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© Russian State Social University
This is the next issue of magazine “Contemporary Problems of Social Work”, Russian State Social University (RSSU), but not a regular one. It was prepared with participation of editorial board of another RSSU magazine “Social Policy and Sociology”. The issue is dedicated to the 13th conference of European Sociological Association.

The main theme of the conference was the problem of the future of Europe. European society as a geographical, political and social system and even the idea of Europe is in danger, primarily it happens due to the massive changes going on in Europe nowadays. Europe can be saved or destroyed, and this is especially actual after the “Great Recession” of 2008. These problems became the main themes of the conference. The theme of the conference is defined as “(Un)Making Europe: Capitalism, Solidarities, Subjectivities”.

To some extent, it is symbolic that the Conference takes place in the midst of the European crisis.

The sociology conference in Europe will be held from 29 August to 1 September 2017.

European sociologists and sociology by itself as a science have a task to contribute to ongoing discussions and developments to strengthen Europe. The conference is organized by the European sociological association (ESA). ESA plays an important role in organizing the European debate and determining the entire agenda of the conference. The task of the conference is to provide a space for sociologists that will allow them to show their current work and get feedback on it. Within the conference there will be approximately 700 meetings of “Research networks” and “Research flows”.

Participants of the conference have tasks to discuss the following issues: how and where should sociology evolve? How to promote sociological analyzes, theories and methods in the entire spectrum of 37 ESA research networks and in different countries to explain and to
understand the capitalism, solidarity and subjectivity in the processes of creating, strengthening and reworking Europe?

Among the invited speakers at the conference are the leading sociologists of Europe and the world – David Harvey, Margaret Abraham, Wendy Brown, Gerard Delanty, Donatella della Porta, Eva Illouz, Maria Quis, Hartmut Rosa, Markus Schultz, Janis Varufakis, Michel Vierorka, Ruth Wodak and others.

We would like to emphasize the issue of this magazine as an open forum, where the most advanced, genuinely innovative ideas, brave interpretations of sociological science concepts which are firmly established in Russia and foreign countries, original interpretations of phenomena occurring in modern society and processes are being demonstrated and the social reality of Russian society is rethought in a new way.

The authors of this issue are sociologists of Russian State Social University, sociologists of leading academic institutes and universities of Russia. It’s gratifying, that there are also many young researchers among the authors of this issue who are only in the beginning of their scientific career. Most of the authors of the issue are conference participants of European Sociological Association. The issue will be announced by its authors at the research committees and sections of the Conference as magazine of Russian State Social University.

Editorial boards of journals “Contemporary Problems of Social Work” and “Social Policy and Sociology” hope they will contribute to the implementation of the mission of the European Sociological Association (ESA), which is aimed at the development of sociological knowledge, assistance in sociological research, teaching and providing communication between sociologists and sociologists and other scientists, understanding and solving social problems, improving the quality of life in Europe and beyond the pale of it and encouraging peaceful and productive relations between different nations. In future, we expect from our authors not only profound theoretical researches of individual aspects and manifestations of the existing social reality, but also verified, scientifically substantiated, significant proposals for its proper evolution.

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Formation of Competitiveness of Workers in Modern Conditions

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Annotation: in market conditions an important role is assigned to the problems of forming a competitive specialist. A specialist working in a competitive environment will himself strive to be competitive. However, to what extent it will be competitive in the relevant environment, is determined by the values of the specialist himself. As a rule, external conditions are decisive in achieving competitiveness. In accordance with such laws of the organization as the law of least costs and the law of proportionality, the specialist with the least competitiveness will be drawn to the specialists with the greatest competitiveness. The employer needs to periodically review his target strategic and tactical installations, developing appropriate concepts for maintaining the competitive advantages of the human resource at his disposal. Only in this case he will be able to occupy a leading position.

Key words: competitiveness, worker, employer, market.

JEL classification: A100, A110, A130.

The study of the problem of competition and competitiveness until the 90-ies of the last century in our country was not necessary. The term “competition” was not used in the Soviet economy. So in the dictionary of political economy, competition was defined as “an antagonistic struggle between private commodity producers for the most advantageous conditions of production and marketing of goods.” The concept of competition was combined with anarchy, predatory methods, and severe social consequences. Elements of competition and competition were familiar only to the heads of enterprises, whose products went to the foreign market. The absence of private ownership of the means of production and the establishment of plans for all enterprises was the reason for the lack of competition.

So, what is competition and competitiveness? There are many definitions of these terms. The word competition originated from the Latin “concurrere”, which in translation means to face. Ozhegov S.I. Treats competition as rivalry, the struggle for achieving great benefits, advantages. Consider the most common definitions of the term competition.
1. The economic process of interaction, interconnection and struggle between the enterprises acting on the market in order to provide better sales opportunities for their products, meet the diverse needs of customers. Azoev G.L., Zavyalov P.S., Lozovsky L.Sh., Porshev A.G., Raizberg B.A.

2. The process of interaction, interconnection and struggle of manufacturers and suppliers in the sale of products, economic rivalry between isolated commodity producers or suppliers of goods (services) for the most profitable marketing conditions. Kiperman G.Ya.

3. The presence on the market of more independent buyers and sellers and the opportunity for buyers and sellers to freely go to the market and leave it. McConnell K.R., Bru S.L.

4. Competition of one person with another, especially when selling or buying something. Marshall A.

5. The economic process of interaction, interconnection and struggle between the enterprises acting on the market in order to ensure better sales opportunities for their products, meet the various needs of customers and obtain the greatest profit. Spiridonov I.A.

6. The economic process of interaction, interconnection and struggle between the companies acting on the market in order to ensure better sales opportunities for their products, meet the needs of customers and make the most profit. Pertsovsky N.I.

7. It is the process of managing a subject with its competitive advantages for achieving victory or other goals in the struggle against competitors for satisfying objective or subjective needs within the framework of legislation or in natural conditions. Fatkhutdinov R.A.

8. Competitiveness of economic entities, when their independent actions effectively limit the ability of each of them to unilaterally affect the general conditions of circulation of goods in the relevant commodity market. Fatkhutdinov R.A.

What is the essence of competitiveness?

Ozhegov S.I. In the “Explanatory dictionary of the Russian language” the term competitiveness treats as the ability to withstand competition, to resist competitors. Fatkhutdinov R.A. gives the following definition of competitiveness – the ability of an object to withstand competition in comparison with similar objects in a given market. The author emphasizes that the goods, or the service, or the personnel are competitive or uncompetitive in a particular market.

In the process of selling the service, there is a personal contact between the seller and the customer. In this case, it is advisable to apply the notion of “competitiveness of personnel” [19], which can be judged on the basis of competitive advantages.

The competitive advantage of the system is any exclusive value that the system possesses and which gives it an advantage over its competitors [8, p. 192].

In the work, Fatkhutdinov R.A. subdivides the staff into three categories: worker, specialist, manager.

The manifestation of competitive advantages is determined by external or internal conditions. A specialist working in a competitive environment will himself strive to be competitive. However, to what extent it will be competitive in the relevant environment, is determined by the values of the specialist himself. As a rule, external conditions are decisive in achieving competitiveness. In accordance with such laws of the organization as the law of least costs and the law of proportionality, the specialist with the least competitiveness will be drawn to the specialists with the greatest competitiveness.

Internal, or individual, competitive advantages of personnel can be conditionally divided into hereditary and acquired ones.

We attribute the following to the hereditary competitive advantages of the personnel:

- Ability (giftedness, talent, genius, ability to this kind of activity);
- Temperament;
- Physical data;

To the acquired competitive advantages we include:
CONTEMPORARY PROBLEMS OF SOCIAL WORK

- Business qualities (education, special knowledge, skills and abilities);
- Intelligence and culture;
- Purposeful motivation of activities (ability to formulate personal goals and objectives of the team);
- Character (attitude towards work, other, self, things);
- Emotionality (ability to control your emotions, will, stress resistance, envy, etc.);
- Sociability and sociability;
- Organizationality;
- Age and others.

Recognizing the competitive advantages of personnel to hereditary or acquired to some extent conditional. For example, the ability to this type of activity develops as experience accumulates in this area. The other aspects of ability — giftedness, talent, genius — are to a greater extent hereditary. The physical data of a person are determined by the hereditary factors. Individual training and other ways can improve hereditary parameters.

The above list of competitive advantages of personnel is indicative, in a specific team they, of course, will be refined. The list can be called a model for all categories of workers. When considering the advantages of a particular category of employees, these advantages should be coordinated (docked) with the mission and strategy of the social or production system in which the employee works [8, p. 206].

Factors affecting competition:
1) the size of the market — the more, the stronger the competition;
2) market growth rates — rapid growth facilitates penetration to the market;
3) obstacles to entry or exit from the market protect the firm’s position, their absence makes markets vulnerable to penetration of uncompetitive newcomers;
4) price.

The list of these factors is very specific and requires correction in each case [8, p. 174].

In the scientific literature competitiveness is understood as the ability of a certain object or subject to surpass competitors in given conditions [12, p. 54].

Competitiveness of personnel as a phenomenon of management practice is of immediate interest to managers of the organization, since it is an important link in the chain of formation of competitiveness of business as a whole.

Not only technologies, equipment and materials are important for effective economic activity of an organization. Of great importance is the philosophy of managing people’s activities. Thus, at present there is a change in the main factors of the enterprise’s competitiveness.

Based on the research of the famous futurist R. Jensen, it can be assumed that the competitiveness of the organization in the future will be determined by the competitiveness of each individual worker and collective as a whole [28, p. 62].

The global financial crisis most significantly affected those companies in the staff of which were employees with insufficient qualifications. Many enterprises in crisis conditions could not avoid dismissal of workers. This was a prerequisite for increased competition between employees. The most popular are employees who can quickly adapt to the situation and are able to meet the increased demands of the employer.

Currently, information capabilities allow qualified workers to change their place of work without too much time. Based on this, the threat of loss of skilled workers is acute for the organization. To avoid such a problem, the employer must create an attractive environment and a corporate culture that meets the needs of the employee.

Depending on how unique or indispensable an employee is, the following types of competitiveness are distinguished:

- the exclusive competitiveness of the employee assumes the development of such personal potential, which corresponds to the highest level of the quality of labor and thus provides the
greatest benefit. The employer, focused on this competitiveness, bears additional expenses and efforts to attract and create conditions for effective use of workers;

– diversification competitiveness of an employee determines the quality of labor that is widely available in the labor market and is offered at low prices. At the heart of this competitiveness is the preparation for a profession-wide activity of a broad profile, without a narrow specialization, which provides for the ability of the performer to perform simple, repetitive work methods and actions that are easy to remember. The main characteristics of this competitiveness are sufficiently high adaptability. Employee to conditions of uncertainty of economic situation, instability of employment in time, low price of labor;

– selective competitiveness of the employee occupies an intermediate position between the two species mentioned above. It is focused on such an employer who offers work that requires a lower skill level than that possessed by the owner of the workforce.

Note that there is a significant number of different techniques in which ready-made complexes for recruitment, management, and training by personnel are given. Nevertheless, little attention is paid to such an important aspect as labor motivation. In modern Russia there is a labor crisis, that is, the attitude of workers towards work, as a means of survival. The lack of staff selection, the desire to retain all employees, personnel reshuffles as a way to solve problems, mediocre performance, resistance to professional growth – such tendencies, typical for a number of Russian organizations, negatively affect the activities of the whole enterprise.

It so happened that for prestigious positions there is always a very large number of applicants. In such conditions, employers are forced to conduct sufficiently serious tests and competitions to identify the best of the best. The methods of selection can be very different: from banal tests to hard stress interviews. One may ask why the employer does not train his employees and does not promote them to higher positions. The answer is simple and has a completely rational economic justification. Training is expensive. Trained to all the wisdom the employee can simply go to another company, for example, to a competitor, and then the costs of his training will not only pay off, but also bring a loss. Proceeding from this, a much more convenient way is hiring a person from outside.

In addition, the allocation of funds for the development of employees’ skills is carried out mainly on the basis of the residual principle. Concentration of efforts occurs only when problems arise, that is, there is no systematic and regularity in the current work. In such conditions, there can be no question of high-performing and effective work, or the growth of the qualifications of workers and the development of their initiative. As an effective lever of personnel management, many authors are invited to use the personality of the top manager. At the same time, the market economy assumes a constant change in the requirements for its business qualities. The manager should possess not only professional competence, but also methodical and social qualification. Important is also the quality of the manager, such as the ability to optimize his communication activities with minimal time and succeed in managing the team.

It is necessary to apply in the organization of payments that encourage the activities of personnel, which will significantly increase the responsibility and interest of the employee. The human resources manager should proceed from the principle that a person is the main link in the activity of a company, and the creation of favorable conditions for his activities is a priority task of any business entity. At the same time, it is necessary to create conditions for accelerated growth of the professionalism of the managers themselves.

The actively developing competition requires intensive development of professional and qualification qualities of the organization’s employees. The more qualified specialists the company has, the more rapidly its development. The variety introduced into the organization, including in the field of personnel management, increases its potential. At the same time, it should be taken into account that the active use of innovations lowers the stability of the organization, leading to deviations from the norm. The HR manager should help to increase
the level of the labor potential of the enterprise, using only effective levers of personnel management. This will allow each employee to adequately transfer changes in the world of work.

Table 1

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<th>Indicators of the level of competitiveness of personnel</th>
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<td>(women, black people, people with non-traditional sexual</td>
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<td>orientation and people with disabilities)</td>
<td>complaints</td>
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<td>received as a percentage of all complaints</td>
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<td>Personnel and production relations</td>
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<td>relationship, obtained as a percentage of all</td>
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<td>– the ratio of positively reviewed complaints</td>
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<td>related to the production relationship, obtained</td>
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Since for any type of business the division and cooperation of labor is an objective necessity, it is obvious that by means of managerial influences it is possible to implement a transition from the competitiveness of the working individual to the competitiveness of the personnel. In this case, it is necessary to take into account the very specific peculiar property of open systems to produce an effect that is much larger than the sum of the results of independent actions of these elements as a result of the interaction of their constituent elements (subunits, people, etc.). Synergy formula: \[ S = 2 + 2 = 5, 6, \ldots, N. \]

Synergetic properties of competitiveness are manifested as a result of joint participation of workers in the general labor process, specialization and cooperation of labor, development of intra-group economic relations.

In market conditions an important role is assigned to the problems of forming a competitive specialist. The system of higher professional education has a leading role in this matter. Therefore, the modernization of the training system, taking into account the requirements of employers for graduates, is of great importance. This will improve the quality of education and form an effective system of training competitive specialists.

In modern market conditions, a young specialist after the end of the university faces the problem of a tough market competition for free jobs. Being subject to fluctuations in the supply and demand for labor in the labor market, the specialist must be able to realize his potential abilities for work, that is, to be competitive in the labor market.

Prominent Russian scientist R.A. Fatkhutdinov in his works paid much attention to the study of the system of ensuring the competitiveness of various objects. Under the system of ensuring the competitiveness of any economic facility, they understand a set of measures (planned, production, marketing) to achieve the competitiveness of the management object, which should in turn be systemic in nature.

In the conditions of transition to new market relations, competitiveness can be attributed to the strategic values that a person uses to order the entire life-support system. With the help of their own forces, enterprise, resourcefulness they contribute to overcoming the individual psychological barrier, depression, pessimism, uncertainty in the life perspective of a specialist.

At the moment, there are a number of problems in the formation of a competitive specialist:
- Lack of interaction between universities and employers, or a weak degree of such interaction. It entails a low degree of preparedness of a specialist for practical activities.
- The unconscious choice of the future profession, conditioned by the advice of parents and friends, reflects a low awareness of the essence of other specialties and, as a consequence, a lack of interest in the chosen specialty.
- Formality of passing educational, industrial practices at enterprises.
- Lack of opportunity for employers to order universities in demanded specialties, to participate in the development of educational programs.
- Inconsistency of the material and technical base, educational and practical capabilities of modern requirements.
- The outflow of young and promising scientific and teaching personnel due to low wages.
- Poor quality of textbooks and teaching aids for training specialists in state educational standards of HPE.
- Developing unfavorable demographic and socio-economic situation in the country as a whole.
- Dynamism of the category “competitiveness”.
- Different criteria of competitiveness by industry, as well as approaches to the formation, analysis and evaluation of the competitiveness of specialists at various levels (university level, enterprise, state as a whole).
Speaking about the competitiveness of a specialist in market conditions, it should be noted that there is a competitive environment that determines the following condition: availability of the job market.

A competitive specialist in the labor market should have unique characteristics, abilities for personal self-expression, a high level of personal potential, conditioned both by professional qualification preparation and personal qualities, as well as by the activity and ability to present themselves competitively for the workplace.

In the author’s opinion, the essence of the concept of “competitiveness of a specialist” is individual characteristics that provide advantages over other individuals in the labor market, on which success in one or another field of activity depends.

Proceeding from the presented analysis of definitions of the concept of “competitiveness of a specialist”, the signs revealing the essence of this category were revealed:

1. The competitiveness of an individual is manifested in the labor market.
2. Competitiveness is relative, where the basis for comparison is similar indicators of competitors.
3. Competitiveness of specialists is in a dynamic and unstable state in connection with the constantly changing conditions of a competitive environment.
4. Competitiveness of employees includes a set of individual characteristics.
5. Presence of competitive advantages is obligatory for participation of experts in competitive struggle.
6. Raising your own level of competitiveness is an ongoing process.
7. The growth of competitive advantages entails an increase in the level of competitiveness of a specialist.

The system of higher professional education has a leading role in shaping the competitiveness of specialists, since this system forms the basis of professional competencies, skills and knowledge and determines the prerequisites for their further expansion.

We will single out the main directions of development, which, in our opinion, will allow higher educational institutions to train specialists in demand on the labor market:

1) improving the quality of education;
2) development of educational programs in cooperation with employers;
3) interaction of universities and labor market;
4) creation of an effective system of direct and feedback between enterprises and issuing departments, as the foundation of the professional competencies of the specialist;
5) analysis of information about the needs of the region in the produced specialists;
6) identification of the requirements of employers for graduates.
7) the creation of a unified system for the distribution of graduates in universities;
8) formation of a database of young specialists;
9) building business relations with organizations and institutions on the basis of concluding contracts for targeted contract training of students.

Cooperation between higher education institutions and employers is effective for both sides, as enterprises will receive highly qualified young professionals who are interested not only in their own professional development, but also in the development of the enterprise, and higher education institutions will be able to improve their status, competitiveness and efficiency. In general, all this will contribute to meeting the needs of the economy, the social sphere and the population in educational services. The development of conceptual approaches and the development of effective strategies aimed at the growth of the professional level of personnel are topical.

The notion of “competitiveness” is used relatively recently, since the 90-ies of the last century, and this is not accidental. Previously, the Russian economy did not have to deal with this phenomenon, because the planned economy dominated, which precluded any competition.
However, we can not say the same about entrepreneurs who traded with other countries, they just faced all the manifestations of competition. But lately, Russian economists have realized the importance of studying this issue and are actively filling in the gaps in economic literature, especially on the problem of forming the competitiveness of personnel, as one of the main components of a company's success.

The analysis of various sources revealed many different interpretations of the concept of “competitiveness” and “competitiveness of personnel” in particular. The term itself derives from the Latin word, which translates as “collide”, so competition is seen as a clash, struggle, rivalry for achieving great benefits and results.

The level of competitiveness of personnel is determined by its competitive advantages in a specific market. Fatkhutdinova R.A. Distinguishes hereditary (abilities, temperament, physical data) and acquired (education, business qualities, intelligence and culture, organization, age, sociability, purposeful motivation, emotionality and character) competitive advantages.

In addition to competitive advantages, other factors influence the competitiveness. For example, the market, its size and growth rates, the larger it is, the struggle “for a place under the sun” is stronger; Obstacles to entering the market; price; Power; Requirements, etc.

The variety of factors influencing competitiveness has caused the fact that economists allocate more than 10 kinds of competitiveness of personnel.

There are several methods for assessing the competitiveness of staff, differing in the way they are conducted: the method of benchmark expert evaluation of the knowledge, skills, and skills of staff; Method of positive evaluation of the effectiveness of knowledge in personal and professional life (self-assessment on the map of personal qualities); Determination of the coefficient of professional perspectivity; Revealing the level of wages.

Analysis of the interpretations of the competitiveness of a person as a subject of economic life used in the domestic literature makes it possible to single out two conceptual schemes reflecting different points of view on the object of competitiveness in the labor market and the forms of its organization.

The employer needs to periodically review his target strategic and tactical installations, developing appropriate concepts for maintaining the competitive advantages of the human resource at his disposal. Only in this case he will be able to occupy a leading position.

In the historical aspect, the theory of competitive advantages replaced the theory of comparative advantages. The comparative advantages that underlie the competitiveness of a country or firm are determined by the availability and use of abundant production factors, such as labor and raw materials, capital, infrastructure, etc. But with the development of technological innovation and the globalization of business, the structure of international competition is changing and the new paradigm – competitive advantages – is replacing the comparative advantages.

The portrait of a universal competitive worker is difficult to compose. Everything depends on the personal characteristics of the person and the scope of his work. It is the specificity of the profession that sets the specific set of competitive advantages.

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Methodological Foundations for the Artistic Performance Competence Formation of the Music Students in the Educational Environment of a University

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Annotation: the educational environment of a contemporary university acts as the basis for the nurturing and development of an intended musician as well as a student’s professional competence. The problem of the most rational organization of the educational process becomes the most relevant, as well as the formation of the adequate methodological basis for the development of the key skills and formation of the artistic performance competence of the intended musicians. This article outlines the theoretical foundations of the organization of the educational process resulting in the formation of the personality of a musician possessing the whole range of the required competencies, as well as unique skills and features, characteristic of an artistic personality.

Key words: art, music education, method, competence, artistic performance skills.
JEL classification: I200, I290.

Introduction
Currently the pedagogic science is developing dynamically. New methods and technologies of education are being developed, aimed at the formation of competencies required for the professionals in different fields. The education in the sphere of culture and art is supposed to be treated as separate field of the development of teaching and education methodology. The education in the sphere of art and culture has traditionally been specific and not tolerating strict
regulations of the educational process. The process of the teaching and educating the experts in the field of music art is especially specific. The characteristics of the formation of the key professional competencies of the intended musicians bring up the problems of modernization and enhancement of the methodic base of the educational process.

Demand for an expert in the job market depends on his ability to complete original tasks and act in nonstandard situations while constantly striving for the perfection of his professional level. This fully correlates with the competence model of a quality expert training and the provisions of the laws and regulations of the Russian Federation: Federal Law No. 273 of 29 December 2012 on Education [7], “Program of the Russian music education system development from 2015 to 2020”, etc.

Today the mainstream of music education development is the conceptual and strategic approach design to contribute not only to the definition of its general course of development but also to the determination of the place and role in the system of the Russian education. The specific characteristic of the education in the sphere of art and culture is the multi-stage nature that takes fifteen to eighteen years to acquire. As the main goals of the music education development, one can point out the three following points. The first is the improvement of quality and effectiveness of the education. The second is the improvement of the social status of the professional career of the pedagogic, artistic, administrative personnel of the educational institutions in the sphere of art and culture, and third the increase the competitive abilities and investment potential of the professional education in the music sphere.

The main areas of the Russian music education development proposed by the national policy for 2015–2020 name the preservation of the current system of professional musicians training as well as the younger generation initiation into the music art among the most important tasks. Its unique and unprecedented nature is noted. Apart from a number of positive factors and conditions of implementations of the Russian music education system its drawbacks are noted, including the issues of instrumentalists-performers as well as professional pedagogues’ training for the system of the music education and vast reach of the younger generation by the art of music. According to the declaration of the achievement of the country development level to be one of the leading world powers of the XXI century as the priority of the social and economic development of Russian Federation up to 2020, professional music education and mass initiation of the children and the youth gain special significance.

**Method**

The musicologists, performers, pedagogues-practitioners examine the problem of the artistic performance competence formation of university students based on the different categories of students, their qualification for the profession, as this type of competence depending on its degree of relevancy attains a different meaning for each of them. This is mainly due to the fact, that for a musician the system of his ideals, beliefs and values is defined by the sum total of knowledge that he acquires in the course of the entire life and professional career, first in the process of education and then in the future practice. At the same time, the artistic performance competence of the musicians can be examined from the point of view of continuously enriching the experience of artistic performance and pedagogic practice, updating the approaches to the interpretation of music heritage, formation of foundations and means for self-fulfillment in the chosen profession.

The scientific comprehension of the professional training process of a musician implies the study and consistent analysis of the process of formation of artistic performance competence and the application of it structural components to various kinds of future activities. This is because the possession of the different components of the special (music artistic performance related) competences eventually leads to the recognition as a person possessing the most important professional features of a musician, pedagogue and educator.

Yet the direction vectors of the contemporary academic studies in the field of pedagogic and psychology of the artistic creation, music and artistic performance art prove the inconsistency
of pedagogic efforts to define the essence of the notion “artistic performance competence of a musician”. The most important function of it is the motivation component of a music student personality, acquisition of the synthetic experience of well-formed special artistic performance competencies. This includes the music artistic performance activity type-specific competencies and, most importantly, naturally blending into the education process, concert performance and cultural education activities experience [17]. As a result, the organization of a stable, methodically elaborate impact of the educational environment upon the learning musician, based on the ideas of cultural and professional competencies as an essential component in the development of strategy for the introduction of the music and esthetic values to the world is a relevant task today.

The criteria of the artistic performance competence maturity of the musicians are the components of its structure, whose positive dynamic is evident of the existence of conditions for the inclusion of the new special professional (music artistic performance) competencies in the process of acquisition. These competencies allow them to overcome the problem of inclusion into the professional (pedagogic, concert and performance) sphere. A high level of artistic performance competence of a musician, formed in a university can be regarded a foundation for his professional identity and professional self-fulfillment.

Results

Gradual, methodically elaborate solution of the following tasks is necessary for the formation of a high level of artistic performance competence of a musician:

– Interpretation of a model of future activity based on the individual creative potential of the students;
– Professional maturation by means of natural combination of acquired theoretical knowledge of different humanitarian spheres and special (artistic performance) competencies;
– Formation of a high level of classic and contemporary repertoire pieces interpretation culture;
– Formation of an intended musician competence improvement motivation;
– Active concert and performance work as part of the education process and beyond it;

The above tasks are the foundation for the methodology principles of the students artistic performance formation, namely:

– Principle of scientific nature of the contents, technologies, forms and methods of education allowing proportionate distribution of the theoretical and practical knowledge of the students, adequate practical and humanitarian aim of the education in the learning environment of a university;
– Principle of professional expedience in the choice of contents, technologies, forms and methods of education based on the specific characteristics of the field of study and training program chosen by the students and aimed at the planned results;
– Principle of reasonable balance between informative and practical components of the educational process;
– Principle of professional aspiration allowing to correlate the tasks and goals of educational activity of a musician and adequately estimate all types of future professional activity;
– Principle of cooperation of pedagogues and students as equal participants of the educational process meeting the goals and aims of the Federal State Education Standards of Higher Education in the relevant field of study and training program;
– Principle of quality evaluation and control means adequacy of the formed complex of skills (cultural, professional, and special (including artistic performance)).

It is important to mention the opinion of N.V. Vasilyeva, who emphasizes the importance of the dialogue between the pedagogue and the student in the process of formation of music and artistic performance competence in the course of “productive activity” [30, p. 31]. The importance of cooperation as methodologically correct type of musician education organization
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is also prominent for such scholars as N.I. Anufriyeva, whose works emphasize the formation of the professional and personal competencies of the teacher himself [5, p. 81] and Rapatskaya, focusing on the significance of tradition in the artistic education of university students [19].

One of the key results of this study is the elaboration of the components constituting the artistic performance competencies of an intended musician. One of the most important components, in our opinion, is the personal one. The personal component is the leading component of the artistic performance competence of a musician as it performs stimulating, affective and communicative functions. Its characteristics are emotional maturity of an individual, the ability of a person to conduct performance activity. It is also a landmark for the optimization of a personal experience in this type of professional activity. Other components are the activity, object and cognition components. They perform the transformation, information, orientation and translation functions. These components are represented by an aggregate of pedagogic, cultural, musically theoretical and special knowledge, as well as a unity of skills ensuring the practical realization of the music competence of an intended expert in the process of interpretation of music repertoire. In this context, the level and quality of the competencies acquired by the musicians should correspond to the graduate musician’s aptitude for various types of professional activity (pedagogic, artistic performance, cultural and educational, etc.).

Reflexive component performs regulatory function aimed at the comprehension, self-assessment and analysis of one’s artistic performance activity, its correction, results obtained, selection of the most effective methods, forms, devices for the work on a music piece based on the individual experience of a student.

Artistic performance competence of a musician should be evaluated based on the combination of quantitative and qualitative parameters. This circumstance allows the estimation of the results of the studied phenomenon being well-formed in an intended expert. It also provides better results of the formed complex of competences. The analysis of the artistic performance competence formation allows to divide it into three stages: formation, development, and enhancement.

The role of the pedagogue is most significant on the first two stages. The third is characterized with the qualitative increase in the activity of the student. Realization of the competence approach in the course of artistic performance competence requires rethinking of the established approaches to the artistic performance training of the students. Yet it does not exclude the experience of centuries-old traditions of different artistic performance schools [9].

E.g. S.Ye. Feinberg points out the pedagogic devices characteristic of each school which leave the object unchanged – “systematic development of technical instruments and general music culture of a student” [8, p. 121]. Consequently, the technique of a performer bears the individual mark of a musician. If original solutions, dynamic and technical, tempo-related, appear as natural consequence of the characteristics of an artistic performance individuality (as well as competence) of a musician, then they become a part of the individuality of the performer.

The students should achieve freedom, perfection of motor activity as well as high degree of artistic creative comprehension and adequate interpretation of the text of a music piece. The reason for this is that only a combination of technical freedom, artistic expression and emotion represents true skill. The vectors of pedagogic impact upon a learning musician are directed towards the achievement of such result. In this respect, S.Ye. Feinberg’s viewpoint is appropriate: “No art demands virtuosity so high, so precise and refined, as the music artistic performance” [8, p. 136].

In the process of work with the students, the pedagogue can pass the sum total of his own vast experience and the practical devices of various artistic performance schools. Consequently, a talented pedagogue develops a number of regular pedagogic devices, since every gifted student demands a special, specific approach from the pedagogue. These two requirements are
not mutually exclusive; on the contrary, they represent a unity, which is after all, characteristic of a talented pedagogue’s school. For instance, the lessons of improvisation are especially important in the training of a musician, since it is impossible to learn the inspiration. V.V. Romanenko in the book “Learn to improvise” stresses the fact that a true “maestro is one who possess the technique of the craft, has a certain talent and a creative thought” [22, p. 3].

The variety of pedagogic devices of the music art can be narrowed down to the three main methods: explanation, demonstration and direction. These methods are naturally connected. At the same time, the can be used alternatively and in various combinations.

To achieve the high level of artistic performance competence the pedagogue should develop not only the playing instruments of an intended musician, but also the skills of choice of the appropriate devices. In cooperation with the students, he consistently, methodically and systematically should work at these devices, perfecting the attained. The pedagogue should see that every, even a smallest artistic performance detail, every touch is makes its way into the process of interpretation of a music piece. The pedagogue in cooperation with the students should define the artistic performance plan of a piece and as an experienced “director” lead his apprentice towards the successful solution of the whole music artistic design. The explanation, as a pedagogic device, thus turns into an artistic discussion about the substantial issues of the music artistic performance.

The method of demonstration, an illustration of a performance device by the pedagogue is important. This pedagogic device is highly effective; it significantly expands the artistic performance potential of an intended musician. The third relevant method of pedagogic impact is the direction. The use of direction teaches the student one of the most important qualities required for further professional activity – artistic independence, development of creative abilities of a musician, building confidence in one’s own esthetic initiative. It is a way of extension and enhancement of one’s individuality.

The pedagogic devices, principles and methods examined, have often been touched upon by scholars in relation to the formation of an artistic individuality of a musician, his professional orientation and artistic style. These qualities should permanently accompany the intended musician on his way of artistic development and included in the methodic developments of the pedagogues.

**Discussion**

Many prominent researchers in different periods have addressed the issue of formation and expression of an artistic personality and the interpretation of the works of art. Among them are Nicholas of Cusa, J. Locke, N.A. Berdyayev, A.Yu. Butov, I.A. Ilin, P.A. Florenskiy, V.M. Bekhterev, A.F. Losev, B.M. Teplov, S.L. Rubinshteyn, A.N. Leontyev, A.N. Luk, B.S. Meylakh and others. The generalization of a broad range of ideas and conceptions put forth by different scholars in the field of music education in general as well as the problems of methodological elaboration of the process of artistic performance competence formation of an intended musician allows to make a few points.

The orientation for the formation of artistic competence performance of musician can be called a recurrent idea in the organization and professional training of musicians in a university, both in theory and in practice. This tendency defines the direction of the scientific inquiry for the unconventional, original methods of solving this problem in the contemporary Russian system of higher music education.

The essential characteristics of the pedagogic process of the artistic performance competence formation of the musicians are continuity, education time and the systemic development of individual artistic abilities and personal qualities of an intended musician. These qualities are the ones that ensure the high level of acquisition of the performance art, understanding of the regularities of the process of formation of the performance and pedagogic schools, interpretation of a music composition, the art of music making in general. Consequently, the
performance competence of an intended musician as part of professional music education acts as the foundation of the performance skill, the artistic performance culture in general, and serves as a benchmark of an individual performance style.

Consistent transition towards each successive stage of formation of the future musicians’ competence allows the university teachers to define more clearly and correct the directions of individual development of each student, while allowing the student himself to build the strategy of gradual perfection of his professionalism. Obviously, the borders of stages, steps and phases of the artistic performance competence formation have no clear definition. It is only natural taking into consideration the multi-component structure of the graduate training in the university as a whole and “step-by-step” growth of technical and artistic facets of the artistic performance competence, whose aim is the transition towards “the stage of technical skill and the stage of creation” [6, p. 150].

Intensive and prolific activity of a musician depends directly on the well-formed system of beliefs and values dynamically developing during the entire way of world-view formation. More importantly, it depends on the professional performance skills that confirm his possession of “inquisitiveness, creative activity, artistic imagination, inventiveness and so on” [31, p. 15].

The process of interpretation of the works of music art is inextricably connected to the personality of the maestro, the interpreter. This conclusion can be correlated with an opinion of A.I. Shcherbakova. The scholar insists that the cultural analysis of the music art as a phenomenon of culture as well as the process of moral formation of a personality of an intended musician requires the study and analysis. One should study “the correlation of irrational and social aspects in the artistic creation; the birth of an artistic ideal within the art of various cultures as a model of perfect universe…” [25, p. 32] Furthermore, the researcher points out the “characteristic artistic freedom” [24, p. 164] of the culture of XX–XXI centuries while describing it.

To confirm the above statements we can refer to a thought of S. Rappoport. He was right to say that all the types of art rest upon social association funds of life and art: “With all their stability they change and are appropriated by each new generation in the enriched condition. Artistic performance cannot be effective if does not this into consideration.” [21, p. 45]. S. Rappoport believed that a performer objectifies not the note text, that merely “refers to objects”, but its artistic contents. Performer comprehends just the contents of an artistic image as individualized and cannot comprehend it otherwise [20]. It is the contradiction that is resolved by the very artistic creation of the performer, makes this creation necessary for the performer. It is his main internal source of development [21, p. 44].

The study of the notion “artistic performance competence” brings the opinion of O.V. Stukalova, who compares the process of the formation of a musician’s virtuosity to a “gradual growth of a crystal” [28, p. 3]. The individual natural characteristics of a performer, degree of gift, specific features of his perception of the world, a complex of personal psychological traits, a well-formed artistic and esthetic taste, style, manner, etc, should be included here as well.

G.P. Prokofiev, a famous Russian piano player, pedagogue, musicologist, and a music psychologist in one of his lectures, given as far back as 1926, asserted that the performance can be “immaculate and conquering” only if “the design is elaborate and felt deeply by the musician and is realized in an improvised and colorful sound image” [18, p. 26]. G.M. Tsypin, while characterizing a complex process of formation of a personality of a musician performer, affirms that only he who is able to “transform his multiple impressions, sensations, emotions and reactions into the element of music” [29, p. 31] has the right to call himself an artist.

“Nowadays only a bright, significant person can make his art truly original” [23, p. 41], – says G.N. Rozhdestvenskiy. Also in this vein is the idea of A.S. Klyuyev, who maintains “increase of importance of a personal element in the music art” [12, p. 93]. D.I. Varlamov, K.I. Lokhov, point out the historical dualism of performance competence in the pedagogic practice of
musicians [13, p. 81]. The essence of differences, according to the scientists, is in the “mutual dependence of the art of the performer on the level of knowledge, skills and competencies of a music instrument artistic performance being well-formed”. The authors rightly conclude that an artistic activity and the artistic performance of a musician in reality possess much greater variety. They cannot be put into a Procrustean bed of a simplified approach. Moreover, the authors insist that the artistic performance manifests itself “not in the perfection of an instrument handling, but in the comprehension of regularities of the artistic performance process and possession of the art of education of skill and faculties of music making” [14, p. 82].

Conclusion

The methodic foundations of the formation of artistic performance competences of the intended musicians in the system of higher education are based upon a number of very significant constituents, determined in the course of study. First, it should be noted that for an effective formation of an artistic performance competence of a musician a certain aggregate of pedagogic conditions is requisite. The system of their actualization is tied directly to the rising demand on the part of employers and the society.

The formation of an artistic performance competence of intended musicians, in our opinion, is based on the development of such qualities as:

– Musicality being a complex of faculties of artistic expression of the author’s (composer’s) design, pure intonation, artistic and esthetic taste;
– A complex of artistic performance knowledge of theoretical, special, cultural nature, as well as a complex of skills and faculties, aimed at the object of artistically individual performance of a music piece;
– Individual and personal attitude towards the artistic performance as a creative process, realized in the well-formed skill of performance, interpretation, translation of music impression and filling the piece performed with one’s own experience;
– Artistic skill (at the level of virtuousness) as a result of artistically imaginative thinking, powers of observation, faculty to master one’s technical skills, performance expressiveness;
– Self-assessment, self-knowledge, or the reflection, allowing to adequately estimate the level of the piece performed;
– The skill to get the message across to the audience through the performance and cause the adequate reaction of compassion;
– Personal professional standpoint as an expressed attitude towards the intended pedagogic and performance activity.

For the formation of a higher level of artistic performance competence of the studying musicians, the following objects are believed to be relevant:

– Development of priority professional qualities of a student based on the individual characteristic of his personality;
– Providing the intended musician with the theoretical knowledge from various humanitarian fields, as well as practical skills required and sufficient for effective development of his music repertoire interpretation culture;
– Organization of active performance activity in the course of the education process, both during the study hours and outside.

Comprehending the significance of clear understanding of the phenomenon of a musician’s artistic performance competence deserves a special mention. This phenomenon can be defined as a process of objective personal reflection of technical, artistic and emotional components of the performance of a university graduate, determined by a complex of individual musical and artistic abilities, professional and performance qualities, acquired concert and performance experience. Artistic performance competence of a musician is the main attribute of achievement of required artistic level, formed at a certain stage of a student’s professional training. Consequently, the formation of a high level of it as a fusion of special (artistic performance)
competencies, as an ability to realize in practice a complex of competencies acquired at a university under definite social and professional conditions is one of the most important goals of the system of contemporary music education.

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Christian Ritual Forms: Age-long Traditions and New Challenges

Annotation: religion is a public institute which forms cognitive and emotional experience of the person in the solution of significant life problems. Information transfer, commission of rituals and communication in religious community is carried out by means of language for the special purposes (LSP) – religious English. Small forms of religious text (anthem, prayer, sermon) are the means of moral training and creation of the spiritual bases of Christian society, which contributes into the transformation of the social sphere of a person. The object of research is the English-language ritual texts, and the subject – the Bible discourse traditions in modern religious texts. Subjected to analysis are the discourse features of religious English inherent in ritual forms, both in ancient, and in modern religious contexts.

Key words: languages for specific purposes, religious English, King James Bible, the prayer book, ritual texts, bible discourse traditions.

JEL classification: I200, I290.

Introduction
Identifying language as a semiotic system with certain purpose or purposes, we will have to define it more carefully according to its purposes. The purpose of communication depends upon the circumstances attending the process of speech in each particular case. The possible situations can be roughly classified into two types: formal and informal. Along with levels of formality, scholars also study changes in register based on the speaker’s awareness of a broader network of differences in situation, topic, addressee(s), or location. It relates to the appropriate choice of language with regard to domain, i.e. an area of activity, interest, or knowledge. The purposes of communication within those areas were recognized by T. Hutchinson and A. Waters as specific [9]. The language, which serves these purposes, is identified as language for specific purposes (LSP). In European linguistic tradition the term LSP is applied to language means used by experts communicating within their areas of expertise. A language for specific purposes is a variety of a national language characterized by specific terminology and proper means of expression, typical for texts within a given field. This definition is related both to varieties of scientific language, technical language, professional language, trade language and to varieties of languages related to social life. In this paper, we deal with Religious English. Our approach to the study of sacred texts is to interpret the text as a linguistic and literary object. The object of research is English ritual texts of old and modern times, the subject being the discourse features of religious English inherent in those texts. The research objective consists in identification of the discourse characteristics of ritual texts of modern times. Subjected to analysis are the prosodic, structural, lexical and grammatical features of newly coined religious hymns, prayers...
and sermons. The claim of research consists in the statement that at the present stage of the development of society and social situations, we face discourse identity of small textual forms and the Holy Scripture. The recently coined hymns, prayers and sermons facilitate the transfiguration of the social sphere where the personality develops. The reliability of the work is provided by the analysis of the authentic materials of British and American special literature.

In order to be consistent in the exposition of the material related to ESP the widely accepted opinions, ideas and approaches to languages for specific purposes put forward by T. Hutchinson & A. Waters, Ph. Strazny, J. Lukszyn, F. Grucza, J. Hitchcock, A. Szulc, P. Strevens and J.C. Sager have been elaborated to meet the goals of this work [7]. J. Lukszyn states that LSP is a conventionalized semiotic system based on a natural language and characterized by a cognitive function, which indicates the development of civilization and serves as an instrument of professional work and training [12]. The most general properties of LSP are monosemy on a semantic level, hypotaxis on a syntactic level, emotional neutrality on a stylistic level and simplification on a morphological level. It is also conspicuous by special lexis (including international terms), syntax and a frequent usage of certain grammatical forms.

