del enfoque basado en procesos constituye una viable alternativa para identificar la interacción y descripción de los sub-procesos que intervienen en la gestión de comunicación intra-universitaria que se realiza en los centro de estudios superiores, así como mejorarlas al facilitar la transmisión de mensajes de manera eficaz, con la finalidad de tributar al cumplimiento de los objetivos expresados en su planeación estratégica 2017–2021.

Por lo antes expuesto surge como problema de investigación: la necesidad de gestionar la comunicación intra-universitaria en las IES cubanas con enfoque basado en procesos.

La novedad científica consiste en una variante instrumental, científicamente fundamentada, que contribuye al perfeccionamiento de la gestión institucional en las IES cubanas para cumplir con su planeación estratégica 2017–2021. El aporte teórico consiste en la revelación de elementos teóricos y metodológicos cuya integración permite el diseño de un sistema de gestión de comunicación intra-universitaria con enfoque basado en procesos en el contexto nacional, del cual no existen referencias anteriores y a su vez sienta las bases para la realización de futuras investigaciones acerca del campo de acción declarado. Además la metodología y los contenidos aquí expuestos se pueden incorporar como parte del sistema de conocimientos que se enseñan en la disciplina Comunicación Institucional, perteneciente al plan de estudios de la Carrera Comunicación Social.

La presente ponencia tiene como propósito demostrar que un sistema de gestión de comunicación intra-universitaria con enfoque basado en procesos favorece el equilibrio en el intercambio de mensajes para el cumplimiento de la planificación estratégica 2017–2021 en las IES cubanas.

**Materiales y métodos**

Este estudio se realiza por medio de un diseño ex post-facto transeccional descriptivo que se inscribe en el saber comunicológico; bajo la perspectiva metodológica cualitativa aunque se apoya en algunas estrategias propias de la investigación cuantitativa y asume la posición epistemológica de la Teoría Fundada; para la construcción del sistema de gestión de comunicación intra-universitaria con enfoque de procesos, se toma como base el enfoque marxista.

El método análisis-síntesis se utiliza con el objetivo de conocer y estudiar las características generales y las relaciones esenciales entre los elementos que integran la comunicación intra-universitaria y su gestión en instituciones educativas de nivel superior. Mientras que el inductivo-deductivo, se usa para apoyar la construcción de conceptos y teorías que permitan arribar a conclusiones verídicas sobre la comunicación intra-universitaria y su gestión como consecuencia del análisis de los datos recolectados y su relación con los presupuestos teóricos que le sustentan.
Figura 1. Sistema de gestión de comunicación intra-universitaria con enfoque de procesos

La revisión documental se realiza a través de la consulta de bibliografías especializadas y documentos institucionales. También se emplean los cuestionarios y la entrevista en profundidad. Finalmente con el objetivo de confirmar los datos obtenidos a través de la aplicación de los restantes métodos y técnicas empleados, de manera que se puedan ofrecer conclusiones acertadas y una comprensión más global del fenómeno abordado, se emplea la triangulación.

Desarrollo

1. La comunicación universitaria en el contexto cubano

Muchas instituciones son ya conscientes de que el contenido de la comunicación no debe limitarse a los aspectos puramente comerciales, sino que ha de presentarle de modo en que ésta pueda ganarse la credibilidad y la confianza de todos sus públicos. Trelles (2007) afirma que las universidades, requieren de la comunicación para materializar los procesos que constituyen su razón de ser; pero esa relación se redimensiona al tratarse de entidades cuyo sentido y fin está vinculado a la formación y calificación de seres humanos, a la construcción y socialización del conocimiento, de modo tal que la comunicación entonces, de vector transversal presente en los procesos funcionales de cualquier institución, se convierte en punto de partida imprescindible para este tipo particular de organización.

El presente estudio considera a la comunicación universitaria como la expresión de la comunicación institucional que viabiliza la interacción de las universidades con sus públicos, al facilitar la participación de éstos en sus proyectos institucionales, con la finalidad de que estas sobrevivan de manera exitosa y contribuyan al desarrollo de la sociedad. De modo que la comunicación universitaria se sirve de los fundamentos conceptuales de la comunicación institucional, en pos de garantizar el desempeño de este proceso.

Corona (2011) enuncia que como la universidad tiene características especiales que la hacen diferente de las demás instituciones, que la sociedad ha consolidado, los procesos que se aplican en otras instituciones son en ocasiones inoperantes en ella, por lo que es necesario establecer diversas estrategias para que la comunicación institucional pueda incidir en el desarrollo de la vida universitaria.

De acuerdo a Trelles (2007) y Brull (2011) hasta mediados de los noventa, la aproximación a la comunicación universitaria en las IES cubanas, las emprendían algunos grupos de trabajo ubicados...
en el campo de la extensión universitaria y se circunscribiría en general a funciones sólo divulgativas sobre algunos resultados científicos, la promoción y difusión cultural. En dependencia del caso, podría incluirse como parte de la audiencia al público interno, pero el énfasis se dirigiría al externo, lo cual se explica dada la orientación social de estos centros universitarios, la necesidad de informar a la sociedad acerca de su quehacer y de consolidar una opinión favorable de la comunidad sobre estas instituciones. Según Rodiles y Viel (2015), es menester destacar que si bien Cuba fue uno de los primeros países en América Latina en pre ocuparse por el desarrollo de la comunicación universitaria, a finales del pasado siglo, hasta el curso escolar 2014–2015 en muchos de sus centros de estudios superiores no existían formalmente elaboradas estrategias de comunicación universitaria, ni estructuras oficialmente definidas para tales funciones.

Ante la exigencia por la calidad y la competitividad que actualmente se revela, en el plano nacional e internacional el proceso de integración de las instituciones de la educación superior cubana y el concepto de universidad innovadora, han facilitado que los máximos directivos de las universidades adviertan la importancia de la gestión de los procesos comunicativos que se desarrollan en estos centros en aras de asegurar el cumplimiento exitoso de las metas y objetivos propuestos.

2. El ámbito de la comunicación intra-universitaria

Los conceptos de comunicación interna o intra-institucional y externa o extra-institucional, comúnmente aceptados en años pasados, se cuestionan hoy por algunos autores (Costa, 2001 y Formanchuk, 2011), situación dada primordialmente debido a los procesos de globalización, internacionalización, el empleo de redes sociales y otros canales que interrelacionan de manera sistemática los ámbitos internos y externos de las instituciones. Las autoras del presente estudio también comparten tales criterios, además destacan el hecho de que la corriente sistémica concibe la comunicación como elemento de interrelación entre los componentes del sistema institucional y entre este y el entorno externo, debido a que las modificaciones que se producen en uno de ellos, afectan de forma directa al otro.

No obstante, debido a la alta complejidad de este proceso y su aplicación en las IES cubanas, para los intereses de esta investigación sólo se abordará el ámbito interno de la comunicación universitaria, sin dejar de tener presente que la adecuada coordinación entre los dos ámbitos (interno y externo) facilita la estabilidad que los sistemas institucionales universitarios demandan.

La comunicación interna interesa a la institución porque se encarga de mantener un ambiente medianamente controlado, percibe a la institución a través de los públicos que la componen y la proyección de estos en la gestión de la comunicación externa (Alcorta y Mantinian, 2004).

Para el presente artículo, la comunicación intra-universitaria se concibe como el subsistema que se desarrolla en el interior de las universidades, para facilitar la transmisión de los mensajes que permitan la interrelación de sus públicos internos -durante las acciones fundamentales que le dan sentido a estas entidades según su cultura organizacional- en un clima determinado por la motivación, participación e implicación en el cumplimiento de los objetivos declarados.

En este sentido, los elementos que permiten el desarrollo de los procesos comunicativos hacia el interior de las instituciones están definidos por los mensajes, flujos, canales o medios, redes de la comunicación y la retroalimentación, su estudio permite la detección de problemas y fortalezas para la posterior puesta en práctica de acciones adecuadas que mejoren la transmisión de dichos mensajes con la finalidad de optimizar el desempeño de los procesos que conforman los sistemas institucionales.

A tenor de lo anterior, cabe preguntarse si solo la existencia de dichos elementos constituye la garantía para el desarrollo de una comunicación intra-universitaria efectiva. Pues no, una vez concebida una estructura apropiada, el éxito de la comunicación estará en el contenido, intencionalidad y forma de los mensajes, así como el estímulo adecuado a la retroalimentación, que pasa en primer lugar por la motivación a hacerlo por parte de los directivos hacia la base; lo que incluye entonces el espacio real para la participación y la escucha también real a sus problemas. De
otra forma por más perfección que se quiera proporcionar a la estructura del flujo de la comunicación, no se genera la efectividad de este proceso.

Debido a la cantidad de actores que integran las universidades sus estructuras son complejas (compuestas por vicerrectorías, facultades, direcciones y departamentos), en consecuencia la comunicación intra-universitaria adquiere una dimensión masiva, situación que puede limitar la involucración de sus públicos internos en las tareas y objetivos de dichos centros.

En este sentido la elaboración de los mensajes debe realizarse al considerar los tres peculiaridades de los integrantes de estos públicos con el objetivo de evitar interpretaciones erróneas o ruidos en la comunicación. A este respecto se impone como una necesidad poseer un conocimiento de las características esenciales de dichos públicos.

3. Relevancia del enfoque basado en procesos para la gestión universitaria

Zaratiegui (1999) establece que los procesos se pueden asumir como secuencias ordenadas y lógicas de actividades de transformación, que parten de unas entradas (informaciones -pedidos datos, especificaciones- más medios materiales -máquinas, equipos, materias primas etc.) para alcanzar unos resultados programados que se entregan a quienes los han solicitado, es decir, los clientes de cada proceso.

Conforme a las afirmaciones anteriores, en el presente estudio se declara que los procesos pueden considerarse como un conjunto de interacciones de trabajo, relacionadas sistemáticamente de forma lógica, que cíclicamente parten de una entrada (por lo que requieren insumos -humanos, materiales o información- para la ejecución de actividades específicas, que cruzan varios límites institucionales, y agregan valor) en pos de obtener ciertos resultados o salida, con una finalidad común para los públicos que lo han solicitado. A menudo el resultado de un proceso constituye el elemento de entrada del siguiente proceso.

En consecuencia, actualmente las instituciones demuestran un creciente interés con respecto a la gestión por procesos. Dicho enfoque rompe con el esquema vertical de administración para dar paso al horizontal, en el cual los procesos interfuncionales facilitan el desarrollo de las empresas, como un sistema integrado en la búsqueda de la excelencia de su gestión, como resultado de reducir la fragmentación del trabajo por departamentos y mejorar la capacidad de coordinación y comunicación transversal (Suárez-Barraza y Ramis-Pujol, 2008).

“La aplicación de un sistema de procesos dentro de una institución junto con la identificación e interacciones entre estos y su gestión, puede denominarse como enfoque basado en procesos” (Bravo, 2009b, p. 26). Ello presupone que esta modalidad de administración no posea una finalidad por sí misma, sino que constituya una opción viable para alcanzar grandes metas institucionales.

Históricamente las universidades han asumido estructuras verticales o piramidales como modo de organización para el desarrollo de sus funciones. Hoy por hoy dicha forma de administración, válida en su tiempo, ya no compite cuando se habla de calidad total en cada operación y proceso que se realiza a interior de estas, pues se vuelve ineficiente a causa de sus nichos de poder e inercia excesiva ante los cambios.

Al respecto, el señor Frans Van Vught (2000), ex-rector de la University of Twente en la ciudad Enschede, Países Bajos, reafirma que las universidades innovadoras deben repensar y redefinir sus roles, una cuestión crucial en este cambio es el análisis de sus formas de gestión. Plantea además que si bien las universidades no son firmas empresariales, deben considerar la modernización de la administración en términos de hacer frente a las fuerzas del entorno. En tal sentido, las autoras consideran que ello implica una visión transversal de estas instituciones, en la cual el enfoque de gestión basado en procesos debe constituir la forma que asuman para satisfacer las necesidades y demandas de sus públicos.

Ante estas razones, llama la atención el hecho de que el Ministerio de Educación Superior cubano declaró que todos los centros adscritos a él -es decir, las universidades, entidades de ciencia y técnica, empresas- deben asumir la gestión por procesos para cumplir con la planificación estratégica del período comprendido entre 2017–2021.
Empero las transformaciones que al presente se realizan en la educación superior cubana, han evidenciado la necesidad que el MES haya ampliado su mapa de procesos y declarado otros (internacionalización; ciencia, tecnología e innovación; información, comunicación e informatización y recursos materiales y financieros), en aras de perfeccionar su desempeño y el de sus centros adscritos.

En este sentido, es meritorio detenerse a reflexionar sobre uno de los nuevos procesos que el referido ministerio proyecta como estratégico: información, comunicación e informatización. Aunque los tres sistemas integrados en este enunciado están indisolublemente vinculados entre sí (según su complejidad y sin perder de vista su globalidad) de acuerdo a los intereses del presente trabajo, solo se analiza una parte de este proceso: la comunicación y de ella la gestión de comunicación intra-universitaria.

Si bien ya el MES reconoce la importancia de la comunicación como un proceso indispensable para cumplir con la proyección estratégica declarada, es válido destacar que Bartoli (1992) y Villafañe (1993) expresan que el proceso de gestión de comunicación se puede ubicar dentro de la gestión institucional no solo como el desarrollo de meras acciones comunicativas.

4. Gestión de comunicación intra-universitaria con enfoque basado en procesos

Para muchos estudiosos, es evidente la relación existente entre comunicación e imagen, por tanto, vinculan la gestión de comunicación con el diseño de actividades comunicativas integrales y programadas, con objetivos claramente enfocados hacia la obtención de resultados que conduzcan al fortalecimiento de la imagen de las instituciones.

Gestión de comunicación (...) es el conjunto de fases o etapas coordinadas para dirigir y controlar todo lo relativo a la comunicación. Debe estar integrada en la gestión global de la entidad e influye en todas las actividades que tienen lugar en la misma atendiendo a su condición de proceso que media y que a su vez es mediado. (Rivero, 2010, p. 23–24).

En el contexto universitario supone la organización por medio de la búsqueda de integración de los procesos comunicativos de las instituciones, pero no apuntando hacia la homogeneidad entre ellos, lo que además de imposible sería improcedente, sino a partir de su coordinación, y la eliminación o disminución al máximo posible de la aleatoriedad, la improvisación y la espontaneidad, en la realización de actividades comunicativas (Marín, Trelles, y Zamarrón, 2005).

Por tanto, la GCIU constituye el sistema de fases o etapas coordinadas, integradas a la administración general de las entidades universitarias, que permite determinar cómo se debe realizar la transmisión de mensajes, de manera sinérgica, hacia el interior de estas instituciones para contribuir al cumplimiento de sus objetivos declarados.

De acuerdo a los argumentos expuestos con anterioridad y atendiendo a los intereses de esta investigación, el enfoque de procesos aplicado a la GCIU, conlleva a simplificar su desarrollo, a través del establecimiento de las fronteras de sus elementos, en un sistema administrativo que favorezca el intercambio estos mensajes de manera efectiva, según su cultura organizacional con una identidad propia, facilitando una mayor participación y motivación de los públicos internos en el cumplimiento de las metas establecidas, y fortalecer su autoimagen.

Rivero (2010) expresa que un sistema de comunicación institucional documenta inicialmente todos aquellos elementos y requisitos que se deben considerar para que la comunicación sea verdaderamente una herramienta estratégica. Por su parte, Bravo (2009) declara que un sistema de gestión establece las metodologías, responsabilidades, los recursos y las actividades que permitan una gestión orientada hacia la obtención de las metas declaradas.

La gestión espontánea y aleatoria de la comunicación conduce a la confusión de los públicos a quienes se dirige el discurso institucional; en este sentido, a través de los sistemas se puede representar la realidad de forma simple y organizada para comprenderla de una manera más fácil, al simplificar su desarrollo por medio del establecimiento de las fronteras y el funcionamiento de sus elementos.
El sistema de GCIU con enfoque de procesos que aquí se presenta brinda una visión integral de este tipo de administración; determina los criterios que aseguran el cumplimiento de las actividades de manera eficaz, ayuda a entender su globalidad describiendo el ciclo completo, desde su inicio y hasta su posible fin.