ESP products are of one-dimensional structure of logical syntax, which means a lack of any implications as opposed to functional units of general language that are equivocal in their nature. Another ESP universal is hypotaxis. This phenomenon of a syntactic level consists in joining separate syntactic structures in accord with coordination principle or logical subordination principle within the frame of complex syntactic structures. ESP can also be characterized by means of simplification on morphological level. It indicates simplifying to a greater or lesser extent of the grammatical system in relation to the initial general language. On the stylistic level, functional ESP units are deprived of expressive connotations, which results in their neutrality [7].

The view of language as communication opened the way for a more global approach to specific language, including investigations of the reasoning and conceptual processes scientists applied. Thus, a new motivation was generated, not just to learn English but to learn English in order to manipulate difficult intellectual material in it.

Materials and methods of research

Religion is a social institution in which belief systems and rituals are systematically arranged and formally established. Religion is characterized by an official doctrine (or dogma), a hierarchical leadership structure, and a codification of rules and practices. American philosopher William James writes that “Religion... shall mean for us the feelings, acts, and experiences of individual men in their solitude”. He further comments that the essential elements of institutional religion are “worship and sacrifice, procedures for working on the dispositions of the deity [i.e.] theology, and ceremony and ecclesiastical organization” [10, p. 31].

Religious belief has fostered a language variety which is probably the most distinctive of all domain-restricted language varieties [2]. There is a meaning of language, which includes more than the speech of man; it is conceived as the language of God. God, according to John Locke, English philosopher and philologist of the 17th century, “furnished man with language which was to be great instrument and common tie of society” [11, p. 229]. The language of God serves to express the unconscious thoughts and desires, which cannot be expressed in the ordinary language of social intercourse over which consciousness exercises some control. According to Gerhard Elbeling, the present day English theologian, the language of faith provides “a dialogue with the experience of the world” [5, p. 192].

We proceed from the assumption that the most effective way of studying religious discourse and the development of the vocabulary of a language for specific purposes is its representation as a lexico-semantic field. Proceeding from some experience with the students studying Religious English (RE) we have chosen this sphere of occupational activity as a source of empirical material and the object of scientific research.
The theoretical approach to the RE vocabulary used in the article is based on the principles of Descriptive Linguistics which studies the functions of words and their specific structure in the system and provides a clear understanding of the laws of vocabulary development. Of pivotal importance in Descriptive Linguistics is the theory of semantic field introduced by J. Trier. The conception of linguistic fields is based on Saussure’s theory of language as a synchronous system of networks held together by differences, oppositions and distinctive value. The theory recognizes the existence of several ‘conceptual fields’ or ‘lexical fields’, intermediate between the individual lexical items and the totality of the vocabulary.

Subjected to analysis is a wide lexico-semantic field “Christian Religion”. The linguistic units used in English religious discourse can be viewed as a vast semantic field, i.e. a closely-knit sector of vocabulary united by the concept of specific information exchange and interaction in the course of joint activity. The lexico-semantic field comprises a compact grammaticalized core and a gradual periphery. The core incorporates specialist lexis, i.e. terms proper – Biblicisms (church, priest, penance, charity, etc). The periphery consists of several strata of general lexis – neutral words and learned words (repentance, image, congregation, favour, etc). The intermediate position between the core and the periphery is occupied by quasi-terms or pseudo-terms. These are words representing the common concept, but not defined explicitly, or words characterized like a term but without terminological meaning (love, hope, light, brother, etc).

Results

The role of religion in society is still being widely debated in the different theories of ideology and science. Opposite viewpoints and arguments for and against it are involved in the debates: it can be both a conservative force and an initiator of social change. On the one hand, religion keeps everything stable: the way things in society currently are. Religion maintains status quo. The term status quo descends from the Latin term meaning the existing state of affairs. On the other hand, religion may contribute to social change. But nevertheless, religion plays an important role in the life of most people. And day by day worshipers come to church and have social encounters with the clergy.

The discourse of the religious encounter is highly asymmetrical: it is the priest who interactionally controls most of the discourse. He controls the topics and their development, asks the questions. The priest also provides the amount of information that he deems appropriate, and determines the amount of social talk in openings and closings. The institutional power and authority of the priest, as well as the relatively powerless institutional position of the worshiper are created, reflected and maintained by asymmetrical discourse practices of the encounter.

Within the Judeo-Christian tradition, at least God is believed to have revealed Himself to man through the vehicle of human language. Enormous influence on the development of religious as well as Standard English exercised a translation of the Bible – the King James Bible – published in the 17th century [15]. The style of the King James Bible greatly influenced both oral and written forms of language. The analysis of the Bible throws special light on the peculiarities of orthography, grammar and vocabulary in religious English.

We found out three peculiar features of Religious English:

- It is retrospective (it constantly harks back to its origins, and thus to earlier periods of the English language: thy, thou, shalt, brethren, holpen, wist).
- It is prescriptive (concerned with issues of orthodoxy and identity, both textual and ritual: thou shalt not kill, blessed be the name of the Lord, God save the Queen).
- It is imaginative and exploratory (people make their personal response to the claims of religious belief: the golden calf, the land of milk and honey, holy wedlock) [6].

The source from where people still obtain formulaic expressions is The Prayer Book [14], which appeared in 1549. It provided a single order of public worship to be followed throughout England. The vocabulary of prayers, sermons, litanies and printed religious texts is usually
elaborately chosen and remains mainly in the sphere of lofty (high-flown) style. Consider the following extract from *The Lord’s Prayer* (Matthew 6:11):

> Our Father which art in heaven, hallowed be Thy name. Thy kingdom come. Thy will be done on earth as it is in heaven. Give us this day our daily bread. And forgive us our debts, as we forgive our debtors. And lead us not into temptation, but deliver us from evil: For thine is the kingdom, and the power, and the glory, for ever, Amen.

**Discussion**

Scripture gave rise to Christian sermon. And it is sermon that experienced most notable influence of *King James’ Bible*. The sermon is an interpretation of Scripture in its literal, moral, anagogical, and allegorical senses and a specific form of discourse. The sermon characteristically employs formal rhetorical devices to secure an immediate response from an audience; it is a kind of the oratory style. English philosopher of the 17th century Thomas Hobbes suggests that “the first author of speech was God himself, who instructed Adam how to name such creatures as he presents to his sight” [8, p. 368]. The sermon has a range of eloquence that no other literary form can rival, though novelists, poets, playwrights and secular orators have never stopped trying.

From the standpoint of semantics, sermons fall into several different categories, including narrative, topical, expository (giving information about scriptures), biographical, liturgical and evangelistic (calling people to a moral life), historical and illuminative.

One of the most famous in Christian world sermons is the *Sermon on the Mount*, which Christians believe that Jesus Christ gave over 2,000 years ago. Christians see this sermon as outlining the fundamentals of discipleship, obedience to God, and moral living.

*Matthew 5*

*The Beatitudes*

1. And seeing the multitudes, He went up on a mountain, and when He was seated His disciples came to Him.

2. Then He opened His mouth and taught them, saying:

3. “Blessed are the poor in spirit,
   For theirs is the kingdom of heaven.

4. Blessed are those who mourn,
For they shall be comforted.
5. Blessed are the meek,
For they shall inherit the earth.
6. Blessed are those who hunger and thirst for righteousness,
For they shall be filled…
(The Gospel of Matthew. Date written: 63 AD) [15].

The word *blessed* in the sermon means “happy”. This is a basic description of the believer’s inner condition as a result of the work of God. It is virtually equivalent to being “saved.” The sermon keeps to the general features of the Bible: eloquent lexis and metaphorical shifts (*beatitudes, blessed, kingdom of Heaven, thirst for righteousness*); parallel lexical and synthetic constructions and polysyndeton (*for*).

Sermons are made by a member of the clergy explaining a particular passage out of the Bible. Among distinguished preachers was John Donne, famous for his delivery and art. Donne’s “baroque” manner includes extraordinary metaphors – from science and new exploration – repetition, wordplay, questioning and a rootedness in the physical world that appeals instantly to both sensibilities and mind. Donne’s most famous sermon is “Death’ Dual”. The sermon was preached not many days before John Donne’s death.

Of our very making in the womb, David says, *I am wonderfully and fearfully made, and such knowledge is too excellent for me,*[1] for even that is the *Lord’s doing, and it is wonderful in our eyes* [2]; *it is he that made us, and not we ourselves* [3], nor our parents neither. *Thy hands have made and fashioned me round about, saith Job, and (as the original word is) thou hast taken pains about me, and yet (says he) thou dost destroy me.* Though I be the masterpiece of the greatest master (man is so), yet if thou do no more for me, if thou leave me where thou madest me, destruction will follow. The womb, which should be the house of life, becomes death itself if God leave us there. That which God threatens so often, the shutting of a womb, is not so heavy nor so uncomfortable a curse in the first as in the latter shutting, nor in the shutting of barrenness as in the shutting of weakness, *when children are come to the birth, and no strength to bring forth* [3].

Psalm139:6 [1]; Psalm118:23 [2]; Psalm100:3 [3]; Isaiah 37:3 [4].

Religious language has always been a fruitful source of rule breaking. The search for a special language in religion – a language that breaks away from the norms of expression used elsewhere – is in itself nothing new. Metaphors and paradoxes are found throughout the history of English-speaking Christianity, some (such as *I eat your body*) deriving from its very foundation. Consider a series of striking paradoxes from John Donne’s ‘Divine Meditations’ (XIV):

*Take mee to you, imprison mee, for I, / Except you enthrall mee, never shall be free, / Nor ever chast, except you ravish mee* [3, p. 12].

Words, which in other situations would seem meaningless, absurd, or self-contradictory, are accepted as potentially meaningful in a religious setting. Expressions of this kind are especially frequent in Christianity, though they can be found in the thought of several religions.

**Findings**

But figurative language does not stay fresh forever, and the metaphors of traditional religious expression need to be regularly refurbished, if its message is to stay relevant, meaningful and alive. The devising of new ways of talking about God is always a controversial activity, but it is always there; and the process presents people with a steady flow of fresh language, whose aim is to make people think again about their response to the issues the language conveys.

In the communication-aware 20th century, the process of criticism and revision of traditional modes of expression was particularly noticeable, and spilled over into several everyday religious contexts in the form of new prayers, hymns, and biblical translations. The unexpected collocations of the prayer *Litany for the Ghetto* provides a striking case in point where the divine and the human are lexically juxtaposed: *O God, who hangs on street corners, who / tastes the
grace of cheap wine and the sting / of the needle, / Help us to touch you… / O God, whose name is spick, black-nigger, / bastard, guinea and kike, / Help us to know you… / O God, who lives in tenements, who goes to / segregated schools, who is beaten in precincts / who is unemployed, / Help us to know you… [1, p. 163].

In the language of religion, where a male-dominated conception of God has been handed down from patriarchal times, there exists a bundle of attributes which are stereotypically associated with men, such as toughness, coolness, and authority. Missing are attributes, such as caring and weeping. God, it seems, could not possibly cry for a lost creation. British hymn writer and minister Brian Wren has attempted to subvert some of these traditional attitudes by inverting them. Bring Many Names (1989) is one of religious hymns of new times. Here, the words reverse the expected stereotypes and introduce fresh resonances and collocations: Bring many names, beautiful and good; / celebrate, in parable and story, / holiness in glory, / living, loving God. / Hail and Hosanna, / bring many names! / Strong mother God, working night and day, / planning all the wonders of creation, / setting each equation, genius at play: / Hail and Hosanna, / strong mother God! [20, p. 160].

The new language, sought by theologians, is to be found chiefly in fresh collocations – new juxtapositions of lexical items which suggest ways of talking, and thus of thinking about God that relate more meaningfully to the present day. Some of these new ways emerge through intellectual reflection, some through poetic inspiration, and some from a mixture of the two. They are invariably controversial, attracting criticism both from within religion (for departing too radically from the safe and familiar thinking-grounds of traditional language) and from outside it (for introducing a misconceived mysticism into previously untainted everyday notions).

The British have a long history of reading their sermons as literature. Few do not know and admire “And therefore never send to know for whom the bell tolls; It tolls for thee”. In America, where the sermon has been more consistently cultivated, more varied in development, more influential on writers in other genres, and more central to the culture in general, people have not done so.

When English expanded around the world, its religious variety moved with it. And in new situations, religious English acquired new peculiarities conditioned by the cultural traditions of other peoples. The most striking feature of difference in English beyond the British boundaries is observed in prosody. The prosodic characteristics of religious English – the rules of arranging the patterns of sounds and beats, – range from the highly structured to the totally unpredictable, and from the voluble to the silent. The contrasts can be seen in the tightly structured unison responses of the Roman Catholic Mass, the spontaneous loudness of celebration, and the quiet and meditative atmosphere of a Quaker meeting for worship, fuelled by their founder’s admonition: ‘let your words be few’.

To have a better understanding of the peculiar features of religious English outside Great Britain, consider one of religious genres, which is highly distinctive, especially in its prosody and the use of formulae. It is a highly rhetorical, spontaneously composed sermon, heard especially in Baptist communities within the USA. The extract from one such sermon shows the oral-formulaic character of this genre.

Keep your hand in God’s hand / And your eyes on the star posts in glory / Lord said He would fight your battles / If you’d only be still / You may not be a florist / Am I right about it? / But you must tell them that He’s the Rose of Sharon / I know that’s right / You may not be a geologist / But you must tell them that He’s the Rock of Ages / I know that’s right / You may not be a baker / But you must tell them that He’s the Bread of Life / Am I right about it? [13].

There are in fact two main types of formula illustrated in this excerpt: quotations (shown in bold) and the preacher’s own verbatim expressions (shown in italics). The preacher has an especially repetitive style. In the text of the whole sermon which is only 350 lines long, the phrase The Christ of the Bible is used 24 times throughout, and Am I right about it – 15 times.
Nowadays preaching enjoyed another glorious age. The theological arguments and compelling presentation of the sermons urged a change in attitude. Let us consider sermon “When the World is on Fire” by the famous American preacher of the twentieth century Hyman Appleman. The author responds to the following thesis of the Bible: … all the things continue as they are from the beginning of creation… but the heavens and the earth which are now, by the same word are kept in store, reserved unto fire against the judgment and perdition of ungodly men [II Peter 3:3 – 15] and interprets it in connection with the current situation of the twentieth century’ eighties in the world.

... The atomic experts tell us that unless we come to some sort of a peace league, that unless we invent or evolve some sort of an international organization that will definitely control the nuclear bomb, the result will be that the nuclear weapon misuse will destroy the world. The reason these experts seem to believe it is because they do not study the word of GOD. Nuclear bombs are not going to destroy the earth. That is reserved for the Lord. GOD is going to destroy it when He gets ready. Our nuclear weapons will act just as did gunpowder, or dynamite, or TNT, or cannons, or poison gas, or, before that, bows and arrows, or any other weapons. It will just make one more mess for us to get into. That is all. It is not going to solve any problem. It is not going to stop any wars. It is not going to make wars quicker or easier. Those of us who are waiting and watching for the imminent coming of the Lord JESUS CHRIST are constantly saying that the world will be on fire at His coming. We forget the fact that in many ways the world is on fire already. I believe we have in some way missed this point [20].

The set of expressive means used in this extract contains both – language means and stylistic devices, which gives the statement emotional coloring and a divine stylistic tonality. The most noticeable among them is repetition of: notional words (destroy – 3 times; war – 3 times; nuclear – 4 times; weapons – 3 times, etc.); functional words (polysyndeton): conjunction or – 6 times; anaphoric lexical and syntactical parallelism: It is not going to – 3 times; metaphors: the world is on fire – 3 times; capitalization of proper names and pronouns when the concept of God is verbalized – 6 times. And it is repetition that is in this case a most vivid indicator of the Bible’s style and language.

In the XXI century, of several different categories, topical, expository and evangelistic sermons are most popular with Christians. They are always up to date and touch upon the most urgent developments and problems of society and the word of God. In the old hymn “This Is My Father’s World” we hear: The oceans, forests, plains, rivers, lakes—all of that—it all belongs to God. And God gives instructions as to how people are supposed to take care of this planet in the early chapters of Genesis. There are really four key instructions that He delivered. He said He wanted us to subdue it, rule over it, work it and take care of it. Consider sermon “Creation Care: Can our Planet Survive?” made by Bill Hybels in April 2010:

... The reason I am speaking about this issue is because of one basic belief I have that should motivate every follower of Christ in the church to lead the way in being in the forefront of creation care. My basic bedrock belief is: This is a God-created world. That is why, for me, The Theology of Ecology begins with the very first verse in Scripture: “In the beginning God created the heavens and the earth” [Genesis 1:1]. That verse clues me in that care for the creation must be somewhere on the list of any disciplines of a Christian lifestyle. In fact, I believe there are two words that are operative for any Christ follower in how we relate to this world and those two words are responsibility and accountability. I am to act responsibly toward the creation and its creatures. I am accountable for how I do so before the God who created both… [19].

The preacher keeps to the stylistic and lingual traditions of the Bible and provokes the hearers to think about our environment from both scientific and theological point of view. This is what God has bequeaths to mankind as keepers and not destroyers.

Modern ritual texts touch upon the most urgent problems of the life around us. Their style and the vocabulary used are much alike those of the Bible.
Lord Jesus Christ, Divine Redeemer, help all those addicted to the Internet and tech devices Thy Freedom... [18].

A Prayer for the Victims of the Syrian conflict is traditionally based on synthetic and lexical parallelism:

...Come Lord Jesus / To those bringing humanitarian aid: / Give protection Lord Jesus / To those administering medical assistance: / Give protection Lord Jesus. / To those offering counsel and care: / Give protection Lord Jesus... [16].

A Prayer for Educational Institutions (Compiled by David Bennett)

Eternal God, Bless all schools, colleges, and universities, especially __________, that they may be lively centers for sound learning, new discovery, and the pursuit of wisdom; and grant that those who teach and those who learn may find you to be the source of all truth; through Jesus Christ our Lord, Amen...” [17].

Conclusion

Language, being the most important means of communication, is regarded as an instrument by means of which the actual process of conveying ideas – information – from one person to another is carried out.

Religious belief has fostered a language variety which provides culturally patterned human interaction processes between the worshipers all over the world, and it is imperishable regardless of time and space.

Being a social institution, religion involves a specific code of ethics and philosophy. Religious interactions are repeated, regular and regulated due to the specific form of discourse found in Christian ritual forms that are made to explain particular passages out of the Bible; various forms of worship are interpretations of Scripture in their literal, moral, anagogical, and allegorical senses.

All aspects of structure are implicated in Religious English which is homogeneous by its nature. There is a highly distinctive discourse identity in Christian religious forms. Structural identity of diverse ritual forms backs the metrical character of rhythm. Graphological identity is found in biblical texts, and many other religious publications.

There is a unique phonological identity in such genres as spoken prayers, sermons and hymns. Grammatical and lexical identity pervades formal articles of faith and scriptural texts, with the lexicon of doctrine informing the whole of religious expression.

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Life Long Learning in Social Education

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Annotation: article analyzes the problem field of studying Life Long Learning (LLL) as education systems through all life from the pre-university professional self-determination level to level of professional development of experts. Conclusions are based on the author’s conducted research of social sphere experts requests for receiving postgraduate education, substantial filling of additional professional education, and also features of educational technologies for adults.

Key words: Life Long Learning, social formation, social sphere, experts of the social sphere, additional professional education, education of adults, educational technologies.

JEL classification: I200, I290.

Introduction
Lifelong learning is versatile educational activity which is carried out on a constant basis through certain periods. Her purpose – improvements of knowledge, skills and professional competence of experts for compliance to requirements of labor market and to inquiries of society. Lifelong learning undoubtedly became the requirement of modern life. The expert should master quickly new complexes of knowledge, to enrich and develop old competences, to master new, to learn to produce and apply the gained knowledge in new conditions. For this purpose, he must combine competences of the researcher, the designer and the expert application engineer. Such requirements in special degree are important for experts of the social sphere since social processes are very mobile and fraught with the conflicts.

Questions of social education and training for the social sphere are actively studied in scientific literature. The foreign tradition is very different on a perspective: from researches of motivation of economic behavior of T. Parsons [19] before influence of a profession on behavior of people of P. Sorokin [29] and formation of innovative professions [5].

In modern Russian literature, the leading positions in studying of a professions sociology, professionalism and questions of professional social worker’s identity in the Russian literature occupy works E. Yarskaia-Smirnova and P. Romanov [15]. In the works devoted to problems
of social education dominate questions, connected with higher education and science communications (M.V. Firsov, E.I. Holostova, P.D. Pavlenok, N. B. Shmelyova, L.I. Starovoytova, E.V. Zolotareva,) [7; 9; 18; 24; 30, 33]. Authors study professional education influence on formation of the personality are studied [9; 15; 30]. Recently the attention to training of specialists of various profiles has amplified [10; 17], to problems of the professions choice [20; 27], and to problems of social partnership in training [10–11] and to problems of efficiency of professional activity of social workers [15; 23]. Experience of studying of problems of social education isn’t less: its value and social mission in the modern world, and, of course, problems of substantial filling of social education and its organization [16–18; 26]. Quite big and various payments of scientific and methodical literature treat educational methodically ensuring educational process at all levels, however the works devoted to comparative experience of Russia and foreign countries aren’t enough [8].

However, questions of a continuity of education of experts of the social sphere are studied insufficiently. Especially in the conditions of introduction of standards of professional activity [25].

**Methods**

The system of the continuous professional education in the social sphere became an object of the conducted research. A subject – a role of social education in professional development of frames of the social sphere. A research objective – to study requests of experts of the social sphere in relation to forms and content of the continuous social education. In the conducted research the complex of scientific methods as general-theoretical (the komparativny analysis, system and complex approaches, a simulation method, the structurally functional analysis), and application-oriented was used (questioning and testing, expert inquiry, methods of interviewing and the analysis of documents). In view of extensiveness of the lifted problem big the beater plays a method of the secondary analysis of results of the researches of other authors conducted over the last 5 years.

The used methods allowed to check a research hypothesis: Lifelong learning – multistage system which begins with a professional choice and professional selfdetermination and then goes after vocational training – through all life. Both the internal motivation, and external, creation of system of incentives, the accounting of interests of experts in the field of additional professional education and the accounting of features of education of adults is for this purpose necessary.

**Results**

Investigating lifelong learning problems, it is necessary to analyze the concepts and terms concerning the studied problem. In scientific literature, it is used many different terms designating this phenomenon: “continuous education”, “education of adults”, “professional retraining and professional development”, “additional professional education”, and “postdegree additional education” and “post-degree maintenance”. The analysis of contents of these terms allows to mark out their functional features and their value in the context of LLL.

Part of terms belongs to the formal (organizational) party. These are such terms as “continuous and postgraduate education”, “postdegree additional education” and “post-degree maintenance”. Need of the organization of educational process throughout the basic professional is reflected in these terms. In the social sphere the main level to it, first, a bachelor degree, and then and more advanced – magistracy level. The substantial party is almost not reflected in these terms.

The terms “professional retraining and professional development”, “additional professional education” are substantially focused on a profession. Motivation of obtaining this education level is awareness of need of change of the cognitive and professional status by the worker. Achievement of higher level of professional activity, increase in efficiency of work and personal effectiveness of the worker becomes the purpose of additional professional education. There
is a special term (“the period of professional half-decay”) which defines need of additional training of professionals through a certain term. Now by professions of the social sphere this term makes no more 1,5–2. It means that professional development is required to each employee throughout all life not only constantly, but also is quite frequent.

The standards of professional activity of experts of the social sphere accepted in Russia in 2013 (professional standards) give a basis for an assessment of level of compliance of competences of experts to inquiries of citizens. Personal certification of experts through certain periods must become the following step. The appraisal centers of qualifications which are created in the country now will act in a role not only independent examination of professional standard of experts, but also the centers of development of qualifications. This system includes such public and professional organizations as Councils on development of professional qualifications in which representatives of employers, systems of professional education and scientific community are legally united. Such organizational model relies on foreign experience, but at the same time considers also the Russian features of professional education at the various levels. It is an external (organizational) part of model.

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Formation of system of motivations for additional professional education is the one side of the problem. The second party – substantial. She relates to the concept “social education”. A kernel of social education training of specialists of the social sphere (specialists in social work, experts in the organization of work with youth, social teachers, etc.) is considered [18; 29]. It is fair, but there isn’t enough. First, it is necessary to allocate formal and informal social education. Formal assumes specially organized training provided with educational and methodical maintenance, teaching personnel, check of level of development of knowledge. On levels of realization it is possible to allocate basic professional education (secondary professional and higher education) and additional (professional development, retraining, additional professional education). It comes to the end with issue of special documents (diplomas or certificates).

Informal social education belongs to self-training. It to a considerable extent reflects personal features of the expert and his ability to independent educational activity, but also and labor market inquiries, level of the standard professional culture and the requirement of the organization in which the expert works. The profound influence on process of informal social education is exerted by the level of information culture of society, the general context of social information in media and a possibility of various information sources [3]. In this or that context the expert must have an opportunity, relying on basic education, to find information, necessary for professional activity, to address different information resources including narrow-purpose (specialized).

In such context as a rule there is behind brackets a social education of experts of unsocial professions. While this subject is extremely significant also for experts of engineering professions, both for economists, and for lawyers. The social education included in vocational training of experts, especially at the level of heads of the organizations and productions has huge value for safety of society and the state. But this problem demands special studying.
In the center of attention of the conducted research – continuous education of experts of the social sphere. The researchers conducted by the working group of RSSU during development of the standard of professional activity of the specialist in social work have shown a certain level of inquiries and expectations. Questioning has been devoted to the main labor functions which are performed by specialists in social work. It was by results possible to draw a conclusion that more than a half of experts (from 65% to 54%) perform high-tech functions: design and modeling in social work, interdepartmental interaction, information technologies [25]. It is very good indicator. However, the subsequent studying of a problem by methods of a deep interview and expert poll was shown that possession of specialists in social work as “advanced” modern technologies doesn’t affect the level of payment of their work.

These researches have shown that thinner control in compensation and stimulations of professional development of experts of the social sphere is required. This requirement doesn’t concern the accepted standards of professional activity and requires the organizational and administrative solution of the Ministry of Labor and Social Protection of the Russian Federation. But the accepted professional standards allow to enter such ranging of qualification since contain all qualitative requirements to the necessary labor actions and skills providing use of high social technologies.

During the conducted research requests of experts of the social sphere for the organization of additional professional education, his form, contents and educational technologies have been revealed. Problems of formation of DPO and system of continuous professional education are put in the Concept of long-term social and economic development of the Russian Federation for the period till 2020, in the State program of the Russian Federation “Development of education” for 2013–2020. These documents with Decrees of the President of the Russian Federation of May 7, 2012 No. 596 “About long-term state economic policy”, No. 597 “About actions for realization of the state social policy” and No. 599 “About measures for realization of state policy in the fields of education and sciences” are supplemented.

These normative legal acts represent a key indicator in the field of additional professional education: the share of the busy population aged from 25 up to 65 years, undergone professional development and professional retraining must reach 37%. In the developed European countries, the share of economically active population participating in additional professional education makes 60–70%. Russia still strongly lags this indicator [2].

The analysis of inquiries of experts has shown that most of employees of the organizations of social service realize need of increase in the qualification. The highest rates – in Moscow where professional development of experts and social workers became the daily requirement. It is quite justified also from the substantial point of view since in the capital quite difficult technologies of social service of citizens are applied.

Training of experts of the social sphere will be organized in many ways. The first – creation of the specialized educational organizations, such as Institute of additional professional education at Department of work and social protection of the population of Moscow. It is headed by E.I. Holostova, the outstanding scientist and the theorist of social work. The Volgograd Humanitarian Academy of vocational training of experts of the social sphere can be an example also.

Other way – creation of specialized faculties at higher education institutions, such as faculty of additional professional education of the Russian state social university. The faculty conducts numerous advanced training courses of practicing. Experience of the organization of advanced training courses at the most effective and successful centers of social service is interesting though without involvement of research and educational personnel such activity is complicated.

Pilot survey is conducted in 2014 among experts of the social sphere during the organization of courses of additional professional education. Total number of respondents – 96 people. Structure – specialists of the organizations of social service and social workers. I have shown that most of respondents (98%) understands need of regular increase in the qualification.
Certainly, it is necessary to consider that survey is conducted in target group of the experts who are already getting additional education that in many respects predetermines answers of respondents. From the offered DPO forms preferable were short-term advanced training courses calculated for 72 hours (56,16%), permanent seminars have attracted 28,01%, (including 6,7% have preferred both forms at once). The advanced course calculated for 144 hours has attracted interest of only 7,4%. A part of respondents has answered that different forms of professional development are interesting to them, some were at a loss with the answer, and only one respondent has refused flatly any forms of professional development.

The clear majority of respondents (97,75%) have answered that they constantly practice introspection of the professional activity for an assessment of overall performance, identification of problem zones and missing knowledge. In order that this process was effective, the expert must not only formulate accurately problems of the additional preparation, define missing competences, but also to be ready to combination educational and production, or to be ready to study with a separation from work.

The number of questions has been set about conditions of professional development and about the directions of retraining of personnel. The greatest difficulties arise in combination of work and educational since most of respondents can’t leave the workplace for assorted reasons. The overload of shots and very heavy responsibility is on the first place. Especially at those who work in the specialized organizations: psychoneurological boarding schools, specialized schools, etc. Such respondents about a half – 48,12%. On the second place – the reason of financial character: derivation for study can lower, according to respondents, their earnings (36,72%). 15,16% of respondents have reported that the management isn’t interested in increase in their qualification and in such institutions conditions for receiving or carrying out DPO aren't created.

Many respondents have supported the organization of remote forms of professional development based on technologies a case-study, and in favor of carrying out DPO based on concrete educational institution where they work, or training center which would be in “step availability” from a workplace. Various wishes concerned operational information of the educational and methodical and social and technological plan since experts who constantly face recent problems of the wards have a need to receive fresh methodical materials and grants, scientific and information materials. It can be papers and electronic, various Internet courses and videos about novelties, both in studying of these or those phenomena, and in the field of social technologies of work with various citizens and various problems.

**Discussions**

Creation of system of the continuous education assumes complexity in formation of the educational environment: creation of conditions for the formal and informal education, accumulation of information databases and a possibility of operational work with these databases. It is big purposeful operation and at the same time – the huge unfilled niche. Checked and reliable databases and the websites with the checked professionally oriented information, are obviously not enough. A request for such databases are obvious from the conducted surveys.

The conducted research showed dependence of progress in professional activity on that how this or that profession was consciously chosen.

The problem field of a study of “training through all life” (LLL) is usually restricted to questions of postgraduate education and attending of professional socialization [8; 23; 29]. However, experience shows that it isn't correct. First, problems of professional socialization include career guidance in the pre-university period. Therefore, “education through all life” should be understood from the earliest age. Detection of professional preferences of the person begins long before that moment when the graduate of school brings the documents in the educational organization of professional education. The whole complex of the approved reliable tools for detection of inclinations and abilities of the child at the earliest age, during the teenage period is required [9].
Secondly, it is necessary to enter a question of opportunities and consequences of early specialization (profiling) of education into this circle. On September 28, 2015, the Civic chamber of the Russian Federation has carried out a round table “Problems and prospects of system of early career guidance of children”. The conclusion has been as a result drawn that narrow specialization can do much harm to the child or the teenager whose life experience is still small. Besides, knowledge of the Russian school students of the world of professions for the present too is very small. It is necessary to make use of experience of the European countries and the USA where in playful way acquaint children with professions of the world around and give the chance to try this or that profession. Such projects as “Masterslav – the city of masters for school students” or Space Academy – unique training center of corporation MARS-TEFO (Moscow), gain steam today and have the big future.

Thirdly, exactly in the social sphere the motivation of receiving professional social education and the follow-up professional activity is important. In our country application of practice of stimulation of vigorous social activity during the pre-university period only begins. Charge of additional points at receipt, the drawing up the summary reflecting volunteer and other social activity of the entrant, and other projects belongs to such steps.

Practicing when on training in the “social work” direction the people with life experience checked in practical work with people are accepted are widespread in foreign social education. It is in many respects justified since specialists in social work deal with people in a difficult life situation. They face the most complex every day and social problems and must be able to make decisions not only professionally competent, but also human justified [24; 30]. A lack of professional education of adults is decrease in educational activity which amplifies with age. The youth studies quicker and easier. There is open a question – how to connect both approaches. Partly the answer to him is given by realization of system LLL – education through all life.

In questions of choice of profession and ways of professional education there is one more problem – public opinion and understanding of prestigiousness of this or that profession. The research E is devoted to these questions. Yarskoy-Smirnova and P. Romanov who have studied influence of image of a profession on professional self-determination [18]. The Russian researches are conducted by the technique approved abroad [1].

Demand for these or those professions is dictated by labor market and the level of development of technologies. However, by recognition of experts, the share of low-skilled work in economy of Russia makes from 27% to 35% in the total number of jobs. And this with the fact that the share of persons with the higher education in Russia on 1000 people of able-bodied population aged from 25 up to 65 years makes 54%. Only Canada has the same indicator. There is no similar indicator even in the most developed economies: Israel – 49%, Japan – 48%, the USA – 44%. But the quantity doesn't develop into quality – quality of economic growth and social development. It turns out that this potential isn't involved, i.e. it isn't demanded in labor market. Long ago feature of the Russian higher education is noted – university graduates don't find a job in the direction of preparation. It is connected as with the objective reasons (unbalance of labor market and system of professional education), and subjective (disinterest of graduates in work in the specialty). But it should be noted also disinterest of employers in highly professional shots. As a result, very often jobs are occupied by so-called non-core experts. It is well known that in the social sphere the share of experts and heads who have non-core education is very big.

**Conclusion**

With adoption of standards of professional activity there is a complete model of continuous social education. She begins with professional orientation work during the pre-university period from search of the socially oriented and interested in social professions children and teenagers. At this time, it is required to create conditions for their self-realization in the social
sphere. Such activity will give huge positive social effect even if school students won’t choose a profession of the social sphere.

After receiving basic professional education realization of additional professional education depends on internal and external motivation of experts of the social sphere, on their aspiration to self-realization and self-development in a profession. Purposeful personnel policy when obtaining higher level of professional competences is rewarded by both higher earnings, and higher social status. Such connection of personal and public interest will allow to self-actualize to experts of the social sphere and will raise their social status. At the same time the system of social service of the population will successfully develop and the level of social security of citizens will increase.

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Empowerment of Social Entrepreneurship: Problems and Factors

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Annotation: this work proposes to interpret social business as a social institution, which is a historically established form of organization and regulation of entrepreneurial activities aimed at solving social problems and the development of various spheres of public life. In this work the author developed a typology of the structural elements of social entrepreneurship from a position of their functional peculiarities. The work describes the main factors of the formation of the social institution of social entrepreneurship and determines its role in the development of the relations of social partnership, in the formation of a new system of norms and values of the Russian society. The author gives the description of social entrepreneurship as the most important function and factor of the development of the institution of small business, determines the main structural elements, factors and trends of its development in the contemporary Russian society. This research can be useful for academicians, governmental specialists, who take participation in the elaboration of the policy in the sphere of social business, postgraduates and students of higher institutions, useful to a wide circle of readers.

Key words: social institute, social entrepreneurship, sociology of entrepreneurship, corporate social policy, social responsibility, sociology of economics.

JEL classification: A140.

Social entrepreneurship is a mechanism that can and should become a social indicator of economic sustainability. By creating new employment structures people with low income can establish, develop and continue their own business that enhances their independence. Most social entrepreneurs are innovators. They are able to combine their own knowledge with the most modern technology.

So today, the problems of formation of social entrepreneurship is particularly important, as it helps not only to engage unprotected social layers into business, but also creates opportunities for sustainable development of social and economic infrastructure.
Research question addressed to the slow development of social enterprises because of the lack of regulations and lack of information on the activities of social enterprises in many countries. Today it is very important to understand how social entrepreneurs adapt to the changing economy, what factors have a decisive impact on the sustainability of this area of business.

Theoretical arguments are based on the concepts of economic sociology, sociology of enterprise, sociology of labour. This involves the use of structural and functional, as well as institutional approaches.

The attention of the scientific community to the problems of formation of social entrepreneurship is determined by its important role in social and economic life of the country. In the current situation it is very important to determine how adaptation of social entrepreneurs to changing economic conditions, what factors affect the development of this segment of business in Russia, and what is the range of this effect [5, p. 206].


Problems of social policy of enterprises and corporate social responsibility entrepreneurship have attracted attention with the beginning of economic growth and the increase in the number of enterprises in the late 90-ies of XX century in Russia. They are considered in the works of such domestic scientists as G.T. Galiev, Vladimir Arutyunov, A.A. Derevyanchenko, Z.T. Golenkov, A.O. Blinov, I.Y. Belyaeva, N. Krichevsky, S.F. Goncharov, A.Yu. Chepurenko, T.N. Yudina and others. The basis of the sociological approach to the analysis of entrepreneurial behavior inherent in the works of K. Marx, M. Weber, J. Schumpeter, V. Sombart. The conception of entrepreneurial behavior, Max Weber laid the concept of the “ideal type”. Interpreting its essence, Weber mentions about the action, which aims to study the essence of phenomena or events, but only to determine the degree of irrationality of the phenomena, real-world situations, any social systems.

It is important to note that, according to the interpretation of Weber, the economic activity of the individual in order for it to count as a social action if the management of material goods it takes into account other individuals. However, the rationality of social action was understood by him quite extensively: as functionality and efficiency, purchase maximum benefit in the use of invested funds and efforts, the selection of the shortest path in order to more fully achieve the desired results. The criterion of rationality was, as Weber believed, is absolutely neutral in relation to the tasks posed in front of the individual.

However, Weber stressed that “rampant greed in business profit is in any case not identical with capitalism and is still less its spirit” [23, p. 19]. The true entrepreneur is a bearer of rationality, which moralize society. These ideas of Weber on entrepreneurs as the carriers of rational spirit had a significant impact on public opinion in Western countries.

Completely opposite perspective on this issue can be found in the works of Karl Marx. The main theme of his research throughout the period of his work remained a scientific analysis of the problems of the capitalist social formation. He is quite critical of the owners of enterprises: “the figure of the capitalist and land owner, was recognized by Marx in the Preface to the first edition of Capital, I draw not in pink light” [11, p. 10]. The reason for this attitude towards entrepreneurs lies in a common condemnation by Marx of the capitalist social order, in his rejection of this social formation, despite its many achievements.
However, it would be wrong to forget about the important role of the studies of Marx in the study of the place of entrepreneurs in the social system. They derived the regularities of formation of the social structure has further allowed us to study entrepreneurs as a specific social group. Economic sociology and the analysis of the distribution relationships, held Marx, the priority of the economic subsystem relative to the other elements of the social system are the main methodological principles of classification, without which the organization of sociological researches of problems of social entrepreneurship, will be of a random nature.

Many researchers have tried to use entrepreneurship as a certain link in the construction of their theories. Some found in this process something new, others improved already developed regulations. However, the most striking of them is I. Schumpeter. His concept is characterized by the fact that for the first time the entrepreneur appears as a subject of independent research.

Schumpeter is considered and the concept of the entrepreneur-innovator, which postulated a fundamentally new approach to understanding the entrepreneur first and foremost as the subject of generating and implementing new ideas. Entrepreneurs and their companies according to Schumpeter, are the main engines of the technologies of production, distribution and exchange of goods and services in a market economy.

Further investigation of the social characteristics of entrepreneurship in the West is determined to considerable expansion of the field of scientific research. Problems of formation of the personality of the entrepreneur interested experts in the field of social psychology. American researcher D. McClelland conducted a number of experiments, which was attended by entrepreneurs and students of higher educational institutions. The results of the experiments proved to be one of the first attempts of applying the theory and methods of psychology in studying the problem of entrepreneurial behavior.

The main idea of D. McClelland was the fact that the main psychological characteristic of entrepreneurs is much higher the degree of motivation of achievement of success, which he defined as the overcoming of some stereotypes. Motivation to achieve success may occur under the following circumstances:

- situation action is determined by the availability of standards on which to assess the effectiveness or ineffectiveness of the solutions of the individual objectives;
- the individual estimates himself as an active subject responsible for the results of their actions;
- success in solving the task in advance is not predetermined, but is associated with certain risks.

Along with this, McClelland says: “No matter how strongly developed the human need for success. He may never succeed, if he will not have the capacity to do so if his organization to provide him with a sufficient degree of initiative and will not reward him for what he's doing” [12, P. 32]. American psychologist speculated on what to take (people who have achieved success in business) has greater motivation to succeed than professionals named parameter. Empirical research conducted in several countries has confirmed this hypothesis.

The first fundamental works in the field of social entrepreneurship have been the work of researcher such as George. Weerawardena, S. Venkataraman, G., Diz, R. Dart, M. McLean, John. S. Mort, I. Marty, J. Mayor, S. Shane.

Gregory J. Dis, american researcher of the problems of development of social entrepreneurship, emphasizes the special role of the individual entrepreneur in this – its qualities and behaviors [3]. The researcher notes the fact that a large number experts tend too wide to understand the essence of social entrepreneurship, referring to him sometimes any non-profit organization. Gregory Dees, meanwhile, sees the social entrepreneur as innovator with a social mission. Such a mission must be clear and the main activities of the enterprise. While profit is not a goal of the social entrepreneur, a technology of resolving social problems. The main features of social entrepreneurship Dees defines five conditions, mentioning that it is difficult to achieve of all
such conditions. At the same time, the researcher admits that the observance of only some of the listed conditions, the company can be considered social.

Dees formulates a definition according to which social entrepreneurs become agents of social change due to the fact that:

- choose your mission to create a defined and stable social presence effect;
- recognize and constantly looking for new ways to achieve its mission;
- continuously generate new ideas and learn;
- act decisively, do not consider the constraints available at the moment resources;
- take responsibility for the results achieved and the target client group.

Gregory Dees, like many of the early researchers of social entrepreneurship, insists on the mandatory requirement of the innovative nature of the activities of social entrepreneurs. The researcher implies that innovation may not necessarily be purely economic in nature, but to bring new technologies into the social sphere.