La propuesta, tal y como se muestra en el Gráfico 1 presenta el conjunto de elementos que deben conformar dicho sistema: las entradas, los subprocesos inherentes a la GCIU y sus salidas; estructurados como un todo, ordenados y relacionados de forma lógica con la finalidad de obtener ciertos resultados a través de la ejecución de actividades específicas (en las que intervienen recursos humanos, materiales, financieros y tecnológicos agregándoles valor) según las normas legales declaradas, que transforman entradas en salidas, las cuales -de acuerdo a la información que se obtenga como parte de la retroalimentación- pueden ser perfeccionadas, para alcanzar los objetivos establecidos, a través de la introducción de mejoras que cíclicamente reactivan el funcionamiento de dicho sistema.

Para su confección se tuvo en cuenta las particularidades de la UG y se ubica a los públicos intra-universitarios como elemento clave para alcanzar los objetivos declarados. De igual forma, se pondera la necesidad que dichos públicos reconozcan el nivel de poder que tienen, por lo que es necesario educarles en función de que realicen este tipo de gestión de forma más completa.

Ahora bien, el propio sistema de gestión que aquí se propone, tiene como objetivo: definir cómo se debe realizar la GCIU en la UG para contribuir al cumplimiento de su planificación estratégica 2017–2021. En este sentido, se considera que aunque sean declarados los criterios de medida e indicadores de los objetivos específicos durante el subproceso de planificación, es necesario incluir otros para determinar la eficacia del propio sistema en correspondencia con dicho objetivo.

Con respecto a lo antes planteado es considerable destacar que el sistema de gestión que este estudio propone no es independiente, funciona abierto a las influencia del sistema institucional y presenta una visión parcial del proceso como tal, debido a que como bien plantea Bravo (2009), todo sistema es indescriptible en su totalidad porque su nivel de complejidad solo permite que se tenga un conocimiento superficial sobre la base de representaciones simplificadas.

**Conclusiones**

El enfoque de procesos aplicado a la GCIU, conlleva a simplificar su desarrollo, a través del establecimiento de las fronteras de sus elementos, en un sistema administrativo que favorezca el intercambio estos mensajes de manera efectiva, según su cultura organizacional con una identidad propia, facilitando una mayor participación y motivación de los públicos internos en el cumplimiento de las metas establecidas, y fortalecer su autoimagen.

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EL PAGO POR SERVICIO AMBIENTAL HÍDRICO EN CUENCAS HIDROGRÁFICAS DE INTERÉS NACIONAL. GUANTÁNAMO

Payment for Environmental Water Service in Watersheds of National Interest. Guantánamo

Resumen: El Parque Nacional “Alejandro de Humboldt” es un área protegida de interés nacional. Su inserción en el Proyecto Internacional “Fortalecimiento del Sistema Nacional de Áreas Protegidas” favoreció el primer acercamiento al tema de valoración económica de los recursos naturales en la búsqueda de financiamientos para la conservación de los ecosistemas como un aspecto novedoso en las áreas protegidas.

El método investigativo Estudio de caso, así como las informaciones disponibles en la unidad sobre el manejo de los recursos naturales fueron, entre otros, los materiales utilizados en la valoración económica del Servicio ambiental hídrico para el diseño de un Sistema de Pagos por Servicios ambientales como un mecanismo financiero para la conservación en la cuenca del río Toa.

La categorización de los Servicios ambientales del parque, el reconocimiento de un mercado institucional del Servicio ambiental hídrico en la cuenca, a través de la tarifa a pagar por los beneficiarios estatales, que permitió determinar el monto anual a pagar destinado al desarrollo de los proyectos de conservación en la cuenca, así como el esquema del sistema de pago presentado en función de un manejo sostenible del recurso hídrico, condicionaron el reconocimiento económico de los servicios ambientales del PN.

Annotation: the “Alejandro de Humboldt” National Park is a protected area of national interest. Its insertion in the International Project “Strengthening the National System of Protected Areas” favored the first approach to the topic of economic valuation of natural resources in the search for financing for the conservation of ecosystems as a novel aspect in protected areas.

The research method Case study, and the information available in the unit on the management of natural resources were, among others, the materials used in the economic evaluation of the Environmental Water Service for the design of a Payment System for Environmental Services as a financial mechanism for conservation in the basin of the Toa.

The categorization of environmental services of the park, the recognition of an institutional market of the water environmental service in the basin, through the tariff to be paid by the state beneficiaries, which allowed to determine the annual amount to be paid for the development of the conservation projects in the basin, as well as the scheme of the payment system presented in function of a sustainable management of the water resource, conditioned the economic recognition of the National Park’s environmental services.

Palabras clave: servicios ambientales, sistema de pagos, tarifa, proyectos, manejo sostenible.

Key words: environmental services, payment system, tariff, projects, sustainable management.

JEL classification: A100, A110, A130.
**Introducción**

En la Ley 81 del 11 de Julio de 1997, referida al Medio Ambiente se establecen las bases que guían la política y la gestión ambiental cubana, la que tiene como base fundamental conceptos jurídicos y principios del Derecho Ambiental Internacional derivados, a su vez, de instrumentos internacionales aprobados por Cuba. En tal sentido, la referida Ley, en su Capítulo III sobre el Sistema Nacional Áreas Protegidas tiene entre sus principales objetivos: mantener muestras representativas de las regiones biogeográficas más importantes del país para asegurar la continuidad de los procesos evolutivos; conservar *in situ* la flora, la fauna y la diversidad biológica, protegiéndolas de las acciones que pudieran perjudicarla; mantener y manejar los recursos bióticos, tanto terrestres como acuáticos; conservar y rehabilitar los paisajes, tanto naturales como culturales y servir de laboratorio natural y de marco lógico para el desarrollo de investigaciones.

El no establecimiento de los flujos de Bienes y Servicios Ambientales como mecanismos financieros en la búsqueda de financiamientos a plazo largo para la conservación de los ecosistemas, la falta de reconocimiento económico del servicio ambiental a la red hidrográfica del Parque Nacional Alejandro de Humboldt1, en la cuenca del río Toa constituyen problemáticas que afectan la asignación de recursos financieros para el manejo del área protegida que no contribuyen al cumplimiento de los principios establecidos por Naciones Unidas referido a la sostenibilidad ambiental.

Si se tiene en cuenta que los avances producidos en la ciencia, la tecnología y el medio ambiente en Centroamérica y el Caribe han influido positivamente en los servicios que prestan los ecosistemas, específicamente en las áreas protegidas, estableciéndose como sostén financiero para la conservación, en Cuba, a pesar de existir una fuerte voluntad política en la preservación de los recursos naturales reconocida en la Estrategia Ambiental Nacional, aún no se ha diseñado un sistema de pago por servicios ambientales para los beneficiarios estatales, ubicados en las zonas de influencias y amortiguamiento de la cuenca del río Toa.

En la actualidad, no existe una tarifa de pago para el servicio ambiental que presta el PN por el uso potencial de las aguas superficiales suministradas por el río Toa, dejando aún sin respuesta a los Lineamientos Económicos y Sociales del Partido y la Revolución números 61, 66, 68, 133, 247, 264 y, en particular, el 303, que establece la obligatoriedad de la medición y el cobro del agua a clientes estatales y privados. Para dar respuestas a las problemáticas enunciadas se requiere diseñar un sistema de pagos por servicios ambientales como mecanismo financiero para el uso sostenible del recurso hídrico en el PN, acorde a los principios actuales de la economía encaminada a la sostenibilidad ambiental, uno de los ejes estratégicos contemplado en el Plan Nacional de Desarrollo Económico y Social hasta el 2030.

La investigación desarrollada se basa, fundamentalmente, en el método dialéctico que permite el análisis y la síntesis teórica en la fundamentación del problema, partiendo de la objetividad económica del mercado de los servicios ambientales, así como para analizar el contexto cubano en lo referente a estos servicios. Este método permite, además, identificar las contradicciones entre la necesidad de una información financiera de servicios ambientales que considere el uso racional y sostenible del recurso hídrico y el inexistente sistema de pago que posibilite solucionar esta problemática y, consecuentemente, delimitar las insuficiencias metodológicas y de procedimiento para resolver dichas contradicciones.

El método de inducción-deducción se utiliza para la determinación de las particularidades y tendencias de las investigaciones relacionadas con el tema y el nuevo enfoque que se presenta en la investigación para ubicar el Sistema de pago por Servicios Ambientales Hídricos, en las diferentes etapas, así como la evolución de los mismos en la economía ambiental, para localizar el método histórico-lógico.

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1 En lo adelante será tratado como PN.
El método de análisis – síntesis se emplea en la interpretación de la información documental para la determinación de antecedentes, elaboración de los procedimientos para obtener la tarifa a cobrar por el Servicio ambiental a los beneficiarios, así como la confección de la propuesta para el Sistema de pago por Servicios Ambientales Hídricos en la cuenca del río Toa. Entre las principales técnicas utilizadas se encuentran las encuestas a expertos y el uso del paquete estadístico SPS 11.5 para las Ciencias sociales. En particular, se emplea el enfoque analítico estructural que se utiliza como herramienta para el estudio de los factores y condiciones y para determinar los elementos de incidencia en la formación de una tarifa de pago, costos y la información referida en el PN.

Las informaciones en soporte digital y plano disponibles por la administración correspondientes al área protegida: computadoras, transporte, cámaras fotográficas, y en especial los informes valorativos del cumplimiento de los planes de manejo y operativos del área protegida, informes anuales de los resultados del manejo por cada uno de los programas de manejo, informes anuales de los resultados económicos, y de los registros de las partidas de los gastos e ingresos incurridos en el manejo de los ecosistemas, estudios de investigación e informes de los indicadores meteorológicos de la cuenca, incluida la información cartográfica, informe anual de Balance de la cuenca emitidos por la Delegación Provincial de Recursos Hidráulicos y la Dirección de Planificación Física Territorial fueron los materiales utilizados para el desarrollo de la presente investigación.

Desarrollo

El programa de trabajo desarrollado para atender necesidades de información científica, titulado Reservas de la Biosfera define los servicios ambientales como:

(…) “los beneficios que el hombre recibe de los ecosistemas. Ellos abarcan servicios de provisión que incluye alimentos, agua, madera y fibras; servicios reguladores que afectan climas, inundaciones, enfermedades, residuos y la calidad del agua, servicios culturales, aportan beneficios de recreación, estéticos y espirituales, y servicios de soporte, tales como la formación de suelo, la fotosíntesis y el ciclo de nutrientes”1.

Con relación al bienestar humano, incluye elementos fundamentales para la existencia como: materiales básicos para una vida saludable (sustento seguro y adecuado, alimentos suficientes, habitación, vestuario, y acceso a bienes), salud (ausencia de enfermedades), ambiente físico saludable (aire puro y acceso al agua limpia), buenas relaciones sociales (cohesión social, respeto mutuo, capacidad de ayudar al semejante), seguridad (acceso seguro a los recursos naturales y a otros recursos, seguridad personal y protección contra desastres naturales causados por el propio ser humano) y libertad de expresión y acción (oportunidad para alcanzar aquello que desea).

Otra definición de los Servicios ambientales expone que son las funciones ecosistémicas que utiliza el hombre y al que le generan beneficios económicos; y tienen como principal característica que no se gastan y no se transforman en el proceso, pero generan indirectamente utilidad al consumidor”2. Por ejemplo, la purificación del aire y del agua imprescindible para la vida en el planeta. Barzev (2002).

Se refiere, además, a las funciones del ecosistema y las considera relaciones (flujos energéticos) entre los distintos elementos de un ecosistema, y a los Bienes Ambientales como recursos tangibles utilizados por el ser humano como insumo en la producción o en el consumo final que se gastan y se transforman en el proceso.

Aunque ambos autores abordan de manera general las definiciones acerca de los servicios ambientales; pero Araya logra precisar los beneficios de estos al hombre en el medio que lo rodea, concepto que es asumido en lo adelante para categorizar y conceptualizar los servicios ambientales hídricos en el Parque Nacional.

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2 Radov D. Barzev: Mecanismos financieros para la conservación de los recursos naturales, 2008; pág. 13.
Los Servicios ambientales hídricos son los beneficios que reciben los usuarios estatales y comunidades de la red hidrográfica del PN, provenientes del uso de las aguas superficiales que no se transforman y propician cambios en la calidad ambiental de la región. Navarrete, (2011).

Este concepto amplía la visión y los argumentos a tener en cuenta para el reconocimiento económico del Sistema de pago por Servicios ambientales en las cuencas hidrográficas, en especial la cuenca río Toa, uno de los mecanismos financieros para la conservación y la sostenibilidad financiera del PN.

Los servicios ambientales que prestan los ecosistemas de mayor reconocimiento internacional se exponen en el orden siguiente: protección del agua para uso urbano, rural e hidrológico, mitigación de gases de efecto invernadero, belleza escénica, protección a la biodiversidad, y protección del suelo. La identificación de los servicios ambientales en el PN estuvo a cargo de un grupo de especialistas del equipo técnico del área protegida (biólogos, geógrafos, economistas y otros) encargados del manejo del área protegida que, con sus experiencias, propiciaron el trabajo para la selección y categorización de las funciones de los ecosistemas.

Esta actividad se realizó en el marco de la primera fase de ejecución del proyecto internacional titulado Fortalecimiento del Sistema Nacional de Áreas protegidas de Cuba.

Establecer las categorías de los servicios ambientales del recurso hídrico precisa la importancia del análisis de la biodiversidad, así como la necesidad de establecer políticas que sostengan la gestión económica en la cuenca del río Toa, a través del reconocimiento económico de los servicios ambientales hídricos que presta la red hidrográfica existente en la zona para el desarrollo socioeconómico de la misma, según se muestra en la tabla 1.

### Tabla 1

<table>
<thead>
<tr>
<th>Categorías de los Servicios ambientales del PN</th>
<th>Servicios ambientales</th>
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<tbody>
<tr>
<td>Servicios de Provisión</td>
<td>Alimentos</td>
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<td></td>
<td>Agropecuaria</td>
</tr>
<tr>
<td></td>
<td>Pesca y Agricultura</td>
</tr>
<tr>
<td></td>
<td>Extracción (minería)</td>
</tr>
<tr>
<td>Recursos Forestales Madereros</td>
<td>Madera</td>
</tr>
<tr>
<td>Recursos No Madereros</td>
<td>Leña</td>
</tr>
<tr>
<td></td>
<td>Semillas, especies ornamentales, resina, frutas</td>
</tr>
<tr>
<td>Medicamentos</td>
<td>Productos medicinales</td>
</tr>
<tr>
<td>Agua</td>
<td>Agua dulce Superficial</td>
</tr>
<tr>
<td></td>
<td>Agua dulce Subterránea</td>
</tr>
<tr>
<td>Servicios de Regulación</td>
<td>Regulación de la calidad del aire; Mitigación de gases efecto invernadero; Secuestro</td>
</tr>
<tr>
<td></td>
<td>de carbono; Regulación climática; Purificación y regulación del agua; Procesamiento</td>
</tr>
<tr>
<td></td>
<td>de residuos y desintoxicación; Regulación de procesos geohidrológicos de erosión,</td>
</tr>
<tr>
<td></td>
<td>deslizamiento e inundaciones; Regulación de enfermedades</td>
</tr>
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<td>Servicios Culturales</td>
<td>Valores espirituales, religiosos, y folclóricos legado; herencia a futuras generaciones,</td>
</tr>
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<td>altruismo</td>
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<td></td>
<td>Recreación, turismo y deportes</td>
</tr>
<tr>
<td>Servicios de Soporte</td>
<td>Biodiversidad, suelo</td>
</tr>
</tbody>
</table>

**MARCO METODOLÓGICO Y REGULATORIO DEL SERVICIO AMBIENTAL HÍDRICO**

El Pago por Servicios ambientales (PSA) se define como: un concepto económico de retornar a la naturaleza parte de los beneficios económicos que genera el aprovechamiento de los
recursos naturales para los seres humanos\textsuperscript{1}. Garrido (2007) plantea que el principio central del PSA consiste en que los proveedores de servicios ambientales se verán compensados por los mismos mientras que los beneficiarios han de pagar por ellos.

El PSA, es un instrumento para lograr una asignación más eficiente de recursos financieros a nivel de cuencas. Su aplicación depende de varias condiciones, por ejemplo la clara identificación de proveedores y usuarios y la identificación del vínculo entre uso de la tierra y la provisión del servicio. Por lo tanto, no se pueden resolver todos los problemas del manejo de recursos a nivel de cuenca con la aplicación de PSA. Sin embargo, es un mecanismo sostenible a largo plazo, si este se genera a partir de recursos locales, partiendo de resolver un problema concreto de las comunidades en las soluciones de los conflictos que se enfrentan en la zona.

El pago por Servicio ambiental hídrico en la cuenca del río Toa se sustenta en la Ley 81 del 11 de Julio de 1997 del “Medio Ambiente” la que establece las bases que guían la política y la gestión ambiental cubana; en el Fondo Nacional de Medio Ambiente, como mecanismo financiero para la conservación; las Resoluciones del Ministerio de Finanzas y Precios; en la Ley Tributaria 113/2012, que establece dentro de sus impuestos el uso de las aguas terrestres y en los Lineamientos de la Política Económica y Social del Partido y la Revolución en especial el 303 donde se establece regular de manera obligatoria la medición del gasto y el cobro del agua a los clientes estatales y privados.

**Procedimiento metodológico que conforma el sistema de pago por Servicio ambiental hídrico.**

El sistema de pago por Servicio ambiental hídrico como mecanismo financiero para la conservación consta de tres fases: Fase 1 Características y criterios específicos del ecosistema objeto de conservación; Fase 2 Valoración económica de la oferta del Servicio ambiental y la Fase 3 Estimación de la demanda del Servicio ambiental hídrico.

Dinamismo, flexibilidad, integración y armonía caracterizan el sistema propuesto; se destaca el enfoque multisectorial de la cuenca que interactúa con las aspiraciones de desarrollo sostenible económico y social del país plasmadas en el Plan Nacional de Desarrollo Económico y Social hasta el 2030.

**Fase 1: Características y criterios específicos del ecosistema objeto de conservación.**

Objetivo. Caracterizar los componentes que conforman el objeto de conservación; para determinar los indicadores necesarios en el fundamento de la propuesta.

El procedimiento consta de los pasos siguientes:

- Paso 1. Selección de las informaciones disponibles correspondiente al área protegida.
- Paso 2. Análisis de las informaciones disponibles.

**Fase 2: Valoración económica de la oferta del Servicio ambiental.**

Objetivo. Determinar el valor económico del servicio y el balance hídrico de la cuenca.

Esta fase requiere de un trabajo multidisciplinario que ayude a profundizar las decisiones técnicas y administrativas de la propuesta debido a la complejidad y cantidad de pasos a seguir para obtener el mecanismo financiero propuesto. La misma consta de cuatro pasos:

- Paso 1. Cálculo del balance hídrico del área de estudio.
- Paso 2. Determinación de los parámetros cuantitativos.
- Paso 3. Cálculo de la oferta y disponibilidad de agua.
- Paso 4. Cuantificación económica y física de la oferta hídrica.

**Fase 3: Estimación de la demanda del Servicio ambiental hídrico.**

Objetivo. Establecer la demanda física de los usuarios estatales y el monto a pagar por el servicio ambiental hídrico.

- Paso 1. Demanda física anual de los beneficiarios estatales.
- Paso 2. Monto a pagar por los sectores consumidores.

\textsuperscript{1} Barzev Radov D: Mecanismos financieros para la conservación de los recursos naturales. La Habana, Editorial Academia, 2008; pág. 56.
En esta fase se procede a la redistribución del financiamiento determinado para cada usuario estatal que debe ser incluido en los planes económicos o proyectos de conservación de los ecosistemas en la cuenca del río Toa que, a su vez, sustentan económicamente el Plan de Conservación del recurso hídrico en el PN, según se muestra en el esquema de pago Anexo 1.

**Conclusiones**

1. Los Sistemas de pagos por Servicios ambientales han transitado desde un enfoque reduccionista y parcelado hasta su actual concepción con un enfoque más integral, sistémico, multifactorial y sostenible en la gestión y manejo del recurso hídrico, en función del aprovechamiento y el uso de los ecosistemas asociados a las cuencas hidrográficas.

2. Tener en cuenta las potenciales de los servicios ambientales categorizados en el ecosistema del PN, en específico, el recurso hídrico el cual permite la creación de un mercado institucional que reconoce las relaciones económicas que dependen del servicio ambiental prestado por el parque en la cuenca.
3. Los pagos de los servicios ambientales hídricos constituye una alternativa económica viable para la planificación del aprovechamiento del recurso hídrico en la región, ya que las etapas que conforman la proyección de los planes económicos en las entidades constituye el escenario propio para fundamentar la concepción técnico-productiva del Servicio ambiental, lo que permite su inserción en el plan de la economía, y a su vez, al reconocimiento económico, dado el carácter multisectorial del recurso hídrico vital para el desarrollo socioeconómico del país.

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RESPUESTA DEL CULTIVO DE YUCA
(MANIHOT ESCULENTA. GRANTZ) A LA APLICACIÓN DE
MICORRIZA EN EL VALLE DE GUANTÁNAMO

Response of Cassava Cultivation (Manihot Esculenta, Grantz) to the Application of Mycorrhiza in the Guantánamo Valley

Resumen: Con el objetivo de evaluar la efectividad de las inoculaciones con Hongos Micorrízicos Arbusculares (HMA) en dos variedades de yuca (Manihot esculenta. Grantz) en diferentes condiciones del Valle de Guantánamo, se desarrollaron varios experimentos, para ellos se escogieron suelos Pardos sialíticos y Fluvisoles que se corresponden con los Cambisoles y Fluvisoles en la clasificación de la Word Reference Base. (FAO, 2006). Se utilizó un diseño de bloques al azar con cuatro réplicas y dos factores de estudio (tres localidades y tres variantes nutricionales). Las cepas de HMA utilizadas fueron Rhizophagus intraradices y Glomus cubense, según el tipo de suelo. Se evaluaron la cantidad de raíces comerciales y el rendimiento (t.ha-1). Los resultados de los experimentos demostraron que el cultivo de yuca incrementó su rendimiento cuando se aplicó cepas eficientes de micorriza, con independencia de las diferencias en las condiciones edafoclimáticas del Valle de Guantánamo.

Annotation: with the objective of evaluating the effectiveness of the inoculations with Arbuscular Mycorrhizal Fungi (AMF), in two yucca varieties (Manihot esculenta. Grantz) under different conditions of the Valley of Guantánamo, several experiments were developed, for them soil Brown sialíticas and Fluvisoles were chosen that belong together with the Cambisoles and Fluvisoles in the classification of the Word Reference Bases. (FAO, 2006). A design of blocks at random with four replicas was used and two study factors (three towns and three nutritional variants). The AMF isolate Rhizophagus intraradices and Glomus cubense were used, according to the soil type. The quantity of commercial roots and the yield were evaluated (t.ha-1). The results of the experiments demonstrated that the yucca cultivation increased its yield when it was applied efficient isolate of mycorrhizal, with independence of the differences under the conditions edafoclimática of the Valley of Guantánamo.

Palabras claves: yuca (Manihot esculenta. Grantz), variedades, micorriza, fertilización, suelos.
Key words: yucca (Manihot esculenta. Grantz), varieties, mycorrhizal, fertilization, soil.
JEL classification: J190, J280.

Introducción
Dada la heterogeneidad de los ecosistemas naturales y de los sistemas agrícolas así como la naturaleza diferenciada de la pobreza rural en América Latina, es claro de que no puede
existir un tipo único de intervención tecnológica para el desarrollo; las soluciones deben diseñarse de acuerdo con las necesidades y aspiraciones de las comunidades, así como las condiciones biofísicas y socioeconómicas imperantes. El problema con los enfoques agrícolas convencionales es que no han tomado en cuenta las enormes variaciones en la ecología, las presiones de la población, las relaciones económicas y las organizaciones sociales que existen en la región, y por consiguiente el desarrollo agrícola no ha estado a la par con las necesidades y potencialidades de los campesinos locales.

La provincia de Guantánamo es una de las más afectadas por la sequía, lo que impide altos rendimientos en la producción agrícola y así el agotamiento de los embalses que son utilizados para el sustento de los cultivos agrícolas. (Anuario estadístico Guantánamo, 2003), en tal sentido se han trazado varias medidas con el objetivo de incrementar los alimentos de origen agrícola, el uso de nuevas alternativas ecológicas para contrarrestar la sequía, la siembra de cultivos que se adapten a las condiciones de estrés hídrico en el suelo, entre otras.

Una de las estrategias agrícolas que permitirían una productividad sostenible con bajo coste ecológico y económico es la aplicación y manejo de microorganismos beneficiosos que estimulen el crecimiento vegetal. A este respecto la investigación relativa al posible papel de las micorrizas arbusculares en los sistemas agrícolas tiene especial interés, ya que se ha descrito su influencia positiva sobre el vigor y el estado sanitario de las plantas en especies vegetales muy diversas (Jeffries et. al., 2003, Pozo y Azcón-Aguilar, 2007).

Los sistemas de inoculación y manejo cultural de microorganismos con propiedades biofertilizantes constituyeron tecnologías racionales y aparecieron como una de las prácticas más promisorias e innovativas para los sectores agrícolas y forestales. Dentro de los biofertilizantes se destacan las bacterias rizósfericas y los hongos micorrizogénos (HMA), debido a que su utilización como inoculantes microbianos en la agricultura incrementan la productividad de los cultivos. (Espinosa et. al., 2015).

Teniendo en cuenta la influencia del cambio climático, la nueva visión de la agricultura agroecológica y la importancia estratégica del cultivo de yuca (Manihot esculenta. Grantz) en las condiciones del valle de Guantánamo, se desarrolló esta investigación con el objetivo de evaluar la efectividad de las inoculaciones con cepas eficientes de Hongos Micorrízicos Arbusculares (HMA) en dos variedades de yuca (Manihot esculenta. Grantz) en las condiciones edafoclimáticas del Valle de Guantánamo.

**Materiales y métodos**

El trabajo se conformó a partir del desarrollo del cultivo en varias localidades con diferentes condiciones edafoclimáticas, en el período comprendido entre el 2012 y 2015 en el cultivo de yuca (Manihot esculenta. Grantz), para ello se escogieron varias zonas situadas principalmente en el valle de Guantánamo en suelos Pardos sialíticos y Fluvisoles que se corresponden con los Cambisoles y Fluvisoles en la clasificación de la Word Reference Base (FAO. 2006).

En el Valle de Guantánamo el clima es Tropical de Sabana (AW), con un promedio de precipitación anual generalmente inferior a los 1 200,0 mm con distribución estacional. La estación lluviosa comprendida entre mayo y octubre y una estación seca o poco lluviosa entre noviembre y abril, que sólo registra entre el 20 y el 40% del total de lluvia.

En todos los experimentos se utilizó un diseño de bloques al azar con cuatro réplicas con dos factores de estudio (Localidad y Variantes nutricionales) para ambas variedades y se describen como sigue:

**Factor A: Variantes nutricionales**

Niveles: 1 Con HMA
2 Sin HMA
3 Fertilización

**Factor B: Localidades**

Niveles: 1 Salvador
Inoculación en el cultivo de yuca (*Manihot esculenta. Grantz*)

La aplicación de Hongos Micorrízicos Arbusculares (HMA) se realizó a través del producto comercial EcoMic® procedente del Instituto Nacional de Ciencias Agrícolas (INCA). Las especies de HMA utilizadas fueron *Rhizophagus intraradices* y *Glomus cubense*, con las cepas INCAM-11 e INCAM-4 respectivamente, obtenidas a partir de inóculos micorrízicos certificados, con 20 esporas por gramo de inoculante (Fernández et al., 2001), que fueron producidos en el departamento de Biofertilizantes y nutrición de las plantas del Instituto de Nacional de Investigaciones Agrícolas (INCA), Mayabeque, Cuba.

En la tabla 1 aparecen relacionadas las variedades en estudio, las localidades, el marco de plantación y las cepas de HMA en correspondencia con las características de los suelos existentes en las localidades.

**Tabla 1**

<table>
<thead>
<tr>
<th>Municipio</th>
<th>Sitio experimental</th>
<th>Variedad</th>
<th>Cepa de HMA</th>
<th>Marco de plantación</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Salvador</td>
<td>Jobito</td>
<td>Jagüey D</td>
<td><em>R. intraradices</em></td>
<td>0,90×1,20 m</td>
</tr>
<tr>
<td></td>
<td>Polígono de la FAM</td>
<td>Señorita</td>
<td><em>R. intraradices</em></td>
<td>0,90×1,00 m</td>
</tr>
<tr>
<td>Manuel Tames</td>
<td>Granja Honduras</td>
<td>Jagüey D</td>
<td><em>R. intraradices</em></td>
<td>0,90×1,20 m</td>
</tr>
<tr>
<td></td>
<td>Finca “Los Casta-</td>
<td>Señorita</td>
<td><em>R. intraradices</em></td>
<td>0,90×1,00 m</td>
</tr>
<tr>
<td></td>
<td>ñedas”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guantánamo</td>
<td>Finca de semillas</td>
<td>Jagüey</td>
<td><em>G. cubense</em></td>
<td>0,90×1,20 m</td>
</tr>
<tr>
<td></td>
<td>Estación de Pastos</td>
<td>señorita</td>
<td><em>G. cubense</em></td>
<td>0,90×1,00 m</td>
</tr>
</tbody>
</table>

Variables evaluadas.

Las variables evaluadas estuvieron relacionadas con el rendimiento y algunos de sus componentes.

1. Cantidad de raíces comerciales: Se realizó por conteo directo a las plantas controles en el periodo de cosecha.

2. Rendimiento (t. ha-1). Se calculó a partir del peso total de las raíces comerciales de las plantas incluidas en el área de cálculo de cada parcela y luego se calculó el rendimiento para una hectárea de superficie.

**Análisis estadístico.**

Todos los resultados experimentales fueron sometidos a Análisis de Varianza según el diseño empleado y en los casos que existieron diferencias significativas entre las medias de los tratamientos, se utilizó como criterio discriminante la Prueba de Rangos Múltiples de Duncan.

**Resultados y discusión**

**Análisis de la variable Altura de las plantas de yuca (*Manihot esculenta. Grantz*)**

El análisis estadístico bifactorial realizado a las diferentes variables no arrojó interacción entre los factores en estudio, por lo que se procedió a la comparación múltiple de las medias por cada factor individual y por esa razón no aparecen las combinaciones de los diferentes niveles de los factores que dan origen a los tratamientos.

En la tabla 2 se muestra el comportamiento del promedio de raíces por plantas para ambos factores, donde se aprecia que la mayor cantidad de raíces se corresponde con las variantes donde se garantizó mejores condiciones nutricionales, con independencia de las condiciones edafoclínicas donde se desarrolla el cultivo.
Estos resultados demuestran la necesidad de la utilización de micorriza en el incremento de los componentes del rendimiento, con independencia de la zona, siempre que se establezcan en los diferentes ecosistemas las cepas de micorriza eficientes en correspondencia con las condiciones de suelo y clima de cada localidad.

El comportamiento con la cantidad de raíces podría estar relacionado con las características de los clones utilizados, lo que coincide con las observaciones de Negrete et al. (2004), quienes indican que la planta define el número de raíces, posiblemente como respuesta a una mayor cantidad de fotosíntesis, producto de una actividad fotosintética más eficiente. Rodríguez (2004), señala que el número de raíces por planta está más influenciado por el clon que por el ambiente, lo cual corrobora los resultados de este trabajo, donde el promedio total en el clon señorita fue de 11,70 mientras el clon Jagüey dulce solo alcanzó un promedio de 8,19 raíces por plantas, aunque este último es un eco tipo muy bien adaptado a la zona.

El análisis de la cantidad de raíces en las localidades arrojó diferencias significativas a favor de la localidad de “El Salvador” para ambas variedades, lo que puede estar relacionado con las condiciones de humedad del suelo por poseer mejores condiciones pluviométricas y por consiguiente, reservar en mayor medida la humedad del suelo.

| Tabla 2 |
| Variación de la cantidad promedio de raíces por plantas en las variedades según las variantes nutritionales y las localidades en estudio |

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cantidad de raíces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variedades</td>
<td>Señorita</td>
</tr>
<tr>
<td>Interacción A x B</td>
<td>ns</td>
</tr>
<tr>
<td>Factor A: Variantes nutritionales</td>
<td></td>
</tr>
<tr>
<td>Con micorriza</td>
<td>11,52 b</td>
</tr>
<tr>
<td>Sin micorriza</td>
<td>10,33 c</td>
</tr>
<tr>
<td>Fertilizada</td>
<td>13,26 a</td>
</tr>
<tr>
<td>EE</td>
<td>0,28*</td>
</tr>
<tr>
<td>Factor B: Localidad</td>
<td></td>
</tr>
<tr>
<td>Salvador</td>
<td>12,25 a</td>
</tr>
<tr>
<td>M Tames</td>
<td>12,20 a</td>
</tr>
<tr>
<td>Guantánamo</td>
<td>11,62 b</td>
</tr>
<tr>
<td>EE</td>
<td>0,28*</td>
</tr>
</tbody>
</table>

Análisis del rendimiento

Cuando se analizó el rendimiento en la variedad señorita (Fig. 1), se encontraron valores altos para las condiciones edafoclimáticas estudiadas, pero los resultados demostraron la necesidad de fertilización o aplicación de micorriza para lograr un acercamiento a las potencialidades genética de esa variedad.