Very interesting in this respect, the work of the team of Russian authors under the guidance of A.A. Moskovskaya “Social entrepreneurship in Russia and in the world. “Practice and research”. Social entrepreneurship is seen as “a new way of socio-economic activities, which connects the social purpose organization with business innovation and achieve sustainable self-sufficiency. It is based, according to the authors, lies the functioning of the so-called social enterprises – businesses created to solve a specific social problem or problems operating on the basis of innovation, financial discipline and order of business adopted in the private sector” [17, p. 21].

Empirical data and methods involved the results of sociological survey of the participation of business in solving social problems. 1500 respondents-employees of enterprises took part in the survey in 2011. 210 heads of large and medium-sized enterprises were also drawn as experts. In order to make the results of the research up-to-date we interviewed experts – heads of large and medium-sized enterprises in Russia in 2016.

In the survey, we asked our respondents of their overall willingness to participate in the process of the solving of the social problems. The answer to this question characterizes the overall willingness of the enterprises to implement corporate social responsibility.

![Figure 1. Distribution of Answers to the Question: “In Your opinion, Should Entrepreneurs Participate in Solving Social Issues?” (Percentage of the Polled People Total Number)](image)
The majority of respondents noted that businessman interested in the process of the solving of the social problems in the country (51.4%). Only a small number of respondents indicated that social issues are the exclusive competence of the state (14.3%, see fig. 1).

So it is interesting how connected the answers to the questions: “In your opinion, should business participate in solving of social problems?” and “What are the immediate prospects for your enterprise?” (see fig. 2).

![Figure 2. The Interaction of the Answers to the Questions: “In Your Opinion, Should Business Participate in Solving Social Problems?” and “What Are the Upcoming Prospects for Your Enterprise?” (Percentage of the Polled People Total Number)](image)

It becomes that those businessman who are paying attention to social responsibility, mainly optimistic about their companies perspectives. This is confirmed also that there is significant positive correlation between these parameters (correlation coefficient equal 0.794). Those businessman who no matter what, want to grow their business and expand it, most often realize the necessity of participation in social programs.

You might think that this trend is common only for Russian businessman, but it is not. The results of Walker Information’s research, demonstrates a direct correlation between the social value of the company (the total effect of its positive impact on society), its reputation and brand loyalty to its consumers.

Increase the social value of the company by one point leads to improved reputation by 0.55 points, while the increase in economic value for the same item increases the reputation of only 0.32 points. The same conclusion came also Orlitzky, Schmidt and reins in 2003, they found a correlation between social and environmental performance and ecology performance [14, P. 21]. We can see social indicators have a twofold greater impact on the company’s reputation and its profitability than economic conditions.

In the survey, 78.7% of respondents answered positively to the question: “It is important for You social reputation of Your company?”. We were interested, is there a dependence between respondents’ answers to this question and the question about the assessment of their business prospects (see fig. 3).

This graph shows that among those employers who are positive about the prospects of your company, the most highly valued and its social reputation. Conversely, for most owners of those enterprises whose business may deteriorate, social reputation is not important.
Social involvement of businesses not only dependent on the external environment of the enterprise, but also the internal conditions of development of the enterprise and its capabilities. The development of social involvement of business of large and medium-sized enterprises is closely connected with the general trend of correlation of their investments with quick and tangible results, which is typical for modern corporations. Therefore, the leaders of many enterprises prefer to consider investing in internal social responsibility as an investment in the future. We concluded that the development of social involvement of business of the modern Russian enterprises depends on two groups of factors.

The first group is the external factors include government support, the adequacy of the system of taxation and legislation, social security business activities, its social evaluation, consolidation of the business environment and so on. The internal factors we have attributed the economic stability of the enterprise; retention, employee satisfaction directions of social policy of the enterprise, the efficiency of personnel management and so on.

Social entrepreneurship is very important in today's economy. It can be carried out on a nonprofit and commercial basis. Social entrepreneurship in Russia is gaining momentum gradually. We can confidently say there are good prospects of social entrepreneurship development in Russia, but should pay attention to a difficult aspect in the development of social entrepreneurship is the lack of regulatory framework. When enacted the law on state support for, social entrepreneurship will grow faster.

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Russian Historical Models of Encapsulation: Resultant Vectors of Integration Processes

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Annotation: The article analyzes the main encapsulation’s models in the discourses of social cognition. Essential is focusing on the main characteristics of the Soviet encapsulation model and development vectors with the view of the value orientations of socialist society. Therefore, the main reasons of changing one encapsulation model to another one are shown. The article analyses the contradictions of radical transformations of Russian society and current trends in the formation of a new encapsulation model from the view of social and political ideologies, as well as those sociocultural markers that determine the current characteristics of the Russian encapsulation model. The article outlines approaches to the features of programming and deprogramming by ruling elites through encapsulation models of population consciousness, outlines and scenarios for the development of encapsulation of Russian society, in the context of global challenges and problems.

Key words: encapsulation, cultural encapsulation, collective encapsulation matrix, encapsulation types, socialization, de-encapsulation, individual encapsulation matrix.

JEL classification: A140.

Introduction
In modern Russian society the most important social processes are based on the demolition of “soviet mythologeme”, conclusion of “desovietization”, termination of transition processes and its “uncertain state”. One of the main vectors allowing to observe changes in societal structures is the “transition points” or the sociocultural matrices of encapsulation. The concept of cultural encapsulation in the social sciences was firstly suggested by psychologist K. Renn. According to the author, cultural encapsulation is a psychological model of the individual’s self-protection from the pressure of the surrounding inocultural environment. The scientist proposed a figurative model of the so called “cocoon” – a closed individual socio-cultural space.
that allows each individual to preserve his socio-cultural values and worldview in situations of constant transformation of the contexts of his economic, political, social and cultural daily life activity [16].

Cultural encapsulation is interpreted in the discourses of the psychological sciences in most scientific publications [20]. Approaches to this problem are just forming in the Russian social cognition. Here we can sing out scientific works of professor M. Kuropytnik [10].

Sociocultural encapsulation is considered to be a purposeful, organized process of intercultural integration of various ethnic groups and peoples by ruling elites at a certain historical time in a controlled geopolitical space with the aim of achieving their political, social, cultural and economic goals and to implement sociocultural integrative projects. From this point of view, we can observe the de-institutionalization of the Soviet matrix of encapsulation that took place in the Russian Federation as a result of geopolitical and economic transformations at the turn of the 20th century. Nowadays, a new Russian model is forming with the comprehension in the domestic social cognition [2].

The transition peculiarities from the collective matrix of encapsulation (with the basis of “project of the Soviet world”) to the Russian matrix of encapsulation (with the basis of “project of the Russian world” or “Russian civilization”) indicate the peculiarities of sociocultural processes of modern Russian society. “Transition points” are socio-cultural matrices of encapsulation can be defined as vectors of detecting changes in social structure. The turn of the 20th–21st centuries was marked by shift of paradigm from collective matrix of encapsulation to individual encapsulation model.

Collective matrix of encapsulation. The project of the “Soviet world” by Russian architects of universal equality and justice was built as a new socio-cultural reality of the unity and integration of various ethnic groups and cultures.

The “Soviet world” was a kind of “cultural melting pot”, an innovative form of acculturation, which enshrined the principle of “unity in diversity”, but in the context of Marxist approaches based on the ideas of internationalism embodied in the slogan “Workers of all countries, unite! to the people of a one and the same geopolitical space.

According to R. Merton, it was the sociocultural goal and norm for all its members who determine the essential characteristics and typology of society, which were simultaneously created by the new government together with the control system and ways to achieve these goals [13]. The new goals of the ruling elites allowed to differentiate the structure of social groups in society and to divide them into those who followed this development vector, and those for whom these values were unacceptable.

Social groups that adopted the Soviet principles of life for “cooperation” with the authorities, created new encapsulation model, for which they received “new social statuses” and “socialized rewards” [11].

According to the Western tradition, these groups can be called groups of assimilation [19]. Those social groups that did not want to adhere to the proposed way of life became victims of the “sociocultural melting pot”. Voluntary austerity, the “renunciation of worldly life” in Soviet society, did not imply “peaceful escape” to the forest in order to devote itself to meditation, like it was in ancient cultures [3]. The authority of state supervision and control of the socialization’s victims joined the ranks of free labor to create wealth of the new state. Such groups can be defined as anomie groups or marginal groups.

It can be noted that in the future, with the destruction of the geopolitical space of the USSR in the 1990-ies, new ethnic democracies will implement polar scenarios for managing the livelihoods of society, either by applying sanctions or, instead of labor camps, by forcing to emigrate those social groups that did not accept values and norms of the new encapsulation model. The victimization of social groups that do not accept the values of the new paradigm of encapsulation is one of its basic characteristics.
The vector of sociocultural landmarks and the system of ways to achieve the intended goals are the dominants of the matrix of socio-cultural encapsulation. The socialist socio-cultural reference points in the new matrix encapsulation did not focus on domination and submission of some other ethnic groups, but on co-equal co-existence with the development, on the basis of internationalism patterns, ideologies public morality, public values. To implement this strategy, it was necessary to reformat public consciousness and to change the social code of culture and the lifestyle of the population. From this point of view, two important institutions are excluded from the new social paradigm: the church and the family. Even this two institutions were reproduced for millennia stereotypes of the sociocultural behavior of the nation, formed the collective unconscious of the population, via transferring traditional models of behavior and values.

The strategy of the new encapsulation model developed from the oblivion of the collective unconscious to the formation of a new collective consciousness. In the matrix of Soviet encapsulation, a replacement process took place from the institution of the Church, which became inaccessible to mass consciousness, to party, Soviet and public ideological institutions, which introduced new rituals, hoaxes, initiations into the collective life of Soviet people.

All forms of family education and training were replaced by collective methods of organizing human activity, system of social education, and technologies of political Soviet socialization were aimed at the collectivization of mass consciousness.

The “collectivization” of consciousness presupposed a consistent and phased organization, in accordance with the age development of the individual, the processes of total political socialization of the person from “birth to the grave”, through such forms of collective organization were the Octobrist star, the Pioneer detachment, the Komsomol organization, the party cell and trade union organization, for non-partisan groups of the population. It were the guidelines of the “Soviet melting point” of interethnic integration throughout the USSR. After the 2nd World War, it can be noted that the Soviet matrix of sociocultural encapsulation was spreading by ruling elites, not only to the West, to the countries of the socialist community, but also to the East, Asia, Africa and Latin America.

The forerunner of multiculturalism, the collective encapsulation of the Soviet type, for more than seventy years exerted its influence on the processes of interethnic interaction at various geographical latitudes. Essentially, it was a new form of colonization of social consciousness on the basis of the Marxist ideology of equality, social justice and human rights work as a demiurge of all material and collective values.

Colonization as a form of cultural expansion is a characteristic phenomenon for world history. According to the French researcher A. Goldhammer, the culture of France “colonized the consciousness of the world”, become the center of civilization in the 19th century, and Hollywood occupied this place in the world civilization in the 20th century [6].

At the beginning of the 21st century, cultural expansion in the process of intercultural communication belongs to the Internet as a new form of encapsulation. Occupying the entire world space, the Internet realized the implementation of socialist principles, if not justice, freedom and equality, not only “in a single country,” but also “in a separate apartment” on virtually all continents of the world.

Matrix chronotope was designed by ruling elites on the basis of two main discourses: the diachronic discourse of common destiny where all nations and nationalities were considering as “there and then”, and the synchronous discourse of general social everyday life with modeling vector “here and now.”

The myth of the “common destiny of the fraternal people” was created in the logic of a single event description. The collective mythologem of the social world of the “fraternal people” fit into the logic of the Marxist paradigm of the display of history, where phenomena such as exploitation, inequality, oppression and insurrection were the “common pages” of the single historical process of various ethnic groups of Soviet society.
The discourses of cross-cultural everyday life were connected with general historical events, the heritage of a new social experience that was acquired in the conditions of the Soviet state, Civil and Great Patriotic Wars, collectivization and development of virgin lands, work on the “peaceful atom” and participation in the construction of the five-year plan. Cross-cultural discourses of Soviet everyday life were subordinated to the collective unity matrices, ignoring all ethnic individual scenarios of individual nations and people’s lives.

Collective sociocultural encapsulation was reproduced in everyday life throughout the country through the system of education and culture, economics and politics, the military sphere and the management system. Educational, intellectual and cultural migration from national regions, territories and republics was organized, based on centralized population management. The government regulated ethno-national processes, controlled ethnonational freedoms and needs in the context of state interests and basic Soviet ideologies.

“Self-presentation,” formulated “knowledge of themselves” of the nation and nationalities could only have indirectly, through the state union apparatus of government and control, only through the institutions of national party and cultural elites. The collective matrix of encapsulation formed new approaches to cross-cultural competence on the basis of a single language of intercultural communication, which was Russian language, while the state policy of preserving and developing national languages was implemented. The policy of cross-cultural bilingualism was the norm of social life of that period.

The peculiarities of the socio-cultural matrix encapsulation of the Russian Federation. Russian matrix encapsulation conventionally undergoes three stages of its transformation.

The first stage was related to the processes of de-encapsulation of the Soviet matrix. The de-encapsulation of the Soviet identity matrix was conditioned both by internal processes of destruction of the single geopolitical space, and by external factors, direct expansion by the leading foreign industrialized countries, to eliminate the Russian Federation as a competitor in the spheres of economic and political influence in the global coordinate system.

In the second period there is a cross-cultural orientation and the first attempts to create a new matrix of sociocultural encapsulation. Conventionally, this process can be defined from the beginning of the 90-ies until the beginning of the two-thousands.

The third stage was related to the strategies of cross-cultural orientations of the ruling elites in the system of new socioeconomic, political, migratory and geopolitical processes in the context of global challenges and ethno-national threats in the context of the emerging multipolar world. Based on the concept of A. Grill and R. Rudy about the different forms of encapsulation, one can also comprehend these processes in the paradigms of physical, social, ideological encapsulation as components of a matrix of cross-cultural identity [7].

The deinstitutionalization stage of the Soviet model of encapsulation. This period is associated with the destruction of the geopolitical space of the USSR and the activation of the political nation-states that were part of the Soviet country and for them, in our opinion, was characterized by the following types of encapsulation.

Physical Encapsulation. It can be noted that the Baltic, Central Asian and the Transcaucasian countries, in fact, were geopolitical and geo-economic projects of the ruling Soviet elites, for the implementation of global and regional programs to promote the ideology of socialism.

From this issue, the encapsulation models were built according to a single scheme, the representatives of other nations and nationalities incorporated into the indigenous ethnic group through mechanisms of managed economic, educational, military migration, so as to create the conditions for the formation of a new “social and international community of people” – that were the Soviet people.

After the 2nd World War, this project has received new opportunities, through reparations that allowed not only to expand the territorial boundaries of the national republics, but also to change their geographical configuration within the framework of a single state. Moreover, the
new borders of the Union republics won’t connect with the historical space of residence of the
territorial ethnic majority.

However, with the weakening of the political center, the growing tendencies of separatism and
ethnocentrism, the geopolitical mosaic construction that characterized the Soviet statehood
disintegrates at this time [14]. The physical outlines of the Soviet model of encapsulation
begin to crumble, in those boundaries that the political center of the country could less and
less control.

The paralysis of power was related not so much to the system of political and police
regulation, but completely ignorance of the economic components of state administration, in
those territorial boundaries that they were determined by the ruling power.

**Social encapsulation.** The state socio-cultural paternalism of the USSR for the years of its
existence has expanded not only the “national borders”, the areas of ethnic “compact living”,
but also formed a new type of dependency “sociocultural welfarism”.

National models of encapsulation of the Soviet republics developed not in fierce competition,
counteracting sociocultural external challenges, but in conditions of state patronage and
targeted financing. Moreover, sociocultural landmarks were aimed at the “inner environment”,
the multinational cultural Soviet space. It was a kind of “behavioral policy” of the public sector
of the Soviet system. Peculiar investments made by the ruling elites for the correction of ethnic
behavior.

According to foreign researchers, in the field of behavioral economics of the public sector,
the government is corrected at the expense of investment and taxes which are certain patterns
of behavior of social groups [9]. However, they must constantly monitor the current situation,
and model the possible consequences of its medium and long term development.

It can be stated that, on the basis of the paternalistic policy of the Soviet elites, a certain
consumer model of the public sector was formed, which simply could not exist without the
support of the government. Also, in situations of the reduced governmental funding, this model
became unsustainable.

**Ideological encapsulation.** In the 1990-ies, the Russian Federation become de jure successor of
the Soviet country, de facto it could not resist the centrifugal forces of disintegration. It simply
hadn’t got economic, political, military, and organizational resources. The Soviet sociocultural
matrix of encapsulation, the construction of which was carried out for all the post-war years,
did not meet the ideological discourses and national demands of the united community of the
“Soviet people”, which increasingly diverged “according to national apartments.”

Moreover, in the situation of the collapse of the Soviet Union, the Russian Federation was
not able to offer not only a new model of encapsulation, but it was in search of new vectors of
development in the context of discourses of the social state and new market relations. While
the Soviet elites had a clear goal of building a socialist society, the Russian elites stood at a
crossroads of the three main models of established social states, each of which had its own
“world of capitalism and models of general welfare” [4].

Formed models of encapsulation of national states in the logic of patron-vassal relations,
Russia had constructed experience in the implementation of their socio-cultural, economic,
political, social activities only in the context of large and large-scale states. With no
sufficient resources to independently broadcast and reproduce, without external support and
the codes of national culture, the national states began to seek partners outside social and
cultural connections with the Russian Federation. All these major trends predetermined the
disintegration of the Soviet encapsulation matrix, which “buried” under the ideological myth of
“fraternal peoples” cultivated by Soviet elites for decades.

**Stage of cross-cultural orientation.** The search for a new “meme”, units of a new socio-cultural
configuration begins in the Russian Federation at this stage. Meme “Russians”, “new Russians”
and other connotations had little correlation with the realities of those people who had
identified themselves with the “Soviet people”. The new geopolitical space, which has changed significantly into its new borders, had no contribution, too.

The physical space of encapsulation. In the Russian Federation since the beginning of the 90s there were complicated migration processes. On the one hand, there was a forced migration from the former Soviet Union, though it was a foreign migration. According to experts, about 3 million people migrated in the Russian Federation from 1992 to 1996. On the other hand, because of military conflicts in Chechnya, more than 350 000 people, not only Russian speakers, but also the indigenous peoples of the republic, were forced to leave their homes [23].

Migrants who arrived to the Russian Federation, despite their ethnic roots, were in a situation of post-traumatic stress, so called “cultural shock”. They faced new cultural codes that did not correspond to their ideas about the social culture of ethnic group. As the studies of this period show, there were tendencies toward hypoidentity, rejection of the values of one’s own ethnic group, and formation of processes of ethnic nihilism [17]. Moreover, the social situation, the transformation of social relations, and the changing social structures of society, did not contribute to the integration of newly arrived compatriots. The conditions for the formation of a new encapsulation matrix were not consistent, as the physical boundaries of the reproduction of culture codes were violated, new boundaries of their existence were accepted, and it was quite difficult for both residing and arriving ethnic groups.

Social and ideological vectors of encapsulation. The difficulties of the ruling elites in creating a new matrix of encapsulation were related to the processes of destruction of identity markers. The ruling elites directed the processes of demystification to the destruction of collective sociocultural markers, which included the coat of arms, anthem, historical events, streets names and cities and other relevant symbols associated with the Soviet past of the one people.

There was a change in the system of reproduction of national identity through the system of school education. During this period, a sufficiently large number of educational programs were introduced, which made it possible to interpret from different perspectives not only the natural, scientific pictures of the world, but also the historical and the social ones. In the system of public schools, the formation of a national identity was “entrusted” to individual interpreters who had the opportunity, based on their preferences, to interpret the past and present of the country according to the patterns of individual implicit representations, which was not observed in the education system in this period in any part of the world.

The direction of all these actions was the systemic destruction deep layers’ collective unconscious, which was directly related to the archetypes of the social past. And if at the previous stage, through the school system, the ruling elites reproduced the layers of the national identity through the teaching staff, then during the transition period, they are massively excluded from the processes of identity formation, by reducing their training in higher educational institutions.

For example, according to statistics of 1991, during the first year of studding in institution there were 825 900 students, studying teaching program. In 2004 there was a decrease to 303 600 people. If we compare with the training of economists and lawyers, then in the first year in 1991 this group consisted of 198 thousand, then in 2004 their number reached 941.6 thousand people, and this is in the conditions of a “demographic hole”, a decrease in the number of people [18].

However, it was possible to observe other trends, which nevertheless contributed to the Russian model of encapsulation fundamentals’ formation. After destroying the Soviet system of political socialization of a person from birth to the grave, the ruling elites “revive” the institution of the family and the Church in the life of the individual, who were excluded from the sphere of the collective life of the people for almost seventy years.

According to domestic and foreign researchers the family institute is one of the main institutions for the formation of identity and the transfer of cultural codes between generations.
Family members are not only living witnesses, but the factors of historical events that, through a system of norms, values, personal-lived historical events, include subsequent generations in the system of past historical events, thereby forming codes of national identity. As contemporaries, including their children, grandchildren, or children, the older members of the family through the “historical” individual memory influence the life trajectory the subject of another historical time, which is with them in kinship relations. Thus, including them through the individual historical cycle of the family, into the continuous context of the socio-historical process of its kind, through its territories, and the country as a whole in the context of sociocultural norms and values.

Consequently, if the family formed individual matrixes of encapsulation, then the institution of the Church formed identity matrixes at the level of mass collective consciousness, forming a religious worldview and world-knowledge, outside discourses of party political attitudes and atheistic truths [5]. When the idea of models of Russian encapsulation will increasingly form among the ruling elites, these dominants will become “spiritual ties” on the basis of which it is possible to form a new matrix of cross-cultural identity.

The stage of formation of a new model’ identity in the context of the physical, social and ideological encapsulation’s realities.

It can be noted that the Russian sociocultural matrix of encapsulation only begins to form in its cross-cultural parameters. The formation of a socio-cultural matrix is carried out between the two poles of the historical civilization experience: “internationalism” the unification of nations on the basis of the “union of the oppressed”, previous historical experience, and “multiculturalism,” the coexistence of “different, not integrating and not integrating,” modern encapsulation of Western civilization. These discourses are the endpoints of sociocultural encapsulation, scenarios of which cannot be realized in Russian conditions for the following reasons. The first reason is that the “international” scenario is impossible today because the structural differentiation of society has changed significantly.

In the new postindustrial society, there has been a change in the structure of the productive forces and production relations. The proletariat was replaced by the “sub proletariat”, which, according to J. Juliari, cannot be an “agent of political action,” due to the unification of nations, based on the project of “internationalism” is not productive. [8] The “subproletariat” can only activate the processes of the marginalization of society, but not its integration [12], let alone on an ethnonational basis, which was visually demonstrated in the historical perspective by the “Maidan” in Ukraine.

The second reason is related to the limited possibilities of the project of multiculturalism, which at the beginning of the XXI century was proved by Western civilization itself [1]. In addition, under sanctions, when the elites of European countries have come from the path of the disintegration of relations with the Russian Federation, Western encapsulation models have not been considered for ideological, political and social reasons. Moreover, the Russian and West value orientations began to resonate in such parameters as family, spirituality, social justice, morality and connected with existences and spiritual values, and with non-utilitarian principles of the usefulness and rationality of Western man.

The third reason is that the Russian Federation initially developed as a polytechnic country in which for centuries and century’s different ethnic groups and nationalities, the Churches of the main world confessions, coexisted. In this regard, at the new historical stage of the formation of socio-cultural encapsulation, it is not the actual reality of this or that ethos that opens up, as it is observed in Western civilization, but its new forms of historical sociocultural everyday life.

It is not the “trauma of acceptance” from one side or another, with all transformations of ethnic consciousness, but the search for equality for “living and dominating” is coming. Integration based on new existences and spiritual meanings, that is defines as a new vector
of Russian encapsulation. Therefore, it is no coincidence that the processes of integration at a new historical stage are carried out in the logic of searching for “spiritual ties” [15], rather than cross-cultural competencies, the search for communications, cultural reflections, projections, joint livelihoods, etc., which is observed in the modern Western world [21].

**Conclusion**

The approaches to the analysis of the sociocultural dynamics of society can be described as single encapsulation matrix that allows analyzing various models of social interrelations. The encapsulation model helps to identify the mechanisms for finding and forming the identity of various ethnic groups in the context of their geocultural and geopolitical position, and to describe the features of the dynamics changes in social transformations within a single ethnocultural society. In the context of historical dynamics, the encapsulation models allowed to observe the existing characteristics of Soviet society and the emerging features of the new Russian society in the frame of collective or individual encapsulation.

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**Transformation of the Values of Russians: Integration into the World Community**

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**Annotation:** The article addresses values in the modern global society. In the conditions of migration chaos, global sociology gains further significance. Because of this, the questions of the role of global sociology and new goals were discussed within the third forum of International Sociological Association, which took place in July 2016 in Vienna. Studying the problem of values is relevant not only for Russia but also for the global community. The main characteristics and groups of characteristics that define the tendencies of values development are the values of the country of origin, values of the country of residence, time of residence in the country, cultural heritage, political regime in the country of residence, social and economic conditions of individual's residence, social-demographic characteristics (gender, age, language, citizenship, etc.). Moreover, a predisposition for establishment and development of migrants' values are social-cultural processes in global community in general. The aim of present study is to analyze the values that are significant for the functioning of social institution.

**Key words:** transformation, values of the country of residence, values of the country of origin.

**JEL classification:** A140.

**Introduction**

**Problem-oriented definition**

One of the main problems in achieving a “better world” becomes the problem of migrants’ values as the reflection of social, political, economic and cultural structure of the society of the host country, as well as of the country of migrants’ origin. Migrants’ values act as the main differentiating factor that reflects individuals’ ideas about different chances and opportunities of satisfying the needs.

In Russia, the problem of migrants’ values is also significant. The majority of researchers lean towards the opinion that the defining characteristics that develop migrants’ values are cultural (ethnical/social) origin of an individual and/or his parents and social-economic conditions of life [22].

The head of Federal Migration Service of Russia, Konstantin Romodanovskiy does not exclude the possibility of migrants’ flow from Europe to Russia. He points out that “European countries are not able to deal with the flow of migrants, and because of this, in the nearest future, Russia can expect the flow of migrants from Middle East and African countries, who previously requested asylum in European countries” [28]. On the other hand, K. Romodanovskiy stated that “because of the flow of refugees and decline of social-economic situation, Europeans might leave to other countries; in the future, it is possible that they will arrive in the Russian Federation. Therefore,
it is necessary to work through all possibilities, including the mechanisms of governmental program, for integrating such category of citizens in Russian society” (Zhandarova, 2016). Therefore, the problem of migrants’ values becomes relevant in Russia.

**Values of different social groups**

Among the classifications of values, the one most suitable for migration processes is the paradigm proposed by D.A. Leontyev: 1) social ideals: an initial form of values, because each value is produced by a certain social community, from family to humankind in general. In this case, social value is concentrated manifestation of collective experience of a group or community in form of ideal, i.e. an idea about perfection desired in certain areas of social activity; 2) object-embodied values: social ideals are not given to us abstractly, but through their embodiment in works (artifacts) and acts of certain people, in whom the value finds its most visible existence; 3) personal values: objectification of values happens only by the activity of people who conduct these values, being urged by them. Therefore, it is necessary to admit the existence of values in the structure of personality motivations [17–18].

The problem of transformation of migrants’ values is defined by three theoretical directions: 1) acculturation that includes not only changing behavior and affirmations, but also values that change upon the contact of two cultures; 2) feeling of shared values is one of the components of ethno-cultural identity, along with self-identification, feeling of affiliation to a group, affirmations about one’s own ethno-cultural group; 3) theory of axiological differences that explains the occurrence of cultural shock by the collision of different systems of values: it is considered that the extent of differences in the values between migrants’ country of origin and country of residence is in direct proportion from the amount of difficulties that a person experiences during adaptation [14].

Within studying migrants’ values, it becomes significant to explore migrants’ perception of the differences between two cultures (their ideas about the values of country of origin and host country), as well as the extent of similarity of their own values with the values of the two cultures.

**Methods**

There are different paradigms of defining migrants’ values that were developed in the works of S. Schwarz, G. Berry and R. Inglhart. However, in the context of studying migrants’ values from the perspective of social consequences of migration processes, it is necessary to consider the factors that develop migrants’ values. Therefore, we will address economic, political, social-cultural and territorial factors of transformation of migrants’ values. Moreover, specific focus should be directed at social-cultural factors that define institutional instability of Russian society in general and cause the differences in access to the resources in Russian society, in dependence from the territorial place of residence: Moscow, as Russian capital and a metropolis, large and small cities of Russia, as well as small villages and country compounds. While working on present study, we used the following methods of documents analysis: traditional (primary) analysis of documents, as well as secondary comparative analysis. During the work on this project, we practically validated specialized qualitative content-analytical methods. Therefore, we used “triangular approach” for studying the processes of the development of migrants’ values.

**Results**

**Changes of values in the modern society**

Transformation of migrants’ values takes place along the “integration” in the new community. G. Berry calls this process “acculturation” and proposes a model of acculturation. Its parameters include: 1) Maintenance and development of one’s own ethno-cultural originality in the society (is it a value and is it necessary to preserve it?); 2) Individual’s wish to contact with representatives of cultural and ethno-cultural majority (is it a value and is it necessary to establish cultural communications?). Berry separates four strategies of acculturation:
1) **Assimilation** – answering “no” to the question about the value of one’s own self-awareness and identity, and answering “yes” to the question about the value of the contact with another ethnic group. An individual integrates in the other culture;

2) **Separation** – “no” to the value of contact, “yes” to the value of one’s own. Such individuals maintain their traditional lifestyle regardless of the majority. They create their own culture and speak their own language;

3) **Marginalization** – answering “no” to both parameters. It is a certain indecisiveness, both personal and collective, therefore, it is difficult to define it. It is a certain separation and loss of identity. People have not found themselves and are stressed and uncertain;

4) **Integration** – answering “yes” to both questions. An individual belongs to the majority, but not completely, and supports both own values and values of the majority.

Realization of this model in Europe more and more corresponds to the second strategy of acculturation.

Migrants from the countries of the Middle East are trying to establish the value of their “yes”. Regarding the family as a social institution, the Imam of a mosque in Denmark expressed the opinion that “the government must accept the existence of young girls who become wives, as this practice exists in the culture of migrants arriving in the country; Migrants flooding Europe usually take girls as wives and Western countries must accept it” [4]. Therefore, marriages with minors as a cultural norm of migrants contradict the European norms of marriage.

Polygamy is prohibited by law in Russia, however, labor migrants, for example from Tajikistan, have a “temporary wife” in Russia. Often they consider it as “temporary”, because they try to save parallel relationships and socio-economic ties with their family and wife in Tajikistan [23]. Thus, polygamy as a form of a marriage does not correspond to the Russian norms of marriage, which also indicates more separation as a model of acculturation.

Models of migrants’ integration in the host community are explored and systematized as models of complete integration and models of partial integration (Iontsev & Ivakhnyuk, 2013). Assimilation is defined as a process, within which the migrants, who differ from the population of the country of residence in axiological orientations, traditions and culture, transform their self-identification by adapting to the surrounding society, up to the complete rejection of the feeling of their originality (Iontsev & Ivakhnyuk, 2013). In turn, assimilation can happen naturally or violently. Partial integration is related to such concepts as “adaptation” and “adaptability”. V. Iontsev concludes that migrants’ integration is a two-sided process aimed at assimilation and adaptability of migrants in the host society, which can facilitate both economic and demographic development of this society itself. Assimilation implies migrants’ rejection of their culture, morals, traditions and practices of casual public behavior, and acceptance of norms and values of the majority [5].

The cultural polarity causes the contradiction of the process of migrant’s assimilation in Europe. On the one hand, “the demonstration of religious affiliation in Europe is punishable,” and on the other hand “same-sex marriage is permitted,” and how to explain all of this to migrants – incomprehensible [8].

This implies, on the one hand, the responsibility of the host society for the fact that the formal rights of immigrants provide them with the opportunity to participate in economic, social and cultural life, on the other hand, that immigrants are inclined to respect the norms and values of the host country and participate in the integration process without loss own identity (Guidelines for Developing Effective Labor Migration Policies in the Countries of Origin and Destination of the OSCE, 2006).

The concept of “social integrators”, created by A.S. Akhiezer, under what he understood the institutions, constantly aiming at people to reproduce the integrity of the corresponding (co) society, including its relations, (sub) culture, the reproduction process itself. As the most
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important integrators, he distinguished the culture, the moral ideal, the state, the bureaucracy, the mechanism of prestige, money, ideology.

Influence of traditions on the values of the host community

Within sociological science, there are two competing theories of values development: theories of socialization and institutionalization. Theory of socialization implies that individual’s value affirmations develop at an early age in the process of socialization, and remain unchanged in adulthood. They depend on the environment, in which a child finds himself during his development. Changes in life values of the societies proceed slowly, only upon the change of generations. Theory of institutionalization states that the development of person’s values is affected also by various institutions, in which a person finds himself in the adulthood – work, school, family, etc. [13]. Values change much more rapidly – within one generation. According to the theory of institutionalization, in order to successfully adapt, immigrants certainly have to acquire axiological models implied by the institutions of the host country. They are such values, as family, form of state structure, linguistic and cultural homogeneity of the nation (Migrant workers accept the values of the new environment, 2013).

From the point of marriage and family relations in Russia, the number of marriages with migrants has increased due to an increase in the migration flow. Analyzing the dynamics of those arriving to Russia from the CIS and far abroad for the period 2009–2014, we can say that it has doubled: from 279,907 people in 2009 to 578,511 people in 2014 (Federal Service of State Statistics, 2015). Marriages with migrants are mostly fictitious. The market of fictitious marriages in Russia is actively developing: on the one hand, this is due to an increase in the number of foreign migrants, and on the other hand, it is a business that is in greatest demand in major cities and megacities. For example, the monthly income of a small organization specializing in fictitious marriages of citizens wishing to become Russians is about 800 thousand rubles [15].

According to the vice-chair of Duma committee on the questions of family, women and children, Alexander Bednov, “80% of foreigners that applied to the Federal Migration Service for obtaining the documents for temporary residence apply on the grounds of marriage [12]. Thus, marriages with migrants transform the value of love in marriage, which is historically given to Russians and forms the basis of the spiritual values of the family. In the Russian philosophical of the late XIX – early XX century it was noted that “love between a man and a woman” exercises a function of immense moral importance, leads to unity of the male and female principle, restores the integrity of the human personality” [24]; “Love receives realization in such a social form as marriage; But it should be remembered that a marriage without love is immoral” [3].

The attitude towards fictitious marriages, including with migrants, in the Russian society is improving, which also stimulates their development. According to Russian Public Opinion Research Center, the proportion of respondents who positively relate to fictitious marriages and consider them admissible has increased 1.9 times compared with 1990 (Crisis of marriage… 2007). Thus, marriages with migrants change the historically established spiritual values of the love of Russians.

Researchers mention different types of axiological interaction, especially axiological conflicts – collision of values of the community of the host country and the migrant community [2]. H. Werner defined the factors that influence migrants’ integration. Firstly, it is the duration of stay in the new place of residence, moreover, change of generations is necessary for complete integration; secondly, it is the nature of residence and number of migrants; thirdly, it is the level of education and social and economic status of the immigrants. Highly professional migrants try to reside not according to the nationality but to the social level and status. Fourthly, it is religious basis of the ethnical group. Integrational processes proceed very slowly, if the migrants follow a different religion than the majority of the country’s population. Fifthly, it is the perception of migrants as a hostile element, which exists in many countries [26].
Attitude to the values of the “host” society

Integration is opposed to a rather common phenomenon nowadays, namely, the isolation of migrants, creation of secluded migrants’ communities or ghettos, separation of specific city districts – Chinatowns, Arabic or Latin-American quarters. The concept of integration itself, regarding the migrants, was introduced by E. Nitoburg, who addressed this phenomenon on the example of integration of Jews in the civil society of the USA [19].

It is possible to imagine examples of successful introduction by migrants of their values and way of life in the country of resettlement. This in many respects relates to national cuisine or the growth of the number of religious temples, where migrants could follow their traditional beliefs. All this is typical for large cities and megacities. There are mixed different cultures, value systems, the differences between the man of the eastern warehouse and the western one are not so evident in view of the mosaic nature of the residence of those very migrants. On the other hand, in small towns, especially those far from the center, are more wary of migrants [2].

The image of undesirable migrants in Russia is often created upon the entrants from the republics of North Caucasus; in fact, it primarily includes the Chechens. This is a result of past conflicts of the 1990s and the beginning of the 2000s, as well as of the trace of historical memories of Caucasian wars and repressions of Stalin’s time. The Chinese, who cause equal amount of concern (73% in 2005), are related to the long-lasting ideas about their claims of Russian Far-Eastern territories. Certainly, there are also historically developed ideas about compatibility/incompatibility of cultures, which is mostly directed to the entrants from the republics of Middle Asia [5].

In the conditions of migration chaos, Russian Federal News Agency conducted an online survey (5595 respondents) and revealed how the countries of the European Union should react to the migrants’ flow (Federal News Agency, 2016). Over the half of respondents (56%) stated that “it is necessary to completely close the borders to preserve European identity and culture”. 20% of respondents said that “it is necessary to accept a small number of migrants, but only those who have the required work qualification or possess financial resources sufficient for investing in the European economy”. The minority of respondents replied that “it is necessary to accept all migrants and keep them in special labor camps under police supervision, where they should be taught the basics of tolerance and behavior in a civilized society, and after that they can be granted freedom of transportation” (8%), or “it is necessary to leave everything as it is now – migrants will assimilate on their own and will become proper Europeans, and those who think otherwise are xenophobes or Nazi” (3%). Therefore, the majority of Russians do not approve of migrants’ integration in the European society because they disrupt the axiological basis of the European culture.

In the context of migrants’ integration in Russia as the host country, the survey revealed that 51% of respondents give positive evaluation to the flow of migrants that are “qualified and spiritually close”, i.e., Russian-speaking specialists, mostly from the CIS countries (Federal News Agency, 2016). Such migrants do not disrupt the axiological nature of Russian society due to the proximity of their culture. 50% of Russians have rather negative attitude towards migration amnesty for work migrants-foreigners, which allows legitimizing and, at the same time, strengthening their rights (Amnesty for migrants: for and against, 2013). Apart from migrants taking jobs of the host country (26%), they “act arrogantly and do not respect our laws” (12%), and, in general, “there are too many migrants in Russia” (15%).

Discussion

In the Soviet past, nationalism was interpreted as negative hostile attitude to other nationalities and equaled to ethnical selfishness. It was discouraged by the official propaganda and the society. Abroad, and currently in Russia, nationalism is comprehended as a more complicated phenomenon. It has many definitions, but almost all “classics” in this field of studies agree that:
There should be recognition of the existence of such unity as a nation (ethnical nation) that has a specific quality;

- Its interests and values are more important than any others;
- A nation has to be as politically independent as possible.

When the national majority is concerned, this urge usually manifests in demands to make political decisions according to the interests and wishes of the majority, to deny others’ access to privileges and resources. According to E. Gellner, nationalism is a political principle that requires correspondence between the borders of the national unity and the state [10].

As an opposing point of view, there is a model of a “melting pot” that was declared in the USA before the change of strategy in favor of integration on the basis of multiculturalism after ethnical and racial challenges in the 60s and 70s of the last century. It is a variation of the second type of the assimilative strategy. Routine practices of ethnical groups mix, therefore creating new models of culture. Moreover, immigrants’ traditions can remain partially, for example, in family routine. Variety is created in the society, and ethnical groups, including acculturated migrants, adapt to a wider social environment where they act [11].

**Conclusion**

It is necessary to take governmental and social measures for regulating migration processes, because such phenomena, as social tension, have to be considered in the development of civil society in Russia. Socialization processes also depend on other social institutions, but tolerance and conformity are the most important for the development of a healthy society.

From the positions of traditional institution of the Russian society, Russian Orthodox Church, one of the directions in working with migrants for their integration in new social-cultural environment is teaching them the language of the host society, its history, ethics, culture, spiritual traditions, laws and rules of behavior. Apart from other things, it is defined by the legal system of a number of countries. The church sees acceptance of migrants by countries as a virtue and an obligation of a Christian, especially in light of the fact that in modern society the majority of migrants are one of the least socially-protected categories (Principles and directions of working with migrants in Russian Orthodox Church, 2016).

Regarding the solution of the situation with migrants in Europe, many European political parties speak out about the positive experience of Russia, which “conducts a very competent policy both in the field of interethnic harmony and in the social and cultural sphere in general. And Brussels has much to learn from Moscow” [8].

In the opinion of V.V. Putin calls for a systematic, persistent, purposeful work: both educational and organizational, all levels of government, political parties, public organizations, including religious and ethnic associations are required to participate in it, the head of state called. All the circumstances, and especially that the spiritual, cultural, value unity of our society, its patriotic mood includes the preservation of the traditions and customs of all the peoples of Russia, respect for the religious Values (https://rg.ru/2016/10/31/reg-ufo/putin-prizval-opredelit-vedomstvo-po-adaptacii-migrantov.html).

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Employee Motivation Management

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Annotation: the article is devoted to an important problem of employee motivation management regarding to the achievement of effective management. Motivation helps to provide personal fulfillment and increase production rates. This article considers methods of financial and non-financial motivation. To motivate employees it is necessary to focus on the individual approach towards personnel needs.

Key words: motivation, human resources, employees, manager, individual approach, effective management.
JEL classification: A140.

Employee motivation is one of the key components providing effective work performance. The choice of motivational tools is influenced by an organization’s structure, specifics of operational procedures, chosen leadership style, needs of employees and many other factors. Taking into account permanent changes on the labor market, competition growth, on the one hand, and reorganization of companies as well as changing requirements applicable both to old employees and new ones, on the other hand, motivation system needs constant improving [1, p. 225].

Changing of motivation system or its implementation (in case there is no one) should be of systematic and controlled character. All improvements of motivational tools have to be based on the analysis of personnel’s motivational incentives. Only on the basis of carefully conducted research in this area it is possible to achieve positive changes providing both efficiency of production activities and employees’ satisfaction received by performing their work [14].

Generally speaking, personnel motivation management is a complicated and time consuming process. It consists of a number of tasks among which there are the following: competent recruitment and adaptation of new employees, development of corporate culture, maintenance of favorable working climate, development of financial and non-financial motivational system, corporate training and personnel certification, employee loyalty improvement [4, p. 143].