Tito (2014) encontró que en un suelo Pardo cultivado de yuca (Manihot esculenta. Grantz) (variedad Señorita) en las condiciones de Guantánamo, la inoculación de micorriza se logró disminuir más del 50 % de la fertilización balanceada para obtener resultados similares en el rendimiento. Ruiz, (2001), señaló que los suelos Pardos mullidos carbonatados y Ferralílicos Rojos, el cultivo de la yuca (Manihot esculenta. Grantz) inoculado con cepas eficientes por tipo de suelo, solo requirió del 25 % del fertilizante mineral NPK recomendado para obtener altos rendimientos del orden de 35 t.ha-1.

Con relación a los resultados en las diferentes localidades se encontró que en el municipio “El Salvador” los rendimientos fueron superiores al resto de las localidades, resultados que fueron afectados fundamentalmente por la mayor cantidad de raíces y masa de raíces por plantas en la localidad más promisoria.
Los resultados aquí presentados pueden estar relacionados con el mejor balance de precipitaciones de la zona, lo que garantizó que las plantas tuvieran menor tiempo de exposición a los factores adversos del tiempo relacionados con la sequía.

Figura 1. Respuesta del rendimiento de la variedad “Señorita” a las diferentes alternativas nutricionales en las localidades estudiadas

La figura 2 muestra los resultados del rendimiento logrado por el clon Jagüey dulce bajo los diferentes factores estudiados, donde se destaca el bajo rendimiento alcanzado por la alternativa nutricional donde no se aplicó micorriza, en comparación con la aplicación de fertilizante, variante más efectiva, seguida de la aplicación de micorriza con solo un 13,57% por debajo de la variante fertilizada.

Los resultados encontrados demuestran la eficiente respuesta de éste clon a la aplicación de micorriza con independencia de la adaptación del mismo a las condiciones edafoclímáticas de las localidades en estudio.

Recientes investigaciones han demostrado que la adaptación de la yuca (Manihot esculenta Grantz) a los suelos pobres está relacionada con la habilidad de la planta para formar micorrizas arbusculares. En muchas áreas productoras de yuca (Manihot esculenta. Grantz) en América Latina, el principal elemento limitante del cultivo es la deficiencia de fósforo. Se ha demostrado que la inoculación con micorrizas mejora la capacidad de la yuca (Manihot esculenta. Grantz) para absorber fósforo a partir de suelos y soluciones nutritivas con bajas concentraciones de ese elemento (Arismendi, 2001).

Estas observaciones corroboran lo expuesto por Rodríguez et al. (2002), que demostró que cuando se aplican hongos micorrizógenos, la pérdida por lavado, fijación y erosión se disminuye, dado que la red de hifas captura y traslota elementos nutritivos hacia la planta desde sitios no explorados por la raíz; así en los sistemas selváticos de los trópicos húmedos, el reciclaje de nutrientes de la materia orgánica descompuesta hacia la planta, lo realizan los hongos, principalmente por los sistemas micorrízicos.

En general, estudios de diversidad realizados en ecosistemas áridos, semiáridos, salinos y/o con alta presencia de metales han llevado al descubrimiento de nuevas especies de HMA que se
encuentran muy adaptados a estas condiciones (Estrada et al., 2011 y 2013, Teixeira-Rios et al., 2013 y Aguilera et al., 2014).

La simbiosis HMA además de contribuir positivamente en las plantas mediante su rol biorregulador y bioprotector, ha demostrado un efecto positivo en la respuesta de plantas cuando se utilizan especies de HMA como biofertilizantes.

Sin embargo, como se mencionó anteriormente se debe conocer la población nativa de HMA para hacer más óptimo el proceso de biofertilización (Seguel, 2014).

Diversos ecotipos de HMA muestran diferentes grados de resistencia a la aplicación de fertilizantes y productos fitosanitarios, teniendo consecuencias de interés práctico la selección de HMA específicos para una planta en el suelo que ha recibido dichos aportes. Además, la combinación con otros microorganismos del suelo como la inoculación con rizobacterias puede aumentar significativamente la colonización de HMA, mostrando un efecto positivo en la promoción del crecimiento vegetal (Seguel, 2014).

El análisis del comportamiento del rendimiento de clon Jagüey dulce en las diferentes localidades demostró que en la localidad de El Salvador los rendimientos son superiores en un 23% a la localidad de Manuel Tames y 10% superior a Guantánamo.

Pérez y Salvat (2012) indicaron que los rendimientos de yuca (Manihot esculenta. Grantz) son muy diversos y dependen de la naturaleza de las variedades, la duración del periodo vegetativo, las condiciones del medio ambiente y la forma del cultivo.

![Figura 2. Respuesta del rendimiento del clon “Jagüey dulce” a las diferentes alternativas nutricionales en las localidades estudiadas](image)

Figura 2. Respuesta del rendimiento del clon “Jagüey dulce” a las diferentes alternativas nutricionales en las localidades estudiadas

No obstante las diferencias entre los rendimientos promedios de ambas variedades, los incrementos obtenidos por la inoculación con cepas eficientes de HMA tanto absolutos como porcentuales fueron importantes y significativos, conducta está muy importante sobre todo si tenemos en cuenta la diversidad de condiciones edafoclimáticas en que estuvieron situadas las áreas experimentales, avalando no solo la rusticidad del cultivo y su adaptación a diferentes ambientes (CIAT, 2006), sino también la alta dependencia micorrízica de este (Ruiz, 2001 y Rivera et al., 2007) y la efectividad del método de inoculación (Ruiz, Rivera y Simón, 2010; Marrero et al., 2007).
Resultados de diferentes trabajos experimentales que han sido conducidos en Cuba para establecer el efecto de la inoculación micorrízica en el cultivo de la yuca, utilizaron el clon de ciclo largo “Señorita” (Ruiz, 2001) y más recientemente el clon de ciclo medio CMC-40 (Ruiz, Rivera y Simón, 2010; Marrero et al., 2007), los cuales están dentro de los clones más representativos de la producción de este cultivo en Cuba, y con ambos clones se habían encontrado siempre resultados positivos y similares beneficios, lo cual se corrobora con la información obtenida bajo estas condiciones experimentales.

Los resultados del rendimiento en ambas variedades son muy superiores a lo encontrado por González y Ayala (2012), cuando trabajaron con 6 variedades en condiciones de secano en el municipio Puerto Padre en la provincia de Las Tunas.

Sin embargo los rendimientos concuerdan con lo encontrados por Beovides et al., (2014) cuando estudió 50 accesiones procedentes de la colección cubana de germoplasma de Yuca (Manihot esculenta. Grantz) que conserva el Instituto de Investigaciones de Víandas Tropicales (INIVIT) (Villa Clara, Cuba) donde expresaron rendimientos entre 19,01 y 43,52 t.ha-1, y lo calificaron como buenos, y superan los hallados por Pérez (2010) cuando evaluó seis clones en la finca „El Módulo” de Placetas (Villa Clara, Cuba); a su vez, concuerdan con los reportados en Colombia por Damba (2008) que halló valores variables entre 18,5 t.ha-1 y 37,2 t.ha-1.

**Conclusiones**

1. La aplicación de micorriza como alternativa de la nutrición demostró ser una práctica eficiente en el crecimiento y desarrollo de ambas variedades de yuca (Manihot esculenta. Grantz).

2. El cultivo de yuca incrementó su rendimiento cuando se aplicó cepas eficientes de micorriza, con independencia de las diferencias en las condiciones edafoclimática del Valle de Guantánamo.

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PROGRAMA DE GESTIÓN DE RELACIONES PÚBLICAS
UNIVERSITARIAS EN FUNCIÓN DEL DESARROLLO LOCAL

University Public Relations Management Program Based on Local Development

Receiving date: 05.02.2018
Preprint date: 29.03.2018
Taking to print date: 30.04.2018

Resumen: Esta investigación desarrolla como propuesta un Programa de gestión de Relaciones Públicas (RRPP) para la Universidad de Guantánamo que contribuya desde las herramientas de esta disciplina al modelo de institución pertinente al desarrollo local. En el contexto histórico social que vive hoy la universidad cubana, no hay referentes teóricos conocidos sobre la actividad de las Relaciones Públicas como función directiva de la comunicación institucional y su impronta en el contexto universitario. En la realización de este estudio fueron utilizados como principales instrumentos la observación participante, el cuestionario, la entrevista estructurada y el análisis bibliográfico o documental.

Annotation: this investigation develops as a proposal a management program of public relations for the University of Guantánamo that contributes from the tools of this discipline to the model of pertinent institution for the local development. In the current social historic context of the Cuban university, there are no known theoretical referents on the activity of public relations as directive function of the institutional communication and its stamp in the university context. The participating observation, the questionnaire, the structured interview and the bibliographic or documentary analysis were used as principal instruments in the realization of this study.

Palabras clave: gestión de relaciones públicas, desarrollo local, programa de relaciones públicas.

Key words: Public Relations management, local development, Public Relations Program.

JEL classification: A100, A110, A130.

Introducción
La gestión de la comunicación institucional tiene grandes retos en una de las entidades sociales más antiguas: la universidad. Esta institución se encuentra en medio de profundos cambios internos condicionados por un contexto internacional cada vez más competitivo; bajo esta perspectiva la universidad y la sociedad deben mantener un diálogo abierto y fluido que posibilite establecer alianzas infranqueables. De aquí la tendencia del acercamiento interactivo
de las universidades a los procesos económicos-productivos, sociales y culturales a través de una gestión adecuada del conocimiento mutuo, para el acompañamiento universitario pertinente a las demandas del desarrollo local (Nuñez, 2013).

La Universidad de Guantánamo (UG) fue la primera institución de educación superior del oriente, en transitar por el proceso de integración en el curso escolar 2014–2015. La nueva universidad se perfiló como una institución abierta a su medio, para ello era fundamental potenciar la actividad estratégica vinculada a la gestión de la comunicación. Por tanto el Consejo de Dirección de la UG, creó en 2014 el Departamento de Comunicación el cual asesoraría al Consejo de Dirección de la UG en materia de comunicación institucional.

Al retomar el contexto histórico social que vive hoy la Universidad de Guantánamo a dos años de implementarse fuertes transformaciones estructurales, aún se evidencian rezagos en el reconocimiento de su impacto en el desarrollo provincial, pues las acciones que se implementan en función de lograr una mejor retroalimentación con las entidades de la provincia no se concretan con celeridad, reflejado en las demoras durante el proceso para la firma de convenios. La UG debe perfeccionar la gestión de proyectos internacionales a partir del intercambio sistemático con representantes de instituciones extranjeras que constituyen fuentes de financiamiento para el desarrollo de proyectos científicos que tributen a las necesidades de desarrollo del territorio. De igual forma es insuficiente la divulgación de informaciones en los medios de comunicación provinciales y nacionales sobre los resultados científicos generados en la casa de altos estudios guantanamera, lo cual repercute en la percepción que tiene la sociedad sobre la UG y su pertinencia al desarrollo.

Esto evidencia que la UG debe mejorar el relacionismo con sus públicos de interés mediante el establecimiento de un mecanismo que desde una perspectiva comunicativa, intencione la planificación e implementación de actividades concretas que permitan demostrar a este centro de estudios su capacidad para responder a las necesidades y demandas de transformación de la sociedad. Los elementos expresados posibilitan definir como problema científico la necesidad de fortalecer la comunicación bidireccional de la Universidad de Guantánamo con su entorno, en función del desarrollo local. Por tanto la investigación toma como objeto de estudio a las Relaciones Públicas, teniendo como campo de acción la gestión de las Relaciones Públicas de la UG con su entorno, en función del desarrollo local. Lo que admite proponer como objetivo general de la investigación: elaborar un programa de gestión de Relaciones Públicas para la Universidad de Guantánamo en función del desarrollo local.

Fueron utilizados métodos y técnicas de investigación del nivel teórico y del empírico. Del nivel teórico se emplearon los métodos: histórico-lógico ya que posibilitó realizar el análisis del desarrollo teórico de la RRPP desde el surgimiento de esta práctica profesional hasta la actualidad; análisis y síntesis: permitió el análisis de los cuatro modelos clásicos que han descrito la gestión profesional de las RRPP en sus múltiples relaciones y componentes; inducción-deducción: fue necesario a la hora de comparar los datos recolectados y su relación con los presupuestos teóricos, esto apoyó la construcción de la herramienta propuesta a partir de implementar un método de gestión que constantemente requirió de la formación de conceptos y juicios en pos de arribar a conclusiones verídicas.

En el caso del nivel empírico fue utilizado el análisis bibliográfico o documental para el estudio y sistematización de las fuentes teóricas de las Relaciones Públicas y su devenir histórico, así como la conceptualización de desarrollo local y los fundamentos básicos del acompañamiento universitario pertinente a este; observación participante: se aplicó en el contexto de la UG para registrar la interacción sistemática de los sujetos involucrados y así analizar actuaciones e implicaciones en sus roles profesionales; cuestionario: la implementación de esta técnica fue destinada a los directivos universitarios y del territorio con el fin de profundizar en torno a sus niveles de conceptualización sobre la gestión de las RRPP y su percepción en cuanto al impacto de la práctica de esta actividad en función de la vinculación de la UG con el desarrollo local.
Por otra parte, la entrevista tuvo el objetivo de profundizar en el nivel de conceptualización y práctica que tiene la institución de educación superior objeto de análisis, en cuanto a gestionar el relacionismo con sus públicos del entorno direccionado hacia el cumplimiento de las directrices del DL y la triangulación de fuentes y de datos fue importante para una vez concluido el trabajo de campo, la información obtenida se cotejada teniendo en cuenta la vastedad de la misma así como sus fuentes, lo cual facilitó la realización de análisis abarcadores y de un matiz comparativo, atendiendo a cada instrumento empleado.

Lo novedoso de esta investigación científica radica en la recopilación y análisis de datos teóricos sobre la actividad de las Relaciones Públicas como función directiva de la comunicación institucional y su impronta en el contexto universitario. Como aporte práctico se destaca que a través de la implementación de la metodología aquí propuesta se contribuirá a elevar el nivel de adaptación externa e integración interna de la Universidad de Guantánamo con su entorno social.

Desarrollo

1.1. Las Relaciones Públicas: función directiva de la comunicación institucional

El desarrollo teórico de la Relaciones Públicas ha tenido algunas limitaciones, entre ellas se puede destacar la vinculación que hacen de estas reconocidos autores (Lovelock, 2010 y Kotler, Cámara, Grande y Cruz, 2006) hacia el enfoque instrumental, que las convierten en un conjunto de técnicas reactivas al servicio de la mercadotecnia. Por su contenido, respetables investigadores (Bonilla, 2013; Chias y Xifra, 2008 y Wilcox, Cameron y Xifra, 2012), en los últimos treinta años se han alejado de estas consideraciones para exponer que las Relaciones Públicas excelentes requieren que los responsables de estas prácticas en las instituciones se involucren en el proceso directivo durante la gestión de la toma de decisiones de una organización para la comunicación con sus públicos.

Esta afirmación introduce un nuevo elemento en el estudio de las Relaciones Públicas y es la importancia de lograr estilos de dirección compartidos que logren impregnar en cada público desde lo interno los objetivos estratégicos y los lleven con eficacia hacia el entorno, demostrando que la institución cumple con el objetivo para la que fue creada. Partiendo de los presupuestos anteriores, se puede evidenciar que las Relaciones Públicas se han convertido en una parte importante dentro de la actividad de comunicación en las instituciones (García, 2005). En los últimos años han surgido teorías vanguardistas como la de Ledingham, J.A. y Bruning, S.D (2000) los que confirmaron en sus estudios longitudinales que mayoritariamente las Relaciones Públicas en los últimos años tienen una función gerencial, practicadas sobre la metodología que incluye la investigación, la estrategia, la planificación, la implementación y la evaluación.

Para James Grunig y Todd Hunt (2000) las Relaciones Públicas se definen como la dirección de la comunicación entre una organización y sus públicos. Y plantean que la bidireccionalidad y las relaciones con los públicos son las variables que definen a una empresa socialmente responsable. En el contexto cubano, el destacado investigador Mario Piedra expresa que las Relaciones Públicas son:

(...), una mediación comunicacional entre la entidad y sus públicos, apoyada en la investigación y para la que se dispone de una gama de acciones que se estructuran en planes y programas, con el objetivo de integrar los intereses de ambos para un mejor servicio a la sociedad (Piedra, et al., 2002, p. 34).

Este autor orienta la práctica de las Relaciones Públicas hacia el logro de una comunicación equilibrada con el entorno, y define la importancia de que las instituciones desarrollen estrategias responsables al servicio de la sociedad, por lo cual la presente investigación acoge este postulado. Las definiciones analizadas conllevan al entendimiento de que la práctica de las RRPP constituye un componente del sistema institucional y se encuentra en constante dinámica y evolución; no se consideran una ciencia por sé sino una materia interdisciplinar, permiten
establecer y mantener líneas de mutua comunicación, aceptación y cooperación, entre una entidad y sus públicos; colaborando desde su función directiva con la orientación estratégica de esta, a través de un enfoque sistémico. Como la presente investigación persigue enfocar la gestión de RRPP a un centro de educación superior la autora considera pertinente acogerse al concepto de la Lic. Beatriz del Carmen Duménigo, quien valora la gestión de Relaciones Públicas como:

El proceso participativo, que incluye la realización de las funciones de las Relaciones Públicas, y de una política de comunicación bidireccional, bajo el auspicio de la alta dirección. Se orienta a la consecución de objetivos específicos y coherentes con la filosofía general de la institución, al cumplimiento de su responsabilidad social y la obtención de una sólida reputación (Duménigo, 2007, p. 28).

Para analizar con mayor detenimiento los comportamientos en el campo de las RRPP institucionales, se presenta el siguiente epígrafe que recoge cuatro modelos propuestos por los autores Grunig y Hunt1 en su obra Dirección de Relaciones Públicas.

1.2. Cuatro modelos de gestión de RRPP en la teoría y en la práctica

La introducción de los cuatro modelos de gestión por parte del profesor de la Universidad de Maryland, James E. Grunig y el investigador del Departamento de Comunicación de la Universidad Estatal de New Jersey, Todd Hunt en la obra Dirección de Relaciones Públicas, supuso una verdadera revolución científica de esta disciplina, ya que abrió nuevos horizontes para desarrollar una teoría sobre RRPP por medio de un programa sistemático de investigación.

El primer modelo, el de agente de prensa, tiene como objetivo principal propagar el quehacer de la institución involucrada, mediante el uso de informaciones incompletas, distorsionadas para persuadir a los públicos para que se comporten de modo en que la entidad quiere que actúen. El segundo modelo, el de información pública, tiene como finalidad difundir información, no necesariamente con una intención persuasiva, ya que la persona de RRPP actúa, o debería actuar, como si de un periodista integrado a la organización se tratara; es decir, aplicando los principios de la información de actualidad, con la función de transmitir al público interno o externo información sobre la misma.

Para enriquecer el análisis de estas posturas teóricas es imperativo vincular los objetivos de los dos modelos con el enfoque mecánico de la comunicación, ya que es palpable cómo este dota a los procesos comunicativos que se establecen en ambos modelos de una naturaleza transmisiva, traducido a que no consideran la existencia de relaciones con el entorno, lo que conlleva a que no hay un interés marcado por la búsqueda de retroalimentación. La comunicación es bidireccional: fluye en ambos casos hacia el público y desde el público o públicos. La asimetría se infiere al hecho de que la organización no modifica su comportamiento resultado de los efectos de las Relaciones Públicas, sino que procura modificar las actitudes y las conductas del público en todo momento. El modelo simétrico bidireccional ha supuesto uno de los ejes vertebradores de la teoría contemporánea de las Relaciones Públicas, puesto que constituye una práctica ideal de estas, de ahí que sea un modelo normativo por excelencia, “el que, por ende, ha generado más críticas, revisiones y adaptaciones desde su formulación” (Xifra, 2008).

En el caso de los modelos bidireccionales, poseen características del enfoque psicológico, el sistémico, el simbólico interpretativo y también del sistémico-cultural. La vinculación con el primero deviene en el hecho de que se persigue gestionar la satisfacción de las necesidades, la motivación y la participación de los implicados en los procesos comunicativos. Por su parte el enfoque sistémico transversaliza la práctica de ambos modelos ya que en cada uno son los procesos comunicativos los vectores organizacionales esenciales que inciden en los ámbitos interno y externo, y se gestionan a partir de que se diagnostica, planifica, implementa

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1 Jordy Xifra, profesor de Teoría y Técnica de las Relaciones Públicas expresó que Edward L. Bernays es ya historia, a James E Grunig le corresponde la paternidad de las Relaciones Públicas del nuevo milenio (2008).
y evalúa el comportamiento de estos, lo que permite mantener el equilibrio entre los diferentes subsistemas, así como entre estos y el medio circundante.

La perspectiva simbólico-interpretativa la asumen los modelos bidireccionales, al asignarles roles igualmente importantes e intercambiables entre emisores y receptores, y la capacidad de recepción e interpretación de estos últimos se asocia con el contexto socio-histórico, político, económico y cultural donde están insertados. La mayor virtud del enfoque sistémico-cultural en el modelo asimétrico y el simétrico es que concibe y organiza a la comunicación con un catalizador de la eficiencia y la calidad de las instituciones. Desde este matiz, las instituciones comprenden que la estabilidad depende del imperativo del cambio en el caso de que necesiten perfeccionar el comportamiento no sólo frente al entorno sino también entre los subsistemas que la integran.

Sobre las bases de las ideas expuestas se hace necesario también expresar que estas formas de gestionar las Relaciones Públicas exhiben sugerentes presupuestos que pudieran constituir eslabones decisivos en el proceso de perfeccionamiento del modelo económico y social cubano, dado que asignan importancia al intercambio colectivo y a la acción social en las instituciones, al valor que atribuyen de que estas se comporten como servidoras de la sociedad y se proyecten como entidades abiertas a su medio, que busquen siempre vías para dialogar con sus públicos, materializando el equilibrio y una correlación de protagonismo entre emisores y receptores, postulados cuya validez se hace evidente en esta pequeña isla, cuya aplicación podría fortalecer la cultura nacional y la proyección hacia el desarrollo que se necesita.

1.3. La funciones de las RRPP al servicio del desarrollo local (DL) en la universidad cubana

En el primer epígrafe de la presente investigación, se evidenció que existen múltiples acercamientos a las funciones de las RRPP que varían en dependencia de las opiniones de los teóricos que se han acercado al tema o de los profesionales que las practican y han escrito sobre estas.

La autora toma como referente el Modelo de Funciones de las Relaciones Públicas para Cuba, creado por la Lic. Arianne Gorgas Méndez en el año 2005, una de las propuestas más completas realizadas en la última década sobre la aplicación de esta disciplina comunicológica teniendo en cuenta las características del modelo socioeconomico cubano, que defiende la relación armónica entre las instituciones nacionales y los objetivos de justicia social que sostiene el proyecto de desarrollo que construye el país. Sin embargo, este modelo tiene como limitación para los objetivos de la presente investigación el ofrecer funciones globales a aplicar en sectores lo mismo políticos, productivos, culturales, educativos o de servicios. El desafío entonces fue contextualizar estas cinco funciones esenciales de las Relaciones Públicas a la universidad cubana y su actual contenido de actuación: la pertinencia al desarrollo local. Las cinco funciones principales son:

I. Establecer un constante flujo comunicativo desde la organización hacia sus públicos y viceversa con el fin de crear y mantener una relación de credibilidad y confianza.

II. Informar y asesorar a la Dirección sobre las decisiones que afectan a los distintos públicos, tanto internos como externos, así como el estado del clima interno y del estado de opinión de los distintos públicos.

III. Velar por el mantenimiento de un fuerte sentimiento de pertenencia y colaboración en el público interno. V. Mantener una coincidencia entre el interés social y el de la organización, es decir, la responsabilidad de la organización hacia los públicos externos en general y la comunidad y la sociedad en particular.

IV. Mantener una coincidencia entre el interés social y el de la organización, es decir, la responsabilidad de la organización hacia los públicos externos en general y la comunidad y la sociedad en particular.

V. La investigación como base para la planificación (Gorgas, 2005, p. 132).
En el contexto universitario pueden combinarse varias de estas funciones al mismo tiempo para alcanzar un objetivo general. Estas funciones constituyen los indicadores cuyo desempeño fue evaluado en aras de conocer el comportamiento comunicativo de la Universidad de Guantánamo en el establecimiento de vínculos con el resto de los sistemas de su entorno externo y subsistemas internos, lo que repercute en su consolidación como institución innovadora, comprometida con el desarrollo próspero y sostenible de la provincia Guantánamo.

1.4. Programa de gestión de relaciones públicas universitarias de la UG en función del desarrollo local

Un programa científicamente planificado constituye un apoyo fundamental para lograr y mantener un vínculo permanente y satisfactorio entre la institución y sus públicos (Dante, 1995). Con esta afirmación se introduce el estudio sobre cómo profesionalizar y programar, sin dejar nada al azar, todos los contactos de la Universidad con sus públicos de interés, ya que de ellos depende la calidad de la interacción y en consecuencia la imagen favorable o desfavorable que se formen y que proyecten acerca de la misma.

Para la presente investigación es pertinente establecer como conceptualización de programa de RRPP la siguiente: determinación de acciones puntuales de comunicación bidireccional en dependencia del público a las que van dirigidas y los objetivos y políticas trazadas con anterioridad, determinándose además los recursos, tanto materiales como humanos que se requieren, el ajuste a un presupuesto razonable y a plazos temporales concretos. Investigadores destacados como Antonio Noguero Grau han realizado compendios sobre las diferentes herramientas de planificación existentes hasta la década del 2000 para la gestión de Relaciones Públicas.

Entre los modelos más populares están la fórmula RACE1 (IACE en español) y el modelo de averiguación de hechos/ planificación/ comunicación/ evaluación de los autores S. Cutlip y A. Center, en ambos se incluye a la comunicación como etapa del proceso, sin embargo se le han realizado varias críticas ya que no consideran a la implementación como parte de esas etapas. A pesar de ello estos modelos, se consideran en la literatura especializada referentes de obligada consulta por su implementación en todos los contextos y áreas de actuación, así como por su interés en describir el proceso.

Tras estudiar cuidadosamente estas propuestas para modelar el programa de RRPP, la autora se decantó por otra herramienta poco utilizada en el ámbito cubano, aún siendo de gran aplicabilidad en cualquier contexto socioeconómico, se trata de la teoría de la molécula conductual elaborada por Grunig y Hunt. Este método de construcción de la propuesta, permite visualizar a la comunicación como un movimiento y es la conducta precisamente movimiento, acción o actividad. Una persona o institución que se comunica mueve (transmite) palabras o símbolos haciéndolos llegar a otra persona o sistema.

En el caso de la Universidad, se comunicará con éxito cuando logre que sus públicos en el entorno se valgan de las mismas palabras y símbolos -que haya utilizado- o las reproduzcan razonablemente. A esto se le reconoce como comunicación eficaz, y sólo se logra a partir de establecer procesos conductuales simétricos bidireccionales. La molécula conductual tiene varios segmentos que describen los procesos por los que deben pasar los individuos o instituciones para planificar y seleccionar las conductas. Estos segmentos que componen a la molécula son: detectar.... construir... definir... seleccionar... confirmar... comportarse.... detectar.... A continuación se describen cada uno de los pasos seguidos para la construcción de la propuesta.

Detectar: En esta fase de la Molécula Conductual, el análisis seguido es bidireccional con la intencionalidad de conocer la manera en que los sistemas del entorno externo y subsistemas internos perciben a la institución y determinar qué consecuencias tiene dicha institución para estos. Por tanto, de manera controlada y organizada se investigó el comportamiento comunicacional que emplea la Universidad de Guantánamo en pos de direccionar su actuación

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1 Siglas en inglés de research, action, communication and evaluation.
hacia el desarrollo próspero y sostenible de la provincia donde se encuentra enclavada, escuchando a todos los públicos, que intervienen o influyen en el establecimiento de vínculos posibilitadores, funcionales, normativos y difusos.

Dicho diagnóstico arrojó que el estilo de comunicación predominante en la Universidad de Guantánamo para el establecimiento de relaciones con sus públicos de interés es de naturaleza bidireccional, ya que la institución se preocupa por conocer qué piensan los públicos de su entorno externo y subsistemas internos de su desempeño y también, para identificar aquellas políticas o actividades que gustan a las personas o instituciones para finalmente proporcionárselas.

Se evidencia, además, que los directivos comprenden que la comunicación es un catalizador de la eficiencia y la calidad en la UG y que de su gestión acertada también depende su estabilidad en el establecimiento de vínculos meritorios y deseados, para ello debe fomentarse con solidez el imperativo del cambio para perfeccionar su comportamiento no sólo frente al entorno sino también entre los subsistemas que integran a la UG y en aras de tributar a estos propósitos reconocen la importancia de adquirir mediante la capacitación herramientas que les faciliten el equilibrio y una correlación de protagonismo en su comunicación diaria, lo cual denota la existencia de una tendencia hacia la postura de los modelos asimétrico y simétrico.

No obstante, la aplicabilidad al contexto universitario guantanamero de estos modelos se limita ante las insuficientes investigaciones realizadas sobre la conducta comunicativa interna y externa en el contexto universitario, lo cual propicia que la dirección de la universidad no cuente con herramientas comunicativas útiles que dinamican la toma de decisiones estratégicas, esto influye en el mantenimiento del equilibrio entre los diferentes subsistemas, así como entre estos y el medio circundante. La actuación del Departamento de Comunicación en el proceso de afianzamiento de relaciones para la adaptación externa e integración interna de la comunidad universitaria se caracteriza por la adopción de una postura meramente transmisiva, propia del modelo de información pública, pues los profesionales que lo integran no han logrado poner en práctica algunas de las acciones diseñadas para lograr estas metas, aunque coordinan con éxito dos actividades donde los objetivos de relaciones con los públicos llegan a ser motivacionales (Dialogando con mi Rector y las reuniones con los OACE), pero de igual forma prepondera la postura asimétrica, ya que en la concepción de los intercambios se persigue gestionar la satisfacción de las necesidades, la motivación y la participación de los implicados que intercambian con los directivos universitarios. Asimismo, los mecanismos que se utilizan para concientizar a la comunidad universitaria -sobre la importancia de direccionar su actuación hacia el logro del desarrollo local-deben ampliarse y dinamizarse alejados de una postura donde la retención del mensaje sea lo más importante, conducta que a largo plazo sólo provocará la eliminación de la creatividad, tan necesaria para armonizar funciones específicas de la institución con las demandas permanentes de agentes sociales, que exigen la participación activa de UG en el crecimiento y desarrollo territorial.

En general, la práctica de las relaciones públicas empleada en la UG se caracteriza por utilizar las funciones de los modelos descritos en el marco teórico como estrategias situacionales para diferentes públicos, es decir, las funciones de los cuatro modelos se ponen en práctica simultáneamente pero adolecen de efectividad debido a la inexistencia de una planificación adecuada de acciones orientadas a lograr no solo la vinculación con los públicos de interés, sino una actuación fortalecida en los procesos de desarrollo local endógeno.

Construir: En esta fase, se definieron los objetivos y se formularon las políticas generales a seguir para alcanzar las posibles soluciones, a partir de las nuevas Áreas de Resultados Claves y objetivos estratégicos declarados para el período 2017–2021 en la UG, de este segmento se extrae el primer borrador del Programa. Ahora bien, para establecer una correcta gestión de las Relaciones Públicas en la UG, fue necesario organizar por tipos de vínculos el conjunto de públicos con los que la UG se relaciona y desea comunicarse acertadamente en pos de establecer...
una efectiva vinculación con el desarrollo local. Para ello se tomó de referencia la segmentación de públicos establecida por el Manual de Gestión de Comunicación de la UG y se tuvo en cuenta además los actores que intervienen en el Mapa-cadena de acompañamiento universitario al desarrollo local1.