To set up an effective system of motivation at an enterprise, it should necessarily satisfy aims of strategic goals of this enterprise. Organizational management has to be focused, first of all,
on human potential as the main driving force. Actually, it is personnel of an organization that provides its prosperity. A customer will be interested in long-term relations with a company or enterprise if only it is offered high quality services which can be provided by personnel.

Employee motivation has direct influence on labor productivity. Due to raise of effectiveness and level of work performance of every worker, it is possible to increase both quality of services and production rates. Effective motivational system considerably improves the level of personnel loyalty.

Researches, conducted in personnel management sphere, showed that most employers consider personnel loyalty as one of the main characteristics of employees.

First of all, it is always possible to rely on loyal employees in situations, difficult for an organization, or in cases of unforeseen growth of work scope. Secondly, such workers will always do their best to finish a project in time and, in most cases, will help colleagues despite the fact that they can be overwhelmed with their own work. Thirdly, for loyal employees company's interests will always have top priority, even if they go against their own ones. Moreover, they will be usually ready to work overtime.

A loyal worker performs their duties with pleasure and in a proper way because they really care. One of the main advantages of an “involved” employee is their readiness to undertake more obligations than what is included in their position description [7, p. 61]. In most cases, they do it not for the sake of a reward, but their company's prosperity and getting experience. It should be noted that loyal employees also follow corporate policies, what is possible only in case of personnel having high credibility level and respect towards their employer.

The first step to personnel motivation management is to create a professional HR department at an enterprise. Staff of this department has to possess not only theoretical, but also practical skills in the field of personnel administration.

For effective work of the HR department its structure has to be built on the basis of certain specialization of department personnel: recruitment and adaptation of employees, staff training, rotation and motivation, HR records management and so on. As a rule, successful companies are able to employ experts dealing with a company's top managers.

As it has been mentioned above, all specialists of the HR department have to be professionals in a certain field of human resources management. This considerably increases overall performance of the department. Specialists dealing with recruitment within their organization are responsible for headhunting of candidates for open vacancies. They place vacancies on a company's website, carry out the first stage of an interview, make an offer to the most successful candidates and participate in adaptation of new employees [19].

In some organizations we can see headcount optimization focused on improvement of financial performance. If an employee has too many tasks and duties they can be overwhelmed with their work and get stressed. In most cases employees decide to leave a company.

To avoid such cases, the HR department needs to request information from management staff about work performance of their subordinates.

Let us consider responsibilities and obligations of the human resources department that can influence staff motivation.

HR specialists dealing with training and development of personnel are responsible, first of all, for their adaptation. It is a set of measures focused to help employees be involved in specific features of new working process, get more information about manufacturing products or rendering services, corporate rules and policies, colleagues [6, p. 11–12].

During the adaptation period it is essential to provide new employees with all necessary conditions for more comfortable “immersion” into a new social environment. That will, subsequently, help to build a positive image of an organization and maintain employee loyalty.

Specialists responsible for personnel training and development are also engaged in planning and carrying out performance evaluation. They monitor training needs, keep track of learning
programs effectiveness. Moreover, these specialists interact with employees receiving their feedback.

It is important to notice that development of employee potential can make a company competitive at the labor market. Here we mean the development of leadership and communicative skills and ability to resolve conflict situations. In such a way, one of primary tasks of specialists of the development and training department will be monitoring of educational programs fostering these skills.

Here it is essential to emphasize a key role of getting feedback from employees who are being trained. By setting specific goals of training and development it is possible to provide high learning efficiency and put these gained skills and knowledge into practice.

Receiving feedback is one of the management tools focused on employee motivation due to setting up of trust-based relations and feeling of participation. Feedback helps to eliminate all difficulties and misunderstandings which can arise during personnel training programs.

Another significant means to motivate staff is mentoring. Specialists of the development and training department are in charge of its organization and performance. Mentoring helps to transfer experience from a mentor to an employee. Usually a mentor takes a higher position in a company and has a wider range of experience and expertise in a relevant area. In fact, it is a free and unique method of knowledge transfer which promotes professional growth both of an experienced mentor and less skilled employee.

An employee receiving experience from a more skillful colleague can get their support that will help to feel more comfortable in stressful situations [12]. Mentors help new employees to socialize in new environment and, moreover, they are a source of new knowledge.

In addition, mentors themselves improve their management skills. In general, employees who can share their experience with colleagues and, also, be supportive, are more respected. One of the key aspects of mentoring is the creation of professional team that can maintain effective working process and high production level.

One of the important tasks of the development and training department is career planning. Every department manager should be engaged into this process. To increase personnel motivation it is necessary to inform a worker not only about their short-term career prospects, but also long-term ones.

An employee has to understand and strictly follow their work tasks and be aware about what level they should reach to be promoted. It should be noted that in most Russian companies information about professional growth is closed and employees know a little about their career prospects.

Successful staff development and career growth play a strategic role for organizations. High-performance work of every employee leads to a company’s prosperity, therefore, personnel motivation has to become one of the primary objectives of any organization. Moreover, loyal workers can be included in a company’s employee pool.

A talent pipeline is being created through careful potential assessment. It consists of employees having prospects to take senior positions in a company. Creation of an employee pool is aimed at motivation of talented specialists interested in the career growth. It also helps to reduce costs for recruitment and adaptation of new employees holding management positions and prevent critical situations if one of the key employees decides to resign. Creation and management of a personnel reserve is also one of the key motivational tools.

This process has many stages. The first step is to identify all job positions that have potential risks. This means to assess not only an employee taking this position in terms of their age and career ambitions, but also all the potential candidates that can take this place.

The second step of employee pool creation is setting certain requirements for a job position. Then there will be a further recruitment for this position in accordance with the certified requirements.
Carrying out recruitment for personnel reserve is going to be one of the most important issues in this process. Recruitment process can include various test tasks and interviewing.

The following stage is the analysis of recruitment results and drawing up of individual development plans. The purpose of such a plan is to work out specific measures and activities aimed at satisfying employee's objectives. It can include participation in necessary trainings, receiving of additional education, internship in other departments [15].

A personal development plan should be followed by evaluation of employee performance. In case of positive results and availability of a vacant position, a candidate can be appointed to a desirable position.

As we can see, the stage of talent pipeline creation is time- and efforts- consuming both for a candidate and company. It should be noted that a staff reserve can be a reliable source of personnel recruitment.

HR specialists are also engaged in development of salary and compensation systems, as well as ways of non-financial motivation. Ways of financial motivation are the most expensive ones for any organization. They involve monetary payments which are received by employees for labor activity in accordance with their job description and labor activity.

Researches, conducted in the field of financial motivation, have shown that salary increase is effective only during a certain time limit, i.e. about three months, then “the effect” of salary increase disappears [11].

It should be noted that a payment reduction is also one of the effective tools of financial motivation. Such stringent measures can be applied in case of bad results of work performance or when a company bears losses due to an employee’s fault.

Besides salary increase, ones of the most popular ways of financial motivation are bonuses and extra payments. They can be paid for overtime, adverse or harmful working conditions, positions overlapping, academic degrees.

Speaking about annual bonuses payments, it is important to admit that in most companies they are paid in compliance with KPI (Key Performance Indicators) that are indicators of personnel work performance.

Many employers are trying to cut costs for 13-month salary, as they have to pay to all employees regardless their individual work performance. This turns out to be unprofitable and, moreover, has lost its motivational effect.

It is connected with the fact that when employees are used to some constant payments regardless their work performance, they are not motivated to improve it. Workers perceive bonuses as their fixed income.

Bonuses payment based on KPI can be also carried out on a monthly or quarterly basis in order to encourage being initiative or successful project completion. In this case, the motivational effect of a timely scheduled payment will cause right associations between successful work performance and its encouragement.

As additional ways of financial motivation many companies offer compensation for mobile service, fitness club cards and language courses. Some enterprises can provide child birth benefits or support financially in case of an employee’s wedding [20].

Such privileges as subsidized sanatoria and holiday-homes vouchers, free places in children’s camps and many other options for employees’ family members help to create a company’s positive image. This, in its turn, can help to form personnel loyalty.

In some companies there is an annual salary indexation. One of success criterion of a company is indexation of salary for all employees, not only for a company’s top management.

Experienced specialists of personnel administration pay much attention to non-financial ways of motivation which, first of all, have to be specific and individually chosen. Non-financial tools of personnel motivation can vary from letters of commendation and birthday cards to submission of comfortable work conditions as well as opportunity to receive feedback from a line manager [22].
An opportunity to communicate with a line manager on a regular basis receiving their feedback plays an important role for every employee.

About twenty years ago many enterprises and companies worked under conditions of short-term assignments and total control of managers. Over the years a new idea of setting annual aims was evolved. The point was to control work result, not its execution. Thus, personnel had some freedom how to plan working process. Employees became completely responsible for work results.

At the moment there is an impression that such approach is not effective. Changes in our modern world are happening too quickly and by the end of a year initial purposes can become irrelevant.

Most big companies with developed personnel control system tend to get regular feedback from their employees. Researchers conducted by consulting companies in the field of human resource management have shown that “the culture” of receiving feedback has simply not been created: employees are either not ready to give comments or they provide only positive reviews about executed work [16].

It should be noted that, generally, in Russian organizations it is not accepted to express gratitude for performed work. This, in its turn, can become one of the factors that can demotivate employees. From this point of view, so-called “thank you program” is essential. Employees have to be sure that their work will be appreciated [10, p. 140].

One of the simplest but safe and proven ways how to teach people to thank each other is to hand out stickers with the phrase “thank you” to one of a company’s departments and then ask its employees to give them to colleagues from their or other departments. Thus, it will be possible to receive feedback (in this case, positive one) and increase team spirit.

Feedback is an effective method of establishing communication. It begins to work only when it is connected with some specific job. For example, receiving feedback can be organized upon project completion.

Speaking about frequency of receiving feedback, it should be regulated by project importance, specifics of its organization and performance.

Thus, if a manager is able to get regular feedback, he or she is better informed about a project status. As for employees, they always have relevant targets.

As it has been mentioned above, other effective tool of non-financial motivation of personnel is providing employees with comfortable working conditions. They can be the following: a comfortable workplace, convenient working hours, opportunity to stay and work at home.

Experienced and effective managers should not only control their employees but also take care of them. Comfortable workplaces, optimal temperature and lighting conditions are necessary for effective work performance [7].

If we speak about manufacturing and industrial enterprises, then all the workers, first of all, should be provided with safe working conditions. Workplaces should be equipped with all necessary means of protection preventing getting injured. Observation of health and safety regulations and its control at enterprises will help to reduce risk of receiving occupational diseases and injures at a workplace.

Recreational zones seem to be obvious advantages. At lunch breaks or after work employees can rest while playing table tennis with their colleagues or simply reading a book. The more comfortable conditions at a workplace the more pleasure an employee can get being there [3].

Personnel motivation has its value when it is focused on individual approach. If we speak about ways of non-financial motivation, an opportunity to work at home or choose more convenient working hours is something that can be really attractive for many employees.

Creation and maintenance of favorable psychological climate is another essential target for employers. All disputes between employees have to be monitored and quickly settled. In case
of serious conflicts, it is necessary to resort to a professional psychologist. Anyway, keeping a favorable working atmosphere has to be one of the key tasks of any organization.

Team spirit and its unity are a guarantee of effective and high-quality work. As a rule, HR specialists are dealing with organization of various events from company offsite to office activities that are focused on teambuilding [2].

As it has been mentioned above, employees are the main resource of any company providing its prosperity. From this point of view, the primary objective of personnel management is in a rational use of personnel: providing control of tasks performance, opportunity to train in other departments and correct evaluation of personnel potential.

To bring positive results to their company an employee should not necessarily try to acquire a higher position. Many workers feel themselves really comfortable at current workplaces performing their daily duties and obligations. Some of them tend to hone their skills [21, p. 10].

Other workers can have a desire to acquire new experience and be transferred to another department. In such a way, this can help them try something brand-new that will definitely motivate and arouse a lot of interest.

The more efforts a company puts in the development of its employees, the higher the level of personnel loyalty. Many workers appreciate having career advancement opportunities. As for companies, it is much more beneficial to cooperate with old employees, as they are more experienced and involved in internal procedures [13, p. 50].

One of the key indicators of smart personnel management policy is employee engagement level into working process. “The engagement program” includes staff adaptation at all stages of their work. It consists of receiving feedback according to work results, drawing up of individual development plans for every employee, possibility of being involved in important events, encouragement for excellent work performance and unconventional approach to task solutions.

Any employee, even not very ambitious, will feel their importance taking part in projects strategically important for a company. By the way, motivational effect connected with an opportunity to take part in something global within a company will spread to other colleagues.

According to one research, the level of employee engagement will be stable in those organizations which encourage their employees for scientific and creative activities. At the present moment only 26% of successful companies put that into practice [18].

An opportunity to deal with personal projects connected with an employee’s professional sphere during business hours can be quite beneficial. For instance, the American company 3M allowed its employees to use 15% of working hours for their personal projects that led to the invention of the sticky note which became worldwide popular [8].

No doubt that such kind of initiatives can be beneficial for employees’ enthusiasm and engagement in working activities. Self-realization has always been a criterion of successful and happy life of every person.

In conclusion it should be noted that the existence of human resources department in a company is not a key to effective personnel management. HR specialists have to be skillful psychologists and sociologists in the work, be able to apply effective tools of motivation that will encourage employees’ aspirations to contribute to a company’s development. If current ways of staff motivation have stopped being effective, they have to be changed immediately.

With the help of deep analysis of relevant personnel needs it is possible to create a really effective system of motivation. A truly motivated employee means a loyal employee that is enthusiastic about his or her job and ready to be beneficial for their company.

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Mass Media As Forming Public Opinion Tool

Annotation: this article analyzes the Mass Media as the universal tool for public opinion forming and performance. It is proved that the mass media make it possible to achieve the maximum effectiveness in the public opinion formation. It is supposed that now the public opinion is one of the main factors determining the productivity, vitality and success of various organizations. An analysis of public opinion based on the Mass Media, the impact of mass communication on perceptions and reflecting, and its ability to form public opinion, is conducted. The issue of Russia in Ukrainian media has been studied over the past three years since the year 2014, as well as the interpretation to mass audience interests by expressing in its conscious the information concerning the changes of Ukrainian State System and the Russian percept image by Ukrainians.

Key words: Mass Media; public opinion; collective consciousness; mass communications; network mass-media; electronic mass-media.

JEL classification: A140.

Introduction
Public opinion in the works of Grushin B.A. [4] is a state of public consciousness penetrating all the forms of social consciousness in a specific historical period, according to a specific social or political phenomenon, a specific category of public opinion.

Lobazova O.F. [22] emphasizes several concepts of mass consciousness, considering this phenomenon through the lens of philosophy and sociology. In philosophy mass consciousness is the social consciousness of the masses (social groups, classes) of a particular society, reflecting the conditions of life, needs and interests and includes ideology, ideas, illusions, social emotions and feelings.

In sociology, mass consciousness is a type of social consciousness concerning the society activities, the public masses, characterized by inconsistency, spontaneity, the ability to rapid changes in some social relations and a certain “calcification” in others. Essentially, mass consciousness is characterized by sociology as a set of ideas, opinions, concepts, dreams, feelings, reflecting all aspects of society, accessible to all the members of society and capable to bring of their interest.

Marchenia P.P. generalized and detached the most important interpretations of mass consciousness.

1) Elite conscious antipode.

2) Specialized conscious antipode.

3) Pre-theoretical world perception and its forms, based on equal life experience of people occupying the equal belong to society.

4) The depersonalized consciousness of people of a developed society formed under the influence of the media and imposed by stereotypes of mass culture.
5) Worldview tendency of the people.

6) Consciousness, mentally consolidating the representatives of various classical groups into a non-classical community, a special subject of social action such as mass [3].

Gurzhii D.A. [5] notes that a different set of methods and ways of influencing the consciousness and unconsciousness of a person opens since the development of psychological science, for this purpose using the mass media. Now the media impact on society is increasingly becoming dangerous, than useful and cognitive.

Gorshkov M.K. [2] gives an integral, expanded analysis of the phenomenon of public opinion, covering the centuries-old history of its development. Studying the origin of modern mass assessments, conclusions and judgments, the author shows the state of public opinion under the braking and activity mechanism, as well as the attitude of Soviet people to social and economic changes. He pays attention to the difficulties and contradictions of the mass conscious renewal process during the perestroika-minded period.

In L.S. Saliegareeva's [9] opinion public opinion as a form of mass consciousness exists practically in all spheres of the society's life activity, however it is sanctified and disclosed not for any occasion and subject matter. Most commonly those problems, facts and their arguments, those events actual and causing public interest are find out within the public opinion sight. As a rule, a multivalued interpretation of what is happening is permissible, and the possibility of holding discussions on the topics under discussion is limited.

V.O. Popova and Balezina E.A. [8], investigating the influence of the media on public opinion, argue that any mass media is a tool of manipulating and imposing a certain attitude to various events and social transformations, changing public consciousness and forming public opinion. And all this imposed facts, often, is the transmission of stereotypes.

With the purpose of influence on public opinion and public consciousness a combination of the organizational and managerial structure, methodic and methods, processes and resources, necessary for the overall management of the quality of information transmitted are required. If we consider public opinion from the point of view of information theory, it could be stated the fact that it is a system permeated with various information flows such as free, on the one hand, and controlled information flows on the other hand. Controlled information flows could be both dialogical and monologues, depending on the feedback received from the message recipient. Information flows will be more effective, taking into account the laws of perception in the process of preparing materials for Mass Media. The psychologists’, sociologists’ and political scientists’ efforts focused on researching the audience rejecting, perceiving, criticizing the journalistic message, on researching the factors helping to percept the information in the form desired to be presented. For effective communication in a mass communication environment, you need the same understanding of symbols, emotions by those who perceive it. In the perception of information material the physical, mental (psychological) and technological processes are observed. In this regard, the goal of research is to study the Mass Media of the Ukrainian media as a tool for public opinion formation.

The tasks were to identify the differences in the formation of public opinion of the Ukrainian people with reference to Russia in the period since year 2014 to the end of 2016.

**Research methods and sampling materials**

Research methods: analysis of content is a sociological method of studying the means of mass communication. The method was developed and proposed by L.N. Fedotova [1]. This method is the most effective for analyzing the information contained in newspaper pages, in Internet publications, in advertising messages, etc.

During the analysis, there was a detachment of the newspaper areas, the Internet materials into certain thematic layers, the shares that accounted for each thematic stratum were clarified. This allowed drawing a conclusion regarding the newspaper policy of Ukraine in relation to Russia. The predominance of some thematic layers was revealed in prejudice to others. Electronic media, i.e., an electronic resource on the Internet, created to fulfill the functions of the mass media. The text content and news programs were also analyzed. It should be noted that much of scientists refer to electronic media not only websites, but also television and radio broadcasting. It is noted that electronic media have advantages over print media and Mass Media. The frequency, or regularity of updating the content can be carried out autonomously in each section or heading at different intervals. In order for information to act compulsorily and destructively, and also have a controlling effect on the human psyche, a series of sensational, oppressive positive emotions are transformed. Information in electronic media can be updated as soon as information becomes available, and not depending on the release of the publication. Therefore, news appears in real time, and on the emotional-stress level, the public opinion of users of electronic media is formed. The principal difference between electronic media and printed publications is the interactivity of online publications, where the user has the opportunity to read text using hyperlinks.

**Results and its discussion**

It is determined that the mass media system of Ukraine is not entirely transparent and controlled by the political influence of the authorities. Example: “Facts and comments” (2014) with the use of emotionally stressful methods stunned readers with this news: “... Andrei Lysenko, the speaker of the Information and Analytical Center of the National Security and Defense Council, said that there are from 10 to 15 thousand Russian militaries and their contract fighters in Ukraine at the moment. At the same time, the number of occupants is increasing every day.” [1].

In this edition under the brutal, bloody headline “Russian troops are shooting medical columns and attacking on trucks with white flags and the inscription “Children “(2014) it is written: “The Russian militaries invaded Ukraine behave not better than terrorists operating in the territory of Donbas. So, the invaders near the village of Lenino ambushed a medical column of Ukrainian troops transporting the wounded people from ambush. It should be noted that the vehicles were marked with the appropriate marking...” [20]. In this case, the formation of mass consciousness is performed with the paradigms set by the media. The paradigms have the three-part structure: 1) the affective component (direct expression of emotions, sensory charges); 2) the behavioral component (external manifestation of mental activity in relation to the subject of evaluation); 3) the cognitive component (through mental processes). Thus, the impact of mass communication on perception and conscious occurs in large groups, i.e. on a national scale. The analysis demonstrated that the Ukrainian society is constantly and every second affected by the Mass Media, using the laws of public opinion formation, influencing the public consciousness with the streams of newspaper, TV and radio – lies about Russia. It is not surprising, why the Ukrainian society so easily absorbs this dirt and is ready “to reflect the Russian aggression” at any moment. One of the most important social and psychological features of mass communication is its ability to form public opinion.

In 2015, Ukrainian MSCs continue to form public opinion using paradigms. The theory of the paradigm of negativism in relation to Russia sounds as “Ukraine is at the bottom, Russia is above the abyss. Take it away to 2016”. This is one of the forms of unconscious nervous activity, but it is also its intensity. There is no time to assess by society the information critically and it occurs in the unconscious level immediately, having the effect of hypnotic suggestion. Here you can find following statements: “Ukraine does not need any advice from the “aggressor””, “Ukraine
seeks to be isolated from its eastern neighbor and get rid of negative “Russian influence” on Ukrainian society [15].

As in 2014, continuing the issue of manipulating the consciousness of its citizens, the Ukrainian Mass Media is an intermediary, forming a certain political consciousness. With the help of competent PR, political authorities supported by the West, ideological leaders significantly influenced the mass consciousness of the people, formed public opinion, exacerbated relations with Russia.

In year 2016 the newspaper of the Verkhovna Rada of Ukraine “Voice of Ukraine” continues to process the mass consciousness of the people of Ukraine, and the people can no longer think in a different way. Much depends on way the events are presented, from what point of view journalists present the facts and what they argue. This is how information about Russia as an aggressor sounds: “… the continuing aggression of Russia against Ukraine and its negative consequences remain one of the main threats to European security. This was stated by Vladimir Yelchenko, the permanent representative of Ukraine in the United Nations, at a meeting of the UN Security Council regarding the Austrian chairmanship in the OSCE” [14].

“Ukrainska Pravda”, the network Media as of January 8, 2015, “All ranks to fight. Whose people “lead” in the cities of Donetsk region? We are talking about the measures of Donetsk and Lugansk and condemning the actions of former officials of Ukraine. “Who came to replace the authority and now operates the territories that are occupied by local militants and Russian mercenaries?”. Such phrases as “Russian mercenaries”, “militants of Gorlovsky demon”. The author refers to the law “On optimization of the information space” as of December 10, 2015, which refers to the allegedly imposed ban on the broadcasting of Ukrainian TV channels and the blocking through providers of certain Internet web-sites. The arguments sound convincing also because they are argued. Argumentation in the publication “All ranks to fight. Whose people “lead” in the cities of Donetsk region?” is defined as the process of establishing the truth of all statements and reduces it to evidence, using in part the facts (more often distorted) the method of persuasion, which allows the use of only true arguments. This approach to argumentation is quite productive, as it takes most of the analytical publications of periodicals out of the field of view of ordinary readers, concentrating on issue that mostly excites people now.

When studying the arguments in the media of Ukraine, as one of the forms of the public consciousness formation, the system proposed by Valerii Zakievich Demiankov [16] can be useful. He singled out several conditions on which the credibility of the argument might depend: the sequence and appropriateness of the arguments; observance of the rules of discussion behavior; following the background rules. There are other factors that can influence the persuasiveness of the argumentation – compliance with rules and conventions of communication, following the strategy of utterance. Such a system makes it possible to justify the need to refer to what the media write and talk about, a person cannot critically perceive the proposed information material and independently forms his own attitude to events, as it seems to him. However, based on the concept of the theory of speech acts, within the framework of which rules of argumentation have been developed, this information is put into his consciousness coercively. Such an impact is beneficial to the ruling elite of Ukraine. It is much easier to manage the people, who are given paradigms with arguments.

In the publication of “Our Achilles’ heel. Price of life for Ukraine and Russia’” as of March 12, 2016 [17] the mass consciousness of people is formed through a comparative analysis of the war in South Vietnam with full-scale US military intervention (March 1965–1973). The article writes: “North Vietnam won, because there was no public opinion at all, and Vietnamese life in opinion of the communist leadership cost nothing.” Then follows the continuation: “So, the ruthless dictatorship is able to compensate for the lack of military power, and democracy – on the contrary, to bring to naught the military superiority. The more difficult is the position of today’s Ukraine, drawn into a hybrid war with Russia. Our opponent has not only much greater resources, but also enjoys the advantages of an authoritarian system. The price of human life in
Russia is close to zero – if it does not concern Vladimir Vladimirovich himself, his relatives and closest associates” [17].

The author continues: “Therefore, neither the “Nord-Ost”, nor Beslan, nor the terrorist attacks in the Moscow subway caused serious damage to the Putin regime, but, on the contrary, strengthened it. The Kremlin does not drown the death of Russian paratroopers in the Donbas, the destruction of an airliner with two hundred Russian tourists, or the demonstration of a severed child’s head in the Russian capital. Public opinion in the Russian Federation is manageable and does not pose a threat to the authorities” [17]. The article provides information, tinted with blood and verbal aggression. Verbal aggression affects the consciousness of the addressee with the help of speech, therefore effectively and persistently imposes on the reader a certain point of view, which deprives him of his choice and the opportunity to draw his own conclusion, to analyze the facts in dependently. Verbal aggression is motivated by the aggressive state of the information provider and often aims to provoke or support the aggressive state of the people.

E.I. Sheigal notes the manipulative functions of verbal aggression and defines them as “...more rationally-conscious forms of verbal aggression based on ideological transformations of the original sense (invective labels, means of defamation) [10, P. 221].

V.N. Stepanov believes that an aggressive, “provocative speech depicts and conveys a certain psychological state of the speaker for his interlocutor, whether verbal or non-verbal speech, and, as it were, “infests” him. The goal is to induce the interlocutor to listen to the inner state of the listener or reader desired for the bearer of verbal aggression, to initiate in him a psychic communicative activity based on the desire to correspond to the communicative requirements presented by the interlocutor. [13, P. 161].

If aggressive articles, replicas in them arise at the stage of writing texts, they attract and retain reader attention, forcing the reader to mentally associate with one of the “irreconcilable opponents”.

In the Ukrainian media, speech technologies has been developed so professionally that it can really control the consciousness of a huge number of people, creating a negative perception of distorted or unreliable facts, events, forming estimates of mass consciousness. Verbal aggression manipulates the thoughts and actions of people, motivates them to act through emotions, and the populace, in turn, may not suspect that they have become the objects of manipulation.

Thus, verbal aggression can be regarded as a sufficiently effective, journalistic device capable to forming public opinion and changing public consciousness.

Further in the article “Our Achilles’ heel. The price of life for Ukraine and Russia” as of March 12, 2016 [17] it is written: “Unlike the soulless neighbor (Russia), Ukraine is ready to explode because of a single human life. Because for us this life is priceless”. In these lines, the phenomenon of lies in the media is traced. The problem of lies has always worried the society, especially in the media, because they often use tricks that are deceptive: silence of facts, discrediting opponents, accusing non-existent opponents, fictional stories or fragments from them, references to nonexistent sources, etc. The leading authorities in Ukraine mostly use:

– “promising deception”, inspiring hope for the implementation of secret desires, significant goals (entry into the Eurozone);
– “protective” function of deception, coming from official bodies and officials (President P.A. Poroshenko) by encouraging certain types of deception.

Lying in the media, as at the everyday level, is a sign of immorality and weakness: children and adults begin to lie when something “bad” appears in their actions, trying to make it hidden from others.

Read in the same article: “Ukraine is still more humane than Russia, and we do not want to compare our self with the enemy. However, the inequality of forces is at least partially offset by Western support. Moreover, how to compensate for the absence of soulless dictatorship?”. Argumentation
of the facts of the dictatorship of Russia is not given, but the article will unambiguously form the opinion of Ukrainians about themselves as a “human” nation and Russia as a dictator. In contrast to “humanity,” there are no examples of the burnt-out supporters of federalization near the Trade Union House in Odessa on May 2, 2014, on the orders of the Ukrainian authorities. Ukrainian media write about what is beneficial to present to the Ukrainian people on the bowl of information, fixing attention on events distracting attention from historical truth.

One of the important factors of the competitiveness of electronic media is the level of professionalism of the publication, that is, the presence in the staff of professional journalists known in many countries. Reputation of the company and sources of information are the most important factors that ensure the high popularity of the electronic publication among readers on the Internet. Given the communicative features of the Internet environment, the style of presentation of information in the online media is bright, “flashy”, attracting. The functioning of the network and the features of the perception of information from the screen of the monitor or television determine specific features of the “network text”. The behavior of the reader or observer of electronic media is significantly different from the audience of the newspaper press. Studies show that most visitors to Internet resources prefer quick familiarization with the text. Therefore, the most sensitive information will be considered to be short information, reflecting current events. Using this, the Ukrainian media created a real “other reality” into which the entire population of their country was immersed. It is done so professionally competently that the relatives of Russians living in Ukraine have renounced their relatives, consider them enemies.

Television is a means of disseminating information using both verbal and non-verbal speech, using moving images, color, music, animation and sound effects, and advertising. And this means of information can combine all of the above in a single message simultaneously, which makes it a bearer of great potential. With the introduction of cable television, it has become possible to expand the capabilities of this medium of mass communication, which serves as an incentive for its more extensive use for carrying out public relations activities. This quality is used by the Ukrainian media. Control the Ukrainian media specially created media groups that are interested in submitting information that is beneficial to the owner of the channel. The first place by the number of viewers is occupied by the TV channel “Ukraine” [18], the most significant channel of the media holding called Media Group Ukraine, owned by oligarch Rinat Akhmetov.

Ukrainian television, carrying information to the masses, also has some kind of suggestion. It programs a person for a certain behavior, something that is beneficial to the authorities. It's about suggestion, when something transmitted over TV is an idea, an image, a state, and all of this is perceived in its entirety, and further is realized in action. American neuropsychologist Paul Krugman, argues that the right hemisphere of person sitting behind TV, works twice as intensively as the left hemisphere. The left hemisphere is responsible for the logical-analytical processing of information, and the right for creative, and the brain zones are considered to specialize in performing certain functions, such as by thinking and speaking. When watching TV, the functions of the hemispheres are mixed, which contributes to the development in the brain of hormones of endorphins, which are structurally identical to opium. This formulates a physical dependence. Experiments show that in a person watching television, especially news programs with a lot of shocking episodes, the cortex and subcortical structures of the brain are practically turned off, they “sleep”. In addition, the peripheral nervous system – on the contrary – is active. Hence, the incoming information as a hypnotic suggestion is postponed at an unconscious level, as a person reacts to events sharply, as if all this happens to him or herself. For a person, the information given by television is one of the most significant factors in the formation of public consciousness and the formation of public opinion. The Ukrainian information environment has become a traditional, effective field for manifesting political engagement. The public consciousness is regulated by “imposing” political information in a distorted form.
This implies that the long-term impact on the people conscious changes the mental state. Consciousness directly interacts with the senses of person. Information received from the media, processed and transferred to long-term memory, if a person reinterprets it and considers it useful. The subconscious mind operates with data from long-term memory. If the Ukrainian is inspired to think that the Russian aggressors for a long time, then the unconscious takes it for granted and it will be very difficult to change this paradigm. A person’s worldview is built on such knowledge from long-term memory, and, unfortunately, in the case under study- this is a negative experience destroying the personality of the Ukrainian people.

The attitude of society to Russia depends on the news handling by the correspondents. It is proved that mankind cannot remain without information and news and according to statistics every person spends in front of the TV and listens to the radio, reads news in the Internet about 4.5 hours per day. This time is quite enough for qualified specialists in neurolinguistics programming to form in the minds of viewers and listeners the ideas needed by customers (politicians), even if these representations contradict reality. Television and the Internet remain the most powerful channels of influence on the human mind and psyche, forming public opinion.

Conclusions
Public opinion is the external expression of public consciousness, which means the formation of mass consciousness. The attitude of different groups of people to the events and processes of real life, affecting their interests and needs, is programmed.

Public opinion formation and development of the Ukrainian people about Russia is purposeful, under the influence of political institutions, political parties, Mass Media on mass consciousness, and sometimes it happens spontaneously, under the influence of vital circumstances, when people use rumors, information from third parties.

The manipulative functions of verbal aggression used by the Ukrainian media play a large role.

When using the theory of speech acts, within the framework of which rules of argumentation have been developed, any information is laid in the person’s consciousness compulsorily.

It is notable that for Ukraine a planned, well-thought-out way of forming points of view on the ongoing processes in Russia, the Donetsk National Republic and Lugansk National Republic are more typical. And at the present time, the main role in this process, regulating the behavior of the individual, social groups with respect to making a decision to support or reject certain representations, values, norms, belongs to the media.

Ukrainian Mass Media uses the methods of influencing the human subconscious with the help of: 1) looping; 2) cognitive dissonance; 3) information-psychological viruses; 4) NLP; 5) subthreshold methods; 6) the authority of the source. Influencing the subconscious, they form the public opinion. Public opinion operates in almost all spheres of society. In the field of view of the period under study, those problems, events that are relevant in Ukraine at the present time, have attracted interest of the political elite and the West, allow unambiguous interpretation of what is happening, forming a public consciousness beneficial to the country’s leadership for shaping public opinion.

The manipulative possibilities of mass communication are enormous, because with the help of numerous techniques described in the article, the Ukrainian media currently do not simply participate in the statement and coverage of political events, but create their own information space, which is presented as a real model of political peace and relations with Russia.

Currently, the media have all the technical and ideological capabilities to serve different political purposes: educating people; influence on their settings; the formation of a desire for freedom and social justice; facilitating participation in the country’s politics; The creation of the moral image of a person; To influence the spiritual growth of a person and spiritual enslavement; Misinformation and intimidation of the people; The incitement of mass hatred
towards Russia, etc. So, the future of the Russian and Ukrainian society will largely depend on the position of the Mass Media in this matter.

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The Model of Russian Capitalism Within the Framework of the Project of “Social Justice”

Annotation: the striving of scientists to reveal the essence of the capitalist system in the 21st century defined a whole complex of its names in the discursive field of capitalism research. The author singles out a variety of definitions glam-capitalism, which suffers from a deficit of justice as well as any other modification of capitalism. Russia does not fit into the model of glam-capitalism on a number of completely objective criteria. The unresolved issue of social justice acquires its own particular nuances for Russian society.

Key words: capitalism, glam-capitalism, Russian model of capitalism, scale of stratification, social justice.

JEL classification: A140.

The boundaries of the disciplinary worlds of classical science, blurred by the heuristics of the active search for interdisciplinary and transdisciplinary research of scientists, opened the prospects for the comprehension of the laws of reality, where the subject of cognition is complex self-developing systems that include a person. A new level of epistemological space is formed in large integrative nodes of scientific discourse: categories, theories, methodological principles. This level allows the social and human sciences to assimilate the conceptual apparatus of mathematical natural science, filling it with new meanings. Thus, the social-humanitarian sciences included an image-symbol “time arrow”, “chronotop”, dissipative structure, etc. These concepts, coupled with the critical abilities of scientists, became a working tool and allowed to create a new image of time as a phenomenon of being of modernity. Here time is not only our sense of its inexorable course and irreversibility, but it is the most important component in the triad of space–time–speed, where the length of the chronotope of modern social reality “crumbles into a kaleidoscope of torn fragments that live a very short life” [7]. Speed destroys the actual grounds for establishing a firm chronological order – past, present, future. Modern society lives in a multidimensional space, where paradoxically the fragments of temporal modes are mixed: the present, the aspiration to the future, the past.

“Time is a messenger of change. We are moving through it or – which, the same thing – is flowing through us ...” [6], constantly posing to society problems of a new quality that social scientists are trying not only to consider but also to resolve through the prism of scientific interpretation. The scientific reflection of the social world in accordance with methodological procedures and the “hypothetical imagination” of scientists create a mosaic field of conceptual constructions from various theories. Since the environment that generates various types of theories is a social reality with inherent human problems, the tasks of social science are
complex in nature. Scientists need not only to solve theoretical and methodological problems in the search for scientific truth, but also to formulate projects for changing the social world as possible productive human actions for constructing a new social reality.

For more than two millennia, public thought, twisted over the streams of epochal changes, is in search of ways of acquiring an ideal society. Utopias of Platon, T. Campanella, T. Mora, Sh. Fourier and A. Sen-Simon were created in the social contexts of various historical times. The objective integrity of the perfect society was formed from various variations of utopian images, where the main constructive feature was social justice. However, the whole gamut of great ideas remained a kind of capital that satisfied exclusively the intellectual needs of the philosophers themselves.

To translate “abstract possibilities into the stratum of real thinking and action” [4] was possible to the theory of K. Marx. “Theories are generated by non-actual or non-empirical processes that precede scientific contact with the world to the same extent as the structure of this” real world [2]. So the real world of the European society of the XIX century became a living source for the teachings of K. Marx on socio-economic formations.

K. Marx, searching for answers to questions about the nature of the social reality of industrial society, conducted a comparative analysis of capitalism as a system in which a transition from a traditional economy to a market economy took place. This gave him reason to see progressive power in capitalism.

But since any theoretical construction is based on the domain prerequisites that form the basic ideas about the society and its basic processes and components, “in Marxism, for example, such domain conditions will be the rootedness of social relations in the labor (production) sphere and the theory of class conflict” [21]. K. Marx, revealing the main contradiction of capitalism, torn by antagonistic relations, generating a class struggle, predicted the inevitability of the emergence of a new social system. Thus, the “doctrine of socio-economic formations asked specifically – historical and world-historical framework for the development of capitalism” [10]. However, the acute perception of the class struggle in the name of social equality and justice left the philosopher out of the perspective of the transition of capitalism to a qualitatively new phase of development.

The natural flexibility of the social reality of capitalism has shaped the field of research into its genesis, stages of formation, and also the basis for the formation of development theories corresponding to the critical moments of the existence of capitalism [20, P. 163]. Thus, the transformation of capitalism towards the end of the nineteenth century was comprehended by J. Hobbs in the foreshortening of two interacting components – economy and politics. This allowed him to introduce the key term of his concept – “imperialism” [15] as a scientific category. V. Lenin, highlighting the main features of imperialism, elaborated this category in detail in his work “Imperialism as the highest stage of capitalism” [17].

Over the past century, the evolutionary stages of development and the point of bifurcation have fundamentally changed the appearance and spatio-temporal characteristics of Western capitalism of the 21st century. A number of his names in scientific literature: non-classical capitalism, post-capitalism, global capitalism, information capitalism, glam-capitalism... reflects the aspiration of scientists to reveal not only the new depth of the capitalist system, but also to highlight its various perspectives.

At the same time, for all the variety of interpretations and interpretations of capitalism, Marx’s position remains unchanged about the decisive role of the productive forces that determine the dynamics of the development of the capitalist system.

The scientific revolution and technological shifts of the last decades formed the basis of modern production, where the supporting structure is the system of convergent technologies, in the range of which there are four key areas of modern scientific and technological progress: nano-bio-technologies and cognitive technologies that support the growth rates of the modern
In addition to hi-Tech technologies, the leading positions in the economy are defended by industries where the logic of activity is set by the principles: luxury, exotic, erotic, pink, blond. On this basis, you can define this economic sphere as a glamorous production.

If in the 30 years of the XX century glamor was positioned as an aesthetic form, then by the end of the century it became the general logic of various processes of creating value, a strategy in the stock markets. One can observe how the growth rates of the industry producing luxury goods, fashion, beauty, hospitality, entertainment for adults outstrip the global economy as a whole. The production of luxury goods is becoming a trans-industry, which crosses the boundaries of traditional industries, unites enterprises that produce on the basis of fundamentally different technologies in all respects different products, under the common denominator – luxury.

The modern economic system represents a kind of eclecticism of exclusivity and mass character. Once a closed luxury market for a narrow layer of connoisseurs of unique products “has evolved into an expanding cluster that unites a huge number of professionals and organizations specializing in creating opportunities for extraordinary consumption for millions of people... Glamor has turned into economic capital and defines a new modification – glam – capitalism” [14].

Analysis of the modern economy in the range of the concept of “glamor,” as glam-capitalism, explains the growth of industries that produce goods based on the Big Five, and the growth of Hi-Tech, which in the logic of glamor focus on the production of gadgets and the development of communication networks.

Of course, the term “glamor” may seem somewhat strange for scientific analysis. However, it should be noted that this does not contradict the scientific tradition of constructing concepts and innovative thinking. So, for example, in modern physics, the notions of the “elegant Universe”, “The Running Universe”, “the fabric of the cosmos” [13], “Newborn Universes” help to look at the depths of the universe [6].

It remains unchanged in capitalism that in all its modifications it is far from perfect. Its shortcomings are based on a fundamental contradiction between unlimited aspiration for profit, gaining surplus value and social guarantees. Capitalism “suffers from a deficit of justice, inevitable under the rule of big capital, subordinating its interests to the functioning of socioeconomic structures not only in individual countries, but now also throughout the world” [16].

In our opinion, this problem finds its own special shades for Russia. Russia, which returned to the orbit of capitalism as a result of the reforms of the 1990s of the XX century, does not fit into the model of glam-capitalism, not only because it does not produce the 100 most expensive brands, but also for a number of quite objective criteria.

The annual report of the World Economic Forum is a report on global competitiveness, which ranks countries on the basis of the Global Competitiveness Index, made up of 12 terms. (GCI The Global Competitiveness Index). The competitiveness index assesses the ability of countries to ensure a high level of well-being of their citizens, which primarily depends on how effectively the country uses the resources available. The global competitiveness rating 2016–2017, published by the analytical group of the World Economic Forum, was led by Switzerland. In this rating Russia occupies only 43 place [22].

Economic parameters are logically complemented by the stratification model of Russian society. Privatization has become a kind of revolutionary transition from a Soviet planned economy to a market economy based on the merging of criminal structures with bureaucratic officials. A new scale of stratification on class grounds was formed. Here the concept of “estate”, freed from its traditionally historical interpretation, is identical with the concept of “corporation”. At the top of the corporate hierarchy of society are closed hereditary elites, endowed with access to resources and various benefits.