A tenor de lo planteado anteriormente fueron precisados a continuación los objetivos y las alternativas de solución a seguir para cada tipo de vínculo que mantiene la UG con sus públicos en pos de enfocar las acciones del programa de RRPP para servir a cada uno de estos. Luego de establecer las directivas para la gestión del programa de Relaciones Públicas en función del mantenimiento de los vínculos de la UG, que permiten alinear los valores, políticas y estrategias institucionales al interés del bien público y social, se pasa al siguiente segmento de la Molécula, en el que los investigadores definen la manera en la que van a ser implementadas las propuestas de soluciones.

Definir: Este segmento se construyó al desarrollar un solo programa de acción para el conjunto de públicos organizado por vínculos con los que la UG se relaciona y desea comunicarse acertadamente en pos de establecer una efectiva vinculación con el desarrollo local. Las acciones que se proponen, se organizaron a partir de los objetivos y las alternativas de solución declaradas para cada programa específico; donde se tienen en cuenta además, las características de los medios de comunicación directos e indirectos expuestos en el Manual de Gestión de Comunicación de la UG.

Los investigadores como han formado parte durante tres años del proceso de gestión de las relaciones comunicativas con los públicos en la UG, optaron por involucrar a los miembros del Departamento de Comunicación como informantes claves, a partir de que enriquecieran desde sus experiencias, cómo realizarían las alternativas para cada objetivo, el tiempo que tardarían, lo que costaría y la selección de los ejecutores. Estos recomendaron no incluir en el Programa el costo de las acciones, ya que en primer lugar, de ser aceptada su implementación, tendrían que reajustarse los gastos a la planificación del presupuesto ya aprobado en las áreas para el presente año. Esto no limita que se conquisten los objetivos propuestos ya que las acciones diseñadas se articulan al quehacer mantenido por las Facultades, CUM, Vicerrectorías y Direcciones. Seleccionar: del conjunto de herramientas presentadas para hacer posible la consecución eficaz de los objetivos propuestos en aras de potenciar las relaciones con cada vínculo, y por ende para darle cumplimiento a los objetivos generales del Programa, se seleccionan en este segmento aquellas que tienen más posibilidades de funcionar en determinados escenarios. Para ello se aplicó lo que se denomina criterios referentes o de referencia2, con el objetivo de ajustar las acciones propuestas según el horizonte de planeación concebido para el Programa, las experiencias similares aplicadas anteriormente y el resultado obtenido. La decisión final fue la de mantener la estructura concebida y las alternativas de solución propuestas en el segmento definir. Confirmar, una vez seleccionadas las herramientas que harán posible la consecución eficaz de los objetivos, se confirman aquellas que funcionarán incluso, en el peor de los escenarios. Para ello, fue implicada a la máxima dirección de la UG, a partir de presentar en el Consejo de Dirección del mes de febrero de 2017 los resultados obtenidos en el segmento detectar, así como las características del Programa. El primer paso fue circular mediante la Secretaría del Consejo de Dirección, el documento resumen de los resultados del diagnóstico para que fuese entregado con anterioridad a los directivos, con el objetivo de que tuviesen un primer acercamiento al problema, lo que también permitió un mayor aprovechamiento en el intercambio posterior.

1 Elaborado por el Dr. C. José Antonio Rodríguez Orguña, Profesor Titular de la UG; el cual expone que el empleo de esta herramienta para la caracterización de la relación de actores adecuada al ambiente organizacional universitario, posibilita visualizar las relaciones existentes en la UG siguiendo la cadena o ruta de los diferentes productos o servicios que podemos ofrecerle a los clientes en la provincia, dirigidos a satisfacer las demandas pertinentes de los planes de desarrollo integral (Rodríguez, 2015).

2 Grunig y Hunt (Xifra, 2008) utilizan este término para describir un método práctico que ahorra tiempo a los directivos porque les indica que, en el pasado, ciertas alternativas han funcionado mejor que otras.
Con estos ajustes, el documento que contempla el Programa de Gestión de Relaciones Públicas para la UG, en función del desarrollo local quedó aprobado por el Acuerdo No. 43/2017, en la Universidad de Guantánamo para su implementación desde el 1 de mayo de 2017 hasta el 1 de mayo de 2018.

Comportarse: En esta fase se comienzan a poner en práctica las actividades y acciones anteriormente planificadas en el Programa para la neutralización de las deficiencias detectadas, a partir de la puesta en práctica de las acciones declaradas para cada tipo de vínculos que sostiene la UG en su relación con los sistemas del entorno externo y subsistemas internos. En la etapa propuesta para la implementación, se realizarán monitoreos de forma continua, para estar al tanto del nivel de cumplimiento de las acciones y del desarrollo de las etapas del programa; el uso de los recursos que se empleen en estos y para evitar cualquier desviación en relación con lo definido en los objetivos expresados.

Detectar: Finalmente se retorna al segmento de inicio de la molécula donde se realiza la investigación evaluativa con el objetivo de conocer si se han satisfecho los objetivos trazados en el programa, ya que se tendrá la seguridad de estar utilizando los mensajes adecuados hacia el público correcto y que se está centrándolo en las percepciones o actitudes correctas. Si los resultados de estos estudios demuestran que se han conseguido los objetivos propuestos, entonces la Universidad continuará comportándose, es decir, permanecerá implementando invariablemente el programa. Pero, si por el contrario, no se cumplimenta algún objetivo entonces se retorna al segmento construir y se reinicia el proceso ajustando las acciones.

Conclusiones
El desempeño de la actividad de Relaciones Públicas en la Universidad de Guantánamo se caracteriza por utilizar las funciones de los modelos descritos en el marco teórico, como estrategias situacionales para diferentes públicos, lo que implica que las funciones de estos modelos se ponen en práctica simultáneamente pero aún deben ganar en efectividad mediante una pertinente planificación de acciones orientadas a lograr no solo la vinculación con los públicos de interés, sino una actuación fortalecida en los procesos de desarrollo local endógeno.

En el Programa de gestión de Relaciones Públicas para la Universidad de Guantánamo en función del desarrollo local, predominan los objetivos motivacionales basados en una conducta de comunicación bidireccional, que busca el diálogo, el consenso y la comprensión mutua; aunque también predominan los objetivos basados en una conducta de agente de prensa y de información pública, los cuales propiciarán fortalecer los vínculos entre los procesos sustantivos que gestiona la comunidad universitaria y las entidades sociales, de la producción y los servicios, teniendo en cuenta además la meta de direccionar todas sus fortalezas en pos de certificar su competencia institucional.

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LA ENSEÑANZA DE LA BOTÁNICA COMO VÍA PARA LA SOSTENIBILIDAD DEL MEDIO AMBIENTE

The Teaching of the Botany As a Way for the Sustainability of the Environment

Resumen: El trabajo revela la necesidad de propiciar un cambio en la concepción de enseñanza del programa de Botánica. El propósito fue contribuir a redireccionar la enseñanza de la Botánica para que los estudiantes se conviertan en multiplicadores de la información de la necesidad de sostenibilidad ambiental. Los métodos empleados consistieron en la revisión de diversas fuentes de información, la observación, encuestas y entrevista a estudiantes. Sus resultados ofrecieron mejoría en los modos de actuación para la protección y sostenibilidad ambiental de su comunidad, llegando a la conclusión de continuar contribuyendo a la búsqueda de resolución de los problemas socioambientales.

Annotation: the work revealed the need to propitiate a change in the conception of teaching of Botany’s program. The purpose was to contribute the teaching of Botany in order that students become converted in multipliers of the information of environmental sustainability’s need to redirectional. The used methods consisted in various sources of information’ revision, the observation, opinion polls and interview students. His results offered improvement in the modes of acting for protection and his community’s environmental sustainability, coming to the conclusion to continue contributing to the quest of resolution of the problems socioenvironmental.

Palabras clave: Enseñanza, Botánica, Sostenibilidad, Medio Ambiente.

Key words: teaching, botany, sustainability, environment.

JEL classification: I200, I290.

Introducción
La asignatura Botánica, como parte del curriculum de profesionales de la educación en la carrera de Biología resulta de gran importancia para el conocimiento, la investigación y la interpretación de fenómenos y procesos que ocurren en la naturaleza y la sociedad, además de la correspondiente influencia en el pensamiento y los modos de actuación de los individuos ante su entorno.

Por tanto, la necesidad de propiciar un cambio en la enseñanza de esta ciencia y del conocimiento estático descriptivo que prevalecen en los programas, que permita a los estudiantes pensar y vivir de manera sostenible, competente y digna, reconociendo su dependencia del medio ambiente.


Todo lo anteriormente referido nos permite plantearnos como objetivo del trabajo: analizar la concepción de enseñanza de la asignatura Botánica, de manera que la gestión del conocimiento este dirigido al conocimiento de los recursos naturales en contextos sociales y naturales específicos y su utilización garantice la sostenibilidad del medio ambiente.

**Desarrollo**

La enseñanza de la Botánica tiene un alto compromiso social por la creciente demanda humana de alcanzar la sustentabilidad que persigue el modelo cubano, en esferas importantes tales como: la salud, la agricultura, la biotecnología, la genética molecular, entre otras; con el propósito de conocer las plantas y con ello mejorar los índices de la calidad de vida en los ecosistemas, de manera que se avance hacia una explotación racional, para satisfacer las necesidades siempre crecientes de la población en armonía con la conservación de los recursos naturales.

Esta disciplina tiene el encargo especial de promover en los estudiantes sentimientos de amor hacia la flora, vegetación y el entorno natural en general, requisito esencial para el desarrollo de la educación ambiental que corresponde al profesor de Biología en las condiciones actuales de desarrollo de las tecnologías de la información y las comunicaciones y de amenaza creciente para los recursos bióticos, de manera que:

Todos los estudiantes deben recibir formación sobre la sostenibilidad si luego queremos tener profesionales en todos los ámbitos, que sepan enfrentarse a los problemas de insostenibilidad con los que se encontrarán en el ejercicio de su profesión o si queremos profesionales que no contribuyan a esa insostenibilidad. (Ángels, 2011).


Todos los documentos citados coinciden en señalar que todos los subsistemas de educación son de vital importancia para alcanzar el Desarrollo Sostenible.

Por sostenible según la definición más difundida es un desarrollo “que satisface las necesidades de la generación presente sin comprometer la capacidad de las generaciones futuras para satisfacer sus propias necesidades” (Nuestro Futuro Común, 1987).

En relación con lo anterior asumimos que la enseñanza de la Botánica es una herramienta clave para la formación y desarrollo de la sostenibilidad, teniendo como compromiso formar...
profesionales capaces de utilizar sus conocimientos, no sólo en un contexto científico, sino también para dar respuesta a las necesidades sociales y ambientales; de comprender cómo su actividad profesional interactúa con la sociedad y el medio ambiente, local y globalmente, para identificar posibles desafíos, riesgos e impactos; de comprender la contribución de su trabajo en los diferentes contextos profesionales, culturales, políticos y sociales en los que interactúan, y su influencia en el desarrollo de una mayor conciencia de la necesidad de sostenibilidad.

De ahí que coincidimos con Barrón (2010), acerca de la inclusión de la sostenibilidad en los programas de estudios, donde plantea que “no implica únicamente incluir contenidos ambientales en el temario de las distintas asignaturas, conlleva además otra serie de cambios más globales en la concepción del proceso educativo”, teniendo en cuenta algunos aspectos como los que se reflejan a continuación:

– Sustituir la visión estática y fragmentada de la realidad por una visión compleja y dinámica, con capacidad para superar la tradición de descomponer la realidad en partes incoexas, en la búsqueda de resolución de los problemas socioambientales;

– Reforzar la flexibilidad y permeabilidad disciplinar para fomentar el pensamiento sistémico y relacional, mediante el trabajo interdisciplinar;

– Mejorar la funcionalidad y contextualización de la enseñanza, incorporando el estudio y tratamiento de problemáticas locales y globales;

– Favorecer la coherencia entre el discurso teórico y la acción, entre la teoría y la práctica, programando trabajos prácticos coherentes con las propuestas teóricas y tratando de que la gestión del centro sea también coherente con la sostenibilidad.

En estudios realizados y con la aplicación de encuestas y entrevistas a los estudiantes, la observación de clases, se constata el desconocimiento de la flora de su entorno vivencial dado por un desinterés individual o un conocimiento muchas veces ágrafo, lo que nos pone en alerta de que en un primer lugar necesitamos fomentar el amor por los valores propios y el conocimiento de las raíces socioculturales.

En vista a que no siempre el profesor que enseña contenidos Botánicos en estas y otras asignaturas afines y en otros niveles de enseñanza tenga un conocimiento práctico acerca de los mismos, limita la visión completa de la información y la posibilidad de convertirse en sujetos activos de la conservación y la utilización sostenible de los recursos del medio ambiente y en multiplicadores de estilos que intercedan a favor de lo que se requiere.

De ahí que, para la concepción y confección del presente material, nos apoyamos en la revisión de diversas fuentes de información para comprender los datos científicos pertinentes, en la observación de clases y en la encuestas y entrevistas a profesores y estudiantes que forman parte o reciben la disciplina en la actual carrera Biología, además de la observación directa de actividades extradocentes por parte de los estudiantes en su entorno vivencial, se emplearon el análisis-síntesis, la inducción-deducción y el método histórico-lógico, a lo largo de la investigación, los que han permitido a los investigadores llegar a conclusiones generales respecto a las ventajas de enseñar Botánica para la formación y desarrollo de la sostenibilidad medio ambiente.

Teniendo en cuenta lo anterior, se realizó un estudio de los programas y se constató el hecho de que en todos sus temas y en la mayoría de las temáticas es aplicable la indicación de tareas que comprometan al estudiante con conocer su medio y transformarlo para su sostenibilidad.

Así como en la revisión de tesis de maestría y doctorado, relacionadas con la conservación del medio ambiente en contextos específicos (escuelas y comunidades) con particularidades, por ejemplo: ecosistemas costeros, zonas semidesérticas, zonas montañosas, entre otras, se puedo observar una gran cantidad de propuestas que generalmente no son aprovechadas por los profesores en sus clases, teniendo en cuenta la heterogeneidad de la procedencia de nuestros estudiantes.

En relación con lo anterior, proponemos lo siguiente:

1. Aplicar los resultados de estas investigaciones en el proceso de enseñanza-aprendizaje de la asignatura Botánica.
2. Indicar tareas en temáticas específicas en las que se tenga que interactuar con el medio circundante, por ejemplo:
   - Temática correspondiente al estudio del potencial hídrico celular.
     - Observe en su comunidad el estado hídrico de las plantas que allí crecen.
     - Describa los síntomas que estas presentan.
     - Determine las causas de ese fenómeno.
     - Investigue la disponibilidad de agua en lugar, así como su calidad, y qué relación tiene esta con lo observado.
     - En caso de no observarse estados normales proponga acciones e insértese en la solución colectiva de este fenómeno negativo.
   - En temáticas referentes a fotosíntesis y respiración.
     - Indague en su comunidad acerca del conocimiento popular de estos procesos (entre personas de diferentes edades y profesiones u oficios).
     - Inserle un tema de conversación sobre el por qué de la necesidad de sol y espacios ventilados de las plantas, la desacertada elección de algunas plantas como decoración interior, la adecuada selección de plantas según los espacios destinados a la jardinería doméstica, entre otros.
     - Elabore un pequeño listado de plantas que le sugiere a sus vecinos para decorar sus casas o a la profesora de primaria de la escuela de su comunidad para el jardín.
   - En las temáticas en la que se estudian las tres Divisiones de algas Chlorophyta, Phaeophyta y Rodophyta (aplicable en mayor medida a estudiantes que viven cerca de ecosistemas costeros, aplicable con ligeras modificaciones a dulceacuícolas).
     - Realice un inventario de los géneros de algas que se encuentran en el sitio marino más frecuentados por los pobladores y visitantes en su comunidad.
     - Indague acerca del conocimiento que tienen las personas sobre las plantas acuáticas y su diferenciación entre algas y otras que pertenezcan a otros grupos taxonómicos.
     - Haga un listado de utilidades que ofrecen las mismas desde lo económico: medicinal, aplicable en la agricultura, comestible, cosmética, etc. Y ecológica: alimento de otras especies, refugio de fauna, preservación del suelo marino, etc.
     - Introduzca en un espacio de recreo el tema de conversación acerca de la existencia de algas y de otros grupos de plantas acuáticas en el lugar y enseñe a diferenciarlas basados en elementos empíricos, además de los beneficios que pueden lograr de estas y las vulnerabilidades a que son expuestas.
   - En la temática referente al estudio de los helechos, División Pteridophyta.
     - Indague si en su comunidad existe alguien que por intereses personales coleccione helechos.
     - En caso de ser posible convenie con la misma la posibilidad de hacer una pequeña exposición en un lugar seleccionado de los ejemplares que la conforman, invite a los pobladores y a sus amigos.
     - Aproveche esta actividad para de conjunto con el coleccionista exponer asuntos como el cultivo y cuidado de los helechos, que especies y variedades se desarrollan mejor en el lugar, los beneficios prácticos de los mismos (medicinales, como humificadores naturales, culturales, entre otras, especies como potenciales invasores, y otros de interés) puede invitar a varios compañeros de su aula para enriquecer la información.
     - Tome fotos a manera de evidencia.
   - 3. Realizar un diagnóstico de las plantas que forman parte de sus comunidades y elaborar un informe con los siguientes elementos: nombre común. Abundancia en un área determinada (muy escasa; escasa; abundante; muy abundante; cubierta.). Requerimiento de sol (mucho o poco), Requerimiento de agua (mucho o poca). Disponibilidad de agua. Utilidad práctica en la comunidad. Relación planta-significado histórico o social-comunidad. Especies invasoras en ese contexto.
Por tanto, planteamos que, en la enseñanza de las asignaturas de la disciplina Botánica, se tenga en cuenta no solo operar desde lo curricular, sino también importar estas a contextos sociales seleccionados para la realización de tareas de impacto, y que comprendan la investigación-acción de grupos de estudiantes en función de resolver problemas ambientales, que favorezcan en algún grado el nivel de vida de la población circunscripta.