A significant segment of Russian society is represented by social groups with an unstable social and economic situation, with a conditional or reduced status, and thus socially
unprotected. “Instead of market capitalism, the next invariant of the distributing economy is again reinforced, where access to various goods and the provision of resources are directly dependent on membership in a certain rent-class group” [18].

Against the backdrop of the picture of autochthonous Russian capitalism [10, P. 537], which demonstrates the chronic poverty of wide sections of the population, the issue of social justice is becoming more acute.

Conceptualization of justice in modern science allows us to schematically represent three basic theories: the first identifies justice and acting law, the second distributive “says that justice is a formal condition for equality of opportunity. If they are, then there is justice. And finally, there is a third theory, very important, according to which justice is what the historical tradition of the country understands under it” [19]. The experience of building a socialist society in our country has become a kind of socio-cultural code “rooted in the heart”, reflecting research conducted by the Institute of Sociology of the Russian Academy of Sciences, which are consistent with the FOM surveys. Most Russians believe that “Russian society is less equitable than the Soviet one”, and that the most popular dream in Russia is “to live in a more just and reasonably arranged society” [12].

To a large extent, this is determined by the fact that in the Russian reality there is clearly no universal access of citizens to the legal, economic and political space. In addition, the traditional quantitative gap between those who have more and those who have less, deepens not even by consumption, but by the dynamics of consumption.

In this connection, one can turn to the idea of “core-periphery” and extrapolate it to the spatial configuration of Russia, “associated with the uneven acceleration in territorially different parts of the once united country, when the rate of change in capitals, large industrial cities is growing faster than in the province, leading to the heterogeneity of a formally uniform space” [7].

On the one hand, it is the “core” that represents mega-cities as enclaves of globalization, where social life is structured by flows of people, money, goods, information. And on the other hand it is the periphery, which is limited by the flows of material and social goods. Residents of megacities get access to socially significant resources earlier and to a greater extent. Of course, it is possible to deepen the problem and to consider the inequality in the megacities themselves, “where streams of material, human and symbolic resources flow, and where differentiated access to these resources is organized in accordance with the logic of glam-capitalism” [14].

But we will limit ourselves to the conclusion that in a country polarized by poor and rich, the unresolved issue of social justice divides society into those who “do not want to lose what they have” and those “who have nothing to lose” in the current situation. The status or mercantile interests of “those who have something to lose” correspond to the desire to preserve the status quo, which they impose on all societies in various ways, they have a variety of possibilities for this” [8]. The main of these opportunities is strength and power. In fact, Frasimach’s postulate works from the first book of the Platonic “State”: “The justice is nothing but beneficial to one who is more powerful” [5].

The sense of injustice in public relations becomes a chronic experience of society, which aggravates pessimism and disbelief in the socially unprotected strata of the political elite. In many respects this is due to the fact that in the deep layers of consciousness, the state is the “bearer of justice” for the Russians, and on the basis of justice they judge the adequacy of the policy to satisfy different public interests.

In view of this, the political elite needs to realize that in a society that has lost faith in social justice, those social strata and political forces that will advocate changes in social development can become more active. There must come an understanding that justice is not an abstract concept of “equal opportunities and rights,” but an imperative that motivates a person to exit “beyond the rules, behaviors and behavior of modern civilization that are indifferent to social inequality and injustice” [1].
“The future is a fairly ephemeral substance” [8], but it is indisputable that it exists only in a society with the potential for creation and consolidation of all social strata, and not for a society overwhelmed by problems of survival. Finding ways to arrange life according to the rules of freedom and justice is possible if mechanisms for constructive work are developed to implement a project aimed at changing the socio-economic reality and resolving social tensions and conflicts. This will allow society not just to survive, but to make a transition to a new, more highly developed social state. “Therefore, we need capitalism not only efficiently productive, but also civilized, and above all, with social justice” [11].

Does Russia have any prospects in building such a model of capitalism or is it an illusion of the 21st century? The answer cannot be unambiguous, since the solution of such a large-scale task involves a combination of many factors. But there is no doubt that the main role in this project will be allocated to the nationally oriented cultural policy, which presupposes political will and state activity.

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Status of Women Politicians in History of Russia

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Annotation: This article is devoted to the study of the role of women politicians in the history of Russia. Particular attention is paid to analysis of Russian women successes in the struggle for their right to participate fully in the political life of the country. The author gives a comparative analysis of gender relations in the political sphere in a number of European countries. The article analyzes the cross-cultural study results of the possibility of changing the world for the better with greater involvement of women in politics in different countries and world politics as a whole.

Key words: gender asymmetry, political activity, power, society.

JEL classification: A140.

In today’s rapidly developing world, the gender reality is that a woman in politics is a phenomenon rather rare than widespread [4]. Our society hardly part with the limited idea that politics is the lot of the “stronger sex”, that there are no women’s interests in politics, that there are only universal values that must be defended. And despite the fact that in the history of many states, women have proved that the “weaker sex” is able to take on problems and difficulties that have traditionally been considered the privileges of men.

Women have long obtained their social significance and independence. We are already accustomed to the word “emancipation”, and today no one is surprised by women as doctors, politicians, military. At first glance it seems that in the modern world there are no obstacles, however only a rare woman has the courage to decide on whether to go to politics or become the director of a large enterprise or company [9; 22].

Considering this problem on a global scale, it is necessary to say that an important step in achieving equality for women was made on December 18, 1979. On this day, the UN General Assembly adopted the Convention on the Elimination of All Forms of Discrimination against Women. Based on this document, 165 states are obliged to ensure equality between men and women in the social, cultural, economic, political and social spheres in accordance with international law [22].

Analyzing the real gender asymmetry of Russian society, I would like to consider the historical contribution of women to its political and social life. In the history of our country, there are
not many examples of women’s participation in big politics. So in the Provisional Government for a short time since February 1917, the Countess Panina headed the committee on social charity (to look after is to give someone shelter and food). It was a body to combat social problems and prevent negative phenomena in society. In the first Soviet government, among the 67 people’s commissars, there was a single woman, Alexandra Kollontai, who headed the People’s Commissariat of State Charity for six months.

The management of the Soviet state was not much more actively entrusted to women. Considering the period until 1991, you can see only the names of two women: Polina Zhemchuzhina (management of the Commissariat of Fish Industry) and Ekaterina Furtseva (Minister of Culture). It is known that there was a distribution order for the inclusion of at least 30% of women in the lists of candidates for working people’s deputies. But this body did not have real legislative power in the country. All power was with the CPSU. If there were approximately 46% of men and 54% of women in the population, then 80% and 20% of the party membership, respectively, and 97% and 3% in the party’s Central Committee. And in the Politburo and the Secretariat of the Party Central Committee were 100% of men. In this regard, it is not surprising that when modern reforms and the privatization process began, all power and property in our country turned out to be exclusively in the hands of men who were either in power or near the power [1; 18].

At all times grandeur and importance are associated with power. I propose to analyze the life of the three great women of Russia and their role in social and political life. They became famous because they possessed exceptional character traits, such as iron will, great ambition, intelligence, endowment, talent, which made their followers believe in their choseness [15–17].

We all know well from history that Princess Olga was the first ruler of Kievan Russia. The image of the princess is covered with legends, but there is no doubt that her work made a notable contribution to the East Slavic history of the tenth century. In the annals it is described as a beautiful, energetic and cunning woman. Monks-chroniclers called her “wise ruler,” who had a “man’s mind.” As you know, it was Olga who paved the way to Christianity on the Kiev land. But it is a mistake to consider only this fact as the most outstanding achievement of her activity.

Olga was born on the Pskov land. Her parents were not of a noble clan. She met her husband, the young Prince Igor, by chance, when he was hunting near Pskov. The prince spent a lot of time in campaigns. And Olga had to carefully understand political intrigues, accept ambassadors. She managed to keep the dissatisfied in the fist. Prince Igor was satisfied with this. So they ruled the country, dividing the “areas of responsibility”. Military actions were her husband’s business, and Olga answered for the inner life of the principality. After the killing the prince by Drevlyan, Olga became the de facto ruler of Kievan Russia, since their son Svyatoslav was only 3 years old. Olga took bloody revenge on Drevlyan for the death of her husband. Having shown that the power and the law were on her side, nevertheless, Olga understood that it was necessary to order an arbitrary way of collecting tribute, which had led to Igor’s death.

Princess Olga conducted the first reforms in Kievan Rus. She clearly divided the land into “Tuiny”, from which a certain amount of tribute was collected with a strictly established regularity. At the same time, she watched to ensure that her people were not deprived of their means of subsistence. She travelled very often to know her possessions. Olga installed a system of “graveyards”. These are the centers of trade and exchange, in which the collection of taxes took place.

It was Princess Olga who initiated the stone town planning in Russia. Her city palace and country palace became the first stone buildings of Kievan Russia. She did not leave without her attention the accomplishment of the lands under her control.

The princess defined the external borders of the state, brought order with territorial division within the country. During her reign heroic outposts were created. The Scandinavians and the
Germans were eager to serve in the Russian army. Russia became a real power. In the Life of the holy princess Olga, it is said: “Princess Olga ruled not as a woman, but as a strong and intelligent man, holding power in her hands and steadfastly defending from enemies ... In all management affairs, she discovered farsightedness and wisdom” [5, p. 28].

At the same time, she led a chaste and restrained life. Olga did not marry for the second time, not wanting to share power, and guarded the princely authority until her son grew up. But she continued her great mission. Having entrusted Kiev to her son, Olga went with a large fleet to Constantinople. This “walking”, as later chroniclers called it, had an incredible significance for the history and fate of Kievan Russia. It was not just a religious pilgrimage. It demonstrated the military might of Russia and bore the greatest diplomatic mission. There she made the final decision on the adoption of Christianity. Having returned, Olga began her apostolic ministry. And the work of the Grand Duchess was not wasted. Svyatoslav prevented her attempts to establish Christianity in Russia, but her beloved grandson Vladimir completed Olga’s affair by baptizing Russia.

In 1914, Russia established the Mark of Honor for St. Olga, designed to recognize “the merits of women in various fields of state and public service, as well as their exploits and works for the benefit of their neighbour.” But, unfortunately, this award was given only once. In 1916, Vera Nikolaevna Panayeva was awarded with the second-degree Sign of Honor, who lost three sons, officers, in the battles of the First World War.

The second historical figure is Catherine II (1729–1796), which entered the Russian history as an empress-educator. It is well known that by her marriage Sofia Frederick Augusta Anhalt-Cerbskaya is due to Empress Elizabeth, who decided to find a bride for her nephew – the future Emperor Peter III – in her own family. The girl reacted very responsibly to her new status. She began to study the Russian language, history, Orthodoxy, Russian traditions with great zeal. She perceived Russia as a new homeland. Then she moved from Lutheranism to Orthodoxy and received a new name – Ekaterina Alekseevna.

Unfortunately, her family life was not happy. They were too different – an infantile, not very smart young man and his extraordinary, ambitious and astute wife. Catherine decided to direct all her energy to self-education. She read a lot, was interested in philosophy, jurisprudence. She knew how to have others around her. Catherine possessed great diplomatic skills, she knew how to listen attentively.

After the death of Elizabeth Petrovna, entering the throne, Peter III carried out a series of actions that caused a negative attitude to him of both the officer corps and the common people. Against the background of his ignorance, complete inability to rule, and, most importantly, dislike for Russia, Catherine looked very profitable. She was an intelligent, well-read, pious and benevolent wife who was subjected to the persecution of her husband. Her authority grew both at court and among the people.

But Catherine and her supporters were plotting a coup plot and waiting for time. As a result of a carefully thought out plan and a clear organization, Peter was forced to sign a renunciation of the throne.

The reign of Catherine the Great was far from being ambiguously assessed by historians. But it is impossible to overestimate her contribution to historical development of the country. It was Catherine who created a network of city schools on the basis of a class-lesson system, opened vocational schools. Under her, a systematic development of women’s education began. The Smolny Institute of Noble Maidens and the Educational Society of Noble Maidens were opened. The Russian Academy of Sciences became one of the leading in Europe. An observatory, a physical cabinet, an anatomical theater, a botanical garden, a printing house, a library, an archive were created. In the provinces, orders of public charity were established. In Moscow and St. Petersburg, there were educational homes for homeless children, where they received upbringing and education. A Widow’s Treasury was created to help widows [19].
Catherine laid a serious foundation for the development of public health. The fight against epidemics in Russia acquired a national character. When introducing mandatory vaccination, Catherine was the first to do so. The “Charter of Border and Port Quarantines” was created. Along with this, new directions in medicine were developed, fundamental works on medicine were published.

The policy of Catherine II was progressive without sharp fluctuations. During the reign she managed to create 29 new provinces, to issue decrees on the construction of 144 cities. By the end of the XYIII century in the country there were 1200 large enterprises. Foreign trade received serious development. Ekaterina established a loan bank and put into circulation paper money [3].

And this is not all the achievements of her rule. She certainly was a progressive monarch. The Russian Empress was on the throne for more than a third of a century, which was marked by a series of brilliant victories and the expansion of the borders of the Russian state. One of the main tasks that the Empress set for herself was “the enlightenment of a nation that must be governed”. Her reign was far from ambiguous. But it can not be denied that her government reflected the true concern for her country and her people [21].

It is possible to enumerate for a long time the names and merits of Russian women, who played an important role in the history of the state, defending their right to have equal opportunities in our deeply patriarchal state. Among them are not only those who were destined to be in power due to their belonging to the princely or royal family. It was their will and dedication that gave hope and faith to the rest of the women to have the right to realize their sometimes most incredible desires and dreams.

It is impossible not to mention the name of Valentina Ivanovna Matviyenko. Could a simple girl from Shepetivka (Ukrainian SSR), born after the war in a simple family, imagine that next to her name in encyclopaedic dictionaries would be written “a Soviet and Russian statesman, politician, diplomat.” She grew up in a large family, her father was a front-line soldier, her mother worked as a dressmaker in the theater. Valentina Ivanovna was in the second grade when her father died. Well knowing our history, it is not difficult to imagine what efforts, patience, diligence, self-confidence this girl had to have in order to, seeing the goal before her, go to it. After graduating from the Leningrad Chemical and Pharmaceutical Institute, she was invited to work in the district committee of the Komsomol. From this moment her political career began. She continued to learn a lot in order to be a literate and competent specialist. Valentina Ivanovna graduated from the Academy of Social Sciences under the Central Committee of the CPSU, later continued her education in the course of improving leading diplomatic staff at the diplomatic academy of the USSR Ministry of Foreign Affairs. She speaks German, English and Greek [10].

For her long way in politics, Valentina Ivanovna was the ambassador of Russia to the Republic of Malta for three years, a year in the Greek Republic. In a very difficult time for the country, at the suggestion of the head of the Government of the Russian Federation, Yevgeny Maximovich Primakov she became his deputy (September 1998) and was in office for almost 5 years. Valentina Matvienko’s colleagues described her as “a militant and very active social vice-premier who fought for every social object, for every line of the budget.” So, among her merits the repayment of long-term arrears in wages and pensions, the increase in payments for sick leave, the increase in funding for the implementation of the law on disabled people are called. Meanwhile, it should be noted that the overall improvement of the economic situation in the country in the early 2000-s contributed a lot to the success of the vice-premier. After the 1998 default and the devaluation of the ruble, export earnings were recalculated into rubles at a much higher dollar rate, and as a result, the government was able to pay off old debts to the social sphere. Then about 8 years Matvienko was the governor of St. Petersburg. And on September 21, 2011 Valentina Ivanovna Matvienko was elected the Chairman of the Council
of Federation of the Federal Assembly of the Russian Federation by 140 votes of senators with 1 abstention. Thus, she became the first woman in the history of Russia, who holds the post of chairman of the upper house of parliament.

In 2011 and 2012, Valentina Ivanovna was recognized as the most influential woman in Russia in the ranking, which was compiled by Echo of Moscow, Ogonyok and RIA Novosti. According to journalist Alexei Venediktov, Matviyenko is really extremely influential: “...She has very good contacts with the main decision-makers – with Vladimir Putin and Dmitry Medvedev. She affects them. Secondly, we must not forget that Matviyenko is a member of the Security Council, the only woman as a permanent member of the Security Council... I would like to stress once again that my interlocutors in the Kremlin, whom I showed this rating and discussed with them, because I was interested in their opinion, – they told me that Valentina Ivanovna is an influential person, and they listen to her” [11].

V.I. Matviyenko from the very beginning was one of the most active participants of the Russian campaign in the Crimea. On March 1, she assembled the Federation Council for an emergency meeting, during which the senators unanimously gave President Vladimir Putin permission to use troops on the territory of Ukraine.

In modern history at the turn of the 20th and 21st centuries we see that women began to play a more vivid role in the political life of the world, individual countries and peoples. And, of course, this is evidence of the further emancipation of women. Many people believe that discrimination is a natural phenomenon, connected primarily with the biological essence of a woman, which significantly limits her social activity. However, in Sweden, a woman can become a member of parliament and have three or four children who attend a kindergarten, where the group is not 20–25 children, but 5–6 [13]. Moreover, the Swedish parliament has a special room for nursing mothers. And in Finland, where the President is elected every 6 years and no more than for two terms, from 2000 to 2012 the President was a woman Tarja Halonen. There is not uncommon a woman as a prime minister or a mayor there. And the main state task that the government sets itself and realizes in practice is the welfare of every citizen of the country. And from history we know that just over 100 years ago Finland was a weak undeveloped appendage of the Russian Empire.

And this is not the only example of serious legislative progress in the actual participation of women in power. The French National Assembly is discussing a bill on the need for numerical equality of women and men in the lists of candidates for deputies at all levels of representative government. There even a special measure is stipulated to ensure that this equality is not violated: from refusal to register party lists during the election campaign to penalties [8]. This is the idea of parity democracy, which the French women began to defend approximately simultaneously with Russian women (early 90's). At the same time, they are already discussing a ready-made bill! And in our country on March, 14th, 2004, for example, at presidential elections women made 55% from all number of voters [13]. And how many of them do we see today in power?

I think there is no doubt that one of the main obstacles to gender policy in Russia is the authoritarian type of existing relations. To the great disappointment, though representing an absolute minority in power, women are forced to play by male rules. At the same time, imperceptibly even for themselves, they quickly lose their uniqueness – feminity, charm, softness, becoming like “the powerful of this world.” Because of this, of course, everybody is losing [6].

There is another interesting study that I would like to talk about. There is a well-known association of independent research agencies Gallup International / WIN, which unites 77 companies and carries out independent surveys in almost 100 countries around the world. They conduct polls, including during the presidential and parliamentary election campaigns. There are various international projects in which these studies are conducted. For example,
during the annual survey “The Global Barometer of Hope and Desperation,” respondents around the world were asked to answer the question of the possible influence of women on political processes. The question was asked: “If the number of women in politics increased, would the world make it better or worse?” 70 thousand people from 65 countries of the world participated in the survey. 34% (a third) believes that the world will become better if there are more women in politics. Opposite point of view is supported by only 17% (twice less). 41% (four out of 10) believe that with an increase in the number of women politicians globally, nothing will change in the world. 8% of respondents could not answer this question. Considering the figure of 41%, it is important to say that 52% of the number of respondents are residents of Western Europe. Most likely, such results can be explained by the fact that all issues of gender equality have been solved there long ago, and therefore the inhabitants of these countries no longer see any fundamental changes that could be implemented by women who are already sufficiently represented in European politics. And this is confirmed by the following figures. In France, this answer was given by 50% of respondents, in Austria – 52%, in Germany – 61%, in Great Britain – 55%, in Lithuania – 58%, Denmark – 58%, Switzerland – 51% [19].

What’s the situation in Russia? One third of our citizens (34%) believe that women politicians can make the world better, more than a quarter (28%) believe that with the increase in the share of women in politics nothing will change, 17% of Russians found it difficult to answer this question. But here is one more figure. Every fifth respondent (22%) is afraid of worsening. Summarizing, we can say that the people of the planet are optimistic about the idea of increasing the number of women in politics. Moreover, three quarters of respondents are confident that a “good sex” will not make the world worse. The president of the research holding Romir and the director-coordinator of Gallup International / WIN in Russia, the CIS and Eastern Europe believe that “on the political scales this is a very significant indicator” [17].

Most of the problems that our world faces today are not problems of men or women alone. There is no doubt that these are problems of our common life, of our planet as a whole, and we must solve them together. Women politicians, actively involved in the political and social life of their country, remain wives, mothers and grandmothers. Who knows, maybe it is women who will save our world from destruction and misfortune, it is women who will put an end to wars and meaningless human victims. And on our planet at last peace, love and well-being will prosper!

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Mongolian Technical Vocational Education and Training for Enterprises

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Annotation: this overview of Tertiary Education and employment linkages provide the framework for identifying main elements in the strategy for the Tertiary Education. The education and training system would need to respond and adapt to the major changes in the labor market and occupational structure of the labor force that will occur with the implementation of current development plans and policies. The overarching objective of the Tertiary Education and training system in relation to labor market will be to supply a highly productive and internationally competitive labor force to support the strategy of long-term development of Mongolia. The occupational structure of the labor force will change in the direction of mining, construction, manufacturing, transport and communication and agriculture demanding significant increases in the numbers and proportions of the skilled technical and professional workers for these sectors. This report recommends the following interventions with regard to labor market conditions of the Tertiary Education sector in Mongolia.

Key words: tertiary education, labor market, training system, education system, Technical and Vocational Education Training, Higher Education, labor supply.

JEL classification: A140.

Introduction
The Mongolia is a country blessed with natural resources and it needs investment in human capital development to exploit its full development potential. The Mongolian Higher Education sector is characterized by rapid growth, presence of small scale private institutions, concentration of privately owned higher education institutions in humanities and social science disciplines, high graduate unemployment and policy uncertainty. It is supply driven and accounts for about 79% of Tertiary Education sector enrolment. In contrast, the Technical and Vocational Education Training sector is characterized by lower student enrolment and dominance of public sector institutes. Government’s Education Sector Master Plan addresses the key challenges (i.e. improving people’s livelihood, reducing unemployment and poverty, and ensuring social equality and sustainable economic development) of Mongolia and sets out the framework for education reform in the country. In view of structural changes of the
national economy, Mongolia needs workers equipped with scientific knowledge and technical and vocational skills.

According to Global Competitiveness Report Mongolia is ranked at 102nd position out of 138 countries. In terms of higher education and training, and technological readiness, Mongolia is ranked at 59th and 132th positions respectively. In terms of labor market efficiency, it is ranked at 66th position indicating presence of an efficient labor market. This means the operations of the labor market is mostly influenced by demand and supply forces. Hence, the key challenge of Mongolia is to strengthen its competitiveness through sustainable and competitive workforce with the creative and analytical skills. Both higher and technical education sectors need to play a major role in achieving this objective.

The value added contribution to GDP by agriculture, manufacturing and services sectors is 21, 30 and 49% respectively. In terms of employment however, herding and agriculture accounts for about 42% while the rest is shared among mining (4%), manufacturing (6%), trade (14%), services (29%), and public service (5%) sectors. The private sector share of GDP was about 3.3% of GDP. In terms of scale, small and medium scale enterprises account for more than 90% of business enterprises and more than 50% of them are in trading business sector.

Mongolia is endowed with mineral deposits, including gold, nickel, iron ore, wolfram ore, copper, coal, and uranium. Its contribution to GDP and state budget is around 19 and 45% respectively. In fact, some of the companies in the mining sector accounts for more than 10 of the country’s GDP. The transportation and communications sectors account for about 13% of GDP.

The industry sector of Mongolia comprises of construction, mining, food and beverages, processing of animal products, cashmere and natural fiber manufacturing. Its exports include copper, apparel, livestock, animal products, cashmere, wool, hides, fluorspar, and other nonferrous metals.

Although Mongolia has carried out major reforms in agriculture, including privatization, deregulation of product prices, and liberalization of trade. The economy suffers from low productivity and low technology orientation. Its agricultural sector is less developed and value addition in manufacturing is very low.

As revealed by the Living Standards Measurement Survey (LSMS), mining is the fastest-growing sector with an increase in employment by 74% for the 25–34 age groups (Table 1). It also attracts a greater number of younger workers than older ones. Similarly, the construction sector has recorded the second highest growth rate between 2007 and 2015 for the 25–34 age groups, while manufacturing recorded the third highest growth. Transport and communication and trade sectors recorded 4th and 5th positions in creating job opportunities for the age cohort of 25 to 34. Agriculture could also be identified as an important sector in view of its high labor absorptive capacity and relative significance in the national economy (i.e. 23% of GDP).

<table>
<thead>
<tr>
<th>Industry sector</th>
<th>25–34 age group</th>
<th>35–55 age group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% change per annum</td>
<td>% change per annum</td>
</tr>
<tr>
<td>Mining</td>
<td>74.5</td>
<td>32.8</td>
</tr>
<tr>
<td>Construction</td>
<td>40.9</td>
<td>15.0</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>12.4</td>
<td>11.3</td>
</tr>
<tr>
<td>Transport &amp; communication</td>
<td>12.2</td>
<td>5.2</td>
</tr>
<tr>
<td>Trade</td>
<td>1.3</td>
<td>5.9</td>
</tr>
<tr>
<td>Utilities</td>
<td>0.2</td>
<td>5.7</td>
</tr>
</tbody>
</table>

Table 1

Employment by Sector and Age
Methods

This report deals with labor market situation and linkages between tertiary education sector and business enterprises in Mongolia. The assessment is based on depth interviews, group discussions, focus group interviews, and survey of Technical and Vocational Education Training graduates. The first, depth interviews include meetings with Senior Officials of the Ministry of Education, Culture and Science (MECS), Chief executives and Senior Officials of both public and private higher education institutes (HEIs). The second focus group interviews include three groups: a) students of Technical and Vocational Education Training’s, b) directors of Technical and Vocational Education Training’s and Private Higher Education Institutes, and c) employers. The third, survey of Technical and Vocational Education Training graduates, was carried out using a structured questionnaire covering a total of 66 students representing three sub-sectors: a) Technology, b) Food manufacturing and c) Light Engineering sub-sectors. The purpose was to elicit information on gender discrimination, wage differentials, reasons for selecting Technical and Vocational Education Training courses, and level of satisfaction on study programmes. In addition, both published and unpublished secondary information on higher education system, Technical and Vocational Education Training system, national economy, and labor market statistics have been used in the analysis.

(i) Review and analyze current mechanisms on Private Higher Education Institutes to be effectively used for the transformation.
(ii) Propose effective incentive schemes for the transformation from the perspective of public-private partnership and school-enterprise partnership.
(iii) Assess the current public-private partnership and school-enterprise partnership in Technical and Vocational Education Training schools, including sandwich programs and twinning programs, and propose innovative partnerships for school operation and management.
(iv) Propose practical and feasible measures for improvement of the employment ratio of graduates of Technical and Vocational Education Training schools.
(v) Examine the external and internal efficiency of Technical and Vocational Education Training in terms of employment and earning, labor market policies, and self-employment, including girls and women.
(vi) Conduct small-scale surveys to identify demand for skills for institutional strengthening.

Result

The tertiary education sector in Mongolia comprises of both higher education institutions and technical education and vocational training institutes. Over the past several years there has been a proliferation of higher education institutes in Mongolia and currently there are 146 Higher education institutes providing education. Of this, 42 are public, 5 are affiliated to foreign institutions, and 99 are private. In terms of student enrollment, public HEIs account for about 61% of student enrolment. The main characteristic of the HEI sector in Mongolia is presence of small scale institutions. In fact, about 15% are operating with more than 1000 students. The small scale private Higher education institutes (Private Higher Education Institutes) suffer from limited subject coverage, low quality, absence of adequate learning facilities, lack of recognition, and inadequate human resources. The Technical and Vocational Education Training sector on the other hand, comprises of 63 institutions with a heavy dominance of public sector institutions accounting for about 70% of institutions and 73% of total enrolment. In terms of gender, female share in HEI sector is 60% as against 53% in Technical and Vocational Education Training sector.

1 Interview: Prof. B. Jadambaa, President, Consortium of Universities & other representatives.
2 Interview: Ms. Jamts Tungalag, Mongolian national Council for Education Accreditation.
3 Interview: Director of Food Technology College.
4 Interview: Rajive Gandi School of Art and Production.
5 Educational Statistics, Ministry of Education Culture and Science.
As shown in Figure 2, HE sector accounts for about 79% of the total enrolment in TE (Figure 1). Within the HiE sector about 58% are enrolled in social science subjects while the rest is enrolled in science-based study programs, i.e., technology, medicine, natural science, etc. (Figure 2). Among social science students about 61% are enrolled in business management and 21% are in economics and sociology while the rest are enrolled in law (14%) and information technology (4%). The employment structure, however, does not demand for such a high proportion of social science graduates. Hence, there is a strong need to improve the quality and relevance of tertiary education to meet skill requirements of the labor market.

![Figure 1. Student Enrolment](image)

![Figure 2. Occupational Direction of Students by Type of Study Programme](image)

Employment creation is directly linked with the rate of investment and economic growth. High economic growth and investments increase labor absorptive capacity of the economy. Mongolian experience in this regard reveals an increasing trend in GDP and investment except for a short-term drop in the growth of investment in 2015. However, the widening gap between growth of investment and employment since 2006 indicates some structural problems at national level. In the context of present analysis, it lends evidence in support of low technology orientation of the existing labor force.

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1 National Statistics Year Book of Mongolia 2015.
In the present context of highly globalized economic environment, Mongolia needs workers equipped with scientific knowledge and technical skills. In terms of economic sectors, the agricultural sector requires graduates who could apply modern agricultural production methods and intensive farming techniques. The agriculture sector in Mongolia cannot continue as a large scale low productive sector and needs to be modernized and strengthened through graduates equipped with scientific knowledge and intensive agricultural production. This is a sector which has a great potential for growth and expansion and to make a good contribution to overall economic development of Mongolia.

With the introduction of pro-market policy reforms, the private sector enterprises have emerged in various economic sectors of the economy. As stated earlier, they account for more than 75% of GDP about These enterprises are efficiency oriented and concentrate on maximizing their comparative advantages. They are also more technology oriented and compete with global competitors. As a result, the skill requirements of these enterprises cover wide range of occupational groups ranging from managerial, professional, technical, skilled and unskilled worker categories.

On the supply side, the providers of tertiary education (both public and private) need to pay special attention to changes in labor market demand and make necessary adjustments with respect to curriculum development, practical training, introduction of new courses, staff development, teaching methodology, student evaluation methods, university industry linkages etc. At present, there is little or no interaction between the Higher Education Institutes and TVETs in terms of upward-mobility or cross-mobility. From the household side Higher Education is the most preferred option and it has been a major causal factor for proliferation of private Higher Education Institutes. On the demand side however, the demand is mostly for technical and operative categories which require more technical and operative skills. This has seriously affected the external efficiency of the Higher Education Institutes sector.

**Discussion**

The external efficiency of TVET can be assessed in a number of ways. These include the success rates of trainees in finding of employment at the end of courses, the use to which the training is put in employment, effectiveness of the system in meeting employer needs, including action to combat skill shortages, and the flexibility and adaptability of the system to respond to labor market demand. Survey evidence, discussions with employers and TVET graduates indicate relatively high employment rates among TVET graduates. Survey evidence of TVET graduates representing technology, food manufacturing and light engineering revealed that high demand and emerging labor market trends as key factors for selecting TVET courses programs (Table 2).

**Table 2**

<table>
<thead>
<tr>
<th>No.</th>
<th>Reasons</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High demand for TVET</td>
<td>39.4</td>
</tr>
<tr>
<td>2</td>
<td>Hard to find a job</td>
<td>19.7</td>
</tr>
<tr>
<td>3</td>
<td>Provides more employment opportunities</td>
<td>16.7</td>
</tr>
<tr>
<td>5</td>
<td>Access to new technology through training in private companies</td>
<td>19.7</td>
</tr>
<tr>
<td>6</td>
<td>Life-long learning</td>
<td>4.5</td>
</tr>
</tbody>
</table>

The employability of TVET graduates is higher than that of their counterparts in the Higher Education sector. For example, employment rate among university graduates is 36% as against 60 per cent among TVET graduates (World Bank Report). This is even as high as 90% with respect to some of the TVET programs. For example, Marketing Manager of Korean Technical College
claimed that employability of their graduates is around 92% among graduates who specialize in spinning and weaving, wool and cushion work and automobile engineering.¹

As viewed by TVET graduates the earnings however, very across industry sub-sectors quite significantly. For example, between construction, food manufacturing and light engineering the take-home pay varies from 194,000 to 254,000 MNTs among TVET graduates. This is particularly very low for a TVET graduate with 3.2 years experience in food manufacturing sector (Table 3). As shown in Table 6, only 6% have stated that they are fully satisfied with the salary while 21% reported that the salary is not sufficient. In fact, the minimum salary per month is only 36% of the average salary as against International Labor Organization recommendation of 60%. The low salary structures may affect the efficiency of the labor market and investments in human capital development. Across sectors the lowest salary is reported in agriculture sector and it is only 58% of the national level average wages (Table 4 and 5). The other sub-sectors with lower salary levels include manufacturing, electricity, water supply & power, construction, commerce, trade and services, hotels & restaurants, and transport, storage & communication services. In contrast, the highest paid sub-sectors include finance operations, mining, state management, defense and social insurance, education and health and social care.

| Table 3 |
| Expected Salary (MNT) |
| Sector | Experience -Years | Salary | Take-home salary |
| Technology- construction sector | 1.3 | 244 379 | 211 385 |
| Food manufacturing | 3.2 | 220 400 | 194 450 |
| Light Engineering sector | 1.2 | 319 000 | 254 000 |

| Table 4 |
| Sufficiency of Salary Received |
| Sufficiency of Salary | Response |
| Fully satisfied | 6.1 |
| Average | 34.8 |
| Not sufficient | 21.2 |
| Can get the social insurance | 9.1 |
| Like the college work environment | 15.2 |
| Better to work | 13.6 |
| 100 |

| Table 5 |
| Minimum Standard of Living (per month MNT) |
| Region | 2009 | 2010 |
| West | 96 100 | 97 000 |
| East | 86 300 | 91 500 |
| Central | 91 200 | 91 700 |
| Khangai | 90 600 | 90 900 |
| UB City | 101 100 | 101 600 |

Gender discrimination at the recruitment level may also hinder labor market efficiency and investments in human capital. As viewed by TVET graduates, gender discrimination is prevalent particularly with respect to age (45%) and appearance (31%)².

¹ Interview: Manager, Marketing, Korean Technical College.
² This was noted during FGDs as well. In fact, some students stated that “good looking tall female applicants” have a very high chance of getting a job as opposed to other female applicants.
The findings of the World Bank reveal growing demand for higher levels of skills, particularly those developed by technical and vocational education. In fact, An increases in the wage premier of high school vocational education over that of primary education (0.349) is higher than that of general high school education (0.093), signaling the increasing demand for vocational skills among high school graduates. It is important to note that an increase in the wage premier of tertiary diploma (mostly awarded to tertiary level TVET graduates) (0.639) which is the highest among all adult workers.

The negative perceptions which employers have of vocational education and training is yet another important issue. They see it as not cost effective, far removed from realities of working life and failing to produce trained personnel with either requisite skills or attitudes. Three principal causes were found: a) relevance of training to the labor market, b) ignorance of employers about the potential of institutional and or integrated training, and c) absence of guidance to trainees, instruction in job-search techniques and any active job-placement services. There is also little evidence that institutions and training providers respond to perceived need within the labor market. If Mongolia is to enhance its competitiveness and develop, there is a need to raise skill levels and to improve the responsiveness and efficiency of TVET to meet employers’ needs.

Both Ivanhoe Mines Mongolia LLC and Energy Resources LLC have expressed their concerns about the inadequacy of competent (skill and knowledge) workers and their willingness to actively involved in the training of mine workers through formal collaboration with MECS. Some of these companies are planning to bring in migrant workers (mostly from neighboring China) to work until Mongolian workers are available. Similarly, the Mongolia Employers’ Federation has acknowledged the gap between the expectations of employers and the technical competencies of TVET graduates. They have argued that TVET graduates appear to have very little competence with regards to occupational health and safety or high technological skills and are currently advocating for curricular reform in the subsector.

Both inward and outward migration of labor is yet another important issue worth noting in the present context of Mongolia. With respect to the latter, South Korea is the most important destination for Mongolian workers. There are roughly 30,000 Mongolians working in South Korea. The outmigration of Mongolian labor into the neighboring and far away countries cannot be quantified due to lack of data. At present, there are about 15,000 Chinese migrant workers employed in construction and mining sectors of Mongolia. Some of these jobs are low wage jobs while others are skilled jobs. As pointed out by TVET graduates during FGDs “Chinese workers are very fast but poor quality.” They also stated that “Mongolian workers are slow but good quality.” TVET students also stated that while Chinese workers occupy low wage jobs Engineers from Russia occupy higher wage jobs. With respect to migrant workers, the HR managers were of the view that migrant workers are better and more productive. This is an issue which needs to be addressed at national level and take some remedial measures.

However, some of the major companies in mining sector have expressed concerns about the inadequacy of competent (skill and knowledge) workers and their willingness to be actively
involved in the training of mine workers through formal collaboration with MECS. Similarly, the Mongolia Employers’ Federation\(^1\), has also expressed deficiencies of the TEVT sector from the point of view of skill requirements of the industry. As claimed by them, TVET graduates appear to have very little competence with regards to occupational health and safety or high technological skills and are currently advocating for curricular reform in the subsector.

**Summary and Recommendations**

1. The Higher Education sector in Mongolia is currently experiencing several major changes. The structural changes of the economy led by pro-market policy reforms of the 1990-ies have resulted emergence of a Higher Education sector with a phenomenal growth in terms of no of institutions and student enrolment. Over the next 10 years the Higher Education sector in Mongolia need to take a different path in response to structural changes of the national economy and emerging trends in the global market. Given its lower ranking in global competitiveness, Mongolia needs to concentrate on quality and relevance of its tertiary education.

2. This overview of Tertiary Education and employment linkages provide the framework for identifying main elements in the strategy for the Tertiary Education and training system during the next five years. The education and training system would need to respond and adapt to the major changes in the labor market and occupational structure of the labor force that will occur with the implementation of current development plans and policies. The overarching objective of the Tertiary Education and training system in relation to labor market will be to supply a highly productive and internationally competitive labor force to support the strategy of long-term development of Mongolia. The occupational structure of the labor force will change in the direction of mining, construction, manufacturing, transport and communication and agriculture demanding significant increases in the numbers and proportions of the skilled technical and professional workers for these sectors.

3. The Government’s Education Sector Master Plan (ESMP2) has set the twin goals of establishing a world-class university system and transforming policies: with respect to tertiary education, the ESMP2 has identified three main policies: (1) to upgrade education quality and produce citizens who can function effectively in a modern knowledge economy; (2) to provide education services that can be accessed by students in all parts of the country, including rural areas, and by poor and vulnerable groups; and (3) to improve the management capacity of central and local educational institutions.

4. Major re-orientations are needed in the general and academic part of the Tertiary Education system to correct past deficiencies in relation to the labor market. The Tertiary Education system has to strengthen links between Tertiary Education providers and the work environment, between the theory and the practice, between the scientific knowledge and its technological application. It has to develop the generic attributes and capabilities demanded in the labor market.

5. The Tertiary Education system needs to take into account the structural changes in the labor market during the post-reform period. This has implications for attributes and skills, for links between the Technical and Vocational Education Training system and private industry, for the participation of the private sector in Tertiary Education system and for the financing of the system.

6. The Tertiary Education system has to expand to meet the needs of the changing occupational structure and the growing labor force. This requires far reaching changes in the size and composition of the Tertiary Education system. The non-academic component of the Tertiary Education system, particularly the middle level of managerial, professional, technical and vocational skills has to be expanded. In order to improve these areas the government has to make some strategic choices and investments in Tertiary Education sector. We recommend the following interventions with respect to labor market and enterprise linkages.

\(^1\) Represents interest of about 8300 business enterprises in Mongolia.
References

5. Graduate tracer survey report of Mongolia. 2016.

REFERENCE TO ARTICLE


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Construction of the General Index of Social Exclusion of the Elderly People: Example of Three Siberian Regions

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Annotation: An article presents results of building and approbation of theoretical model of social exclusion of elderly people in Siberian regions basing on sociological research in 2016 (the survey covered the Altai region, the Trans Baikal region and the Kemerovo region, n = 779, respondents at the age of 55+ (women) and 60+ (men). We operationalized the components of social exclusion in terms of the sociological questionnaire, estimated indexes of social exclusion by components and the general index of social exclusion, including its regional correlations. The elderly people in all observed regions are suffer from social exclusion in different extent (84.6% of elderly people), but in general the social exclusion of the elderly people is weak or has mean values. We did not fix significant differences between the components of social exclusion, but the most excluded are the pensioners in the Kemerovo region. They were marked by the highest values of almost all indexes of the components, the general social exclusion index and the situation and the condition of the social exclusion.

Key words: social exclusion, elderly people, model of social exclusion, index of social exclusion, general index of social exclusion, index of situation social exclusion, index of condition of social exclusion.

JEL classification: A140.

Introduction

Problems of the elderly population are often connected with global processes in society, such as industrialization or urbanization [20; 28; 31–32]. Aleksandrova [1] and Panina [20]...
characterize the ageing as ‘the age of bad adaptation’, as usual, because an elderly individual has certain somatic and psychological transformations, experience changes of family and social life. The elderly people face with the change in psychical and social status, which reflects on the reduction of physical and social possibilities, first.

An idea about ‘social exclusion’, initially connected with the deprivation of persons with disabilities, was conceptualized in works by Atkinson [3], Room [26], Klasen [15] and is measured by indicators of risk and protective factors, different political circumstances, which they need to overcome. ‘Social exclusion’, in a broad sense, is the process, resulting for the full or partial exclusion of individuals or groups outside the society they live [29]. Therefore, the concept of social exclusion consists of two important accents. First, social exclusion is a multidimensional notion. People, for example, could be excluded from households, because of unemployment, incomes, property, minimal consumption, level of education, life quality, citizenship, and deprived from close contacts or respect. But, the concept of exclusion focuses on multidimensional nature of deprivation, i.e. people could be deprived from multiple ‘social networks’, at once. We mean that the exclusion could be simultaneously economic, social and political one.

Secondly, social exclusion appeals to certain relations between individuals and their groups, and processes, which led to deprivation. Individuals could be excluded from groups of different type at once: as the proprietors exclude others from the land; and political elites limit some groups from legal rights. Therefore, the exclusion occurs at each level of society. As the formation of groups is fundamental characteristic of society, as the accompanying process of the exclusion of ‘the others’ is the same.

Socially excluded people or groups of people have no opportunities to realize general types of activity. Authors usually name such factors of engagement into exclusion as the poverty, subordination in the system of social identities (religion, ethnicity, gender, race); social positions (migrants, refugees); demographic characteristics (education, profession); and condition of health, disability or stigma (HIV, AIDS). The model of social exclusion by the Social Exclusion Knowledge Network (SEKN) [23] represents it as result of action of four interdependent factors (social, cultural, economic and political) at various levels (individual, group, households, communities, and the whole world).

Exactly that multidimensional model lays in the basis of scientific analysis about exclusion. In addition, explicit relation between exclusion and rights lets us of understand discrimination, based on gender, ethnic, and religious specifics, disabilities etc [13].

The authors of the article suggest a conceptual model of social exclusion of the elderly people in order to test prepositions and measure the level of social exclusion of elderly population in three regions of Russian Federation. The abovementioned approaches became the basis for the working out of the model or, to be exact, an attempt to synthetize them. In part, the model correlate with the concept of poverty, but it has some explanatory limitations. Social exclusion reflects not only the process of exclusion (dynamic characteristics) but also the condition of being excluded (static characteristics). Social exclusion may have material (economic) expression (distributive dimension of exclusion) and non-material characteristics (relative dimension of exclusion). The reasons of social exclusion may lay as in collective level as to be the individual characteristics of behavior, which, in theory, could influence on their own.

Thus, initially we identified two dimensions of the exclusion: situation and condition of the exclusion (material and non-material dimensions). By all these, material component of the exclusion (or situation of the exclusion), in our point of view, can be measured through such components as social-economic (material) deprivation, deprivation of social rights (access to social rights and services) and deprivation of security (safe environment). Non-material component (condition of exclusion) could be measured through the deprivation of social participation, cultural (normative) disintegration and social autism.
Material risk factors for social exclusion lay in the base of individual risk factors, less sensitive to invasions and often identify individuals (families or other groups). Such factors include situation aspects of life in conditions of poverty, inconveniences, specific of family relations, low consumer standards, crowded living or low incomes. Social-economic status or social class, and occupational niche are, in reality, surrogates of multiple economic indices [30]. Thus, Hobcraft [10] in his research of the generation of 1958-ies in the Great Britain demonstrated the influence of persistent poverty for social exclusion: age, low qualification, low incomes, early childbearing and depression. Duncan and Brooks-Gunn [7] proved the evident influence of poverty for abilities and achievements of children during a number of longitudinal researches in the USA and Canada. The more evident, than, for example, the influence of behavioral, intellectual or psychical characteristics. McLeod and Shanahan [19], who proved the influence of persistent poverty for psychical health, but for the disorders with internalization symptoms (depression, for example) only, made the same conclusion.

Social-cultural components of exclusion. Kingston [14] in the concept of cultural capital describes shared norms, regulating the behavior of an individual and forming the meaning of group affiliation. These group norms include ideas how the certain group of people ‘supposedly’ should act and what are their aspirations, so called ‘social scripts’ [4], norms of social status [33] or habitus [5]. Thus, the cultural resources are related with the category of identity and connected with certain beliefs and the interpretation of information and activity through the socialization inside these groups [15]. Cultural resources, through the norms and socialization ‘limit and predetermine abilities of individuals, including the control for their own life’ [26]. Accordingly, cultural components could be operationalized in the frameworks of affiliation to concrete social groups, sharing specific type of socialization and acculturation.

Social resources reflect the inclusion and affiliation with social networks, providing personal access to information and support of the others [6; 24]. Social resources could include weak and strong ties [8] and networks, providing emotional or instrumental support [17], based on the community of goals, activity, family or other relations, uniting individuals and localized in private sphere, dominantly. In whole, a large number and power of ties are the indices of high inclusion of individuals into social sphere [11].

We consider resources in the social sphere as and indicators of social-cultural component of the exclusion, because individuals do not choose own gender or ethnicity, but there are able to choose or not to choose friends, interests and even relatives [9]. However, everyone was born with a certain set of cultural and social resources, but they vary in own weakness or strength depending on the number of social networks, their quality and level [11–12].

Lot of researchers consider civic and political participation as a separate spheres of exclusion [2; 22], but include them into social resources because political participation is strongly formalized, and public social resources are connected with organizational structures [25]. The operationalization of formal social resources comes down to affiliation with communities, including elections, group membership, power positions, ability to influence the surroundings, and interests outside private sphere. Thus, the number of ties and interactions with (representatives) civic and political organizations, institutes is the operationalization of resources of participation in the field of social exclusion.

Component ‘social autism’ describes personal resources, ability to see advantages despite economic, cultural or social position. These are micro level resources, including psychological attitudes, psychological welfare and abilities. Psychologists use skills, personal peculiarities and indexes of health to describe one’s activity to manage own everyday life. Personal dispositions and measurement of welfare are operationalized in the corresponding scales in questionnaires of the Big Five, UCLA Loneliness and Minnesota Multiphasic Personality Inventory (MMPI).

The suggested model bases a number of assumption:
1) social exclusion – is a multidimensional phenomenon, reflecting as economic-structural as social-cultural aspects of life. It is theoretically determined by social-economic (material) deprivation, deprivation of social rights (access to social institutes and services) and deprivation of security (safe environment), deprivation of social participation, cultural (normative) disintegration and social autism;

2) the above named components and indicators are specific for the group of the elderly people, which is a priory a group of high risk of social exclusion;

3) social exclusion as the condition and the situation of exclusion could be directly measured through the level of expression of its components;

4) the model has a one-way casualty, i.e. the expression of one of the indicators of the exclusion could cause for the more social exclusion.

Methods

779 respondents at the age of 55+ (women) and 60+ (men) in three regions of Russian Federation participated in the testing of the model of social exclusion (the Altai region, the Trans Baikal region and the Kemerovo region). The model constructed with taking into account the existing gender differences in the retirement age: 55 years for women and 60 years for men. As a result, the sample consisted of 28.5% of men and 71.5% of women. The women sub sample consisted of 30.7% of women at the age of 55–59 years, 32.0% – 60–64 years, 21.0% – 65–69 years, 16.3% – at the age of 70+. Among men sub sample were 55.0% of men at the age of 60–64 years, 27.5% – 65–69 years, 15.8% – form 70 to 74 years and 1.8% – 75+. Considering the spatial dependence of social exclusion (see Paugam [21]), the sample consisted of rural and urban respondents: in the Altai region (33.6% in general sample), the sample covered 53.1% of urban citizens and 46.9% of rural citizens; in the Trans Baikal region (33.0% in general sample), the sample covered 74.7% of urban citizens and 23.5% of rural citizens; in the Kemerovo region (33.4% in general sample) the settlement asymmetry was more evident with 86.5% urban and 13.5% rural respondents.

Each theoretical presupposition about indicators of social exclusion was operationalized in the terms of questionnaire. Social-structural component of social exclusion, or situation of social exclusion we described by three components. We chose indicators of social exclusion for each of the components: 1) social-economic (material) deprivation (further mentioned as MD, 20 indicators); 2) deprivation of social rights (access to social institutes and services (DA, 27 indicators); 3) deprivation of security (safe environment) (Envr, 22 indicators). The social-cultural exclusion or the condition of social exclusion was also described by three components: 1) deprivation of social participation (SP, 25 indicators); 2) cultural/normative disintegration (CD, 19 indicators); 3) social autism (SA, 13 indicators).

In addition, we revealed a set of micro level factors of risk of social exclusion, one part of them are uncorrected factors, the other part – corrected ones. Uncorrected (independent) factors of risk of social exclusion are the following: sex, age, isolation at home, status (employed/unemployed), marriage status, religion, self-care, pensionable seniority, type of settlement (city/village). Corrected (dependent) factors are: motor activity, health level, lack of own housing, low educational level, coping-strategies, material condition, level of adaptation after retirement.

We estimated the index of social exclusion, which is a sum expression of indexes of six components of the exclusion: MD, DA, Envr, SP, CD and SA. To determine the expression of each indicators we transformed the scales for the measurement and, at the same time, the correspondents between high values of indicators and maximal social exclusion of respondents was provided. Each indicator in the set estimated by suggested scales, fixed in the questionnaire; maximal value corresponded with maximal expression of the feature of exclusion. Maximal summary score by MD is 81 (in a result of summating min=32, max=75), DA – 156 (min=40, max=137), Envr – 157 (min=40, max=150), SP – 104 (min=43, max=77), CD – 66 (min=21, max=55), SA – 60 (min=15, max=55), that corresponds to maximal expression of each components.
Further, to provide comparative analysis, we normalized the obtained summarized indexes of each component into 10-score scales, calculated summarizing indexes of the situation (SitExclInd) and the condition (CondExclInd) of social exclusion of respondents, and composed the general index of social exclusion of the elderly population of three regions of Russian Federation (GenExclInd) from the summarized SitExclInd and CondExclInd. The general index of social exclusion was also normalized into 10-score scale. Transformation of indexes into 10-score scale realized with taking into consideration of the adopted regulations about the rounding of fraction numbers, i.e. the value from 0 to 0.49 scores equated to 0 score, from 0.5 to 1.49 equated to 1 score and so on. Statistical data possession and visualization realized with the IBM SPSS v. 23.0 and MS Excel.

Results and Discussion

The index of social exclusion consisted of summarized normalized indexes of three components: material deprivation, deprivation of social rights and deprivation of security. 83.3% of respondents got from 0 to 0.49 scores by the first component, i.e. no one from the group marked as materially excluded. The value of the material deprivation index (MDInd) vary from 4 to 9 scores among the group of pensioners, whereby 0.4% of respondents marker by 4 scores, 2.4% – 5 scores, 4.9% – 6 scores, 3.5% – 7 scores, 1.45 – 9 scores.

The non-null values of the deprivation of social rights index (DAInd) fixed among 36.5% of respondents: the value vary from 3 to 9 scores; the DAInd in the most numerous group, deprived from social rights (15.3%) is equal to 6 scores.

The value of the EnvrInd varies from 3 to 10 scores and is characteristic for 42.5% of respondents. Thus, almost half of participants of the research deprived from safe environment. It is the only component of the exclusion, which value for 04% of respondents was equal to the maximum – 10 scores. Moreover, the only, which is expressed at the level of 8 scores among maximal part of respondents (11.2%).

As a result, the summarized SitExclInd of population of three territories of Russian Federation distributed from 1 to 8 scores, and the value higher than 1 score is expressed for more than a half of respondents – 60.3%. Whereby, the situation of social exclusion is expressed at the average extent for the most part of the excluded: 4.0% of respondents marked by the summary index of 6 scores, 0.5% – of 7 scores. The average value of the SitExclInd is at the level of 5 scores among 8.3% of respondents, low than average: 8.2% of respondents with 4 scores, 5.8% with 3 scores, 27.9% with 2 scores, and 3.2% – with the SitExclInd equal to 1 score.

The condition of exclusion index (CondExclInd), according to the suggested conceptual model, described by the values of indexes of deprivation of social participation (SPIInd), cultural (normative) disintegration (CDInd) and social autism (SAInd). Here we should mark, that the allocation of indexes to the most concentration and evident asymmetry of the high values testifies about correspondence between indicators of the CondExclInd, unlike in the estimation of the SitExclInd.

The non-null values of the SPIInd fixed among 15.0% of the interview elderly people, and among them, the values are rather high: from 4 to 7 scores. We may conclude that the exclusion of an individual from the system of social networks has multidimensional character, i.e. the exclusion from a number of interactions: family, friendship, relative, neighbor, occurs. Thus, 0.6% of respondents have SPIInd equal to 4 scores, 6.4% – 5 scores, 5.8% – 6 scores and 0.6% – 7 scores.

Cultural/normative disintegration became maximally expresses for the population of all three regions, with 72.8% of respondents, who are culturally excluded with the CDInd from 3 to 8 scores. Whereby, the most part of culturally excluded respondents is evidently disintegrated: for 31.3% of respondents the CDInd is equal to 6 scores, 16.2% – 7 scores, 1.8% – 8 scores.

The SAInd varies among 41.8% of the elderly people from 5 to 9 scores: among 0.4% of respondents the index is expressed at the level of 9 scores, 1.0% – 8 scores, 5.6% – 7 scores,
11.6% – 6 scores, the average expressiveness at the level of 5 scores is characteristic for 15.4% of the elderly.

As a result of construction of the summary index of social exclusion, we concluded the most part of respondent is in the situation of social exclusion (79.2%), expressed at the level of 1–7 scores. The considerable part of respondents has the CondExclInd equal to 2 scores, the index is maximally expressed for 0.5% of respondents at the level of 7 scores, for 4.0% – 6 scores, 7.6% – 5 scores, the other groups of pensioners have the low level of the CondExclInd.

We shall now proceed to consider the general index of social exclusion of the elderly people in the Altai, the Trans Baikal regions and the Kemerovo region.

The most part of respondents in all three regions are subjected to the exclusion (84.6%), but, the social exclusion of the elderly is low or averagely expressed, in whole. Thus, the fifth part of respondents (21.1%) is marked by the index equal to 0.5–1.49 scores, almost the same part of respondents (20.2%) – at the level from 1.50 to 2.49 scores. 17.2% – have the GenExclInd equal to 3 scores, 13.9% – 4 scores. Among 8.1% elderly people in three regions, the GenExclInd is expressed at the level from 4.50 to 5.49 scores. 3.6% of the elderly are socially excluded at higher than average level with the GenExclInd equal to 6 scores and 0.6% – 7 scores.

Thus, maximal value of the GenExclInd for three regions is 7 scores (index value from 6.50 to 7.49 scores). Table 1 represents the distribution of the index values.

<table>
<thead>
<tr>
<th>Index Value</th>
<th>MDInd</th>
<th>DAInd</th>
<th>EnvrInd</th>
<th>SPInd</th>
<th>CDInd</th>
<th>SAInd</th>
<th>SitExclInd</th>
<th>CondExclInd</th>
<th>GenExclInd</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-0,49 (0)</td>
<td>83,1</td>
<td>63,5</td>
<td>57,5</td>
<td>85,0</td>
<td>27,2</td>
<td>58,2</td>
<td>39,7</td>
<td>20,8</td>
<td>15,4</td>
</tr>
<tr>
<td>0,50-1,49 (1)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3,2</td>
<td>1,7</td>
<td>21,1</td>
</tr>
<tr>
<td>1,50-2,49 (2)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>27,9</td>
<td>35,8</td>
<td>20,2</td>
</tr>
<tr>
<td>2,50-3,49 (3)</td>
<td>-</td>
<td>0,6</td>
<td>0,5</td>
<td>-</td>
<td>0,1</td>
<td>0,5</td>
<td>5,8</td>
<td>9,8</td>
<td>17,2</td>
</tr>
<tr>
<td>3,50-4,49 (4)</td>
<td>0,4</td>
<td>4,4</td>
<td>2,4</td>
<td>0,6</td>
<td>2,7</td>
<td>7,3</td>
<td>8,2</td>
<td>19,9</td>
<td>13,9</td>
</tr>
<tr>
<td>4,50-5,49 (5)</td>
<td>2,4</td>
<td>8,2</td>
<td>10,7</td>
<td>6,4</td>
<td>20,7</td>
<td>15,4</td>
<td>8,3</td>
<td>7,6</td>
<td>8,1</td>
</tr>
<tr>
<td>5,50-6,49 (6)</td>
<td>4,9</td>
<td>15,3</td>
<td>10,8</td>
<td>5,8</td>
<td>31,3</td>
<td>11,6</td>
<td>2,7</td>
<td>4,0</td>
<td>3,6</td>
</tr>
<tr>
<td>6,50-7,49 (7)</td>
<td>4,4</td>
<td>6,3</td>
<td>0,6</td>
<td>2,2</td>
<td>16,2</td>
<td>5,6</td>
<td>3,2</td>
<td>0,5</td>
<td>0,6</td>
</tr>
<tr>
<td>7,50-8,49 (8)</td>
<td>3,5</td>
<td>1,5</td>
<td>11,2</td>
<td>-</td>
<td>1,8</td>
<td>1,0</td>
<td>1,0</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8,50-9,49 (9)</td>
<td>1,4</td>
<td>0,1</td>
<td>5,8</td>
<td>-</td>
<td>-</td>
<td>0,4</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>9,49-10 (10)</td>
<td>-</td>
<td>-</td>
<td>0,4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

* MDInd means material deprivation index, DAInd – deprivation of social rights index, EnvrInd – deprivation of security index, SPInd – index of social participation, CDInd – cultural (normative) disintegration index, SAInd – social autism index, SitExclInd – situation of social exclusion index, CondExclInd – condition of social exclusion index, GenExclInd – general social exclusion index.
With a view to addressing regional differences in the expression of indexes of the components of social exclusion, we realized comparative analysis of the index mean values (Table 2). According to the table, there are no any considerable differences in the expression of the components of social exclusion, but the most excluded are the pensioners in the Kemerovo region with mean values of the indexes of social exclusion by almost all components and summary indexes of condition and situation of social exclusion are high. The only component, which is highly expressed in other regions (not in the Kemerovo region, but in the Trans Baikal region) – is the deprivation of social rights (mean value is 2.15 score in the Trans Baikal region, 2.10 scores in Kemerovo region and 2.05 scores in the Altai region).

**Table 2**

<table>
<thead>
<tr>
<th>Region</th>
<th>MDInd</th>
<th>DAInd</th>
<th>EnvrInd</th>
<th>SPInd</th>
<th>CDInd</th>
<th>SAIInd</th>
<th>SitExclInd</th>
<th>CondExclInd</th>
<th>GenExclInd</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Altai region</strong></td>
<td>Mean</td>
<td>1.000</td>
<td>2.0458</td>
<td>2.6660</td>
<td>.7214</td>
<td>3.2939</td>
<td>1.9771</td>
<td>1.9237</td>
<td>1.9885</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>262</td>
<td>262</td>
<td>262</td>
<td>262</td>
<td>262</td>
<td>262</td>
<td>262</td>
<td>262</td>
</tr>
<tr>
<td></td>
<td>Standard deviation</td>
<td>2.32264</td>
<td>2.84292</td>
<td>3.17920</td>
<td>1.86381</td>
<td>2.91933</td>
<td>2.67374</td>
<td>2.01001</td>
<td>1.72536</td>
</tr>
<tr>
<td><strong>Trans Baikal region</strong></td>
<td>Mean</td>
<td>.8872</td>
<td>2.1479</td>
<td>2.2159</td>
<td>.7121</td>
<td>4.0000</td>
<td>2.2451</td>
<td>1.7588</td>
<td>2.3385</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>257</td>
<td>257</td>
<td>257</td>
<td>257</td>
<td>257</td>
<td>257</td>
<td>257</td>
<td>257</td>
</tr>
<tr>
<td></td>
<td>Standard deviation</td>
<td>2.20416</td>
<td>2.85481</td>
<td>2.94960</td>
<td>1.87572</td>
<td>2.87228</td>
<td>2.75678</td>
<td>1.87609</td>
<td>1.72476</td>
</tr>
<tr>
<td><strong>Kemerovo region</strong></td>
<td>Mean</td>
<td>1.5308</td>
<td>2.0962</td>
<td>2.9903</td>
<td>1.1038</td>
<td>5.6115</td>
<td>2.6308</td>
<td>2.2462</td>
<td>3.1000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>260</td>
<td>260</td>
<td>260</td>
<td>260</td>
<td>260</td>
<td>260</td>
<td>260</td>
<td>260</td>
</tr>
<tr>
<td></td>
<td>Standard deviation</td>
<td>3.07610</td>
<td>2.84923</td>
<td>3.30067</td>
<td>2.31846</td>
<td>1.69688</td>
<td>2.89358</td>
<td>2.33179</td>
<td>1.52381</td>
</tr>
<tr>
<td><strong>All regions</strong></td>
<td>Mean</td>
<td>1.1399</td>
<td>2.0963</td>
<td>2.6258</td>
<td>.8460</td>
<td>4.3004</td>
<td>2.2837</td>
<td>1.9769</td>
<td>2.4750</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>779</td>
<td>779</td>
<td>779</td>
<td>779</td>
<td>779</td>
<td>779</td>
<td>779</td>
<td>779</td>
</tr>
<tr>
<td></td>
<td>Standard deviation</td>
<td>2.57628</td>
<td>2.84559</td>
<td>3.15924</td>
<td>2.03615</td>
<td>2.73455</td>
<td>2.78545</td>
<td>2.08914</td>
<td>1.72247</td>
</tr>
</tbody>
</table>

*Higher score differences are printed in bold.

**Conclusion**

We note the same level of the condition (1.9885) and the situation (1.9237) of social exclusion of the elderly in the Altai region. The condition of social exclusion is the most expressed in the Kemerovo region and the Trans Baikal region: μSitExclInd = 1.7588 and μCondExclInd = 2.3385 in the Trans Baikal region; μSitExclInd = 2.2462 and μCondExclInd = 3.1000 in the Kemerovo region. Thus, in the Kemerovo region μGenExclInd = 2.8115, in the Trans Baikal region μGenExclInd = 2.1595, and in the Altai region μGenExclInd = 2.0763.

**References**


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Migrants from the Countries
of the Eurasian Economic Union (EEU) in Moscow:
Social and Professional Background¹

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Annotation: this article focuses on analyzing the social and professional background of the migrants from the EEU countries. Based on the research results on the migrants’ labour mobility of the EEU member States conducted by ISPR RAS, the article shows the general and particular features of the migrants’ social and professional status and daily life in the capital according to their country of arrival. The problems have been identified and the solutions have been proposed.

Key words: Eurasian Economic Union, migrants, labour mobility, social and professional background.

JEL classification: A140.

Introduction
The principle of freedom for labour mobility in the Eurasian Economic Union implementation, guaranteed by the Treaty on the EEU establishment [5] has resulted in increasing the number of the migrants from the member States to the Moscow agglomeration [21, p. 28]. In this regard, quite many tasks are assigned before Moscow as a host society. They are as follows: to provide non-residents with accommodation; to adapt them to the existing cultural networks; integration; to provide them with a simplified procedure for employment, social and health services, and access to education. Therefore, it is essential to understand the socio-economic and professional situation of migrants in the Moscow labour market, their attitudes and values, their problems and place in the social structure of the capital.

Methodology
The results of the following research, conducted under the supervision of the authors’ article or with their participation were used in the article. They are as follows:
1. “The social and political measurement of the Eurasian integration” (The State Task of ISPR RAS. The head of the project: G. Osadchaya. Registration No. 115071470024) under which:
   a) the population was interviewed in May and in October, 2014;
   b) in May and in October, 2015;

¹ This article has been prepared with the support of the Russian Foundation for Basic Research, Grant No. 16-03-00841/17 “The Russians’ way of life in Soviet and post-Soviet Russia: a comparative analysis and measurement of change”.

UDC 316.4
DOI 10.17922/2412-5466-2017-3-3-113-120
This selection presents the urban and rural population of the Russian Federation aged 18. There used a structured interview, 1500 people, among them there were men and women who were the permanent residents of Russia, were interviewed in 9 Federal Districts, 41 constituent entities of the Russian Federation and 105 human settlements. Selection mistake: –+2.6%.

2. “The migrants from the EEU member countries in the Moscow labour market”. There interviewed (semi-formalized interview) in June, 2015 and in June, 2016. (The heads of the project: G. Osadchaya, T. Yudina). 100 migrants from Armenia, Belorussia, Kazakhstan and Kyrgyzstan were selected by the snowball sampling method according to their arrival in Moscow after 2000.

3. “The non-residents’ social state of health from the EEU member countries in Moscow”. There conducted an individual in-depth structured interview in January – February, 2017. (The heads of the project: G. Osadchaya, T. Yudina). 116 respondents from Kazakhstan and Kyrgyzstan were interviewed and selected by the snowball sampling method according to their arrival in Moscow after 2000.

Results

Migrants in Moscow. Moscow, by virtue of the great opportunities for market and better wage level as compared with other Russian regions and the countries of the Eurasian Union, is a migration attractive city for the citizens of the member States. Proposals for vacancies are much wider and the unemployed population, accounting for 100 vacancies, is much less here. For instance, proposals for vacancies are 58 times more, as compared with Armenia. Moscow’s monthly average nominal salary is 2–5 times higher as compared with the capitals of other countries [15].

These factors for the most profitable employment and provision of maximum effectiveness are supported by the common principles of labour mobility within the new integration space. Labour migrants arrive in Moscow without a visa, no customs control and employment quotas are available. When they get a job, their diplomas, issued by the institutions of the member States, are recognized without any diploma recognition procedures established by the law of the State (except for the pedagogical, medical and pharmaceutical activities). Good knowledge of the Russian language relatively mastered by most migrants should be added to. By the migrants’ self-evaluation received by us during the interview in Moscow, the Russian language is mastered well by 8 of the 10 migrants from Kazakhstan and Kyrgyzstan, 9 of the 10 migrants from Armenia and everybody from Belorussia. The important fact is that the population of the EEU member States has a common historic destiny; many of them have acquaintances in Russia. According to the Russians’ survey, every fourth migrant has relatives or friends who live in the member countries.

Too often, researchers on labour mobility refer migrants to the underclass [2], i.e. to a class of people being, in some sense, at the bottom of society or separated from its most part, or to the precariat [16], t.e. to a social class of workers playing an important role in the production of both the material and non-material values, on the one hand, and it turns to be deprived of the most socio-political rights and guarantees, on the other hand.

Our research shows that the migrants from the EEU member States are a very nonhomogeneous layer. Most of them are successful. So, 6 and more of the 10 informants have a secondary professional or higher education came to the capital from towns for the purpose of finding a job, they had a professional experience. These are young people up to the age of 40, the largest share of them constitutes young people aged 25–34, these are men more frequently than women. As a rule, they are trade, construction and transport workers in Moscow, replacing the vacancies required by the Muscovites least of all that it is typical of the host countries (Table 1).
A Focus for the Professional Knowledge of the Migrants from Armenia, Belorussia, Kazakhstan and Kyrgyzstan in Their Country Of Arrival and in Moscow

Table 1

<table>
<thead>
<tr>
<th>Industry</th>
<th>In their country</th>
<th>In Moscow</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>6,5</td>
<td>7,9</td>
<td>+1,4</td>
</tr>
<tr>
<td>Building and construction</td>
<td>11,4</td>
<td>16,0</td>
<td>+4,6</td>
</tr>
<tr>
<td>Transport</td>
<td>8,6</td>
<td>11,3</td>
<td>+2</td>
</tr>
<tr>
<td>Agriculture</td>
<td>9,3</td>
<td>3,1</td>
<td>-6,2</td>
</tr>
<tr>
<td>Trade</td>
<td>19,6</td>
<td>35,8</td>
<td>+16,2</td>
</tr>
<tr>
<td>Education</td>
<td>7,0</td>
<td>4,4</td>
<td>-2,6</td>
</tr>
<tr>
<td>Health care</td>
<td>7,7</td>
<td>11,3</td>
<td>-3,6</td>
</tr>
<tr>
<td>Other</td>
<td>2,6</td>
<td>10,2</td>
<td>-7,5</td>
</tr>
<tr>
<td>One has no professional experience</td>
<td>27,3</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Considering the fact that one third of the respondents had no professional experience in their homeland and found a job in the Russian capital for the first time, one can speak of the employment continuity in their country of arrival and in Moscow, and the conformity to the migrants’ previous experience.

Most informants think that their job in Moscow is well-paid or chiefly well (the answer to this question is consistent with the evaluations of those who are native Muscovites or became native ones). They have a policy of obligatory and medical insurance; they are satisfied with their job and have an effective relationship with their colleagues (Table 2).

Table 2

<table>
<thead>
<tr>
<th>Year/selection</th>
<th>No I don’t + No, I don’t chiefly</th>
<th>Yes I do + Yes, I do chiefly</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moscow</td>
<td>34,2</td>
<td>65,7</td>
<td>+31,5</td>
</tr>
<tr>
<td>Migrants</td>
<td>35,6</td>
<td>63,4</td>
<td>+27,8</td>
</tr>
</tbody>
</table>

The chief problems, which the migrants faced in Moscow, are as follows: problems relating to housing and getting a job. The main value, shared by the majority of the migrants, is to build a strong family and to bring up good children. Most of them are not planning to come back to their historical homeland. They believe that the values allowing to achieve success (on account of “very important”), required by society best of all, are connections with the “right people”, “the ability to adapt” and “money” that is consistent with the Muscovites’ opinion.

However, among those who came to the capital from the EEU member States, there are those who are less successful. The share of those who are satisfied/not satisfied with different aspects of their life and job varies from group to group.

The migrants from Belorussiia are the most adaptive to the capital labour market. They have a higher education and their reason for coming to Moscow from the towns was to carry on business more frequently than others. Most of them think that their job in Moscow corresponds to their knowledge and capabilities, and it is also well-paid. Among them there are most of those who are satisfied with their job in whole, relationships with their immediate directors and colleagues; they think that they have the conditions for their career development. The informants from Belorussiia evaluated their material security, meals and housing conditions as good ones; they are satisfied with their monthly income and the opportunities to spend a
free time, a holiday and holidays; they are also satisfied with how their life and the life of their relatives do and their life prospects as compared with other migrants.

The respondents from Belorussia added such problems as the problems relating to healthcare services, the nonavailability of medical treatment and the lack of information about rights and duties to the above-mentioned ones.

They believe more frequently that such values as capability and talent (35.5%), education (37.3%), money (51.8%), connections with the right people (53.6%), sensitivity to other people (21.8%), honesty and fidelity to one's principles (20.9%) and the ability to adapt (56.4%) are “very important” for a person to achieve success and happiness. Among them there are most of those for whom such principles as the man must give people and society more than take from it and other people (30.9%); however much the man gives society and people, that’s how much he must get from them (53.6%); one needs to work and to earn much in order to provide a comfortable standard of living for himself and for his family and to afford to buy everything he wants, even if it means having to sacrifice his spare time and leisure (43.6%) are the most attractive and correspond to their ideas. A larger share of those who wish for having a good job that allows them to show their capabilities and opportunities.

The migrants from Armenia. Among them there are most of those who have a secondary professional education, came to Moscow from the Armenian towns (81.8%) to continue their education (26.6%) (as compared with the migrants from Kazakhstan and Kyrgyzstan). When evaluating their job in Moscow, they often answered that their job “chiefly” corresponded to their knowledge and capabilities (51.7%), their job was “chiefly” well-paid (60.7%) and it satisfied them “chiefly” (56.2%). The Armenians have good relationships with their directors (63.2%) and colleagues (79.5%). They turn to their Diaspora organizations for help and advice (20.0%) more frequently than the migrants from other groups, if they have any problems in Russia. Most of them (9 out of 10) evaluate their material security, meals and clothing as good and satisfactory ones. The Armenian migrants added such problems as exaction, bribery, the negative stereotypes and prejudices from other people to those which they faced in Moscow. More frequently than other migrants, they noted such instrumental values as diligence and a fair attitude to business (43.6%) as the very important things to achieve success and happiness in today's Russia. They also believe that “however much the man gives society and people, that’s how much he must take from them” (67.3%). One needs to work and earn moderately to provide him and his family with everything they need (t.e. to live like everyone else) and leisure time must be spent on a good rest (68.8%). A sense of confidence in the future is more highly evaluated by them (47.3%).

The migrants from Kazakhstan. Among the migrants from this country, roughly the equal shares of them have a general secondary, secondary professional and higher education. Every sixth migrant thinks that he masters Russian badly and he came from the village. They chose the answer “Yes” less frequently; my job corresponds to my capabilities and opportunities (19.1%) and it is well-paid (14.9%). 44% of the informants live with their friends and relatives or on campus in Moscow. To the question “Are you satisfied with your job in whole?”, they answered more frequently that they were not “chiefly” satisfied with their job (28.7%), they had the worse conditions for further training and career development (44.7%), their housing conditions were bad (12.7%) and they had no opportunities to spend their leisure time and holiday. The migrants from Kazakhstan are more frequently satisfied with their material security and monthly income. They consider them to be bad (19.3%). They added such problems as health care services, the nonavailability of medical treatment and the lack of information about rights and duties to the general problems, which they faced in Moscow. More frequently than the migrants in other groups, such a value as care, first of all, for himself (21.8%) is chosen by them as the “very important” thing for a person to achieve success and happiness in today’s Russia. The most attractive principle, the rule of life that corresponds to the ideas of most of them is the principle about however much the man gives society and people, that’s how much he must take from them (63%).
The migrants from Kyrgyzstan. In this group of the migrants just as among those who came from Kazakhstan, about the equal shares have a general secondary, secondary professional and higher education; every sixth migrant thinks that he masters Russian badly and came from the village. Among the migrants from Kyrgyzstan, the professional experience in their country of arrival was diversified. Besides being trade and construction workers, every sixth migrant worked in agriculture, every tenth of them was a transport worker. This index is slightly higher than it is in other groups of the informants. Half of them live with their friends, relatives or on campus.

This group of the migrants constitutes most of those who think that their job in Moscow does not correspond or does not correspond chiefly to their knowledge, capabilities and opportunities (4 out of the 10 migrants) (40.5). To the question “Do you consider your job to be well-paid”? The answers “No” + chiefly “No” turned to be the most of all (44.7%). The answers “Yes” were 2.5–4.5 times less than the “No” ones. Here there are most of those who are not satisfied with their monthly average income (27.3%), with their job in whole (16.0%) and with the conditions for career development. They consider them to be bad (41.1%); those who had bad relationships with their directors (12.2%) and colleagues (every tenth migrant – 11.1%). This group faced all the problems that the migrants from the EEU member States had in Moscow. They were as follows: the problems relating to housing and health care services. They evaluated the opportunities for spending a holiday, holidays (33.9%) and a spare time (17.3%) as bad ones more frequently than others. Their life and life prospects were evaluated by them as satisfactory ones (52.7%). When evaluating the instrumental values as the “very important” ones, they recognize “connections with the ‘right people’” (52.7%), “care, first of all, for themselves” (18.2%). 4 out of the 10 informants recognize “the ability to break the law, moral and moral restraints”, as an “important” thing (30.0%) and the “very important” thing (11.8). The rule of life for one third of the respondents is that “one needs to try getting from society and people as much as possible, and one needs to give them less”. This index is shown 1.6–3 times more than it is shown in other groups. Their ideas about the correlation between job and leisure most exactly reflect the statement as “one needs to work and earn much to provide himself and his family with the highest level of life, to have an opportunity to buy everything he wants, even if it means having to sacrifice his spare time and leisure” (43.6%).

There are those who are not satisfied with their job and everyday life in Moscow in each group of the informants. If the negative evaluations, given by the informants from the EEU member States during the interview, are analyzed, we shall see that job conditions are very negatively evaluated by the slightest share of the Armenian migrants, every tenth migrant from Belorussia and Kazakhstan, and every sixth or seventh migrant from Kyrgyzstan. The most difficult job conditions in the Moscow labour market, recognized by the informants, are the conditions for further training and career development created in organizations and enterprises (the migrants from Belorussia – 22.5%, from Armenia – 31.8%, from Kazakhstan – 44.7%, from Kyrgyzstan – 41.1%) and living conditions (Tables 3 and 4).

<table>
<thead>
<tr>
<th>The Migrants Are Not Satisfied with Their Job Conditions in Moscow (in % of all the respondents)</th>
<th>The Armenians</th>
<th>The Belorussians</th>
<th>The Kazakhs</th>
<th>The Kyrgyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you consider your job to be well-paid? NO, I DON’T</td>
<td>1.1%</td>
<td>10.0%</td>
<td>8.5%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Are you satisfied with your job in whole? NO, I DON’T</td>
<td>2.2%</td>
<td>11.1%</td>
<td>8.5%</td>
<td>16.0%</td>
</tr>
</tbody>
</table>
The Migrants Evaluated Different Aspects of Their Life As “Bad” Ones
(in % of all the respondents)

<table>
<thead>
<tr>
<th></th>
<th>The Armenians</th>
<th>The Belorussians</th>
<th>The Kazakhs</th>
<th>The Kyrgyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>The conditions for further training and career development are “bad”</td>
<td>31,8</td>
<td>22,5</td>
<td>44,7</td>
<td>41,1</td>
</tr>
<tr>
<td>Relationships with your immediate directors are “bad”</td>
<td>1,1</td>
<td>8,9</td>
<td>5,3</td>
<td>12,2</td>
</tr>
<tr>
<td>Relationships with your colleagues and co-workers</td>
<td>0</td>
<td>4,4</td>
<td>2,1</td>
<td>11,1</td>
</tr>
<tr>
<td>Your housing conditions are “bad”</td>
<td>10,0%</td>
<td>6,4%</td>
<td>12,7%</td>
<td>7,3%</td>
</tr>
</tbody>
</table>

**Conclusion**

Thus, we can confidently speak about the fact that the migrants from the EEU member States should not be attributed to neither the underclass nor the precariat. This is largely a multi-layered group, where the social and professional background was determined by a migrant’s education, cultural distance and previous professional experience. Most of them are young people up to the age of 40; among them the largest share constitutes young people aged 25–34; men have a secondary professional and higher education more frequently. As a rule, they are trade, construction and transport workers in Moscow that corresponds to their previous professional experience in their country of arrival. It is typical of the host country that they consider themselves to be successful in the Moscow labour market.

Job and house hunting was the main difficulties for them. Practically, every third-fourth of the 10 migrants from the EEU Member States interviewed during their stay in Moscow felt discomfort and experienced discrimination for national and ethnic reason. The aversion of the host society’s population is expressed stronger than further cultural distance, and the migrants from Kyrgyzstan were of that further cultural distance more frequently.

Overcoming the above-listed problems, first of all, deals with a better management of the processes of the Eurasian integration. One needs to ensure the implementation of the agreements reached on the unified conditions for the income taxation of the member States citizens from the first days of their work as well as to develop the mechanisms for observing the social and migration policy standards.

The Moscow authorities will have to:
- develop infrastructure (common database of enterprises and occupations, which the member States need, various urban executive authorities: taxation authorities, migration and social services);
- develop the self-regulation mechanisms in freedom of labour movement;
- create the socio-economic and cultural conditions for non-residents to adapt;
- form the positive opinion about freedom of labour movement;
- build the ethno-complementary relations;
- develop tolerance towards various groups of the population;
- prevent the ethnic conflicts.

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Monitoring Study of Adjustment Issues Faced by Foreign Students in Universities of the North Caucasus

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Annotation: the item offers a view on the results of sociological studies involving the North-Caucasus Federal University, which is the largest university in the North Caucasus, while the focus of the studies was on adjustment issues experienced by foreign students coming to study in the region. The study highlights key issues related to adjustment and, in part, to integration of foreign students in the North Caucasus. The major obstacle they have to overcome is mastering the Russian language. Communication issues interfere proper academic progress, also affecting the youngsters’ socio-psychological well-being thus leading to isolation and adding to nostalgic feelings.

The priority in the policy pursued by the University in order to help foreign students’ adjustment is establishing conditions facilitating wider interaction with the Russian speaking community. Successful language integration would also benefit from retraining offered to teachers involved in training foreigners.

1 The article was prepared with the support of the leading scientific schools within the grant of the President of the Russian Federation in the framework of the research project Foreign Migrants in Russia: Strategies and Practices of Integration and Adaptation to the Regional Communities (Project No. NS-9300.2016.6).
The factors that have a negative impact on the comfort experienced by foreign students include lack of knowledge about the local culture, customs, traditional behavior patterns followed by the hosting party, corruption, suspicious attitude from the police. However, all the issues mentioned are secondary to the language barrier. Those of the foreign students who manage to overcome the language issues enjoy more successful integration. These students get more and more friends from among Russians day after day while in the classroom they enjoy equal attitude from others. This is mostly related to migration plans – better adjusted students want to go to Europe or stay in Russia while those with poorer command of the language plan to return home.

The hosting community reveals friendly attitude towards foreigners even though there are some issues with the police and the customs officers. Yet, despite of the long-standing traditions of multicultural interaction in the Stavropol Region, the local population is still not ready to host even more foreign students. There is a need for systemic socio-cultural measures that would demonstrate the advantages from bringing more foreign youngsters to get Russian education.

The university environment takes certain transformations linked with creating newer segments aimed at interaction with them. The already existing academic & educational practices have to be improved as a response to the newer challenges related to the integration of the growing population of foreign students, while the geographic coverage of the group is involving more and more places.

Key words: foreign students; adjustment of foreign students in Russia; foreign students in the North Caucasus; foreign students in Stavropol; North-Caucasus Federal University.

JEL classification: A140.

Academic migration is one of the most rapidly developing options to move beyond the border. In Russia, given the scale of this migration, it is taking over the framework for redistribution of people and, most importantly, the human capital. In the structure of those incomers to our country, this has been keeping its stable third place giving way to labor migrants and compatriots. The major positive feature of academic immigration is that it can offer the Russian economy and social sphere active players, which is qualitatively different from the man force supplied under labor and, especially, under stressful migration.

It is obvious that given the contemporary and the future demographic reality, our country will not do well without foreign migrants. And it is better, of course, to have a fairly significant part of them to come from young migrants seeking to undergo professional training in the Russian Federation. According to a survey conducted by the Center for Sociological Research in 2012, almost 14% of foreign citizens studying in Russian universities intend to find employment here [3]. And this number here means at least 20 thousand people, while taking into account the forecasts on the number of foreign students [14] in 2020 their number will rise up to 35 thousand people, and to 50 thousand people in 2025.

Successful adjustment of foreign students in Russia, at least through the period of training, is also important from a geopolitical point of view. It is very likely that people from the South Caucasus, Middle East, Central Asia and other regions receiving their degrees in Russia, upon return to their homeland will not only stick to pro-Russian views themselves, yet also will spread their positive vision of this country among the local population. This is also probable because quite often experts holding a degree earned in the Soviet Union / Russia occupy leading positions and generally enjoy a high social status in the areas mentioned above.

The Soviet system of higher education once had fairly extensive network of foreign students, including in the regions. The number of foreigners undergoing training in the universities of the Russian Soviet Federative Socialist Republic (RSFSR) in 1991 was about 90 thousand people, more than a third of them being students from Mongolia, Vietnam, Afghanistan, Cuba and Bulgaria [3]. There were quite many of them in Stavropol, where the North-Caucasian Federal University is currently located. However, at that time the issue of their integration with the local community was not so relevant. First, the country’s demographic potential was high and these migrants were hardly considered as potential Soviet citizens. Second, this process was much more controlled in view of the extremely limited list of the “proven” countries that supplied migrant, as well as due to the ethnic monotony of the incomers themselves.
For as long as two post-Soviet decades, foreign students in many regional universities were represented by very small groups. In 1996, about 53 thousand of them only were pursuing their respective degrees in Russia, in 2001 – only one thousand above the latter number [3].