En lo curricular y teniendo en cuenta la organización de los contenidos en temas y temáticas en los programas de asignaturas Botánica I y II, se posibilita la inclusión de contenidos encaminados a brindar herramientas que posibiliten las acciones de observar, entrevistar, encuestar, contabilizar, para diagnosticar posibles problemas y diseñar, gestionar y aplicar conocimientos teóricos que propicien acciones prácticas en función de dar determinado grado de solución a los mismos.

**Conclusiones**

Redireccionar la concepción de enseñanza de la Botánica en función de la sostenibilidad del medio ambiente permite que los estudiantes en formación sean capaces de utilizar sus conocimientos y habilidades, no sólo en un contexto científico, sino también para adquirir conciencia de los desafíos de insostenibilidad que se encontrarán en el ejercicio de su profesión, la toma decisiones responsables, dar respuesta a las necesidades ambientales de su comunidad; convirtiéndolos en multiplicadores de los modos de actuación de la necesidad de sostenibilidad ambiental.

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CONCEPCIÓN DIDÁCTICA DE LA GUÍA DE PRÁCTICA DE CAMPO 3 PARA LA EDUCACIÓN Y GESTIÓN AMBIENTAL EN LA FORMACIÓN INICIAL CARRERA DE BIOLOGÍA

Theoretical and Practical Convergences in the Conception of the Practice Guide of Field 3 for the Education and Environmental Management in the Initial Formation Biology Career

Resumen: La educación ambiental es un proceso de formación que permite la toma de conciencia de la importancia del medio ambiente, promueve en la ciudadanía el desarrollo de valores y nuevas actitudes que contribuyan al uso racional de los recursos naturales y a la solución de los problemas ambientales que enfrentamos en nuestra sociedad. En este sentido se plantea un cambio necesario en la didáctica universitaria, aprovechando las potencialidades que ofrecen los programas de estudios para el desarrollo de la educación ambiental como estrategia curricular, destacando la disciplina prácticas de campo, desde un enfoque ecosistémico. En el presente trabajo se aborda una guía que constituye un soporte metodológico desde el proceso de enseñanza-aprendizaje, con un enfoque integrador que elimine los fraccionamientos del conocimiento de la Biología y de otras ciencias y áreas del conocimiento de este profesional y posibilite un modo de actuación interdisciplinar y multidisciplinar acorde a las exigencias planteadas desde el modelo del profesional, desde una perspectiva instructiva, educativa y desarrolladora.

Annotation: environmental education is a training process that allows awareness of the importance of the environment, promotes the development of values and new attitudes that contribute to the rational use of natural resources and the solution of environmental problems that we face in our society. In this sense, a necessary change in university didactics is proposed, taking advantage of the potential offered by the study programs for the development of environmental education as a curricular strategy, highlighting the discipline field practices, from an ecosystem approach. In the present work a guide is approached that constitutes a methodological support from the process of teaching-learning, with an integrating approach that eliminates the subdivisions of the knowledge of the Biology and of other sciences and areas of the knowledge of this professional and makes possible a way of interdisciplinary and multidisciplinary action according to the
Introducción
El trabajo con las estrategias curriculares constituye un aspecto de gran importancia a tener en cuenta durante el proceso de enseñanza-aprendizaje de las diferentes disciplinas del plan de estudio, pues se concibe teniendo en cuenta la situación política y socioeconómica del país y el desarrollo científico técnico alcanzado actualmente. Para ello se indica un trabajo intencionado, planificado y organizado desde los contenidos de las asignaturas.

Este trabajo se debe concretar con acciones específicas en los colectivos de año, de disciplinas y de asignaturas de la carrera, la cual debe contribuir a la formación integral de los estudiantes, desde una adecuada educación económica, jurídica, para la salud y sexualidad responsable, la equidad de género, el conocimiento de la historia de Cuba y medioambientalista.

El programa de la Disciplina Prácticas de Campo (PC), está dirigido a los estudiantes de la carrera Licenciatura en Educación Biología y se introduce a partir del segundo año.

Las prácticas de campo contribuyen a darle cumplimiento al tratamiento de la biodiversidad dentro del currículo de formación base de la carrera, con lo cual se trabaja en función de que los estudiantes tengan conciencia del valor de la diversidad biológica y de los pasos que pueden seguir para su conservación y utilización sostenible.

Las prácticas de campo cumplen una función importante en la formación del futuro profesor de la Licenciatura en Educación Biología, al vincular los conocimientos adquiridos en las diferentes disciplinas, a la realidad en que se manifiesten en un ecosistema determinado, ya sea marino, dulceacuícola o terrestre, aplicando sus conocimientos a los nuevos escenarios a los que se enfrentan en el transcurso de esta actividad.

El carácter particularmente práctico de las actividades a desarrollar hacen que tengan una especial trascendencia para el futuro profesional de la educación, partiendo del criterio de que un profesor de Biología debe conocer los aspectos organizativos de esta disciplina y los métodos propios de trabajo en el campo, ya que constituyen una vía idónea para la vinculación de los conocimientos teóricos con los intereses prácticos de la escuela y la nación.

Las actividades que se realicen en la naturaleza por parte de los estudiantes en el desarrollo de las prácticas de campo contribuyen a la formación de la concepción científica del mundo, al desarrollo del pensamiento lógico y a la capacidad de razonamiento inductivo y deductivo de los estudiantes, con un enfoque ecosistémico lo que le permitirá resaltar los valores de la biodiversidad cubana para contribuir a desarrollar acciones encaminadas a su protección.

Las prácticas de campo, favorecen el desarrollo de diferentes habilidades que permiten ampliar, profundizar e integrar sus conocimientos al relacionarlos con los objetos y los fenómenos en su ambiente y a la expresión correcta de sus ideas, tanto de forma oral como escrita. De igual manera familiarizan a los estudiantes con los procesos, fenómenos y objetos de la naturaleza y la sociedad, así como, la interacción entre ellos, al estar en estrecha relación con el ambiente, contribuyendo a la educación estética de los estudiantes y a desarrollar en ellos el amor al entorno que les rodea.

La disciplina Prácticas de Campo posee importancia pedagógica, educativa y psicológica. La importancia pedagógica está dada porque permite vincular y aplicar habilidades y conocimientos a las nuevas situaciones que se encuentran en el ambiente, al desarrollar la observación en el entorno natural, contribuyendo a la organización y afianzamiento de los conocimientos. Conjuntamente se utilizan los métodos y procedimientos que contribuyen a desarrollar el pensamiento creador y la independencia cognoscitiva de los estudiantes.
Esta disciplina contribuye a desarrollar en los estudiantes el amor y la protección a la naturaleza, a la educación estética y patriótica. Al apreciar y valorar la belleza de Cuba. Además aprende a conocer la realidad social en el área donde se realiza al ponerse en contacto con la misma.

Desde el punto de vista psicológico se evidencia en que contribuye a formar el carácter de los estudiantes, al trabajar en colectivo y al acercamiento entre los profesores y los estudiantes. Además, satisface la curiosidad de ellos motivándolos por las actividades a realizar estimulando el pensamiento creativo.

En la Educación Superior los términos práctica de campo y trabajo de campo han sido los más utilizados para definir esta actividad docente e investigativa.

Por otra parte las prácticas de campo en muchos países es considerada, como una estrategia de enseñanza en las ciencias naturales donde los alumnos han de utilizar procedimientos, habilidades y destrezas específicas para resolver problemas de carácter científico relativos a la Biología y/o Geografía Del Carmen, (2000). Aunque no contradecimos esta idea, las prácticas de campo en nuestro sistema educativo, constituyen una forma organizativa de enseñanza aprendizaje, dentro del currículo de estudio de los profesores de Biología y geografía de las Universidades Pedagógicas.

Las prácticas de campo revisten una gran importancia, la que podemos ver en dos dimensiones que no se pueden separar.

- Periten al estudiante (profesor en formación) abordar su objeto de estudio, “lo vivo”, lo más cerca posible a sus condiciones naturales, con una perspectiva sistémica y holística que les permite comprender las relaciones que conforman el fenómeno viviente en conjunto con su ambiente.

- Favorece la formación de una educación ambiental a partir de las potencialidades de alto valor educativo que brindan las áreas destinadas a estos fines, relacionadas con el significado de la naturaleza, la valoración de las actividades que se realizan en ella, para la conservación y disfrute sostenible de los recursos naturales.

Es por ello que en nuestro sistema educativo en las universidades se encuentren de manera obligatoria en el currículo de estudio de los profesores de ciencias naturales en formación se han venido perfeccionando su diseño e implementación hasta el plan E. Actualmente en la carrera de Biología se integran en un programa de disciplina coherentemente articulado.

En el segundo año de la licenciatura en educación, carrera Biología se ha diseñado realizar la primera práctica de campo, que comprende:

- II año de la carrera, 2do semestre: práctica de campo 1
- III año--------------------------------: práctica de campo 2
- V año--------------------------: práctica de campo 3

El presente trabajo se refiere a la práctica de campo 3, desde una concepción integradora de los contenidos de las disciplinas.

Desarrollo

Durante mucho tiempo, la profesión docente se ha subestimado al considerar que para enseñar basta con tener dominio del conocimiento disciplinar en profundidad, dejando de lado el hecho de que los docentes poseen un conocimiento particular que incluye aspectos didácticos, pedagógicos, del contexto, entre otros, que les posibilita enseñar adecuadamente (Gil et al, 1991; Valbuena, 2007). Esta situación parece específica de la profesión docente y diferente a lo que ocurre con los profesionales de otras áreas (Bromme, 1988), en los que todos los aspectos relativos a la profesión son muy cuidados y puestos en valor, como es el caso de médicos, abogados. Este escenario viene acompañado, en muchos países, de una baja valoración social y escasa formación requerida para ejercer la docencia (Tardif y Lessar, 2014). Por otra parte, diversas investigaciones reconocen el Conocimiento Didáctico del Contenido (CDC) como núcleo del Conocimiento profesional del docente (Shulman 1986, 1987; Carlsen, 1999; Park y
Como base para la comprensión de la Biología (Chen, 2012; Gess Newsome, 2015), integrado por diversos componentes, uno de los cuales hace referencia a las estrategias de enseñanza, en el que ubicamos las Prácticas de Campo.

En términos generales, las Prácticas de Campo pueden considerarse como una estrategia de enseñanza en las ciencias naturales donde los alumnos han de utilizar procedimientos, habilidades y destrezas específicas para resolver problemas de carácter científico relativos a la Biología y/o Geología (Del Carmen, 2000, Del Carmen, 2011) que favorecerán aspectos como los siguientes (Caamaño, 2003):

- la integración de la teoría con la práctica;
- la comprensión sobre la construcción del conocimiento científico;
- la adquisición de habilidades científicas: observar, clasificar, interpretar fenómenos, plantear y contrastar hipótesis y extraer conclusiones (procesos cognitivos); el manejo adecuado de instrumentos de medición, manejo de variables, realización de cálculos (estrategias de investigación);
- la potenciación de la motivación hacia las ciencias experimentales y la generación de actitudes positivas hacia la ciencia, tales como la curiosidad, el trabajo en equipo, la indagación y la divulgación del conocimiento.

Consideramos que las Prácticas de Campo adquieren un valor especial en la enseñanza y aprendizaje de la Biología pues permiten al alumnado abordar su objeto de estudio, “lo vivo”, lo más cerca posible a sus condiciones naturales, con una perspectiva sistémica y holística que les permite comprender las relaciones que conforman el fenómeno viviente en conjunto con su ambiente: redes tróficas, adaptaciones, relaciones inter e intra específicas, biodiversidad.

Además ofrecen oportunidades educativas de alto valor relacionadas con aspectos procedimentales y actitudinales, como son la apreciación del significado de naturaleza, la valoración, conservación, disfrute sostenible de los recursos naturales, etc.

Una de las preguntas clave que nos hacemos al organizar nuestro Conocimiento Biológico es: ¿Qué relaciones tienen los seres vivos entre sí y con su medio? Es evidente que los tópicos que debemos tratar para su respuesta son más fácilmente abordables a través de las Salidas de Campo, al conferir una perspectiva sistémica a lo vivo en situ difícilmente alcanzable sin las relaciones directas entre individuos y entornos.

La práctica de campo de la asignatura Genética Ecológica II, forma parte del programa de disciplina Práctica de campo de la carrera Biología, se realiza durante el segundo semestre y constituye una modalidad especial de forma organizativa en la educación superior que desempeña una función integradora de los contenidos de la disciplina Genética ecológica.

A continuación se presenta una guía que constituye un soporte metodológico desde el proceso de enseñanza-aprendizaje, con un enfoque integrador que elimina los fraccionamientos del conocimiento de la Biología y de otras ciencias y áreas del conocimiento de este profesional y posibilita un modo de actuación interdisciplinario y multidisciplinar acorde a las exigencias planteadas desde el modelo del profesional, desde una perspectiva instructiva, educativa y desarrolladora.

En este sentido se precisan los objetivos a evaluar en la práctica de campo, derivados del modelo del profesional y su correlación con la disciplina.

- Explicar la unidad y la diversidad del mundo vivo, así como las adaptaciones de los organismos y las poblaciones naturales, en el polígono de práctica, mediante la integración de los contenidos genéticos, ecológicos y evolutivos, así como otras disciplinas biológicas, y ciencias afines, como base de una educación ambiental para la sostenibilidad de la vida y como preparación para su futuro desempeño profesional pedagógico.
- Explicar las interacciones que se establecen entre los componentes del medioambiente, así como la composición, la estructura y el funcionamiento de las poblaciones, las comunidades, los ecosistemas en las áreas del polígono, mediante los métodos de investigación de campo, como base para la comprensión de la importancia de su y estudio aplicación en la conservación y el uso sostenible de la diversidad biológica.
Demostrar habilidades en la observación, recogida de datos, procesamiento y la comunicación de la información obtenida de, los estudios de campo, evidenciando el dominio de los contenidos de la disciplina, de la lengua materna, del idioma inglés, del lenguaje matemático, de la informática y de la estadística en el análisis, la comprensión y la interpretación de textos, figuras, esquemas, datos estadísticos, tablas y gráficos.

Demostrar el desarrollo de las habilidades profesionales pedagógicas, mediante la modelación de la excursión como forma organizativa en la enseñanza general media y media superior a partir de las potencialidades que ofrece el polígono de práctica.

De igual manera se concretan las habilidades a desarrollar en la formación inicial en las prácticas decampo:

1. Explicar la unidad material del mundo vivo, así como la unidad y la diversidad que lo caracterizan, mediante la integración de los contenidos de la disciplina y de otras incluidas en el plan de estudio, en los estudios de campo realizados.