The situation has changed dramatically lately. The Soviet level of foreign students was reached in 2006–2007. In 2008, 102.9 thousand people from abroad received higher and postgraduate training in Russia, with another 156.2 thousand following them in 2014 [14].

Due to a sharp increase in the number of foreign students in Russian regional universities, there is a need to study their adjustment issues and further possible integration, taking into account the special significance of this phenomenon for the demographic, socioeconomic, socio-cultural and geopolitical development of Russia. In this article, we will reveal specific the features of this process based on the example of the North-Caucasus Federal University, which: a) is the largest educational center in the entire macro-region; b) reveals an excellent dynamics in the growth of the number of foreign students; c) is located in an area that is already diverse ethnically.

Historical background. Specific features and methods of the study.

The issues related to foreign students have been subject to systematic study. A significant bulk of statistical information showing the dynamics since the late 1980s was published by the Center for Sociological Research at the Ministry of Education and Science of Russia, and the Center for Social Forecast and Marketing [3; 14]. The website of the latter contains the results of studies carried out involving Chinese, German, American students in Russia, as well as annual statistical reports on foreign citizens undergoing higher education training in the respective institutions. There have been studies carried out focusing on general issues of academic migration to Russian universities with an outline of innovation development strategies [17], the effects and the roles in the demographic, socio-economic and political development [15; 19], potentials and perspectives [5].

Talking of foreign students in Russia, the most attractive aspect for researchers is the adjustment to new conditions. In 2007, as part of the program for Protection of the Rights of Foreign Students in the Russian Federation, and the European Youth Campaign All Different – All Equal!, focus groups and in-depth interviews were held to study the issues faced by foreign students in the cities of Moscow, St. Petersburg, Voronezh, Vladimir, Krasnodar, Rostov-on-Don [18]. A large number of works have been published with the results touching on the academic and adjustment issues of foreign students in specific universities, namely [1; 6; 9–11; 20; 22]. These works concentrate on what foreign students have to come across when entering a new socio-cultural space, as well as on their adjustment. Besides, there are certain recommendations offered to improve this process.

What is peculiar about this study? First, up until 2014, the issue of foreign students adjustment had not been, actually, not much relevant for the regional centers of the North-Caucasus Federal District. In 2006, there were 1.250 foreign students attending the higher education institutions of the Federal District in question, in 2012 – 2.4 thousand already; however, even with these numbers the district accounted for as little as only 2% of the total Russian body of these students [3]. The establishment of a federal university in Stavropol, the largest higher educational institution in the North-Caucasus Federal District, has led to a rapid growth in the body of foreign students. From 2013 to 2015, this number in the NCFU went up 5.5 times – from 200 to 1098 people. The geographic outreach of academic migration includes the developing countries of the Middle East, Africa, and also the countries of the nearest foreign countries – Armenia, Azerbaijan, Uzbekistan, Turkmenistan, Tajikistan, Ukraine, etc. At the same time, the major sending countries supplying students to Russia are Kazakhstan, China and Turkmenistan.

Secondly, the ethnic composition of university students, as well as the general population, in the North Caucasus is more diverse than in other parts of Russia. The internal academic migration from the North Caucasian republics, which reveal the highest demographic potential,
in the country, to the universities located in the Stavropol Region, including the NCFU [4], is quite strong here. Therefore, foreign students, when they come to Stavropol, fall into one of the most polyethnic communities in our country, only adding to its diverse structure.

This work is based on the outcomes of a sociological survey conducted in the North-Caucasus Federal University in 2014 through 2016, which allows it to be seen as a short-term monitoring. The main methods for obtaining data were questionnaires, demoscopic interviews and focus groups. When designing questionnaires and guides for focus groups, the experience of some Russian experts was employed – D.V. Poletaeva [16], I.N. Molodikova [13], S.V. Ryazantsev [19].

A pilot survey, which involved students from Turkmenistan, Azerbaijan, Uzbekistan, and Tajikistan allowed amending the questionnaire structure for a subsequent wider survey. The results yielded from the pilot study served basis for several scientific publications [2; 21].

Wide surveys were conducted in 2014 and 2016. The sample size was more than 20% of foreign students enrolled in the university. The sampling accuracy (confidence level) of the sociological survey was ± 5.89% (2016) and ± 7.68% (2014) from the initial value. Thus, in 95% of the cases, the answers received, according to the laws of statistics, shall be within the limits above the error indicated. The sampling accuracy (1.79%), which is basically comparable for both surveys, allows us to conduct a reliable comparison for the results.

In 2016, just like in the previous survey, the bulk of the respondents were students from Turkmenistan, Tajikistan, Uzbekistan, Azerbaijan, and Angola. These countries account for 71% (75% in 2014) of all foreign students studying in the NCFU. The share of their representatives in the sample totals 71% (63% in 2014), which corresponds to the structure of the general population. Additionally, in order to clarify some issues, two focus groups.

The language barrier is the major issue hampering the adjustment of foreign students.

The main obstacle impeding the adjustment of all foreign students, including those from the post-Soviet countries, is communication. Most of those coming to Russia do not speak Russian or speak it very badly. Many of them, while studying in schools and universities in their home countries were focused on learning English or French. Of course, this issue is more typical of students coming from remote foreign countries. For some students from the post-Soviet countries, Russian is basically native, so the level of their initial training was no lower than that of Russians. Those who knew Russian well before moving to Russia, studied in Tashkent and Bishkek in Russian academic institutions, or in conventional schools where teaching was delivered in the Russian language, they communicated with ethnic Russians or stayed with Russian-speaking families. Students from the Arabic countries had nearly no opportunity to learn Russian at home, so none of them before could speak Russia prior to moving to this country.

As training in a Russian higher education institution progresses, the situation will get better – the share of those who do not speak Russian goes down significantly (from 10% in 2014 to 2% in 2016), while those who speak it freely account for a larger proportion (from 10% to 26% %, respectively). Most representatives of the target audience have mastered the Russian language at the so-called “routine” (conversational) level. However, according to the key position reflecting their free command, there is no significant progress and there is even a worsening of the situation: in 2014 – 61%, in 2016 – 58%.

In this regard, the possibility for comprehensive training in Russian is becoming difficult. The study showed that there is a need for serious revision of the content and methodology of linguistic training offered to foreigners. Compared to 2014, in 2016 the percentage of those who can easily study in Russian went down 7% (from 55% to 48%). Significantly (by 8%) higher is the proportion of respondents who experienced difficulties in their studies through the first year (from 16% to 24%). About a quarter of foreign students experience issues studying in Russian through their 2nd–5th years.

The language barrier largely limits foreign students’ communication network with the representatives of their homeland only. Only respondents from Uzbekistan and Kyrgyzstan
with a very good command of Russian had a significant part of Russian people’s contacts in the phone-book. We can say that almost all representatives of remote foreign countries could establish no proper communication with the Russian-speaking environment even their classmates and teachers included.

Undoubtedly, a command of everyday Russian is not enough to be successful through university studies. As reality shows, lack of linguistic knowledge is characteristic of both the parties involved in the process of studying. Most of foreign students have a poor or no command of the Russian language at the initial stage of their training; neither can speak a foreign language the teaching staff in the regional universities, who often have to meet this category of students for the first time. Besides, this is typical of teachers of the Russian language, as well as of those delivering professional courses and supervising final projects.

**Nostalgia for homeland, xenophobia and other issues.**

An important issue faced by foreign students in moving to Russia was nostalgia for the homeland (51% in 2014; 64.5% in 2016). Many of them (for various reasons – economic, political, etc.) have a very rare opportunity to visit home with their relatives: annually – about half; biennially – about 10% of students.

Among the secondary issues worrying the students were getting accustomed to new climate (20%), corruption (7% in 2014 and 2% in 2016), interaction with the police (5% in 2014; 11% in 2016), xenophobia (4% in 2014; 2% in 2016), lacking knowledge of the culture, customs, behavior patterns in the hosting community (4% in 2014 and 7% in 2016). There has been some positive dynamics registered in reducing the proportion of problems associated with corruption and xenophobia. The relevance of the remaining item is increasing.

There are no always conditions favorable for promoting sociocultural integration of foreign students into the regional community, which can be seen from the complaints about cautious and even aggressive attitudes towards them from local residents, the police, classmates and other young people. A significant trouble for foreign students, especially those from Arabic countries, was the mistrust revealed by the customs officers. And the students note that in the airports of the larger Russian cities they are not checked so thoroughly, because people there are already accustomed to foreigners, in

Police officers demonstrate some ambiguous behavior, not always positive. The poll shows that this problem has worsened over the past two years, which may be due to the deterioration of the overall geopolitical background in the country, an increase in the international terrorist activity in the Middle East, where many foreign students come from.

But for the sake of justice it should be noted that according to the respondents, the police in Stavropol are much less likely to check their documents compared to other Russian cities where they had to visit. This might be explained by a higher polyethnicity of the Stavropol population, which was already mentioned above, so students from Central Asia and even from the Middle East are just perceived by both the police and local residents as people from the North Caucasian republics.

We can say that positive experience of intercultural dialogue has developed in Stavropol. In Yekaterinburg, for example, students at the Ural Federal University point to quite frequent conflict situations that arise when communicating with strangers outside (35%), with sellers in stores, and with conductors in the public transport (28%) [11].

**Plans for the future.**

Most foreign students of the NCFU from the far abroad and representatives of the major ethnic groups of the ex-Soviet countries do not plan to stay in Russia yet. The most advanced of them want to go to study or live in Europe and the US, while the rest of them would like to return to their homeland. Among the latter group most are students from Turkmenistan and Arabic countries.

In many ways, the plans for the future correlate with the level of knowledge of the Russian language. In case a student has plans to return to his native country after graduation, his
Russian language is significantly worse than the language skills of those who are going to stay in Russia or move to Western countries. Students from Uzbekistan, Tajikistan and Kyrgyzstan have more advanced knowledge of the Russian language. However, their Turkmen fellow students who are aimed at returning home have poor knowledge here. A similar thing can be seen in case of Arabic students. Those few who plan to connect their lives with Russia, know Russian better.

Among the reasons for the reluctance to return home were issues with employment and the fact that Russian certificates are not recognized in Uzbekistan. The students from Turkmenistan were more positive about their potential employment in the home country, which is one of the reasons for their desire to return home after training.

Only one of the students we interviewed claimed firm intentions to obtain Russian citizenship and stay here for residence. This was a Russian-speaking student from Uzbekistan.

Conclusion

The study made it possible to identify key issues related to adjustment and, in part, integration of foreign students in the North Caucasus. The main obstacle that they have to overcome is the command of the Russian language. In general, it should be noted that language integration in the North Caucasus Federal University for students from remote foreign is difficult. Lack of all-round communication hinders proper progress through academic training, affects the social and psychological well-being of the youngsters thus provoking their isolation and disunity, and adding to the nostalgic moods.

The priority within the university’s policy on promoting foreign students’ adjustment should be given to establishing conditions favoring the expansion the environment of communication with the Russian-speaking community. One of the measures may be arranging residence facilities in a way where foreigners would be mixed with Russians, provided they do wish that, of course. Successful language integration would imply also retraining of teachers delivering courses to foreign students.

Among the factors that reduce the foreign students’ level of comfort are lack of knowledge about the culture, customs, host-country behavior codes, corruption, and an attitude of suspicion from the police. But all of the above issues, if compared to the language barrier, are of secondary nature for foreign students. Successfully adjusted and, naturally, better integrated only those students who managed to overcome language difficulties. Such students expand their social network among Russians while the Russian-speaking treats them as equals. This is mainly due to the migration intentions of successfully adjusting students as they plan to move to Europe or stay in Russia, while foreigners with a poorer degree of language integration plan to return to their homeland.

The host community has adopted a generally welcoming attitude towards foreign students, although there have been some troubles at the customs and, less frequently, with the police. However, despite the traditions of multicultural interaction that have developed in the Stavropol region, the population is still not quite ready to receive even more foreign students. A system of socio-cultural activities is required, which would demonstrate the advantages of attracting foreign youth who came to receive Russian education in this country and in the region in particular.

In general, monitoring observations have revealed that the university environment requires some transformations in terms of establishing new segments aimed at interaction with foreign students. The currently available academic and educational practices need to be improved in view of the new challenges affecting the integration of the rapidly growing number, as well as the expansion of the geographic coverage, of incoming foreign students.

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European Society: Integration or Disintegration?

Annotation: until recently, experts at different levels mainly noted the strengthening of European integration, in particular, the positive development of the European Union (EU), its significant impact on global politics, economy and international relations. However, real practice has shown that the situation in Europe is extremely contradictory. This is not just about Brexit, but also about the situation that has developed in the relations of capital, solidarity and subjectivities. The present article is inspired by the agenda of the European sociologists’ conference, which will be held in Athens (Greece) in August–September 2017.

Key words: European Union, social risks, Brexit, capital, solidarity, subjectivity.

JEL classification: A140.

As we know, European countries are now experiencing turbulent times. Economic instability, political disputes, terrorism, uncontrolled migration, structural uncertainty and other aspects of life in Europe create social tensions not only there, but also for the whole international community as well.

European economy was influenced by several significant events. First of all, the June referendum in the UK voted for withdrawal from the European Union (EU). Experts outline two variants: hard and soft. In the first case we are talking about the separation of capital, resources, services, and labor. The second case is about the political presence and the taking away of “the vote” in the EU. A significant factor of economic vulnerability is a complex and unresolved immigration problem. It is also associated with existing political differences between the EU members. Substantial part of the finances is being spent on fighting terrorists in the Middle East, and further increase of the EU countries’ military budgets is planned.

Current social risks for European security are associated primarily with the further status of the EU. Some experts predict the collapse of the European Union. However, it was to this structural formation that the hopes for a harmonious and successful development were linked. Initially, the union had a purely economic goal. Let us remind that the EU is the legal successor of the European Economic Community (EEC). After the final formation of the EU in 1957, it has been positioned as an international independent association with common rules, laws and approaches (Copenhagen criteria) in politics, economy and social life [9].
Today the EU consists of 28 states. The demand for the inclusion of candidate members into the EU has steadily increased. Applications were submitted by Albania, Macedonia, Serbia, Turkey, and Montenegro. No member, except the UK, which is in the process of exit, expressed a desire to leave the EU, although under the terms of the agreement may do so freely.

The so-called Brexit is, perhaps, the first signal of the collapse/restructuring of the European Union [14]. As you know, on March 29, 2017 the procedure of the United Kingdom’s exit from the EU officially began. In general, it will take two years. However, even the major experts on this matter, cannot determine the consequences of this step. We can assume that the serious Brexit problems will be associated with financial and trade relations with European countries and also with the position of Scotland, which didn’t not give its consent to withdrawal from the EU.

According to the European Sociological Association experts, most of the global risks for the EU and the whole Europe are associated with capital, solidarity, and subjectivity [17].

CAPITAL. Let’s look at the conceptual meaning of capital. Capital obviously is the resources created by human labor. They are used for the production of goods and services, bringing material income. World capital market is a complex economic mechanism, the system of market relations, which ensures accumulation and redistribution of financial means (resources) between countries and regions [13]. In general, the global capital market is divided into the entrepreneurial capital market and the loan capital market. Individuals operate in the global capital markets as well, but mostly indirectly, through institutional investors mainly. Conceptually, sociological value of capital was outlined by Max Weber in “The Protestant Ethic and the Spirit of Capitalism” [28]. In the 60-ies, Walt Rostow came up with concept of stages of growth, examining the development of countries in stages. Immanuel Wallerstein’s approach and his work on the analysis of modern world-system [1] are widely known. There are several other well-known works, which distinguish between financial, social, human [6], symbolic capital.

What are the main trends in the world of capital?

First, the contradictions of capitalism manifested themselves stronger than expected. Experts usually divide them into endogenous ones and exogenous ones. The first group of endogenous factors is primarily linked with the global economic crisis of 2007–2009, the effects of which haven’t been overcome yet. Expected accomplishments of capitalism, associated with the growth of welfare, economic growth, full employment, in reality, never took place. Market mechanisms, private property are undergoing special transformation. The role of money and the whole movement of global capital is changing, the role of the state as the top manager is enhanced, which in itself is contrary to the concept of capitalism.

The second group of exogenous factors includes environmental degradation, global warming and climate change in general, increase in technogenic disasters; migrations, epidemics, the impact of armed conflicts and terrorism, social problems such as free access to health services, education; restructuring of labor markets.

In particular, according to the International Union for Conservation of Nature [8], and Yale Center for Environmental Law and Policy [21], within 180 countries with the highest index of 100, the last ten are: 171. Democratic Republic Of Congo (42.05), 172. Mozambique (41.82), 173. Bangladesh (41.77), 174. Mali (41.48), 175. Chad (37.83), 176. Afghanistan (37.50), 177. Niger (37.48), 178. Madagascar (37.10), 179. Eritrea (36.73), 180. Somalia (27.66). Russia is in 32nd place with an index of 83.52.

According to the International Labor Organization (ILO) [7], about 150.3 million people are international labor migrants. Among them, 83.7 million are men and 66.6 million are women, accounting for 55.7% and 44.3% of the total, respectively. For reference: at the end of 2016, the population of the Earth was 7 486 520 598 people (of Russia – 146 389 999 people) [19].

Second, the ideas of neoliberal politics have got significant influence in the capitalist world. Without going into details, let us quote the article by two Belgrade scientists: “Democracy,
developing under neoliberal principles, targets profit extraction and instead of promoting social security of citizens as consumers and free individuals it facilitates the production consumers. What is often called the development of market economy is the complete opposite, i.e. a means by which strong states achieve their domination (my domination, supremacy). This leads to the need for a critical rethinking of current social processes that cast doubt on the basic principles of neoliberal theory” [6].

Third, we witness the growth of such parameters as wealth inequality and personal wealth increase.

For example, in the analytical report “The Global Wealth Report 2016”, Credit Suisse [15, 22–23] notes that wealth inequality, as measured by the share of the wealthiest per 1% rich and 10% of adult in comparison with the rest of the adult population of the world, continues to grow. While less than half collectively own less than 1% of the total wealth, the richest 10% own 89% of all global assets.

And some statistics on Switzerland – the leading country in the world in regards with wealth. Since 2012, the wealth per capita of the adult population exceeded 500 thousand dollars. This threshold value has not been reached by any other country, i.e., one Swiss holds 1.4% of the world’s assets, compared to 0.1% for an average adult in the world. Thus, a Swiss is eleven times richer than the average inhabitant of the planet [22–23].

For comparison, in 2016 in Russia, according to Forbes magazine estimates, 96 Russians from the list of dollar billionaires, became wealthier by $104 billion, while their combined fortune amounted to $386 billion and for the first time exceeded gold and foreign currency reserves of Russia [18; 24].

SOLIDARITY. We proceed from the understanding of solidarity presented by Emile Durkheim [3]. First of all, he ties this concept to morality, indisputable value, which is virtually impossible to be measured. As we know, he separates the two solidarities – mechanical and organic. If the first one is characteristic for primitive society, the second one belongs to the contemporary time, for industrial society. It is assumed that each individual performs its own specific functions, working for public domain and common good.

The development of the content component of solidarity, in our opinion, would be appropriately associated also with social and symbolic capital. Pierre Bourdieu, James Coleman, Robert Putnam – three people who have enriched sociology conceptually and meaningfully. As is well known, Pierre Bourdieu understood social capital as “resources based on family relations and relations in the membership group” [1, 12, 25]. James Coleman describes it as the potential of mutual trust and mutual aid on the level of interpersonal relations: obligations and expectations, information channels and social norms [12]. Initial interpretation of Bourdieu and Coleman, was developed further by Robert Putnam, who was the first to determine the value of associations and civil communities in the formation of social capital [20].

In his controversial article “Bowling alone,” Putnam argues in particular that civil society in the U.S. is rapidly disappearing. A symptom of this disappearance is the downsizing of public organizations and decrease in their number. Thus, American Bowling League has been reduced by 40% for the past 13 years. The Boy Scouts, the Masons, the Red Cross and the Federation of Women Clubs are in decline. Guided by this approach, it is possible to find many similar examples in European reality.

Currently, the ongoing financial crisis in modern Europe [5], its uncertainties and risk, lack of a coordinated European strategy form the context for unconstitutional formats and undermine solidarity. It creates difficulties not only for the current economic, political, social and cultural theory and practice, but also creates new inequalities, uncertainty and cultivates fears for people

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1 The term wealth is defined as the value of financial assets plus value of real estate (housing) owned by households. The study focused on wealth belonging to the adult population in over 200 countries. The analysis includes wealth funds of 4.8 billion adults, and does not include a relatively small amount of wealth owned by children on their accounts.
across Europe and beyond. The number of extreme right-wing populist movements, mainly in Northern Europe, is growing in parallel with the rapidly growing left wing of the resistance, especially in southern Europe.

Serious political differences exist on the issue of migration. As we know, not all participating countries agree to accept a proportionate number of migrants. It also undermines European unity, aggravates the threat of a split.

New forms of solidarity based on deprivations, inequality, and erosion of trust in major political institutions tend to appear: criminal community and terrorist groups, sectarian organizations, ethnic ghettos. We observe stigmatization (social marking) of social groups, such as LGBT community, surrogacy babies, etc.

The Europeans, of course, are aware of the magnitude of the solidarity. In particular, the European Commission has developed a European Charter of Solidarity Corps with youth of 18–30 years with the involvement of local authorities, non-governmental organizations and various companies. It provides for the employment of young people, their education, internships, etc. [16]. However, the riots in the prosperous countries of Europe, particularly in Germany, Belgium, France and Italy about social, economic, political problems demonstrate again the crisis which European society is facing.

SUBJECTIVITY. Subjectivities are formed not only as a result of resistance and protest, but on the basis of apathy, despair, depression, and anxiety as well. Thousands-strong rallies spread throughout Europe in solidarity with “Nuit Debout” (“Night on feet”, “Night stand”), the movement of French youth which opposes austerity and social problems. The largest number of protesters gathered on 15 May, 2016 on the streets of Paris and Madrid. Social movement “Nuit Debout” emerged in France on 31 March 2016, after about 400 thousand people marched through the streets of different cities to protest against neoliberal reforms of labor legislation, which allowed employers to simplify the procedure of dismissal of employees.

Many protest rallies are held against the migrants. European refugee crisis threatens to escalate into global one. In 2016, more than a hundred thousands of refugees arrived in Europe via the Mediterranean. Presumably, 90% of illegal immigrants penetrate the Old World countries with support of criminal networks. However, as a rule, about 70% of them do not have any identity documents. Of course, all this is forcing EU countries to introduce more new restrictions on its borders, thereby creating a serious risk to the existence of the Schengen area. Meetings are also held in the New World and not always end peacefully. People’s anxiety is caused by aggressive behavior of arriving migrants, the problems of public order and sanitary norms maintenance.

Authoritarianism, nationalism, racism, xenophobia and right-wing extremism, the cycle of violence and ideological fundamentalism is widespread worldwide, including Europe.

Emerging crisis episodes in the EU, as we know, happen against the backdrop of Islamist’s terrorist activity [26]. National police and intelligence services make a great effort to disrupt terrorist conspiracies and expose terrorist networks, but these actions do not work out well. Only in 2016–2017 years there have been dozens of terrorist acts with human victims in Stockholm, London, Paris, Berlin, Nice and Brussels, which were carried out by individual terrorists inspired by the call of jihadists of the “Islamic State”.

Conclusions

1. The modern world is closely linked together. Social risks associated with the European space, will have negative consequences for all. Achievements of capitalism, associated with the alleged high level of quality of life, economic growth, full employment, freedom of movement, in actual practice did not take place. The vector of global capital movement has significantly shifted. The role of the state, which is fundamentally contrary to the concept of capitalism, has been strengthening.

2. As the situation in the EU shows, not all states belonging to it, recognize themselves as part of European society, which confirms the lack of solidarity. The potential consequences of
Brexit are a key subject of research by scientists, researchers, practitioners from all over the world, but are still quite uncertain in nature. Issues of prime concern are as follows: 1) whether anyone else wish to withdraw from the European Union; 2) whether Germany will retain its leadership in the EU; 3) whether the statement of ex-presidential candidate Marine Le Pen that either she or Merkel will rule over France, is a sign of the EU disintegration. The situation in Europe can be characterized by the metaphor of “divided society” [10].

3. Euroscepticism is gaining strength. Some government officials, the population in Germany, Austria, France and Hungary make their views known. They are associated with doubts regarding the global role of the EU [2], finding bloodless solution to the problems of terrorism and international migration, integration prospects in general, positive translatory dynamics of the European Union countries’ development.

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The Moscow University’s Professorate of 18th Century: Social Characteristics

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Annotation: the establishment of the first University in the Russian Empire was a step towards the development of European historical model. Use the social characteristics (class, rank, nationality, religion, salary, contact) and simultaneously the comparison of the collective portrait of the Moscow university’s professors with the officials is revealed the specificity of teaching service of 18th c.

Key words: Moscow University, teaching service, social characteristics of professors, 18th century.

JEL classification: A140.

Introduction
Professors of Moscow University in XVIII c. was European, educated, advanced social group in Russian society backward capitalism. The inclusion of such distinguished corporations in structure of the Russian bureaucracy became by the movement of the Russian Empire to the historical way of Europe. Consideration of the sociological characteristics of the professors allows to identify the features of this social group as in a scientific environment Europe and in the portrait of civil servants in Russia.

Methodology
The method of the collective biography (empirical study of a team of individuals in its social context through the individual biographies of the members of this group [10]) and designation of teaching service as a kind of state gave a picture of the corporate history of the Moscow University as a state institution. Empirical material was find through the analysis of the first (the 1755–1770th years) and the second (1770– beginning of XIX c.) generations of professors. (See: Application).

Definition of exact years of their service is rather difficult, even the Biographic dictionary (further BDPTIMU) [3] isn’t a reliable source. A. Andreyev [1] used the announcements of public lectures, the absence of which may indicate the end of the service. Besides, there are the historical works in which the years of service are different from both sources. So, according to the official site of MSU, H.F. Mattei was professor from 1772 to 1782 and from 1803 to 1811, but in BDPTIMU period from 1780 to 1801 with a break is specified, Andreyev calls 1776–1784, 1803–1811 as the years of service. Let’s consider, also, that a part of teachers had very long service life (Zybelin, Schaden, Sinkovsky) and it is difficult to carry them to specific generation. In addition, a number of teachers received professor’s post in the 70th years and later, however they begun the service at the Moscow University much earlier. Because in the age and psychological attitudes, views, beliefs and mentality they belonged to the first generation,
their consideration is given together with their colleagues. So, Anichkov came in service as the teacher to a gymnasium at university in 1762, and professor became in 1771; Keresturi, being an anatomist since 1765 only in 1778 became extraordinary professor; Schaden, being the rector of a gymnasium since 1756, accepted the post of professor only in 1771.

**Results**

The factor which was complicating rotation of the bureaucratic and mainly defining the status of the person of XVIII c. was estates a qualification. The native of the nobleman’s family with other equal conditions, had the advantage in the service promotion in front of a commoner. However, the share of the nobility in the government was high only in the composition of the highest ranks: 16% of total number of civil servants belonged to this estate [23, р. 214]. Their quantity as a part of officials still decreased after release of noblemen from obligatory service. In the middle of the XVIIIth c. children of clerks (mandative people), natives of the clergy, merchants, petty bourgeoisie were the main source of formation of office shots.

Professors of university, belonging to two estates groups: noblemen and foreigners allocated in the total mass of the service people. Considering L.F. Pisarkova’s data [13, р. 299], it is possible to say that about 8% of total of these two estates served in university in 1755–1770. The intellectuals had its place in the Russian “Table of ranks” (the formal list of service positions and ranks from 14 as lowest to 1 as highest in the military, government, and court of Imperial Russia, introduced in 1722). In the second half of XVIII c. the professors had only the IX rank of Table, what made the post of the scientist socially not prestigious. At the same time the rank of the collegiate registrar (the 14th class) till 1845 gave the personal nobility, and the vast majority of teachers were above. The paradox is that, belonging to exclusive estates; teachers at the same time were not the highest ranks of the empire of which this picture was characteristic.

As a nobility of service, the majority of Russian professors of the first generation were natives of the clergy, which was aimed at education. This is Anichkov, A.A. Barsov, Veniaminov, Desnitsky, Zybelin, Popovsky, Tretyakov (41,2%). Invited from Europe had a special status in Russian society XVIIIth c.: “foreigners”. They made up the majority of the Corporation: Dilthey, Keresturi, Kerstens, Langer, Reichel, Rost, Schaden, Erasmus (47%).

In the second generation initially A.D. Barsov (5%) was a petty bourgeois; Politkovsky, Andreevsky, Sinkovsky, even the German Bause (18%) came from the clergy. Chebotarev (5%) was the son of a Sergeant, Skiadas (5%) was the son of a teacher of the Slavonic-Greek-Latin Academy. Foreigners were Boduen, Vate, Vigand, Kurika, Mattei, Melman, Schwarz, Shneyder (45%). It isn’t possible to tell something certain about the others. In comparison with the previous generation of professor there was the greater diversity of estates content.

The bureaucratic contingent of the Russian Empire for its national component had one restriction: it was forbidden to employ Jews. The ban wasn’t absolute: it could be overcome, graduated from the relevant educational institution [4, р. 66]. The professorate as a layer of officials fitted into state practice: most of the first generation were Germans (as exception – Hungarian Keresturi). In contrast You shouldn’t underestimate the value of the Russian teachers (47%): surnames of Barsov, Desnitsky, Popovsky were significant for this corporation. There was no unification on national basis. Cohesive professorial Corporation was not, there were only small groups united by common interests and friendship (Reichel–Rost– Kerstens ) or students-teachers (Dilthey and his students Desnitsky, Tretyakov).

In the second generation in national structure there were changes: the most authoritative surnames in the professorial environment were Slavic: A. D. Barsov, Gorushkin, Pankevich, Politkovsky, Sibirskey, Sinkovsky, Chebotarev (50%). “Germans” are not lost items a position (Mattei, Melman, Schwarz) and to speak early about falling of their authority, despite falling of a specific share (27,3%). “It is necessary to mention about “inclusion” of Greeks (Skiadan and Kurika of – 9%) and French (Boduen, Bordleyer, Vate of – 13,7%). The lack of unity on a national basis in 1770 – beginning of the XIX c. due to the appearance among Germans of two layers
which weren’t finding among themselves contact: the representatives of the first generation, finishing their careers and “young Germans”.

Besides, the grown-up own shots of the Moscow University had no leader and was focused by education of the German sample.

In the confessional plan the list of officials was uniform: its bulk was made by Orthodox Christians. According to nationality there were two religious communities in the first generation of professors: the Lutherans and the Orthodox. Of course, there were also deviations: Popovsky’s deism. At the same time when reading his translation of “Experience about the person” it seemed, “that poems belong not to the translator, but spiritual censorship of the Holy Synod” [15, p. 64]. Outright opposition to religion was unacceptable for the public servant: many protested against the atheistic thesis of Anichkov: “The beginning and origin of natural religion” in 1769 [2, p. 4], because “there can be something… in a shame for university” [6]. Correcting of thesis was not over. Archbishop Amvrosiy submitted a statement to the Synod, in which he interpreted the composition as superstition. Although there were those who believed the charges against the Anichkov unfounded, he did not receive post of the Department’s head until 1771, despite the repeated submission of the conference, and the case remained unresolved until 1787, when it was handed over in archive [6].

In the second generation the question of the relations with Church became even more delicate. The proximity to Masonic circles to Bause, Andreevsky, Chebotarev, Schwarz forced Church to concern to professors watchfully. At the same time, “force… with which [Schwarz. – O.T.]… spoke, courage… with which he also castigated political and church abuses, were surprising”, – remembered his listener [8, р. 1035]. Barsuk-Moiseev created the philosophical and mystical treatise in 1785 where he had considered problems of an origin and essence of human spirit. Andreevsky translated books of religious content. The Church, suffering the Mattei analysis of the New Testament from the point of view of the philologist and historian, came to the charge of “blasphemous opinions” in the case of Melman addicting of Kant.

Parameter for studying of corporation of professors of XVIII c. is assessment of their financial position as officials layer. All reward for government service can be divided conditionally into real, tangible material values (lands, villages, souls, money in the form of rewards, salaries, pensions), symbols of class and status prestige (titles, decorations, ribbon, personal attention of the monarch—the letter, an invitation to the crown’s court), and also expensive insignias and imperial grace (precious rings, snuffboxes, swords, services). By the end of the 18th century feudal form of a payment for public service lost the value absolutely (grant of lands and serfs). Since that time the civil/state service was paid mostly with cash salary of a different types.

The scarcity of funds allocated for the maintenance of the administrative apparatus, was one of the major causes of inefficiency of bureaucracy. In 1763 the salary of the official was in the Central and higher institutions from 100 to 150 rubles per year [5]. However, in the XVIIIth century with the low price of food, primarily of bread (10–15 cents per pood), this wages allowed to live in poverty. Considering this, not clearly the common assertion that for professors wasn’t enough own salary in 500 rub set in “The project about establishment…” [15] for maintaining worthy life even with additions (for 100 rub. To Kerstens for working as a surgeon in the infirmary, to Reichel for the librarian’s post, to Rost for English language speaker).

The explanation of such interpretation of the size of a salary is the other requests of professorate compared with mandative people: the satisfaction of intellectual needs was much more expensive. The professorate was deprived of an opportunity to live at the expense of bribes. At the same time, university teachers didn’t seek to be ranked to “mandative people” according the way of life, they saw the pattern of the life, behavior manners in the European teaching culture or lifestyle of senior officials of St. Petersburg. Numerous applications of public servants about increase in a salary, representation to an award as an obligatory argument put forward not only merits and poverty, but also the high income of servants equal with them...
by the status. The salary of professor of the sizes was comparable to the driver’s salary – 401 rub and the leyb-footman – 463 rub per year [13].

At the same time there was the relative size of wealth determined by a number of class and prestigious indicators: mansion, carriage, meal, number of servants and dresses. “The moderate luxury” was for contemporaries the level below which dignity didn’t allow to fall. To this level the professorate wanted to be adequate, sending regular requirements about increase in a salary, about a lack of books for study [6]. About an increase of wages Afonin asked in 1767, relying that he had taught for two years, combining posts of two professors [6]. In 1767, returned from the abroad, Desnitsky and Tretyakov asked to pay them a salary on account of future work [6].

As in a case with ordinary employees, increase in a salary of professors depended on the chief. In August, 1767 the curator Adodurov filed a petition to the Senate that him “permit to define... an increase and a decrease of the salary of the ranks which are at university” [19].

The curator proved it by aspiration “to give to everyone method to the most diligent execution of the position charged to him” [19].

The answer was positive, but, “that to all allowances, always that was enough the sum which ... is released to this day” [19]. The Senate didn’t find a difference between the ordinary official and professor and considered the curator as the chief.

Those professors, who dealt exclusively with one form of public service, were forced to earn money on the side. They conducted medical practice (Erasmus, Reichel, Langer, Rost) contained a board (Langer, Schaden) or gave private lessons (Veniaminov, Keresturi, Reichel, Rost). As well as in any russian public institution, the released money was stolen. Wealthy people among the first generation of professors was not enough: Rost, engaged in commercial activities; Afonin, who received land in the Crimea. The others could not much afford: Barsov “had stone little house. generally lived modestly: he went to the University in a carriage with a pair” [14, р. 21].

The second generation was also limited in resources. Politkovsky who, in I.F. Timkovsky’s reminiscence, “art and temper has got a considerable property” looked an exception, and was awarded by three diamond rings according to the order of the tallest persons. Quite good conditions for service were created for Melman who had been called according to the recommendation of the famous philologist Heine with the special rights (1000 rub of a salary).

Patriarchal manners were characteristic of the students and their tutors. They came from the feudal and family guardianship of the lords over their peasants, all other relationships were described by this model (“king-father”, “father”). You can talk about the features of teaching service: remaining state, the model of the relations are not turned into slavish and domonical that was characteristic of most officials of lower ranks.

The relations in professorial corporation in the 1755–1770th were difficult and tangled. Barsov “in university board had great influence” [2, р. 18]. Reichel faced with Schaden’s opposition, but after Melissino and Dilthey’s protection, hostility was changed by affability. Strained relations were between also Rost and the mechanic Dyumulen. In 1767 according to Rost “there were absences, counteractions... the increasing every day roughness of this person [mechanic] forces... to ask your help, highly respected mister director” [6].

The relations between teachers seldom passed without intervention of the administration—as any government employee professor followed the truth to higher. If the question stood about altercations of the director and professor, then case went above on a high-ranking ladder – to the Senate. So, case “About altercations the Moscow University of the director Mikhaila Heraskov with professor Reichel” understood in 1766 [18].

In behavior of the curator Adodurov it was obviously appeared the psychology of the chief who considered that, without his control nothing could occur. He focused on compliance to a law letter to all in under control institution. So, if it is told in “The project about establishment...” that student’s debates should be, then they should be, despite the director’s excuses. His authoritiveness was stood out because “by one curator, as a certain over the University the
chief’s commander, it is necessary to execute by all means" [6] everything that is required. Before us transfer of the state model of management to university. The head is everything to his subordinates, and attempts to break subordination rigidly were stopped. The teacher Naropinsky, passing the curator, in November, 1768 sent to the Senate a request for awarding of the next rank. Adodurov couldn’t tolerate such arbitrariness, arguing “that the act of this team [could] to cause… any upset”, immediately issued a warrant of resignation [6]. The head could show excessive zeal. The case with Desnitsky and Tretyakov is indicative: in 1767 meticulous Adodurov was able to prove that they had studied in Glasgow to mathematics. Proving by the fact that “the state money on those sciences... was consumed [6]”, the curator demanded examination to check as “[professors] they tried to execute those intentions with which… had been sent” [6]... On the other hand, in the second generation, the curator Melissino was afraid to go for open confrontation with popular Schwarz though under pressing of group of enemies professor submitted the resignation twice.

Professional activity could promote the friendly relations with the administration: curators as Professor Keresturi’s patients were not configured to him badly. In memory of F.P. Lubyanovsky, in the solemn act the curator on behalf of HIH presented the medal, “all fans of education... with congratulations ... with monarchical favor rise then...; from us all addressed the curator, the rector and the inspector with expression of appreciation for works... in distribution of education to empires” [9, р. 45]. The psychological line which remained in many respects still is visually visible – it is accepted to thank not direct performers–professors, but the highest administration for all works.

The relations “chief-subordinate” are indicative in connection with case of Diltey’s dismissal in 1765. Professor achieved restoration on service and increase of salary although two years had been necessary to him for the positive decision in the Senate. Dilthey operated in a manner, usual for officials. The false statements that Peter I received doctorate in Oxford, and the empress was accepted in number of members of the Berlin Academy of Sciences was intended to flatter to strong the world [6]. The successful attempts of Dilthey inspired Rost, Reichel and Kerstens for the requirement of new contracts. In 1767 the curator Adodurov gave the report to the Senate from which it is clear that all wished for themselves large increases with what the curator couldn’t agree. The Senate supported Adodurov, and professors agreed to former conditions” [16]. The case is indicative: if for one professor the state was also ready to make a concession, then so desire expressed by the whole group already was like organized discontent. In addition, 1766 the stereotype of perception of professors as standing on the very bottom of the career ladder. The dissatisfied voice “from below” irritated the administration, not wishing to listen the others problems especially if the subjective perception of the Professor’s difficulty made them insignificant.

The scandals coming from a lack of money and a low social status of professors were commonplace. Because of overpricing by the bookseller Vever as he argued in own complaint, Reichel called him a deceiver and crook and hit with a hand on a face, “grabbed sword..., and Barsov... was waved a cane” [6]. Manners in the Professor’s environment were wild-time of intelligent and sedate professors had not yet come.

The professorial corporation influenced the Moscow city society. Barsov was a censor (communicated with writers) and was considered as the best expert on Latin, Keresturi, Zybelin were appreciated as medical practitioners, Schwarz gave the popular public lectures. “The university was represented as organ of expression ... faithful feelings to monarchs of Russia” [12]. Solemn meetings in the presence of the Moscow dignitaries, speeches in all languages, requests of pupils to production them in students, distribution of swords, rewarding with medals, the serenade and illumination–these attributes of a show of the 18th century). Celebratory life of university was option of distraction from daily occurrence of inhabitants.
In XVIII the relations of students and professors are similar to today’s: someone was respected and loved, someone didn’t deserved even a mention in memoirs, someone was over laughed, and someone was overtly not brooked. Discrepancy of perception of professors was big. According to some memoirs, lectures of Rost “attracted… with a clear presentation and demonstration of experiences”, and to others, “he was so terrible and ridiculous that didn’t pass a lecture without some sneer over him” [24, p. 202]. At the same time, after the death of Reichel in 1778. “All students accompanied him coffin” [11, р. 30]. In 1795 it was “the sad song for death of the curator… Melissino from pupils of boarding… at university” [17]. Students realized the paternalistic model of the behavior of supervisors.

In the 1770 – beginning XIX c. students allocated priority of professors of the most important objects. I.F. Timkovsky remembered that he “liked to talk at the selected professors who for me were initially... A.A. Barsov… Pankevich… Bause… Schaden” [22, р. 40]. Sohacky, in memoirs of students was “the modest and noble person” who “with a generous scholarship combined a delicate taste connected a delicate taste” [7, p. 263].

**Conclusion**

Thus, the professorate of university as social group was in many respects similar to officials, its features were defined by specifics of teaching service. Class/estate as the status of the person of the 18th century distinguished professorate from employees from generation to generation more and more. Belonging to privileged estates, teachers at the same time did not belong to the higher ranks of the Empire. The majority of the first generation was Germans, in the second the structure has changed to on the contrary. Religious affiliation was identified professors among other officials. Salary distinguished teaching corporation too: it was sufficient for ordinary employees, but unacceptable for worthy life of professors because of their requirements. It was closer the dependence of the salary of the superior, embezzlement. The relations in corporation were as are close official (scandals, interaction with the administration), and allocated professors (assessment of students).

**The application**

First generation of professors of Moscow University:


Second generation of professors of the Moscow University:


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Genesis of the Transformation of the Social Structure of Russian Society (Over the Past 30 Years)

Annotation: the article deals with the main problems associated with the transformation of the social structure of Russian society over the past 30 years. The main reasons that do not allow us to accurately represent our social structure, what social strata it consists of, and what basic social classes represent. It was during these years that the scientific ideas about the social structure of society, the understanding of objective criteria for the differentiation of society into social classes, were transformed. In practical life, in these years, fundamental changes occurred in the factors determining the social position of people, if in the Soviet society the level of power determined the social status and material position of the individual to a greater degree, then with the transition to market relations the determining factor was the level of income. The article substantiates the thesis that for effective social management, implementation of social policy, it is necessary to have a clear idea of the management object – the social structure of society, as the main source of information about the needs and interests of social groups and strata, and the emerging hotbeds of social tension.

Key words: society, social structure, stratification, mobility, transformation of social structure, social status, social management.

JEL classification: A140.

Social structure of Russian society is a phenomenon which needs detailed investigation according to its previous and its contemporary state. The lack of reliable knowledge of social structure of the society and the dynamics of its development is a cause of numerous failures in economical and political reforming. Three main problems which prevent us from gaining reliable knowledge of social structure of Russian society can be pointed out.

The first problem is connected with inadequacy of understanding theoretical-methodological approaches towards the investigating the social structure of the society and the theory of stratification as a whole [15]. Some scholars resist in estimating the structure of the society, basing upon the conception of “the two friendly classes (workers and farmers) and intelligentsia which is serving their interests”. The real stratum-constitution of social structure is taken as a temporary, negative state, which should be obviated.

The social structure of society is a fairly complex organism, which includes a variety of “structure classifications: socio-demographic, socio-ethnic, socio-territorial, socio-professional and socio-class” [14]. Each of them separately and in combination with others gives its own specific coloration of society as a social object. Socio-demographic and ethnic
changes, social territorial migration, intergenerational and intragenerational processes of professional mobility, differentiation of people according to layer criteria are all mobile characteristics that, on the whole, can give an idea of the state and trends of such a living and complex organism as society.

Methodology of cognition of the class structure in our country has changed a lot. The idea of three-class model of our society never agreed with reality. The society always had rather complex structure. It was not right to speak of the working class as of an indivisible social group, because people who were referred to this category distinctly differed in way of life, interests, qualification, income, prestige of the profession. The category “stratum (literally – “layer”) of intelligentsia” did not get convincing interpretation. The canonized “three-class” model agreed with the conception of socialist society, which was based on Marxist methodology and the idea of social-class structure of a society. Social structure was described schematically as lacking contradictions and dynamism of various interests of its strataums and groups. The base of the arguments was the idea, that the process of development of the social structure of a society is a process of its becoming socially homogeneous [20]. These ideas survive now in minds of pro-Communist part of the society and influence the scientists, who are politically active and cannot free of the subjective view of the problem. However, the definition of social class as a stratum of people having close economic, political and occupational status characterizes the differentiation of people much more completely and truly.

The second part of scholars accepts the theory of social stratification as a whole, but practically investigating the social structure they are attracted to habitual “trinomial formula” which they are accustomed to.

The stereotype in this case turns to be so strict, that the author does not notice, that in practical estimations of the society state he continues speaking the “old” language.

The third part of scholars makes attempts to determine the real state of Russian society using the objective stratification criteria [7].

The second problem is connected with the drastic change of priorities among the stratification criteria in Russia. In soviet period “power” was the main criterion of differentiation in society, but in the present time “money” influence the social stratification in greater extent. This circumstance causes the fact that some investigators take into account only the level of income which obviously disfigures the real situation.

The way in which Russia has developed since October 1917, has formed a society under a rigid scheme: exclusively centralized management in all areas and spheres of activity. With all the shortcomings of such a management, its effectiveness is unquestionable: the country possessed a high military-industrial potential, science and education developed in it. Despite the low overall level of development of the social sphere, on the whole, it ensured a minimum level of the population’s requests. The structure of the society was a fairly homogeneous mass of people with roughly equal economic status, a clear political hierarchy, and a uniquely developed view of prestigious professions and their representatives.

Hierarchic structure which existed in Soviet Union was the structure of a totalitarian society. It did not allow the development of any forms of property except the state one. The state property determined the strict vertical line of hierarchic relations and having power could give the right of dealing with property and taking part in its distribution. In such society sufficiency depended only on belonging to the definite place in social hierarchy.

In the former Russian society political potential played the major role in stratification. The place on the scale of ranks in the party and in the state, formal and informal relations determined the social status of a person, his prosperity.

Thus, in the Soviet period, a place in the party-state hierarchy, that is, political potential, played a major role in stratifying society, in determining the social status of the individual, and hence in his material capabilities.
The part of society, which is not part of the elite, has been slightly differentiated socially. Vertical mobility for most of them was insignificant, more often the movements were horizontal, which did not significantly change the level of material well-being, which consisted mainly of income in the form of wages that did not differ too much from the subsistence minimum. This determined roughly the same standard of living of the majority in society, life standards, needs and interests. Relations were equalizing. Only 15–20% of the population [12] were involved in the distribution processes, which distinguished their standard of living and gave the status of a secure layer of society at the expense of material privileges.

In a totalitarian society, the social structure was rigidly determined: nothing could destroy the social partition between the ruling elite and the rest of society. However, it should be noted that at the beginning of the reforms there was potentially a broad middle class base. It consisted of mass detachments of humanitarian intelligentsia, a large group of engineering and technical workers, skilled sections of the working class, as well as part of the elite and the adjacent layer of trade and supply workers. The country had a rather high level of professional training: about 1/3 of the employees had a higher or secondary special education.

At the present period, in spite of the collapse of formal party hierarchy, the upper elite group still exists, consisting of about the same people even though the system of managing posts has changed. The results of researches show that only about 10% of nomenclature retired on a pension, and about 1/3 went into business, having become the heads of large and middle private and semi-state organizations. The rest still work in the state machinery, often combining their service for state with business activities [12]. The most of previous nomenclature managed to turn their post in the hierarchy into capital, figuratively and literally speaking, and took their place in the elite stratum. They have saved their business relations, interests which they defend when the general question of privatization of the state property is being decided. Redistribution of the wealth is nearly the single sphere of managing activity, where the role of political power has increased. Taking part in redistribution of property is one of the most important factors which determine social status of people today.

However, the economic potential of the rest of society underwent a radical transformation. In Russia two classes are being formed: the class of owners and the class of employed workers. The class of owners is represented by groups of large, middle and small capitals. These groups are distinctively differentiated according to their social and economic state. Large fortunes are gained as a result of financial operations and export of natural resources. The group of middle and small capitals is formed during trade operations.

Rather large and still growing stratum of owners in Russia is group of heads of former state enterprises. It includes professional managers who gained the big parts of share holdings of their plants and factories during the privatization, and opened their own private firms on this basis. Using the imperfection of law these directors earn considerable sums of money, even if the factory has debts and the workers do not get their wages. In is registered in sociological researches that though only 3–3,5 year ago heads of enterprises which became joint-stock companies would like to leave their posts, but now the situation has changed [12]. The most of them realized all the profits of their position.

During this period, most of the country’s population turned into hired workers. But this group was not homogeneous. Over time, it has become socially differentiated depending on the sector of employment, the industry affiliation of enterprises, and the region of residence. In the most difficult situation were employees of state enterprises, social sphere. It was here that the lowest level of payment was. The 1990-ies were the most difficult for this part of the population. Many of them found themselves in the status of unemployed.

Another category of employees is private sector employees. In fact, it was the emergence of a new class. Studies have shown that among these workers men predominated. The private sector was the most attractive for employees with higher education. If in the public sector there were
17%, then here – more than 22%. At the same time, 30% of wage earners did not consider this work to be the main occupation and combined it with hired labor at state enterprises. Young people under 30 in the private sector were 2.5–3 times less than in the public sector [12].

Prospects for the formation of the middle class in the 1990-ies were very vague in Russia. The growth of social tension was caused not only by the almost complete absence of the middle class, but also by the fact that a significant number of people were thrown out for the “poverty line”. The distance from “poor” to “rich” according to the estimates of various authors reached from 13 to 32 times the magnifications, and in the far regions of the country – up to 60 or more.

The drop in production, the stoppage of a huge number of enterprises, led to a rapid rise in the unemployment rate, both official and “hidded” due to part-time work and the sending of employees on vacation at the initiative of the administration. Many representatives of unique professions, the highest qualification engineering and technical workers, scientists of various fields of knowledge were unclaimed. Of the registered unemployed as of 01.07.1996. 69.1% were released from the metalworking, machine-building, light and textile industries, sewing and shoe manufacturing, construction and transport. Almost every fifth employee was forced to change his place of work every year. The situation was complicated by the sharp differentiation of the country’s territories as of the regional labor markets. In 39 regions, the unemployment rate exceeded the national average by 6.5 times [16].

The level of education and qualifications had little effect on the ability to enter the middle and high-income groups. One third of unemployed (34.2%) were people with higher and secondary special education, with more than half of them (53.1%) were women. Many specialists with higher education went on retraining for working professions [16].

The third problem is that the investigations of the state of social structure of Russian society are made locally, without information about real economic state of social groups and stratums, because the tradition of filling in declarations of incomes has not made up yet, the salary of workers is not paid systematically month by month, etc.

Ideological, political and economic reforms in our country lead to the great social changes, including changes of social structure. Distinctive differentiation in having property, new groups getting power and influence, changing stereotype of prestigious and non-prestigious professions, polarization of interests as a result of social inequality – all this created the new social structure of the society, very different from the previous one [18]. In order to estimate these changes it is necessary to know the previous social structure and doing the large-scope sociological research of the contemporary one. Defining the degree of transformation of the society, of general tendencies in forming and disappearing of some social groups – is the base of any reforming processes. Without knowing what we represent as a society, what social groups are identified with lower, middle and upper social stratums, what configuration of “the social cone” and, correspondingly, the degree of tension is – no reforms are possible.

Solving these problems we will be able to gain the knowledge of the real state of social structure of Russian society [17], the dynamics and tendencies of changes, and to discover the real basis for working-out the adequate social politics.

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Annotation: the article considers the features of older people, the most significant problems and ways to overcome them. The concept of old age and attitude to it both the elderly and young people themselves are defined. The conditions and quality of life at a later age are considered, and also the methodological problems are highlighted in the context of the social psychology of aging. The approaches of Russian and foreign authors are singled out on the basis of individual functional features of the elderly.

Key words: elderly people, psychological problems, crisis, quality of life, gerontology, aging, autonomy, age approach, quality of life, dissatisfaction, group solidarity, opposition, society, norms, late age.

JEL classification: A130, A230.

More recently, demographic aging has been seen as a minor problem, only relevant to demographers. But now the rapid progress of this phenomenon has become clear and fully realized. There is no doubt about its spread throughout the world, and its effects are active in all sectors of social activity. The surge in the interest of the scientific community to the numerous and varied problems of the late period of a person’s life is obvious. The international community noted the problem of the aging of the population and proclaimed the need to create a “society for all ages”.

The fact that throughout the world there are certain changes associated with the aging of the population, said in many works and books on the problems of old age. Impressive figures are presented, backed up by tables and opinions of authoritative people, the reasons that caused an unprecedented, unprecedented increase in the number of aging populations in many countries of the world are explained. At the same time, the problem of old age is considered almost everywhere only in three aspects. The first is devoted to demographic and economic research, the second is related to the medical features of old age, mainly geriatric studies and in particular the study of longevity. And, finally, the third, more widely known, is associated with
the social protection of older and older people, which covers a wide range of issues – from social security to occupational therapy. A few domestic studies of the philosophical, sociological and psychological aspects of old age appear, from time to time in the press and do not have a systematic, and, the more methodological character.

In modern science, the socio-psychological questions of the elderly are one of the aspects of studying various personal changes in the elderly, which can lead to varying degrees of disruption of their interaction with the social environment. Social gerontology studies aging as a process in its biological and psychological dimensions; Considers an institutional approach that focuses attention on the problems of socioeconomic status and social roles of the elderly, and a historical and cultural approach that makes it possible to compare different ideas about old age and social attitudes.

Addressing the problems of aging, creating an internal willingness to complete one's own destiny in the late stages of life is important for every person. Prospects of development in old age are associated with the success of overcoming the crisis of adulthood, awareness of choice, active life position and is crucial for life satisfaction, for an adequate perception of one's own old age.

Contradiction of young, old and old

In the scientific literature often it is a question of the elderly people, which authors as though oppose to themselves, “us” or someone else. For example, “Our society has very negative attitudes towards old age. This reflects our attitude towards the elderly, our expectations from them. “The use of these pronouns creates a conceptual field for justifying the “inclusion” of others in their group or “exclusion” from it. Moreover, if there is an opinion that “old people are discriminated against,” then indeed, there is this category of people that is separated from “us”, younger and stronger. The view that youth and young is better, and old age and old are worse, is reflected in the polarization of the vision by these age groups of each other. A popular negative view of late age is closely related to how society itself sees and reflects this period of life.

The old man is identified with someone who has detracting and degrading personality additional qualities. Indeed, the term “old” is often used to humiliate another person, using, for example, phrases such as “old fool”, etc. Those who use. Of course, such expressions do not refer to this age group; Old age is something separate from them, because health, intelligence, physical abilities are still in order. They believe that the old people usually follow proven paths, are incapable of perceiving new ideas, are rigid, are burdened with all sorts of difficulties. But can not these qualities be possessed by a man of mature age long before he begins to grow old?

As an example, you can consider the results of a survey of English 13-year-olds who were asked to answer the question: “What is to be old?” It turned out that some of the 13-year-olds consider the 45-year-olds to be old. They know that pensions are small, in addition, they say that the old “smells bad” and “tightens in your ear.”

Then a survey was conducted among the elderly, but already with respect to teenagers. It turned out that they “always scream” and walk “gangs and gangs” along the sidewalks. Many elderly people have expressed the fear that teenagers can push or hit them.

In this regard, it is interesting to compare the answers to the question: “What is to be old?” Of Russian teenagers and young people. Young adolescents (11-year-old Muscovites) gave answers reflecting the objective and “external” characteristics of older people, for example: “they live alone or with their husbands / wives”, “have grandchildren”, “get a pension” without specifying that the pension is small, not paying attention to health problems, etc. There were no answers that would include negative characteristics. Respondents at the age of 13 appear in the responses characteristics that are not yet sharply negative or negative, but reflect the weakness or helplessness of the elderly. Since the age of 15, a negative attitude towards the elderly has already clearly manifested itself. In this case, only those who were living apart from
their grandparents were surveyed, and they were rarely seen with them; A close elderly relative with whom one could draw parallels, was not [1].

In another study, in which 20–24-year-old girls were interviewed (Kaluga, 1998), respondents were asked to finish the sentence: “Being a child / adult / old means to me ...” The author singled out three types of answers, two of which.

Are characterized Negative attitude towards old age.

The option “Being old ...” turned out to be the most ambiguous and difficult for the respondents: 40% gave clearly negative assessments (helplessness, dependence, loneliness, unmet need for communication, stagnation, etc.): “It’s terrible. I will not do that.”

About 20% of respondents evaluate old age as a period when “everything went away”: the “beautiful past” was left behind, “children and grandchildren” managed to grow up. Old age is characterized as a state of inactivity, passivity, uselessness, like a life filled with memories alone. In old age, respondents fear, along with the fear of death, a reduction in the level of involvement in life and an awareness of the insolvency of life.

Positive estimates are found in 30% of respondents: “be calm, intelligent, loving, beloved.” Only 10% characterized old age as a period of active life.

Thus, with age, a person grows a number of negative assessments of late age, and by the age of 25, a strong rejection of old age and a negative attitude toward the elderly are forming.

Now let’s see what the elderly Russians think about youth. According to monitoring of public opinion conducted by VTsIOM in 1997, out of 555 pensioners only 13.8% think that young people have such positive qualities as discipline, a sense of responsibility (64.0% expressed against it); 14.7% noted diligence (against – 62.4%); 13.2% – readiness of young people to learn from the experience of older (against – 59.0%). But 64.3% of pensioners call young undisciplined, 63.9% say that young people do not want and can not work hard and hard, 58.5% think that young dishonest and dishonorable, 70.8% accuse young people of selfishness and Indifference to others, 62.6% – are convinced that the younger generation neglects the opinion and experience of the elders.

Age groups receive presentations about each other from the media. Many do not have direct contacts with representatives of other age groups who could disprove negative stereotypes with their positive experiences. This leads to a rigid consolidation and spread of stereotypes in society.

Socio-political and other changes in Russia over the past 80 years have led to the fact that many young people grow up without close contact with grandparents or other elderly members of the family. In Western society, there are similar trends – children and young people get knowledge of the elderly only from television. As a result, any person can easily draw the character of an old man, based on a common opinion and generalizations. Some authors believe that in our minds the opinion about grumbling, fault-finding, bad character of old people is firmly fixed.

The problem of stereotypes is closely related to the way in society called the elderly, i.e. What epithets they are “awarded”. In 1993, the study of the sensations of the elderly in 12 European countries was conducted. Among the other results obtained, the answers of the elderly to the question of how they would like to be called are of interest. It turned out – “senior citizens.” All the terms that they “reward”, have a negative and inhumane color. In the definition of “senior citizens” expressed a more positive view of the position of the elderly in society.

For example, in the East, where old and old people are traditionally treated with great respect, in recent years, society has begun to view them as useless, unable to continue working and becoming a “burden” for the family and society. Some authors believe that this is reflected in those words that are used in relation to the elderly by society. For example, in Indonesia the meaning of the expressions “become old”, “grow old”, “aging” is accompanied by terms that are weak, decrepit, useless. As a result, aging people are marginalized and isolated from the productive workforce.
Speaking of the elderly, it is indisputable that such terms should be avoided that diminish or degrade their dignity. Therefore, the most appropriate expression will be used in the United States, which elderly people of many countries would like to hear in their address: “older citizens”. This term implies that a person, as he ages, is perceived as accumulating knowledge, experience, wisdom and as having a wide social network of personal and professional connections.

Another factor affecting the attitude towards the elderly is mortality. In the age groups of young and adult people, mortality is small. Its high level is centered mainly on the old age, due to what elderly people are nowadays regarded as having an actual “monopoly on death”. This is a dubious privilege that tends to reinforce exclusion from society and social life and the marginalization of this age group: rejecting aging means rejecting death.

Conditions and quality of life in later life

At present, one of the most important conditions characterizing the socio-psychological situation of older people is the concept of quality of life. Initially, it was considered to be a sociological category that expresses the quality of satisfaction of people’s material and cultural needs (food quality, quality and fashionability of clothing, health and education, ecology, home comfort, etc.). However, recently it has acquired a socio-psychological meaning, helping to more accurately assess the impact of external parameters on the state of the elderly person. For example, many researchers are convinced that some features considered to be characteristic signs of old age are in fact nothing more than the result of poor nutrition, lack of movement or disease. Even the heart and kidneys of a healthy person older than 65 years can function as well as a young one, and brain function disorders do not naturally occur as long as the living conditions promote human activity and are of high quality.

However, among psychologists, sociologists, philosophers, economists, the question of the content and structure of the concept of the quality of life remains controversial. Some interpret it as an identical way of life, level, style or way of life, by which the quantity and quality of people’s needs, their mutual relations, emotions and their subjective expression are understood, others contrast quality of life and standard of living, that is, the higher the standard of living than the more vital the rhythm, the lower the quality of life, and vice versa. Still others reduce the quality of life to the level of stressful situations or the quality of the environment.

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In psychology, the quality of life category is almost never met, but this does not stop psychologists from “working” with it one way or another, for example, by studying satisfaction with life, which is one of the important indicators of its quality [2].

Age approach to quality of life

The concept of quality of life played a key role in the development of foreign social gerontology. In the opinion of many authors, it is interest in the quality of life of people of late age that initiated research, practical activities and social policy for the elderly. Over the past few decades, the growing interest in the quality of life of older people has not yet led to a systematic study and even a clear definition of the very concept of the quality of life, despite the fact that from the 60-ies to the 70-ies of the 20th century, In the West, the movement “for a new quality of life” began, in which many environmental and socio-psychological problems of society were raised. Despite the fact that the definition of the quality of life has since become more complex and complex, different definitions and different methods are often used in various studies.

The quality of life is an important methodological issue in the context of the social psychology of aging. The category of the quality of life of people contains the specifics of the conditions and forms of any life activity in relation to the social group of the elderly. It is conditioned by their specific needs, determined by natural causes by limitations, which is the basis for providing them with all-round assistance from society and the state.

Life practice and theoretical research show that there are some characteristic features of life, its conditions in later life. These characteristics include such characteristics as quality of life, dependence, need, well-being, etc. They act as categories of social gerontology, and
The quality of life is examined in two aspects. The first is connected with the quantitative evaluation of all aspects of human life, i.e. implies an integrative characteristic, which includes a number of specific indicators: the standard of living, morbidity, mortality, etc. From the perspective of researchers, the concept of the quality of life is equated with the concept of a way of life, it is an established system of forms and activities, everyday behavior and relationships. People under certain environmental conditions, affecting health and well-being. The main conclusion of the research within the framework of this concept is the identification of a close connection between the way of life and the state of health of the elderly.

Another aspect, most often presented by foreign authors, is related to the characteristics of the qualitative side of meeting the comprehensive needs of individuals by comparing their actual level with the chosen standard of living.

In this case, this category denotes those aspects of social and individual life that do not lend themselves to purely quantitative characteristics and dimensions. The authors indicate that the quality of life category integrates the problems of the goals and values of social being within itself, stipulating the need to provide a decent form for a person's everyday existence. Improving the quality of life is seen as one of the most important conditions for improving the entire way of life of people. Back in the XIX century, the English philosopher J. Bentham was one of the first to propose a scale of satisfaction with life, which he called the "calculus of pleasure." Applying this scale to the calculation of the main components of utility (which he identified with pleasure), such as its intensity, duration, etc., one can empirically measure the well-being of individuals and compare them by factors of poverty, health, etc. General welfare Bentham considered as the sum of the benefits of all individuals.

Currently, foreign researchers are discussing the components of the concept of quality of life, as well as the standards of each element. The standard is understood as the level below which the quality of life ceases to exist, that is, it refers to an unacceptable level.

The constituent elements are:

- Individual characteristics of the elderly and very elderly: functional abilities, physical and mental health, dependence, ethnic group, class, gender;
- factors of the physical environment: everything that contributes to a good rest, standards of housing, environmental control, comfort and safety, the availability of a regime;
- factors of social environment: the level of social and creative activity, family and social network, contacts with organizations;
- socioeconomic factors: income, nutrition, living standards, socio-economic status;
- factors of personal autonomy: the ability and ability to make choices, control over everyday life, the environment that is created as a result of the arrangement (for example, the contract of an elderly person with a boarding home, etc.);
- subjective satisfaction: quality of life, estimated by the elderly person;
- Personality factors: psychological well-being, morality, satisfaction with life, happiness.

For many of these elements, there are certain standards by which the level of quality of life is calculated. For example, a certain level of income or level of social activity, below which the quality of life is considered unacceptable. The only question is how to determine this level. While there are no general criteria on these issues, it is impossible to compare research with each other.

The concept of quality of life, however, does not reduce only to the standards of life, although the latter are among the constituent elements that determine it. Similarly, the quality of life cannot be limited only to the subjective satisfaction of the individual.

Thus, there are difficulties in integrating subjective and objective elements, especially when studying a large group of people, but abandoning such important indicators means impoverishing the quality of life study that is influenced by both cultural and ethnic factors.
The influence of culture in a broad sense on the quality of life is indisputable, and researchers should take this factor into consideration when selecting and applying the research methodology and interpreting the data obtained. The characteristics of gender, ethnicity and class are important variables that affect not only the living conditions, but also life experiences, expectations, values, perceptions, etc., i.e. On everything that makes up the quality of life and on which the level of quality of life depends. In this context, age is the same intervening variable, and people of different ages, with different historical experience of living conditions, but living in the same society, will differently determine the quality of life. The modern generation of the elderly and very old people has experience of heavy losses, hardships and trials of the military and post-war years, the restoration of the destroyed economy, etc. Their expectations and subjective views on the quality of life are much lower than those who have not yet begun to age, who have the experience of living in more comfortable and prosperous conditions [11].

The negative social stereotype of the old age not only eclipses the positive aspects of this time of life, but also creates the impression of homogeneity, grayness, monotony, often carry over to the group of elderly people as a whole. This, in turn, aggravates the assessment of the quality of life associated with economic and social conditions, and is perceived as a common synonym for the elderly. Thus, while the old age is defined as a problem, as an “indicator” of the quality of life within the policy and ideology of society, the conceptualization of the concept of the quality of life remains closely related primarily to a group of people of a late age.

As early as 1947, the World Health Organization defined health, which includes not only the full physical and mental state of a person, but also its integration into society. However, for a long time, the efforts of scientists have focused on studying negative aspects of people’s lives that are interlinked with poor health, for example, low self-esteem, poverty, etc. Only relatively recently, scientists began to pay attention to such positive indicators of good health, which include the quality of contacts, And optimal functioning of the body.

A holistic model of mental health, which is especially important for the elderly, includes the following components:

1) personal growth: openness to the new, the ability to develop;
2) acceptance of yourself, your experience: a positive assessment of your life;
3) life goals: the experience of life as meaningful, a sense of “direction” of life;
4) the ability to organize your life: competent management of what surrounds, the inner sense of control over your life, the opportunity to use different opportunities in life;
5) positive attitude: the ability to take and give, positive feelings for others;
6) autonomy: the ability to resist social pressure, independence in determining the place in life, the existence of personal standards.

The health of the elderly depends largely on the attitude towards them in society (as to the obviously decrepit or as to the cheerful, active). The image of a passive elderly person in need of constant care, which is only an additional unnecessary burden for healthy people, contributes to the development of a sense of guilt in the elderly. This negative attitude leads to a certain deformation of moral categories and moral and ethical principles among the able-bodied population, and especially among young people. In reality, most older people organize their lives independently and depend on the circumstances at times no more than other groups of the population.

References
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<td>Housing conditions of the elderly and the quality of their life</td>
<td>Psychology of Maturity and Aging. 2015. No. 4 (7-8).</td>
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**REFERENCE TO ARTICLE**


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Application of the Snow-Indication Method under
Anthropogenic Load Conditions

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Annotation: the paper summarizes the data of the regional monitoring on the contamination of snow cover of agricultural lands in the Tver Region for the period from 1996 to 2015, as a result of which it was revealed that the content of nitrate-, chloride-, sulfate ions in some years significantly exceeded the background values. This can have a permanent negative effect on the state of the depositing media. Certain coefficients of concentration and total snow pollution in general indicate a decrease or preservation of snow pollution in some areas.

Key words: snow-indication, sorption capacity, agrolandscapes, nitrate-, chloride-, sulfate-ions. Pollutants, heavy metals, snow cover.

JEL classification: J190, J280.

The present trend towards the inclusion of anthropogenic pollution in the circulation of substances and the processes of life of living organisms leads to a deterioration of the ecological situation [13, p. 11].

Various methods of indication are used to control this process. The easiest in the implementation and informative in the processing of data is the chi-indication monitoring – indication of anthropogenic pollution using snow cover [19, p. 202].

As shown by years of research, in winter, the concentration of various chemicals in the atmosphere is increasing, due to the deterioration of meteorological conditions of dispersal of impurities, an increase in the number of industrial emissions, slowing down the chemical processes of transformation of substances at low air temperatures. For these reasons, the bulk of atmospheric pollutants are observed in the snow cover [16].

The snow cover has high sorption ability, making it a universal indicator of pollution of the air and water basin, soils and plants. It is an effective accumulator of organic and inorganic compounds in the form of solid particles and aerosol pollutants, including heavy metals that fall out of the atmosphere [8, p. 32].
Contamination of the snow cover takes place in two stages: the first is the contamination of snowflakes during their formation in the cloud and the fallout to the terrain, the second is the contamination of the snow that has already fallen out as a result of the dry deposition of pollutants from the atmosphere, as well as their receipt of underlying surfaces – soil, rocks after various anthropogenic activities [4, p. 53].

Snow cover allows to take into account the mass of precipitation, polluting impurities in atmospheric air, and also the subsequent contamination of water objects and soil cover [14, p. 15].

Also a significant role in the amount of pollutants in the environment cause thermal and physical characteristics of emissions – cold and coarsely dispersed particles of the dispersed emissions worse; the turbulent air flow created by a combination of thermal radiation of the earth's surface and industrial or other pollution sources; the conditions of temperature stratification of atmosphere – temperature inversion, when the height above the earth's surface air temperature increased significantly worsen the dispersion, holding the torch scattering to the ground; the direction and speed of wind – transport of pollutants mainly occurs in the direction prevailing winds [18, p. 4]. Their maximum concentrations from high and medium height sources from the heated emissions in the atmospheric surface layer occur in a particular the most unfavorable for the particular scattering conditions of wind speed, called a dangerous speed; low near sources (less than 10 m), which are vehicles and other small sources in the city, the concentration is inversely proportional to wind speed; the most unfavorable conditions occur in conditions of calm, which is associated with an increase in concentrations of 50–70%; a number of other factors that prevent scattering of pollutants and leading to their accumulation in the atmosphere: fogs, terrain features (closed depressions), the development of photochemical reactions, the prolonged absence of precipitation [9, p. 51]. Snow cover allows you to consider a lot of precipitation, impurities in the atmospheric air and the subsequent contamination of water bodies and soil cover [8].

Despite a small range of indication time, the chemical-identification method has a high level of accuracy of the received environmental information. Priority in the selection of the method towards the monitoring of the monitoring is determined by the following factors: snow cover sampling is extremely simple and does not require complicated equipment in comparison with sampling of water and air; The concentration of pollutants in the snow cover is several orders of magnitude higher than in the ambient air; With a layer-by-layer selection of snow samples, it is possible to determine the temporal dynamics of the contamination of the snow cover; The snow cover can serve as an indicator of atmospheric pollution by sulfates, nitrates, heavy metals, organochlorine compounds [17].

Due to low temperatures in winter, many chemical processes slowdown, which contributes to the conservation of components [20, p. 45].

A single sample of snow taken at the end of snow deposition is enough to determine the chemical composition of it for the entire period from the formation of the first stable snow cover to the beginning of snowmelt [11].

Snow cover monitoring includes snow survey and subsequent hydrochemical analysis of snow samples to obtain data on the presence of priority and specific pollutants in cities and industrial centers, as well as data on background concentrations for natural environments [2].

The objectives of monitoring the snow cover and the development of an observation program take into account the features of the research objects: the zone of influence of industrial enterprises, the territory of cities, transport routes, neighborhoods of settlements, as well as sampling points of atmospheric air and snow method routes of weather stations. Based on the results of the snow survey using computer-aided ecological-geographical mapping, computer maps are created that clearly show the contamination of the territory by certain substances. The main objective of monitoring is to obtain characteristics of the deposition of pollutants throughout the country as a whole and for individual regions. According to the monitoring
network, long-range and transboundary transfers of pollutants are also identified. The creation in our country of a system for monitoring snow cover contamination made it possible for the first time in world practice to obtain a detailed picture of the spatial contamination of vast territories and its characteristic changes [15, p. 45].

The significant progress made in recent years in the use of snow cover as an indicator of environmental pollution has served as the basis for the transition to a qualitatively new type of work – the monitoring of snow cover contamination based on the previously existing snow network used to determine the physical parameters of the snow cover [6]. Monitoring results are widely used not only to determine pollution levels of environmental components, but also to solve more complex geophysical problems – determining the material composition and the capacity of emissions of enterprises [24, p. 18].

Despite the fact that at the present time the monitoring of the chemical composition of the snow cover is carried out in the system of agroecological monitoring, in the literature there is practically no detailed analysis of the level of pollution of the snow cover of agrolandscapes.

The purpose of our work was the analysis of snow cover contamination of agricultural land in the Tver Region and the identification of the relationship between the chemical composition of the snow and the level of anthropogenic impact on this territory [22, p. 11].

In accordance with the goal, the research tasks included the determination of the content of the snow cover for nitrate, chloride, sulfate ions, lead, cadmium, copper, zinc, chromium and snow contamination in the dynamics of priority for the Tver region.

This region is located in the northwestern part of Russia, in the west of the middle part of the East European (Russian) plain [21]. The climate is temperate continental. Soils are mainly sandy-loamy, (sometimes clayey) sod-podzolic. The region is located in the forest zone, in the subzone of the southern taiga, passing into broad-leaved forests in the north-west and into massifs of pine forests in the north and south-west. Agricultural development of the Tver region is moderate. Territories used in agriculture make up 32.5% of the total area. The Smolensk, Yaroslavl and Moscow regions are more than 50% of their territories are used for agricultural land [1].

Winter in the Tver region is quite long, the winter cold period covers almost 6 months. As a rule, the winter is very snowy. A stable snow cover is established in late November – early December, the duration of the period with a snow cover is 140–150 days, with an average depth of 40–60 sm, (often up to 80 cm). The depth of the snow cover in December – January – February –, the average temperature in January (-9C), a few days a year is (-25C) and below. The end of winter falls only on the last days of March – early April [2].

In general, the Tver region is positioned as an environmentally friendly region, but despite this, the study of individual local areas shows a high level of anthropogenic load, which adversely affects the environment.

Research was carried out in six districts of the region – Bezhetskii, Bologovskii, Kalyazinskii, Vyshniy Volockii, Kalinin (“Romanovsky” and “Sakharovo” farms).

The choice of sites is due to the presence of anthropogenic sources. The number of sources of negative impact includes railways, highways, farms, factories, warehouses. Railroad tracks as close as possible to site 1 and are a potential source of contamination of the adjacent territory with carbon oxides, nitrogen oxides, hydrocarbons, soot, dust and others. The motorway is the supplier of toxic components of exhaust gases of engines, which include heavy metals. Livestock farms, as well as industrial enterprises, pollute the environment. A dairy farm for 1000 average productivity cows emits more than 6 tons of carbon dioxide daily, almost 10 tons of water vapor, a significant amount of ammonia and other gases, produces about 40 tons of manure-containing effluents and 55 tons of excrement. The activity of the mineral fertilizer warehouse is insignificant, but it takes place. After applying fertilizers in the atmosphere, compounds containing predominantly nitrogen, phosphorus and potassium are found, when precipitating as precipitation on the soil, migration occurs through food chains: plant-animal-man. Many
pollutants have the property of concentration and are not practically eliminated from the human body, leading to poor health or death [11, p. 3].

Observation of the state of the snow cover was carried out at permanently operating sites, which were allocated on sod-podzolic soils of the above-mentioned regions (topographical reference is given in Table 1). The numbers of the grounds correspond to the variants numbers in the future.

Table 1

<table>
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<tr>
<th>Research Options</th>
<th>Administrative District</th>
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<td>Bezhetskiy</td>
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<td>2</td>
<td>Bologovskiy</td>
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<td>3</td>
<td>Kalyazinsky</td>
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<td>4</td>
<td>Vyshniy Volockiy</td>
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<td>5</td>
<td>Kalininskiy (farms “Romanovsky”)</td>
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<td>6</td>
<td>Kalininskiy (farms “Sakharovo”)</td>
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</table>

The following indicators were chosen as informative chemical indicators of snow cover and chemical anthropogenic pollution: pH, nitrate, sulfate, chloride ion, lead, cadmium, copper, zinc, chromium content, because analytical chemistry methods allow reliably to control their content in the snow mass, they are not transformed in the conditions of melting snow, but only redistributed into components of the ecosystem, soil, suspended matter, bottom sediments.


For the analysis in March-April of each year, samples of snow were taken by a generalized method in accordance with State standard 17.1.5.05-85 [23, p. 5]. The snow cores were selected for the entire depth of the snow cover to the base of its bedding using a plastic pipe. The resulting core, previously cleaned at the base of soil and vegetation residues, was placed in a plastic bag and delivered to the base of the FGBU laboratory of the Federal State Budget Institution State Center of Agrochemical Service “Tverskoy”, the main activity of which is the monitoring of the state of soil fertility of agricultural land in the Tver region. An integrated survey of 120,000 hectares of farmland is carried out every year. The FGBU State Center for Agrochemical Service “Tverskoy” was re-accredited in June 2011 as a technically competent and independent Test Laboratory for Agrochemical Maintenance of Agricultural Production in the Accreditation System for analytical laboratories (centers) and meets the requirements M of the International Standard ISO / IEC 17025: 1999 (State standard R ISO / IEC 17025-2006). The testing laboratory is registered in the Unified Register of Organizations Accredited by the Federal Agency for Technical Regulation and Metrology under No. ROSS RU.0001.510047 dated June 15, 2011. The Center is also accredited as the Product Certification Body. Accreditation certificate No. ROCS RU.0001.11PR98 from April 9, 2010 is valid until April 9, 2015.

All activities of the Testing Laboratory and the Certification Body are carried out in accordance with the requirements of the current regulatory documents and strictly regulated by the scope of accreditation the samples of snow were melted in a glass container in a natural way. After completely melting, the samples were filtered on cellulose-paper filters with a pore diameter of 0.45 μm. The analysis of thawed water for pollutants was carried out by standard methods recommended for the analysis of snow cover in the system of the state agrochemical

The results obtained are presented in Tables 2, 3.

For the ecological-geochemical estimation of the snow cover, the concentration coefficient of pollutants \( K_c \) was calculated from the formula (1)

\[
K_c = \frac{C_i}{C_f}
\]

(1)

where \( C_i \) is the actual content of the substance being determined, \( C_f \) is the background concentration of the element [1, P. 204]. As the background concentration, the lowest values from the determined indicators for each year of the study were used. The concentration coefficient shows how many times the concentration level of the substance from the background is rejected.

To characterize the impact of pollution, the total pollution index \( (Z_c) \), determined by the formula 2, is used.

\[
Z_c = \sum (K_{ci} + ... + K_{cn}) - (n-1)
\]

(2)

where \( n \) is the number of defined summable substances, \( K_{ci} \) –Coefficient of concentration of the \( i^{th} \) component of pollution. An assessment scale of the danger of soil contamination is developed, linked to the health indicators of the population.

Snow contamination is considered low for a total contamination rate of less than 64 units. The average contamination level corresponds to values in the range of 64–128 units. A high level of contamination is characterized by values of 128–256. A very high level of snow cover contamination is observed with a total contamination index of more than 256 units. The results are shown in Table 4.

As the results of the research showed, the chemical composition of the snow differed significantly depending on the place and time of sampling (Table 2). Thus, the pH varied within 4.93–7.07 and was close to the pH of pure atmospheric precipitation of 5.00–7.00 [25, p. 5]. The tendency to decrease the pH during the whole period of the study was fixed in the site 1, and to the increase in the section 4, which allows predicting a possible decrease in the soil pH in section 1, increasing the mobility in the soil of heavy metals, increasing their concentrations in plants, and necessitating monitoring Soil and plants according to these indicators.

The content of \( SO_4^{2-} \) in snow variants was significantly lower than the MAC for all years of research. However, it should be noted that the background content of \( SO_4^{2-} \) in the snow is significantly exceeded. According to the fourth survey cycle, the content of sulfate ions exceeded the background value 8–29 times. The greatest concentration of sulphates was characterized by sites located in Bezhetsk and Kalininsky districts. Obviously, the transboundary transfer of sulfur dioxide and sulphates from adjacent territories plays an important role in the dramatic change in the content of \( SO_4^{2-} \) in the snow of these options in individual years.

Throughout the study period, the chlorine content in the snow of all the investigated variants was also significantly lower than the MPC. The maximum content of Cl- in snow water was noted in the first survey cycle in the Vyshniy Volockiy District. It exceeded the background values by more than 104 times. The chloride content in the snow cover is closely related to the use of anti-ice reagents for road surfaces in the winter. As a reagent, sand-salt mixture is most often used.

The content of nitrates exceeded the background indicators in the first round of the survey at 1.8–7.0; In the second in 1.3 – 3.9; In the third – 1.4–2.9 and in the fourth cycle of the survey – in 1.3 – 2.6 times.

Analysis of the snow cover showed that the pollution is complex. The spectrum of pollutants of snow cover is dominated by the most toxic and dangerous elements.
### Table 2

**Dynamics of Acidity and Content of Nitrate-, Chloride-, Sulfate Ions in Snow Water, mg/l**

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### Table 3

**The Content of Heavy Metals in Snow Water, mg/l**

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### Table 4

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For all years of research, the concentrations of heavy metals in the snow cover form the following decreasing series:

\[ \text{Zn} > \text{Cu} > \text{Cr} > \text{Pb} > \text{Cd} \]

During all the years of research, the content of heavy metals in snow did not exceed the MPC. Considering the dynamics of the content of lead and cadmium, we can note a gradual decrease in the coefficients of their concentration from the first cycle to the last; For copper, zinc, chromium is characterized by a more even flow with snow precipitation in the survey cycles.

At the same time, taking into account the average annual amount of precipitation in the form of snow and the average content of heavy metals in them, it is possible to calculate the inflow of the latter onto the underlying surface. It was approximately in the fourth cycle of the survey: lead by 9.07, lead by cadmium 0.82, copper 9.49, zinc 814 and chromium 13.6 g per hectare, which is equivalent to an increase in soil content To 0.003; 0.0003; 0.003; 0.271 and 0.005 mg per kg, respectively.

Analyzing the elemental Kc and the total Zc indicators, we can generally state an improvement or preservation of the ecological situation in time. If during the first survey cycle the share of areas with a dangerous pollution level accounted for more than 60%, then in the last cycle – 17%; While the level of snow contamination in the last survey cycle at one site is characterized as dangerous, on three – moderately hazardous and on two – permissible.

Thus, the analysis of the snow cover revealed a significant variability in the chemical composition of the snow, a reduction in its pollution level in dynamics. At the same time, the content of almost all priority pollutants exceeds the background values, which can have a permanent negative effect on the state of the depositing media.

On the underlying surface, about 1 kg of pollutants per hectare per year may come. This calls for an inventory of pollution sources and the definition of environmentally sound norms for the impact of human economic activity on living organisms.

The geochemical indicators of the state of the snow cover established in the work can be, along with the analysis of the state of soils and plants, the methodological basis of agroecological monitoring.

References
4. Guidelines for the assessment of the degree of pollution of atmospheric air of settlements metals on their content in snow cover and soil. URL: http://base.consultant.ru/cons/cgi/online.cgi?req=doc;base=ESU;n=6085.

REFERENCE TO ARTICLE


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