2. Explicar la interacción que existe entre los componentes de los ecosistemas estudiados y el medio ambiente.

3. Valorar la influencia de la actividad humana en el medioambiente desde un enfoque bioético, con énfasis en la relación ciencia-tecnología-sociedad.

4. Valorar la importancia de la implementación de acciones encaminadas a la protección de la biodiversidad a diferentes escalas o niveles, como parte de la educación ambiental para la sostenibilidad de la vida., en las áreas objeto de investigación.

5. Localizar en el mapa el polígono de práctica.

6. Caracterizar el polígono de práctica.

Se fortalecen valores, entre ellos la responsabilidad pedagógica, humanismo, solidaridad, compañerismo, laboriosidad, honestidad, honradez, patriotismo.

Resulta significativo tener en cuenta las orientaciones para el desarrollo efectivo de la práctica de campo a partir de las precisiones que ofrece la guía. Teniendo en cuenta el recorrido hacia el área de polígono de práctica de campo, en este caso el Parque Nacional Alejandro de Humboldt en las provincias cubanas Holguín y Guantánamo, considerado como reserva de la biosfera. En el que se necesita realizar las observaciones y recogida de datos necesarios para dar cumplimiento a los objetivos de la práctica, para ello se harán las paradas necesarias en aquellos puntos donde los profesores en formación puedan aplicar los conocimientos.

Al llegar al polígono se sistematizarán las orientaciones sobre el reglamento, la disciplina, el carácter profesional y educativo de este tipo de actividad de manera especial los valores que se fomentan en este tipo de actividad docente, con énfasis en el modelo de la cultura ambiental para el desarrollo sostenible.

Desde este mismo momento se aplicarán los indicadores evaluativos de manera integral, tanto los conocimientos de las disciplinas que concurren (Genética ecológica y el resto de las Ciencias biológicas, pedagogía, Didáctica, Ciencias exactas, Lengua materna, Inglés y otras) como los valores que se fomentan. En todas las actividades a realizar se aprovecharán las potencialidades para crear en estos estudiantes el amor hacia el medio ambiente en toda su dimensión y para que sean agentes promotores activos en el diagnóstico de problemas ambientales y su posible solución.

Horario de trabajo:
Por lo general será de 8:00 am–12:00m y de 2:00pm–5:00, pero en dependencia de los estudios de campo el profesor hará los reajustes pertinentes, que usted deberá cumplir.

A continuación se ofrece la propuesta de actividades por día:
1er día:

1) Identifique las poblaciones y comunidades que conforman la zona costera sur de Guantánamo y las principales formas de adaptación al medio ambiente de las plantas y animales que habitan en los mismos.
2) Observe el efecto bandera. Establezca la relación causa efecto, aplicando la relación interdisciplinar en estos conocimientos.

3) Aplique los conocimientos de sistemática recibidos en las asignaturas de Botánica, Zoología. Clasifique taxonómicamente las especies más representativas.

4) ¿Cómo se manifiesta la norma de reacción del Genotipo? Ejemplifique con los organismos observados en el área recorrida.

5) Escoja una muestra de suelo del lugar en una placa petry con tapa para después sea analizada en el laboratorio de microbiología, rotule la tapa con los datos del lugar y la fecha y el nombre de los miembros del equipo.

6) Reconozca las principales afectaciones en este ecosistema, causadas por la influencia de factores abióticos y bióticos del medio ambiente, así como la acción antrópica, y las medidas de protección y conservación puestas en práctica por el hombre. En caso de que no existan proponga cuales pudieran aplicarse.

7) En el trazado del viaje hacia el polígono, identifique las diferencias entre las formaciones vegetales y la fauna que se observan y su relación con los factores climáticos, entre otros, nombre los biotopos.

8) ¿Se aprecian los planes de manejo para el desarrollo sostenible de la zona?

9) En caso que no existan proponga cuáles podrían aplicarse.

10) Tome evidencias del lugar y las especies representativas con fotos y videos, recuerde que un principio ético ambiental es hacer el mínimo de colectas en el medio ambiente, solo en casos imprescindibles se tomarán ejemplares en consulta previa con el profesor de la disciplina.

Posteriormente se recomienda caracterizar el área del polígono atendiendo a:

a) Extensión del terreno, características físico-geográficas, elementos demográficos. Utilice el mapa para ubicar el lugar, aplique los conocimientos de Geografía para señalar puntos claves de referencias altitudinales y latitudinales.

b) Represente esta caracterización gráficamente en una cartulina, utilice los símbolos internacionales establecidos.

c) Al describir la población humana, señale asentamientos, instalaciones socioculturales, cultura (costumbres, modo de vida, calidad de vida, con énfasis en la salud) conocimientos que tienen de los valores ecológicos del lugar, sentido de pertenencia, participación en el desarrollo sostenible del lugar.

d) Aplique los instrumentos de investigación elaborados para este aspecto.

e) Comunidades que integran este ecosistema, diversidad biológica. Se hará una caracterización preliminar que se profundizará en los estudios a partir del segundo día.

1. Esta actividad se hará en equipos, los que previamente fueron organizados por el profesor de la disciplina. Se realizará un recorrido por el lugar y cada equipo seleccionará el ecosistema que investigará. Todas las observaciones y datos recogidos deberán procesarse este día en equipo y dejar listo el informe en el horario establecido por el profesor, responsable de la práctica.

Materiales a utilizar: mapas, brújula, cinta de medir, cartulina, lápices de colores, hojas, tijeras, goma de pegar, precintas, tubos de ensayo gruesos, sogas o cordeles, lupas, microscopio, termómetro ambiental, tirafondos, amo acuático y para insectos, recipiente grande de vidrio para ejemplares grandes, alcohol y formol.


Posteriormente se detalla las actividades a desarrollar en el 2do día: relacionado con el «Estudio de un ecosistema terrestre»

1-Se procederá a estudiar el ecosistema escogido el primer día, para realizar la investigación de campo. El responsable de equipo deberá garantizar una distribución correcta y equilibrada de los miembros del equipo, de manera que todos participen activamente, recordando las habilidades y valores a desarrollar.

2-En el ecosistema escogido deberá:
   a) Delimitar el lugar y tamaño, usando los instrumentos de medición.
   b) Identifique los componentes del ecosistema.
   c) Elabore cadenas tróficas presentes en el mismo (trama ecológica).
   d) Identifique las comunidades en el área objeto de estudio.
   e) Identificar las sucesiones ecológicas.
   f) Estratificación de la comunidad.
   g) Reconozca el ecotono o límite de las comunidades y efecto de borde.
   h) Identifique las poblaciones presentes en la comunidad.
   i) Ejemplifique las relaciones intraespecíficas e interespecíficas que se manifiestan.
   j) Aplique el estudio de índices ecológicos para determinar (dominante ecológico, especies más abundantes).

Para el estudio de la población: Escoja una población animal o de plantas para hacer un estudio más detallado.

Objetivos:
- Apreciar la unidad y diversidad del mundo vivo en las áreas de muestreo.
- Aplicar métodos y técnicas para el de estudio de poblaciones de plantas y animales en el lugar de muestro.
- Reconocer en la naturaleza las características de las poblaciones (atributos ecológicos y genéticos) mediante los estudios realizados.
- Comprobar la diferencia entre población y especie.

Deberás hacer un estudio minucioso de los contenidos esenciales recibidos en el programa:
- Concepto de población, atributos poblacionales, elementos fundamentales para estimar la dinámica poblacional, métodos que se utilizan para el estudio poblacional.
- Importancia del estudio de las poblaciones desde el punto de vista genético, ecológico y evolutivo.
- Remítase a las orientaciones de las guías de Zoología y Botánica para que pueda aplicar los conocimientos sobre las características de las plantas, ubicación taxonómica, función en los ecosistemas, estatus (especies invasoras, introducidas de manera espontánea o intencionalmente endémicas, autóctonas, exóticas, ruderales) importancia ecológica, cultural, económica, entre otras. En el caso del trabajo con animales además de los conocimientos taxonómicos deberá tener en cuenta los elementos conductuales o etológicos, como son:
  a) Hábitos nutricionales: posición en la cadena trófica, preferencias alimenticias;
  b) Hábitos reproductivos: época de apareamiento, cortejo, entre otros.

Se propone a continuación acciones básicas a desarrollar en el campo:
- Escogerás el tipo de muestreo acorde a las condiciones reales de la práctica de campo.
- Ver el anexo sobre métodos de estudio más usados en ecología. Los censos o conteos en el caso de las plantas y captura y recaptura en el caso de los animales guardando los principios bioéticos de protección.
- Para el trabajo con animales y ver comportamiento tienes que guardar el máximo de silencio para no ahuyentarlos. Perseverar en el tiempo de observación hasta lograr identificar al menos las principales regularidades en sus conductas.
En el tercer día: se propone realizar un estudio del ecosistema marino y de agua dulce:

**Objetivos:**
- Apreciar la unidad y diversidad del mundo vivo.
- Identificar los componentes en el ecosistema.
- Establecer las cadenas y niveles tróficos en la misma.

**Actividades:**

a) Recorra la zona costera, identificando las zonas (costa alta y costa baja).
b) Describa sus características.
c) Identifique las comunidades que habitan aquí.
d) Reconozca las relaciones entre ellas.
e) Identifique las poblaciones de moluscos y las sucesiones presentes.
f) Determine las más abundantes.
g) Clasifiquelas taxonómicamente.
h) Adéntrese en el ambiente acuático.
i) Colecte muestras de agua en un recipiente limpio.
j) De esta determine color, temperatura, pH.
k) Te recomendamos determinar salinidad y dureza del agua con un sencillo experimento:
   1. En un recipiente con agua vamos echando progresivamente unas gotas de permanganato potásico al 0,01 N hasta que el agua quede de color lila. Cuenta el número de gotas que has echado hasta que se ha producido el cambio de color.
   2. Entre 1 y 5 gotas señala ausencia o escasez de materia orgánica.
   3. Más de 5 gotas indica la presencia de considerable materia orgánica.
   4. ¿Qué relación guarda estos valores con el ambiente que los rodea?
   5. Rellena con agua de mar dos tubos de ensayo hasta la mitad. En uno de ellos añade sustancia antical y remueve. A continuación echa una gota de jabón líquido en cada tubo, agitalos con intensidad y compara la cantidad de espuma que se forma en cada uno de ellos.
   6. Si en los dos aparece la misma cantidad de espuma, significa que tiene poca cal, y por tanto el agua es blanda.
   7. Si en el tubo sin sustancia antical aparece mucha menos espuma significa que el agua tiene mucha cal; y por tanto el agua es dura.
   8. ¿Qué puedes deducir de la dureza del agua recogida?
   9. Determine la salinidad: Constituye la concentración de sal presente en el agua del mar. Se mide en unidades de salinidad práctica y equivalen a gramos de sal por kilogramo de agua de mar (1000 g), por lo que esta medida se suele expresar en tantos por mil (‰).
10. Pesa un kilogramo de agua de mar. Ponerla a hervir hasta que se evapore totalmente y luego pesar el resto resultante.
11. Diga el % de salinidad presente en dicha muestra.
12. Argumente la importancia de mantener un porciento de salinidad estable en las aguas marinas.

1) Determine la temperatura ambiental fuera del agua y dentro del agua usando los termómetros correspondientes. Guarde los datos anteriores y estos para que establezcas la relación entre los componentes del medio ambiente en este ecosistema.
2) Haga el estudio de la biota marina. En el caso de las algas, consulte la guía de práctica de campo de Botánica. Escoja representante de algas verdes, rojas y pardas.
4) Establezca al menos un ejemplo de cadena de alimentación.
5) Usando los datos de los estudios de PH, salinidad, dureza, etc., la relación, entre las adaptaciones de estos organismos a este medio ambiente.

6) Valore las condiciones en que se encuentra el mismo y su influencia en las condiciones de este ecosistema. ¿Qué medidas propones para conservar la biodiversidad?

Estudio del ecosistema de agua dulce:
   a) Procede de la misma manera que en el ecosistema marino en los puntos.
   b) Caracterice la rivera del río por sus comunidades, suelo, topografía.
   c) Escoja una muestra de suelo para llevarlo al laboratorio de Microbiología de la UG y determinar presencia de microorganismos.
   d) Haga el estudio escogiendo una muestra de agua, como procedió en el mar. Anote todos los resultados. Para compararlos.
   e) Usando los métodos de muestreos similares identifique en este ecosistema sus componentes bióticos. Ejemplifique las relaciones que se establecen entre ellos. Elabore al menos una cadena alimentaria.

De igual manera en el 4to día Recorrido por los senderos interpretativos de las áreas y Estudio del ecosistema frágil de manglar.

Objetivos:
   ➢ Reconocer la unidad y diversidad del mundo vivo expreso en el área.
   ➢ Valorar los niveles de biodiversidad y la influencia del los factores ambientales en esta.
   ➢ Valorar las potencialidades de este polígono para la educación ambiental para el desarrollo sostenible.

Actividades:
   a) Reconocer especies autóctonas, nivel de endemismo. especies invasoras y su impacto. Ejemplificar.
   b) Identificarla especies en peligro de extinción o en amenaza y los factores que inciden en ello.
   c) Reconocer la sucesión ecológica de manglar
   d) Ejemplificar. Representarlo en una lámina o en video.
   e) Identificar las especies de organismos asociados a la comunidad de manglar.
   f) Observar en caso posible especies migratorias que se encuentran en estos ecosistemas frágiles. Clasificar taxonómicamente las especies
   g) Identificar factores de peligro o amenaza para este ecosistema.
   h) Valorar el cumplimiento de la ley ambiental 81/ y otras disposiciones y regulaciones ambientales para la protección de estos ecosistemas.
   i) Recoja toda la información necesaria para que proponga una excursión con sus alumnos a partir de las condiciones que tiene este polígono y haga una fundamentación didáctico metodológica de la misma.

5to día: Actividad de impacto social en la comunidad:

Objetivos:
   ➢ Socializar en un intercambio abierto y dinámico con la comunidad los principales resultados realizados sobre las condiciones de protección conservación y manejo sostenible de este valioso lugar.
   ➢ Sensibilizar a todos con la necesidad de participar de manera activa en los planes de manejo y conservación del área para lograr el mejoramiento de la calidad de vida de las presentes y futuras generaciones.

Actividades:
   a) Se presentará un informe ameno, usando los métodos participativos de la educación ambiental popular. Usando medios de enseñanza, videos, etc.
   b) Se presentarán con mucha ética los resultados relativos a la salud y la necesidad de cambios de estilos de vida. Presentando Sugerencias, conciliados anteriormente con el personal de salud.
c) Se deberán recoger sus opiniones y sugerencias para involucrarlos en la toma de decisiones.
d) Es necesario que participen en este marco las personas decisoras y que tienen una participación activa en la comunidad.
e) Se tomarán evidencias de este momento.

Sobre la realización del informe de la práctica de campo, se sugiere:

a) Este se elaborará desde el primer día y recogerá de manera organizada todo el trabajo. Constará de resumen, introducción, desarrollo y conclusiones, y bibliografías, así como los anexos necesarios y evidencias.

b) El resumen deberá aparecer en idioma español e inglés, con una extensión no menos de 120 palabras.
c) Durante la exposición en la parte de la caracterización del polígono se expresará en inglés.
d) Deberá cumplir con las normas de ortografía y redacción.
e) Esta discusión se hará en la Universidad ante un tribunal como parte de un ejercicio de integración de la carrera.

Conclusiones

La protección del medio ambiente constituye una problemática a resolver por todos los países, en lo relacionado con el clima y la conciencia de cada ciudadano para que interiorice la necesidad de protegerlo y también la puesta en práctica de medidas esenciales a ellos. En este sentido juega un papel fundamental la labor de los educadores desde el proceso de enseñanza aprendizaje. A través de la educación ambiental se pretende que todos los estudiantes comprendan las relaciones esenciales que los une como seres humanos a su entorno y especial con el componente agua y de la que directa e indirectamente son usuario de sus valores utilitarios, funcionales y estéticos.

En este sentido la guía contribuye al desarrollo de la educación ambiental como estrategia curricular, aprovechando las potencialidades que ofrecen las prácticas de campo, desde un enfoque ecosistémico, con un enfoque integrador que permite eliminar los fraccionamientos del conocimiento de la Biología y de otras ciencias y áreas del conocimiento de este profesional y posibilita un modo de actuación interdisciplinario y multidisciplinario acorde a las exigencias planteadas desde el modelo del profesional, desde una perspectiva instructiva, educativa y desarrolladora.

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